

# Simply AmaZING!

## PT Marketing Revealed by Larry

Check out this excerpt from an interview Larry Benz performed last month:

“...we take a very patient-centric approach, very service oriented approach and we do that because we believe that it retains patients. We also believe that it adds value to them and that’s kind of what our model is, we want to add value to whoever, whenever, wherever, however. With patients, they are enhancers and so, if you follow up with an email after seeing a patient that provides them with specific links, or specific resources about their condition, it’s a Wow factor, what we call in our customer service program. It’s amazing, it’s a zinger. You then follow up routinely with that patient with a multitude of mechanisms, maybe they subscribe to your newsletter, maybe they want to follow you on Twitter because you know you are

going to provide them physical therapy links. Perhaps that patient will follow up with you at a patient reunion, or some other enhancer experience. We firmly believe the best marketing strategy is what we say in the south, “milk your own cows first”, meaning you take your patients and create ambassadors, evangelical missionaries for your business and likelihood of your profession and you do that by creating those memorable experiences. ***Patients in general may not remember your name or where they met you, but they will remember how you made them feel. What we have an opportunity to do everyday is touch, educate and counsel our patients....”***

[Click here to view more of Larry’s PT marketing perspective.](#)

## AMAZING! PRINCIPLE

### ***To Serve Is To Rule. We Are Guided By Principles, Not Policies.***

According to Dictionary.com, a principle is a “guiding sense of the requirements and obligations of right conduct.” A policy is “a definite course of action adopted for the sake of expediency, facility, etc.”

Of course we are surrounded by policies and procedures during our daily lives...boarding a Southwest plane by group (A, B, C) is company policy or only getting only one pickle with your order at Panera would be considered policy. These rules and policies are implemented by employees and accepted by customers. But, sometimes exceptions are required. Screaming children and elderly can bypass the seating group policy to board the plane in advance. If you smile and ask nicely, you can probably get an extra pickle with lunch.

Although seemingly mundane examples, these breaches of policy, while still being guided by an overall principle of doing what is best for the customer, make a huge difference in patient loyalty. When you go above and beyond to help a patient out by willingly staying 15 minuets late or coming in 20 minutes early, for example, they feel valued and that they are getting special treatment. This small deviation from policy illustrates a willingness to serve the patients to the best of our ability. Your small gesture of principle will go further than you think!

# Patient Loyalty Survey Short Takes

**i love the staff!**

The ProRehab Team is caring, helpful, allows for convenience and just overall enthusiastic to help.

THE ENTIRE STAFF IS VERY KNOWLEDGABLE & COMPETENT.

keep up the good work!

*I was in a lot of pain when I first came in. Today I have no pain.*

**I trusted them to get me better and they did. They have done a very good job. I would trust them to help my family and friends.**

You receive one on one attention from your therapist.

staff was very helpful

*I have been to other therapy providers and this is the best I have been to.*

**good treatment - great atmosphere**

## Events Calendar

Cookout - Castle vs. Memorial (Boys)  
Sept 16 @ Castle Soccer Fields  
JV - 5:30 Varsity - 7:30

ProRehab Aces Soccer Classic  
Sept 18-20 @ UE

Cookout - Castle vs. Memorial (Girls)  
Sept 24 @ Castle Soccer Fields  
JV - 5:30 Varsity - 7:30



## AMAZING! CHALLENGE

A patient walks in with a script at 4:30, from a physician that sends you few patients, but not a lot.

They tell you the physician wants them to be seen right away and that your clinic would accommodate them. You are scheduled to leave at 5:00. WHAT DO YOU DO?

