

Aquatic Therapy Marketing Guide

EDUCATE PATIENTS | OBTAIN REFERRALS | GROW YOUR PRACTICE



 **HydroWorx[®]**
Empowered by Water™

Table of Contents

Page(s)

2	Marketing Overview
3	10 Marketing Best Practices from Successful HydroWorx Customers
4	Referral Program
5	Marketing In-Service Checklist
6	Marketing Toolkit: Flyer Banner Stand Posters Ortho Postcard DVD
7-8	Receptionist Cheat Sheet
9-10	PR Template
11-14	Online Marketing Tools
15	Contact Information

10 Marketing Best Practices

FROM SUCCESSFUL HYDROWORX CUSTOMERS

- 1.** Host an open house and invite everyone from orthopedic surgeons, news anchors, community members and patients. Encourage everyone to get in the water and be sure that someone is in the water demonstrating all of the key features.
- 2.** Frequently promote your patient's real success stories (in video if possible) on Facebook or other social networks.
- 3.** Drop in at surgeons' and physicians' offices and drop off brochures every 3-6 months to remind them of your services.
- 4.** Call the local news to offer a segment on the new technology now available in their area or a success story on an individual patient.
- 5.** Create a rewards program that provides compensation to patients referring new clients. For example, offer a gift certificate to a local restaurant every time someone refers a new patient.
- 6.** Encourage referrals by asking patients to tell their physician at follow up visits how the pool has helped their rehabilitation. Write a letter to the physician about your patient's progress and ask the patient to deliver it during the visit.
- 7.** Create a monthly newsletter that offers patient testimonials to send to referring physicians in your area.
- 8.** Offer a free or economically priced wellness benefit to community members. If they like it and use it, they will tell others. Utilize this wellness program to help identify patients for rehabilitation.
- 9.** Send a letter to the athletic departments of local high schools and colleges explaining the benefits of aquatic therapy for their athletes.
- 10.** Build relationships with the athletic trainers in your community to help drive athletes to your pool. Promote to local running clubs and running sports for runners/triathletes in your area.



Your New Referral Source

When you purchase a HydroWorx, you gain more than a therapy modality.
You gain a marketing partner that's invested in your success.

Drive New Referrals to Your Facility with
Our Free Marketing Tools and Services:



Comprehensive product and marketing inservice including delivery of customized marketing materials, receptionist talking sheet and collateral for company website and social media.



Marketing plan tailored to your community's needs from grand opening through lifetime of pool.



Assistance in placing customized marketing materials at referral sites.



Free press release template and guidance on obtaining free local press.



Investing in high-quality equipment and the associated implementation costs may seem daunting, but when these state-of-the-art tools help build our business, brand us as the facility of choice in our communities and increase the scope of our operations, they are investments worthy of a deep dive.



GEOFF FRASER, Senior Vice President of Operations, Clear Choice Health Care

HydroWorx Referral Program

WWW.HYDROWORX.COM

The HydroWorx referral program is designed to send new patients to your facility to utilize your HydroWorx product. **Each month, 26,000 visitors search our site for a place where they can use a HydroWorx pool in their area to manage a chronic or acute physical condition. We want to connect these patients with you as we believe you can improve their quality of life with aquatic therapy.**

Opt-in to become part of our exclusive referral network! Your organization's listing could be seen by hundreds of new potential customers.

How it works:

Step 1: Join the Referral Program to fill un-used time in your HydroWorx product. Your facility will be listed on our website to be seen by hundreds of qualified customers.

Step 2: Prospective customer finds your location on the HydroWorx website and selects option to schedule a free trial session at facility.

Step 3: You are notified of the free trial session download and reach out to the customer to schedule their session.

Step 4: The customer comes to your facility to redeem their session. You introduce them to your facility's range of services and sign them up for relevant programs.

HydroWorx is consistently in the news, gaining popularity and driving demand for facilities with HydroWorx technology.



The first in Hawaii 'Hydroworx' machine will get you healed faster
KHON2 - Aug 8, 2016
They have the most qualified workers, with years of experience, and also the best technology. Like the brand new, Hydroworx 300, which is an ...



