POST-SURGICAL REHAB

MARKETING CHEAT SHEET FOR PTS

Want to attract more post-surgical rehab patients? It's true that doctors will recommend a PT. But patients do their own research online. Here are 3 simple tips to attract more post-surgical rehab patients to your clinic...



01

Own the **"After Surgery" Search Terms** on Google.

You want to show up for specific terms like "physical therapy after knee replacement" or "ACL rehab near me."

Action Steps:

- Create dedicated website pages for each surgery type, as well as a post-surgical rehab page
- Add timelines: "What to Expect Weeks 1–12"
- Include surgeon referral language ("We work closely with local orthopedic surgeons.")
- Add testimonials from post-op patients

02

Educate Before Surgery (Prehab).

Patients often don't know they can do PT before surgery.

Create:

- Blog posts: "Should You Do PT Before Surgery?"
- Short YouTube videos explaining recovery timelines
- Pre-op rehab packages
- Free downloadable surgery recovery guides

This builds trust before they choose their post-op PT provider.

Here's an example pre-surgical web page from Full Strength Physical Therapy.

03

Showcase Outcomes & Milestones.

Patients want to know:

- "When will I walk again?"
- "When can I return to golf?"
- "When can I get back to work?"

Create:

- 6-week transformation case studies
- Video testimonials
- Before/after functional milestones
- Return-to-sport stories

Specific outcomes outperform generic messaging.

Here's a great example page with patient testimonials from our client Performance Physical Therapy!

practicepromotions™

WE'RE THE PT MARKETING AGENCY YOU'LL WISH YOU HIRED FIRST. CLAIM YOUR FREE 2026 PHYSICAL THERAPY MARKETING IDEAS KIT TODAY AT **PRACTICEPROMOTIONS.NET/KIT**!