

Using FOTO® Data to Market to Referral Sources

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Marketing Opportunities

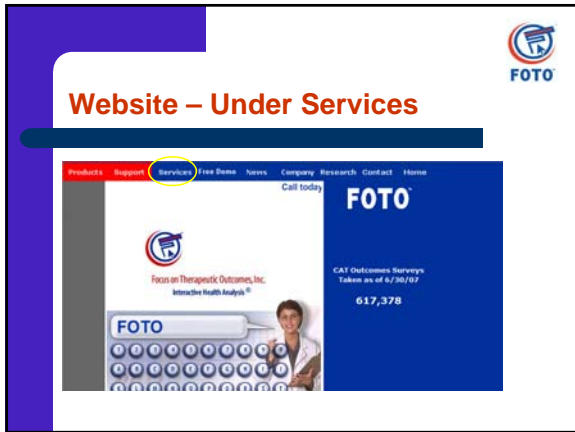


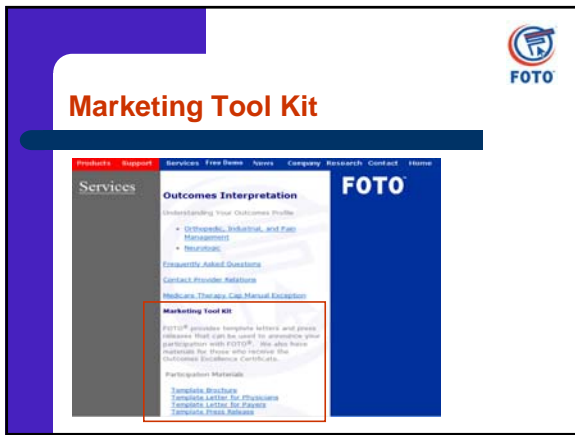
- Who?
 - Referral Sources
 - Patients
- What?
 - Participation
 - Ability to Share Information
 - Quality of Care
- When?
 - At every opportunity!

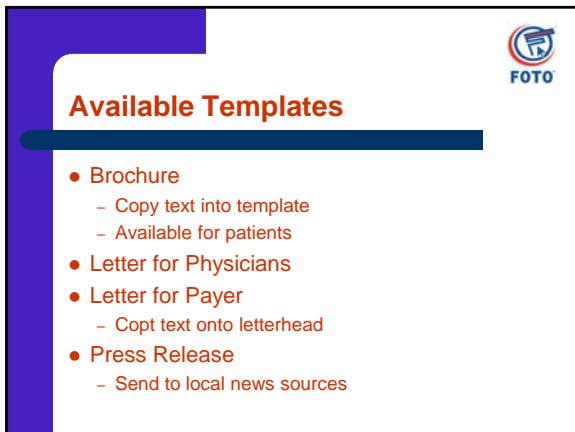
Getting Started



- Gathering data ***at all*** differentiates from competition
- Announce that participating with FOTO
- Templates available at website
 - www.fotoinc.com
 - Select Services
 - Under Marketing Toolkit







Adding Scores to the template

Keep It Simple



- Problem: "Physicians do not have time to learn about CATs and 95% Confidence Intervals!"
- Answer: Keep it simple. How about:
 - "We give superior care."
 - "Our care is effective and efficient."
 - "99.7% of our patients report being very satisfied with the results of our treatments"
- If proof is needed, all the science you need is behind those statements

Satisfaction



- Pull Satisfaction data can be pulled from PI
- Patient Reports

Run For:
Clinic
Clinician
Care Type
Date Range



Center of Excellence

- Top 10 Clinics for FS Change
- Presented for each calendar year
- FOTO sends press release to national media
- FOTO supplies recipients with press release for local media



Real Examples - Patient

- Billboard: "Locally Owned, Nationally Ranked"
 - 15% increase in new patients
 - Effective against new corporate competition
- Press release for Outcomes Excellence
 - 6 articles in area newspapers
- Announce participation and / or awards on hold message
- Display certificates



Real Examples - Payer

- Contract obtained by offering to share predicted visits and change
- Higher rate negotiated
 - Proved quality and change per visit
 - Demonstrated in line with region



Real Examples – Payer

- Included in Network Provider list
 - Able to treat out-of-network patient for aquatic therapy
 - Patient developed relationship with therapist
 - Told had to be treated in-network after aquatic therapy
 - First request to continue treatment was denied
 - Provided Intake and Status Reports (& Explanations)
 - Allowed to continue patient treatment at in-network cost
 - Added to network



Real Example - Physician

- Orthopedic Surgeon claimed overutilization, no longer sending shoulder patients to clinic
- Clinic had outcomes for shoulder for the clinic and each therapist
 - Comparable visits to FOTO
 - Comparable functional change to FOTO
- Negotiated with physician to maintain and increase referrals



More Information

- Enough to get started
- Expert client will present more “real life” marketing and contracting information on October 11th webinar