Check out Cowboys' new facilities: whirlpool, chefs, underwater ...
Dallas Morning News (blog) - Aug 15, 2016
The HydroWorx underwater treadmill system will help players recover from injuries as a physical therapy aid. Players can step onto the ...



Atrium Health & Senior Living Announces A New Post Acute Care ...
PR Newswire (press release) - Aug 8, 2016
The Atrium Livingston campus will boast a number of premium features, such as best-in-class rehabilitation equipment, including a HydroWorx ...



Terrapin Physical Therapy Takes Plunge, Becomes First HydroWorx ...
PR Web (press release) - Sep 1, 2016
California-based Terrapin Physical Therapy, Inc., and HydroWorx 500 Series customer has established itself as a leader in hydrotherapy ...



Don't Miss This Opportunity To Attract More Customers!

Email us at corporate@hydroworx.com if you'd like to participate.

Marketing In Service Checklist

What to Expect:

- Understand how to use each piece of marketing collateral
- Review and sign up for HydroWorx referral program
- Train Receptionist and Office Manager on how to talk about the HydroWorx
- Make a plan to obtain local PR
- Add HydroWorx to your website
- Plan and execute social media strategy
- Learn how to re-order marketing materials
- Contact information

Who Should Attend:

1. HydroWorx Marketing Representative
2. Physical therapist, Owner, Clinician and other staff as appropriate
3. Office Manager and/or Receptionist
4. Facility marketing rep

Marketing Toolkit

Review of Marketing Collateral

As you begin to market your new aquatic therapy program, let HydroWorx share with you several resources to help make prospective clients aware of your new offering. This starter kit is free with the purchase of your HydroWorx product.



Educational Flyers with Your Logo:

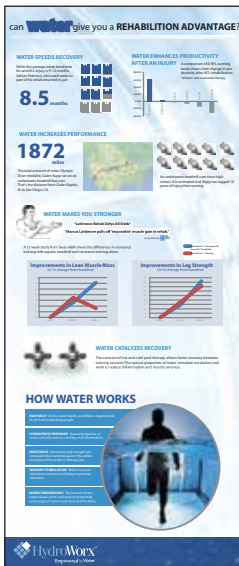
A customizable flyer to share with visitors and potential clients in your area that outlines the benefits of aquatic therapy and your new HydroWorx product.

- Place in brochure holder at front desk or waiting room.

Banner Stand:

A banner stand to share with visitors the benefits of aquatic therapy.

- Put together and place in a visible location for patients walking through the door or in the waiting room.



Educational Posters:

These educational posters will help to educate patients on the benefits of aquatic therapy for rehabilitation, conditioning, weight loss and wellness.

- Hang on the wall near or around your HydroWorx or on your therapy floor.

Referral Postcards:

Postcards announcing your new aquatic therapy program that can be delivered or sent to potential clients for referring physicians.

- Mail or hand deliver these to influential community members and referring physicians.

Informational Video:

An informational video specific to your HydroWorx model that can be played in your office that focuses on success stories of those that have benefitted from aquatic therapy.

- Play in waiting room.



HydroWorx Aquatic Therapy

Receptionist Talking Sheet

Who Can Benefit?

- Post surgical patients-- particularly orthopedic
- Prehab Patients
- Aging adults
- Elite athletes
- Arthritis or chronic pain patients
- Children
- Individuals looking to lose weight or increase fitness levels
- Those with back pain
- Stroke and neurological patients

Benefits of HydroWorx Therapy:

- Faster post-surgical rehabilitation
- Reduced inflammation
- Increased joint range of motion
- Pain relief
- Enhanced mobility
- Improved muscle strength & flexibility
- Improved balance
- Effective cardiovascular training without wear and tear on joints
- Weightless environment, pain free way to exercise