**Email [ashley@prorehab-pc.com](mailto:ashley@prorehab-pc.com) with answers and you may win a prize!**

## ZINGERS!

**Jenna McClary, MPT - Home Health**  
*"One of the directors @ Atria found out that she plays the piano and asked her to come in and play for the Life Guidance Unit...Of course, she said yes."*

**Leslie Mills, COTA - TSOS**  
*"She takes our staff meeting minutes every other Friday and does a fantastic job of pulling those together and typing them up in a more than timely fashion! She is totally awesome!"*

**Stacey Turner, OTR/L - TSOS**  
*"Today she helped me out big time with a patient who was not satisfied with her care at this point. She was supposed to see pat for the last 2 visits she was in and had been shifted to other schedules. She is in a splint and it had been rubbing her foot making it sore and her shoe caused a blister to her heel. Stacey took the time to re-adjust her splint and make the patient comfortable and happy before she left. Whew! She totally saved the day and did an awesome job on the splint! It's great to have a coworker that goes the extra mile."*

# Patient Loyalty Survey Feedback

Way to go - what an exciting month on loyalty surveys! We had 21 individuals mentioned by name - the most ever! WOW! It ranged from front desk to therapist and several repeats of names. Way to go to the following people - they made sure the patients knew their name!

Mary Kay (mentioned at Pearl & IN St)  
Kelli Goedde  
Kevin Ritz (5 times!)  
Anne Basden (2 times!)  
Jill Templin  
Pat Wempe  
Mark Goodrich  
Lisa Kress  
Betty Butler  
Courtney Howton  
Gussie Stefanich

Kyle Kiesel  
Laura Happe  
Selena Phaup  
Joey Pettyjohn (2 times!)  
Jamie Thompson (2 times!)  
Cheryl Rentchler  
Bob Tank (2 times!)  
Alan Tomczykowski  
Bethany Holder  
Ben Lippe

The contest this month was how many discharge surveys were completed. Vincennes squeaked by with 60% of their surveys collected being D/C surveys! Way to go Kevin, Mark, Laura and Betty and the rest of the Vincennes crew!

The following percentages are how the rest of the clinics compared:

Columbia: 59%  
Newburgh: 50%  
IN St: 47%  
Madisonville: 43%  
Henderson: 33%  
Reo: 33%  
Pearl: 27%  
Hand Center: 18%

Collection percentages overall look really good at several locations. The list is as follows with May and June also included so you can see if you are trending up or down:

Newburgh: 148%, 123% June, 154% May  
Henderson: 140%, 115% June, 64% May  
Pearl: 100%, 114% June, 106% May  
Reo: 100%, 91% June, 71% May  
Madisonville: 77%, 63% June, 45% May  
Indiana St: 64%, 67% June, 63% May  
Vincennes: 48%, 140% June, 57% May  
Hand Center 27%, 35% June, 58% May  
Columbia St: 22%, 38% June, 23% May

# Employee Q & A Featuring...

## Tracey Benke!

**Name:** Tracey (Jenkins) Benke  
**Clinic/Position Held:** Information Specialist (Wash Sq)  
**Current Residence:** Evansville - born and raised  
**When/Where were you born:** St. Mary's - Evansville 1971  
**Spouses Name:** Michael Benke  
**How long have you been married:** 15 years  
**Kids (names & ages):** Bailey Benke, 13yrs  
**Sibling(s):** 1 Sister, Sabrina  
**Pets:** One pretty kitty named Leo  
**How long have you worked at ProRehab:** 5 1/2 yrs  
**Extra-curricular activities/groups:** Scout Mom  
**Hobbies:** Reading and vegging out  
**High School:** Memorial HS - Evansville  
**Where did you go to college:** Ivy Tech - Business Management  
**Favorite sport:** NASCAR, Dale Jr.  
**Favorite snack:** popcorn  
**Favorite Beverage:** Diet Coke  
**Favorite Lunch Spot:** Chic-fil-A  
**Least favorite food:** vegetables  
**Favorite Dessert:** brownies  
**Best Vacation:** Alaska  
**Favorite Holiday:** Not Christmas  
**Favorite music:** R&B  
**Favorite TV Show:** NCIS  
**First job:** Research Systems Corp  
**Favorite Saying:** Why Not?  
**If a genie granted you one wish, what would it be?** Peace  
**Tell us something random about yourself:** I always eat my fries before my sandwich.



*Tracey Benke*  
*Information Specialist*