

# HOW TO ATTRACT HIGHER-PAYING PT PATIENTS

Worried about your practice's finances? Want to attract higher-paying patients? Frustrated by the number of patients who have low-paying insurance? All of that is possible! Here are 5 simple steps to attract the physical therapy patients YOU want:

## 01

### Market your specialty.

Do you want to treat student athletes? Pelvic floor patients? Neurological conditions? Rotator cuff injuries?

Whatever your clinic's specialty is—market it! List your specialty on your website, run Google Ads for that specific condition, and send out flyers to physicians educating them about this specialty.

## 02

### Call out top-paying insurers on your website.

Does one insurer pay you better than others? Then put that insurer's logo on your website to attract more patients with that insurance. That doesn't mean you won't accept Medicaid or other insurers. It just means you are "calling out" high-paying patients and letting them know you accept their insurance.

## 03

### Advertise your cash-pay or membership programs.

Do you have a cash-pay or membership program? Then SHOW that! Put that on your website. Send out postcards. Run Google Ads for your specialty membership.

Cash pay services are a great way to add a stream of revenue to your practice.

## 04

### Use custom photos to highlight your awesome patient experience.

Get patients excited by showing custom photos of your clinic, staff, and patients on your website, social media, and email newsletters. If possible, also take short videos about exercises or fun in the clinic. In other words: MARKET the patient experience. Create a brand!

## 05

### Reach out to past patients.

Your best patient is one who already loves you! Reach out to your past patients who had great insurance. Do this over social media, email, digital newsletters, or even postcards. If it's been a year or two since they came in, they probably have a new problem you can help with!

Your ideal patient—one who is high-paying, excited to come in for care, and willing to leave a 5-star Google Review—*is OUT THERE!* You just have to MARKET to find them. *Want to learn more?*

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