

**FOTO**

# MidSouth Orthopaedic Rehab Leverages Outcomes to Increase Patient Referrals

## A Marketing Success Story

### Executive Summary

MidSouth Orthopaedic Rehab (MOR) anticipated a potential future business downturn due to a changing healthcare market. Reduced payments, increased costs and increased patient deductibles created business hurdles. MOR determined it needed to increase patient referrals via direct marketing to consumers. MOR needed a way to demonstrate the value of its physical therapy services.

### Challenges

As a small private practice in a highly competitive market, MOR was looking for ways to prove its value. MOR needed to promote its results to enable increased growth. MOR believed sharing results would differentiate itself in the marketplace. If MOR could prove its patients required fewer visits, then consumers and payers would be interested. MOR needed a:

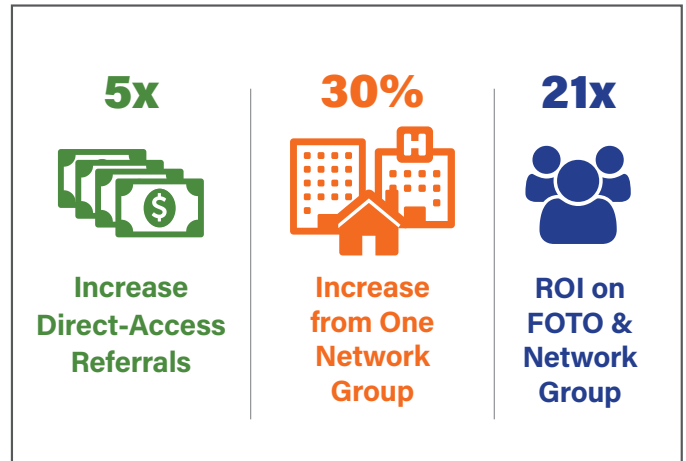
- System with **large database** and benchmarked results of care
- Way to **inform** consumers of the value of services
- Way to prove its services saved money

### How FOTO Helped

FOTO data provided the evidence to share efficiency and effectiveness to prove value to consumers. With the FOTO national benchmarked rankings and marketing tools, MOR was able to successfully market directly to consumers. FOTO also provided a strong third party evaluation of their services which increased trust with consumers.

### Results and Future Plans

- MOR increased direct access referrals from 15% to 80%
- MOR increased business from one networking group 30%
- Last year alone, MOR realized 21 times return on the investment in the networking group and FOTO



“Patients will look to clinicians that can prove their value. FOTO gives us the tangible evidence and marketing tools to prove our value directly to consumers,” states David Grigsby, MPT, Cert. MDT, co-owner of MidSouth Orthopaedic Rehab.