



## Specific tools for marketing your services

There are many tools and strategies for getting the word out to your target audiences about the great services available at your balance program or clinic. It's important to conduct the planning and research outlined in the previous section, "Your Overall Marketing Approach." Going through this planning process will help you make good decisions about the marketing tools and strategies that work best for you and your balance program.

Below are some examples of an effective marketing and community outreach program. These are specific tools being used by a facility using the SMART Balance Master® as part of a larger campaign to promote a vestibular rehabilitation program.

**Clinical Training Programs** – Physical therapists and other clinicians participated in a Vestibular Rehabilitation Clinical Training Program hosted by the facility. Clinicians from the area not only participated in lectures and shared their ideas, but they also were able to see the SMART Balance Master® in action. As a result, they developed a better understanding of the many benefits to their patients and clinical programs.

**Educational Sessions** – The facility hosted 25-50 key stakeholders from the community at an educational session focusing on the facility's Vestibular Rehabilitation Program. Session leaders demonstrated the application of their program with the SMART Balance Master®.

**Site Visits** – A staff neurologist from the facility visited retirement communities in the area and presented the SMART Balance Master® as part of the facility's rehabilitation options in fall risk reduction, stroke and vestibular rehabilitation.

**Other Ideas** - Other ideas you may want to consider as you are planning your own promotions follow:

- Produce a brochure on your clinic and the programs you offer, remembering to emphasize the benefits to the patient, and distribute these throughout the community in locations such as: physician offices, community centers, assisted living centers, local pharmacies, employee lounges, and payer offices.
- Include your programs and services on your letterhead, business cards, and other general collateral material.
- Send a letter or postcard to your referral sources telling them how you can help their patients. Follow up with a phone call or a face-to-face visit if possible.
- Send a monthly newsletter (either printed or electronic version) to your patients, referring physicians and payers. Include patient success stories and new services you may be offering, etc.



- Develop a Web site where you can refer both physicians and patients for more information about your programs, as well as answers to commonly asked questions. You may also want to consider linking your site with other sites related to your programs.
- Send press releases to your local media. Again, emphasize the identified need or “health concern” related to balance and how your programs benefit patients. Focus on the value of your programs, instead of the clinic.
- Hold an open house so physicians can visit your clinic. Introduce them first-hand to the programs you’re offering and show them how their patients will benefit.
- Hold an open house for the community. Offer free balance screenings to help educate potential patients.
- Conduct free screenings for athletes at your local high school/college, local health or fitness clubs and businesses.
- Conduct free balance screenings at senior health fairs.
- Offer wellness and educational workshops to your targeted patient group(s).
- Position yourself as a resource within your community. Attend community meetings, become involved in the chamber of commerce, and sit on community health boards.
- Communicate directly with your payers – focusing on the added costs involved when patients fail to get the proper assessment and therapy for their balance needs.
- Initiate a Balance Disorders Support Group.
- Offer educational seminars for non-profit organizations such as those related to hearing disorders, Parkinson’s disease, retirement communities, and local and regional hospitals.