

EOY DEDUCTIBLE CHEAT SHEET FOR PTS

Are You and Your Patients Missing Out On BIG SAVINGS?

By now, many patients have met their insurance deductible! Do your patients know that from now until December 31st, the cost of physical therapy could be minimal or completely covered by insurance? If they don't know...it's your job to tell them! Here are 3 simple steps to 2x your patient volume this fall by marketing EOY Deductibles...

01

REACH OUT TO PAST AND CURRENT PATIENTS WITH **EMAIL OR DIRECT MAIL!**

Remind your patients to use their insurance benefits! Their PT might be covered now to the end of the year. Reach out via...

- Email is cheap and fast.
- A postcard is sure to catch a patient's attention. Check out our **2025 EOY Deductible Postcard Designs** here.
- A letter is personal and gives you more space to explain.
- A social media post can get the message out fast!

02

IN THE CLINIC, **ASK YOUR PATIENT THESE QUESTIONS...**

- **Q:** *Have you reviewed your insurance plan and coverage lately?*
- **Q:** *Did you already spend most or all of this year's deductible?*
- **Q:** *Are you in pain? Can physical therapy help?*
- **Q:** *Do you want to save money on your PT costs and out-of-pocket expenses?*
- **Q:** *Want to start the new year pain-free and have insurance cover all or most of your costs?*

03

GIVE YOUR PATIENTS **A SIMPLE SET OF STEPS TO FOLLOW.**

You want your patient to be able to take immediate action and book their appointment for PT.

So make your call to action CLEAR!

- Give a link to book an appointment on your website
- Tell them to Call Now and give a phone number
- Get them to book their next 5-10 appointments at the front desk!

REMEMBER: HYPE THE BENEFITS OF FEELING BETTER AND ENDING THE YEAR HEALTHY AND READY FOR A NEW YEAR!

BETTER MARKETING builds better clinics.

Claim your FREE 2026 Physical Therapy Marketing Ideas Kit today at **PracticePromotions.Net/Kit**!