HOW WATER WORKS

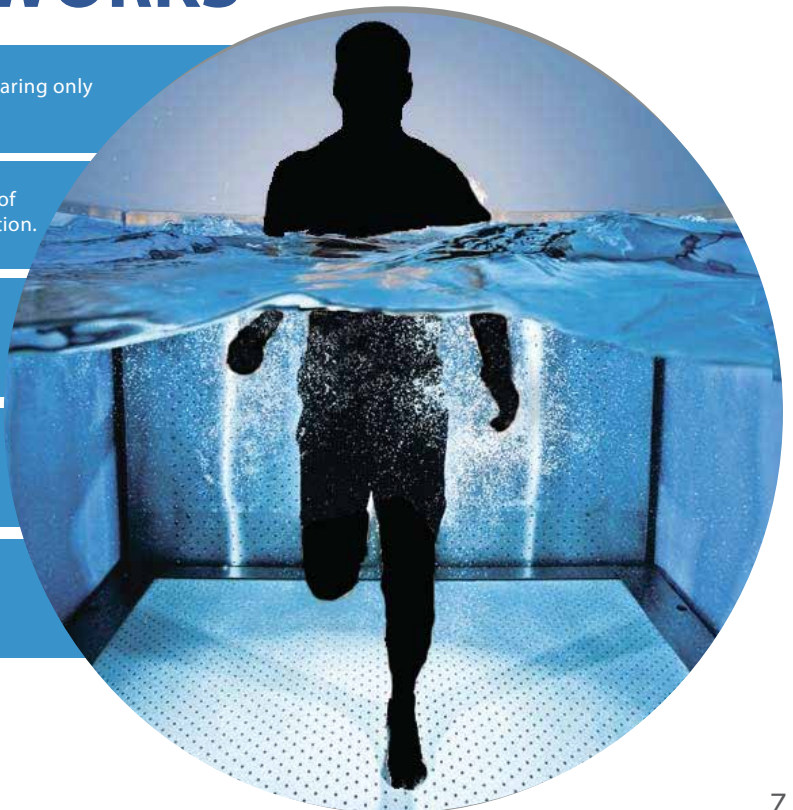
BUOYANCY: At this water depth, a person is bearing only 20-25% of his/her bodyweight.

HYDROSTATIC PRESSURE: Natural properties of water naturally reduces swelling and inflammation.

RESISTANCE: Resistance and strength are increased when working against the added resistance of the water or therapy jets.

SENSORY STIMULATION: Water increases kinesthetic awareness of body to promote relaxation.

WATER TEMPERATURE: The warmth of the water relaxes joints and muscles promoting early range of motion and increased flexibility.



HydroWorx Aquatic Therapy

Receptionist Talking Sheet

Benefits of Aquatic Therapy by Condition:

	Joint Replacement/Post Surgical	Arthritis & Fibromyalgia	Neurological	Pediatrics	Athletes
Relaxation	x	x		x	
Increased Range of Motion/Movement	x	x		x	
Pain Relief	x	x		x	x
Increased Mobility & Strength	x	x	x	x	x
Improved Flexibility	x	x		x	
Reduced Stress on Joints	x	x	x	x	x
Improved Balance & Proprioception			x		
Promotes Lumbar Stabilization			x		
Encourages Safety & Builds Confidence	x	x	x	x	x
Maintain Fitness Levels					x
Decreased Swelling	x				x

Additional Information & Facts:

- Aquatic therapy is an exercise solution for all levels of weight-bearing. As a non or partial weight-bearing patient, having a way to move and safely begin rehabilitation can do amazing things for the body and emotional well-being. The buoyancy of the water eliminates up to 90% of a person's bodyweight, allowing you to safely begin therapeutic exercises shortly after injury without the fear of falling or re-injury.
- Advise clients to drink plenty of water prior to their session as the warm water can dehydrate your body.
- Advise patients or clients to bring a snack for after their session to replenish their body.
- Help remind your clients to bring a towel or two as well as flip flops and a change of clothes for after their therapy session.
- Make clients feel comfortable about getting in the water by explaining that bathing suits are not required. Dry fit shirts and shorts are perfectly acceptable.

PR Template & Strategy

1. PR Template:

We offer a Press Release template, which customers can customize to announce the addition of the HydroWorx or the opening of their facility.

We'll also share other customer's PR stories so new customers can get an idea of what makes a good story that is likely to be picked up by the media.

2. Develop a Compelling Patient Story:

As you track a patient's progress, look for an individual who has made considerable gains through the use of the water. These gains could be rehabilitation progression or improved quality of life.

