

# Tips for Improving Patient Engagement and Experience

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1. **Get Social.** Interact with your patients on social media. Many people of all ages use social media and it can be extremely beneficial to you and to them if you can provide educational and/or entertaining content on platforms like Facebook, Instagram and Twitter.
2. **Write Blogs for Your Website.** [Blogging](#) helps improve your website and make you more visible on search engines. Most importantly, it helps you provide tips and information on musculoskeletal challenges and the benefits of physical therapy. Your blogs are a great way for you to show off your knowledge and reach your patients online, while improving your reputation as an expert.
3. **Reward Patients.** You can reward your patients for perfect attendance or for reaching certain goals. Just make sure your reward system doesn't violate any laws in your state.
4. **Keep Lines of Communication Open.** Make sure anyone interacting with your patients is open and honest and willing to listen. You want your patients to always feel welcome and have their questions and concerns addressed right away... before negative reviews online (or to your referring physician) take place.
5. **Improve Interoperability.** Patients (especially those that have many providers) want their physicians to collaborate on their plan of care and have access to their health data easily ([WebPT](#)).
6. **Update Your Technology.** [Technology](#) can be used in many ways to make your practice more efficient. It can also be used to send appointment reminders to your patients, engage patients with a home exercise program and email patient satisfaction surveys.
7. **Offer Great Products.** You're the expert on the body, so you likely know of some great products that some of your patients would benefit from. If you don't have products available in your clinic—you should change that! Your patients will love the [convenience](#) of buying products they need, right then and there! You don't have to 'sell' them. Just offer something your patients want or need.
8. **Celebrate Wins.** This may seem pretty basic, but it's easy to forget how important encouragement can be. Make sure you are constantly motivating your patients to work harder and achieve their wellness goals.
9. **Hire a Rock Star Front Desk.** Your [front desk team](#) is the first and last person your patients see in your clinic. Make sure their first and last impressions are good ones!
10. **Keep Therapy Fun!** There's no reason that work and play can't go together. Keep your practice light and fun to make therapy more enjoyable for those patients that might be a little down about their injury or pain. Incorporate fun and exciting treatment methods where appropriate.

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