Future Proof Your Practice
By Clarifying Your Value

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“Failure to demonstrate value may result in physical therapy’s irrelevance as a healing profession.”

- Delivering the Physical Therapy Value Proposition: A Call to Action (2013)

How do we communicate our value in terms that people can understand?
Every therapist can communicate their value by clarifying these three areas:

1.) Who You Are As A Therapy Practice
2.) What Value You Provide
3.) Why People Can Trust You

Clarify Your Value
Step 1

Clarify Who You Are As a Company
(Using the words of the people you serve.)
When people are looking for physical therapy services, what do they want to know about your company?

1st Category: Location
What Clients Want to Know About You

1. Where are you located?
2. What practice area do you specialize in?
3. What common problems do you address?
Where are you located?
Aurora, NE

What practice area do you specialize in?
Orthopedics, Pediatrics, Sports Medicine

What common problems do you address?
Falls, Stroke, Knee Replacement

Practical Application
Clearly Communicating On Your Website Who You Are

If you answer these three questions above the fold on website you will likely rank higher on Google than practices that do not.

Google Rank: #4
“The customer simply needs to know that you have something they want and that you can be trusted to deliver whatever that is.”

- Donald Miller, Building a StoryBrand (2017)
Clarify Your Value  
Step 2  

Clarify What Value You Provide  
(Using the words of the people you serve.)
Cost = Perceived Value

Do you know how much your company charges for an average evaluation?
(I know there can be variation in charges, but I’m just looking to know whether you have a ballpark knowledge.)

Yes = 23
No = 21
“I only know because a friend of mine got a bill and told me. If you ask my company they seem to have no idea (!).”

- Kate

Do you know how much is typically charged for an average episode of care (from eval to discharge) in your setting?
(I know that charges vary dramatically based on client need, but I just want to know whether you have a ballpark idea.)

Yes = 16
No = 40
N/A = 7

PAYER
“Why are your services worth this cost?”

EMPLOYEE
“What?! My services cost how much?”
Average Charge for an OP OT Eval

Average Cost with Prompt Pay Discount

Average Reimbursement

Practical Application
Clearly Communicating On Your Website
What Value You Provide

Part 1: Price Transparency
Impetus PT, Greensboro NC

Impetus PT, Google Search

Joint Ventures, Boston
Cost = Perceived Value

The Elements of Value Pyramid

5 elements influencing loyalty for smart phones are:

1. Quality
2. Reduces Effort
3. Variety
4. Organizes
5. Connects
5 elements of value in my own therapy practice:

1. Quality
2. Reduces Risk
3. Therapeutic Value
4. Wellness
5. Hope

Practical Application
Clearly Communicating On Your Website
What Value You Provide

Part 2: Influencing Perceived Value

Value: Self-Actualization
Values: Quality, Saves Time

Values: Avoid Hassles, Reduces Costs

Clarify Your Value
Step 3
Clarify Why Your Customers Can Trust You
#1
Jargon is the enemy of clarity

#2
We can’t rest on our credentials, certifications, or education

CLIENT
“Can I trust you?”

THERAPIST
“Trust me, I’m a doctor.”
Evidence That Supports My Practice
Effectiveness of Occupational Therapy Interventions for Lower-Extremity Musculoskeletal Disorders: A Systematic Review (2017)
Higher Hospital Spending on Occupational Therapy Is Associated With Lower Readmission Rates (2016)
Relationship between pre-discharge occupational therapy home assessment and prevalence of post-discharge falls (2010)

Practical Application
Clearly Communicating On Your Website Why Clients Can Trust You
(Hint: Link to Evidence)
Tip: Back up your claims whenever possible

Tip: Don’t Go Overboard

Tip: Don’t Feel Like You Have to Explain Everything Yourself
Completing an OT home assessment before you discharge has been shown to prevent future falls.

**RECAP**

Every therapist can communicate their value by clarifying three areas of their practice.

1. **Who you are.**
2. **What value you provide.**
3. **Why clients can trust you.**