Select a great story to pitch to the press (local news or newspaper). Media outlets tend to pick personal, feel good stories. The use of the unique technology to help an individual is sure to pique the interest of the media.

Example: 60 year old man paralyzed from stroke utilizes underwater treadmill to walk daughter down the aisle on wedding day.

3. Pitch to the Local Media:

Once you have compiled your story, send it off to multiple news networks and stations. Think of all of the media opportunities in your area: local television, newspaper, business journal, chamber newsletter.

Be persistent and follow up. Many customers have had success by making follow up calls from their initial emails to "pitch" the story in person. If you are the only HydroWorx in the area, emphasize how unique this offering is for the community.

Sample Press Release

Customized Word Template Available

Media Contact
John Smith
Best PR Firm
john@bestpr.com

[Insert Facility Name Here] Now Offers HydroWorx Underwater Treadmill to Help Patients Heal Faster in a Pain-free, Safe Environment.

[insert City, State, Date] – [insert facility name] has expanded to offer aquatic therapy to their patients to safely accelerate rehabilitation with less pain for individuals with a myriad of ailments. HydroWorx products are use by the top healthcare and sports facilities worldwide.

[insert details on how the facility will use the HydroWorx]

HydroWorx's patented underwater treadmill is integrated seamlessly into the pool floor and is revolutionizing rehabilitation, conditioning and recovery. By taking advantage of the body's buoyancy in water, a HydroWorx pool will eliminate from 20% to 90% of an individual's body weight. For example, in collarbone-deep water, a 200 pound subject will bear only 20 pounds while in the aquatic therapy pool. This, in conjunction with therapeutic warm water, allows for substantially decreased joint compression and pain.

As a result, with HydroWorx, early range-of-motion gains during rehab are immediately a reality. Gait training in a low impact environment allows for earlier replication of proper ambulatory biomechanics, which were formerly postponed until pain-free, land-based training was possible. Hydrostatic pressure promotes the healing and strengthening of injured tissue by reducing joint stiffness, decreasing swelling, and lowering blood pressure levels. Cardiovascular stamina, muscle toning, and flexibility are augmented by the resistance that water provides.

[insert quote here]

HydroWorx specializes in designing, manufacturing, and marketing the world's finest water therapy and conditioning equipment for the home, sports, healthcare, eldercare, and fitness markets. The company leads the industry in scientific research and data supporting the therapeutic and rehabilitative properties of water therapy. HydroWorx has sold products in 50 states and twelve countries. Among its extensive and elite client list are: Dr. James Andrews, renowned orthopedic surgeon; the Pittsburgh Steelers, the U.S. Navy Seals, NASA, the Kennedy Krieger Institute, Manchester United, Navy Seals, Pittsburgh Penguins, University of North Carolina at Chapel Hill, Notre Dame, Appalachian State, and the Philadelphia Phillies.

About:

[Include a short background about the company, team, association, or person written about before listing the contact person's name and phone number and date the HydroWorx pool will be available to patients or athletes.]

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Online Marketing Tools

Sample Copy for Your Website

HydroWorx Aquatic Therapy

We at [Company Name] are bringing you the most advanced aquatic therapy in [City, State]. The HydroWorx [Model] Series harnesses the power of water for everyone from physical therapy patients to professional athletes.

The revolutionary therapy pool can provide truly amazing results for patients who are suffering from a wide range of diseases, injuries and conditions including: (choose based on your areas of need in the community)

- Orthopedic and post-surgical rehab
- Traumatic brain injury
- Spinal cord injury
- Chronic pain
- Arthritis
- Stroke
- Cerebral palsy

Aquatic therapy helps patients and athletes start rehabilitation much sooner because water provides a non-weight bearing environment.

The HydroWorx has many distinct features that set it apart from standard therapy pools.

- Adjustable floor from 0' to 6' for easy patient access
- Variable water depth
- Removable support bars
- Large treatment area of 8' x 12' that can accommodate 4 to 6 people
- Resistance jets
- Underwater cameras and monitoring system

The HydroWorx opens a world of possibilities to patients who are unable to do traditional, land-based therapy. The buoyancy of the water supports the body. It provides low or no impact resistance that helps patients improve mobility, strength and function more rapidly than with traditional therapy alone.

