

PERFORMANCE HEALTH

Clinical Retailing

PERFORMANCE
HEALTH®





A CHANGING ENVIRONMENT

When we speak with DORs about their top priorities, we hear they are focused on:

Retaining therapists
and other staff



Increasing profitability



Improving patient
outcomes





▶ WHAT MOST FAIL TO REALIZE

Decreasing reimbursement rates mean that maintaining profitability is more and more challenging. Additionally, **70% of patients are self-discharging** as a result of thinning insurance coverage, making it important to maximize time with the patient.



Loss of patients in this new self-discharge trend might be costing you more than you think.





▶ WHAT'S THIS COSTING YOU?

Think about the importance of home treatments, without guidance, and their impact on your business:

Total Cost ▶

average cost to clinic

\$250,000 per year

Cost Breakdown ▶

- patient injury
- lack of compliance
- patient dissatisfaction
- negative patient outcomes
- patient self-discharge
- lost revenue
- patient acquisition costs

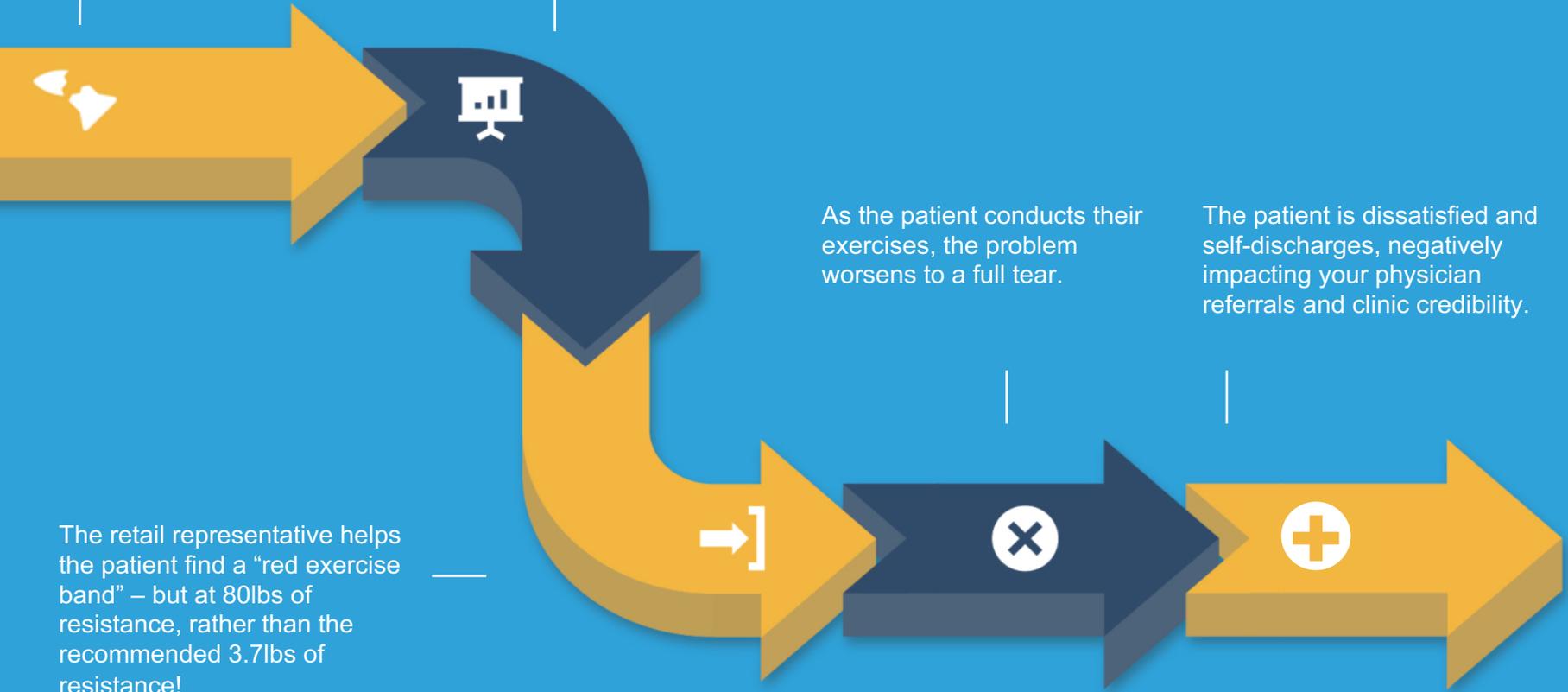




DOES THIS SOUND FAMILIAR?

A patient comes to you with a partial rotator tear.

After meeting with a therapist, the patient is instructed to purchase a “red exercise band” from a sporting goods store.





▶ A NEW WAY FORWARD

What if you could provide patients with the exact tools they needed to succeed and achieve optimal outcomes at home?

Therapists who employ this method have better control over patients' prescriptive home exercise programs, leading to improved patient outcomes.

How could your facility be taking advantage of these additional revenue opportunities?



▶ A NEW IDEA

Our Clinical Retailing Programs are the only evidence-based clinical management solution that supports both in-clinic and home exercises. With these programs, your patients receive the therapist-prescribed tools needed to:



1

Increase likelihood of patient compliance & outcomes

2

Improve patient retention and satisfaction rates

3

Lead to clinic revenue growth



▶ WE CAN HELP

Our Clinical Retailing Programs also offer research-based, continuing education for physical therapists.

We provide physical therapists with the means to educate and equip patients with the resources they need to be successful with their course of care.

Start a Conversation Today

with your Performance Health sales representative

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