

Networking and Marketing to Allied Health Professionals – Building a Referral Network (Summary Notes)

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Why do it?

- To gain referrals – another lead source
- Professional satisfaction – feeling part of the “medical team”
- To know who to refer to. Adds value to your client
- Genuine interest in rehabilitation

Who should/could you market to?

- Physios
- Pharmacists
- Dieticians
- Psychologists
- Chiros
- Osteopaths
- Massage Therapists
- GP's ????? Specialists ????? (probably not worth your time)

Others/Local AHP's you could target?

- 1) _____
- 2) _____
- 3) _____

Need to bridge the gap between physio and PT.

Weight loss for clients with low back pain

Keeping injured clients moving

Supervised exercised generally better for rehab – many AHP's don't have time to do this

Ways you could bridge the gap

Build relationships with AHP's

Don't expect referrals after one visit or letter. Takes time and multiple contacts. Visit them when you have an injury. Refer clients and attend with them. Show them you know your stuff with good letters and referrals. Make sure they know who referred the client.

Market research

Main reason AHP's don't refer to PT's is that they believe PT's don't know about injuries and rehab or fear that PT's will re-injure the client. PT's need to educate AHP's as to their level of knowledge and training and provide a safe exercise environment. Be careful not to overstep your scope of practice. Be conservative in programming with injured clients. Refer early.

Learn the language

Learn the language and terminology of Western Medicine by attending courses, reading articles and re-enforcing anatomy. Avoid use of PT terms such as "double crossed posture" which are not used by AHP's.

Feedback

If you refer to an AHP you need written or verbal feedback from that person. Actively seek out AHP's with a fitness background and who are keen to work in with the fitness industry rather than against it. As with all professions there are good and bad out there.

Marketing

Need multiple contacts to get people to remember you. Consider letters, visits, referral pads, business cards, articles of interest, success stories and keep pecking away until you make a breakthrough. One contact is not enough. Consider also local networking groups and make sure an AHP is a member.

My marketing ideas

- 1) _____ 2) _____
3) _____

Create a Niche

Don't try and target everyone. If you can develop a niche market that is "narrow but deep" (such as working with over 60's) and you service this niche well then you will do well. Many PT's have developed a reputation as the "go to" person for injury management and clients with niggles in their centre.

Rehabilitation resources

Ptonthenet.com
Rehab Trainer courses
Adam Floyd newsletter, courses and DVD's
Sports Injury Bulletin
E-Orthopod
Arthritis Australia Website

Don't forget to sign up to Adams free injury management e-newsletter at <http://www.adamfloyd.com.au> to keep in touch with the latest rehab topics in the fitness industry. You will also receive a free download of the article: Injury management and prevention for professional personal trainers. Go to the GymED menu and resources section to download previous editions of the newsletter. [Rehab DVD's and webinars also available](#)