Join top hospitals and pro teams, and now, [Company Name].

Come see for yourself how [Company Name's] HydroWorx Aquatic Therapy Pool uses the power of water to bring the most advanced aquatic therapy to you, right here in [City, State].

To learn more or schedule your aquatic therapy contact [Company Name in City, State at Phone Number].

Aquatic Therapy Information For Physicians

[Company Name in City, State] now offers Aquatic Therapy, featuring the HydroWorx [Model] Series Aquatic Therapy Pool.

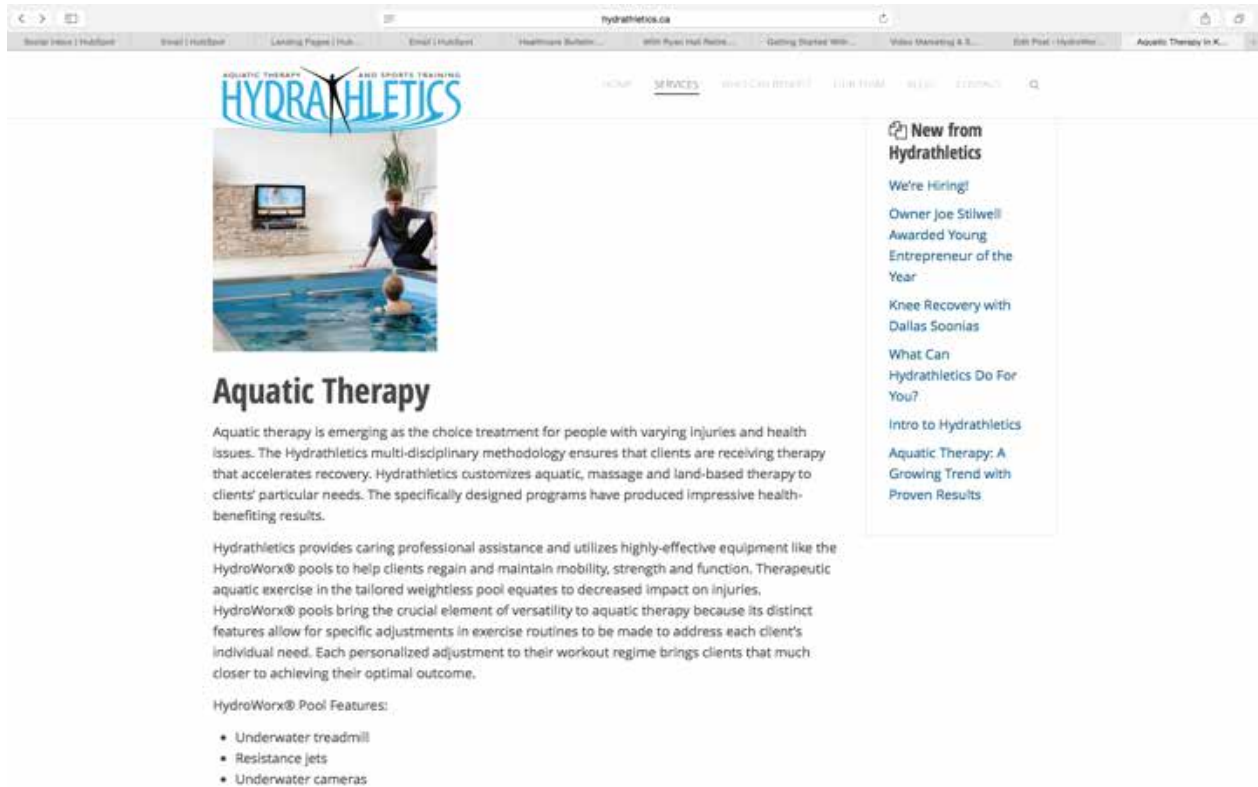
Your patients will receive pain-free, improved rehabilitation using aquatic therapy.

Documented studies show that hydrotherapy promotes faster recovery from surgery or injury, is an effective treatment for osteoarthritis, enhances strength and lean mass gains when combined with resistance training, improves flexibility and reduces muscle and joint pain in middle-aged and older adults with orthopedic limitations and discomfort, and more.

Online Marketing Tools

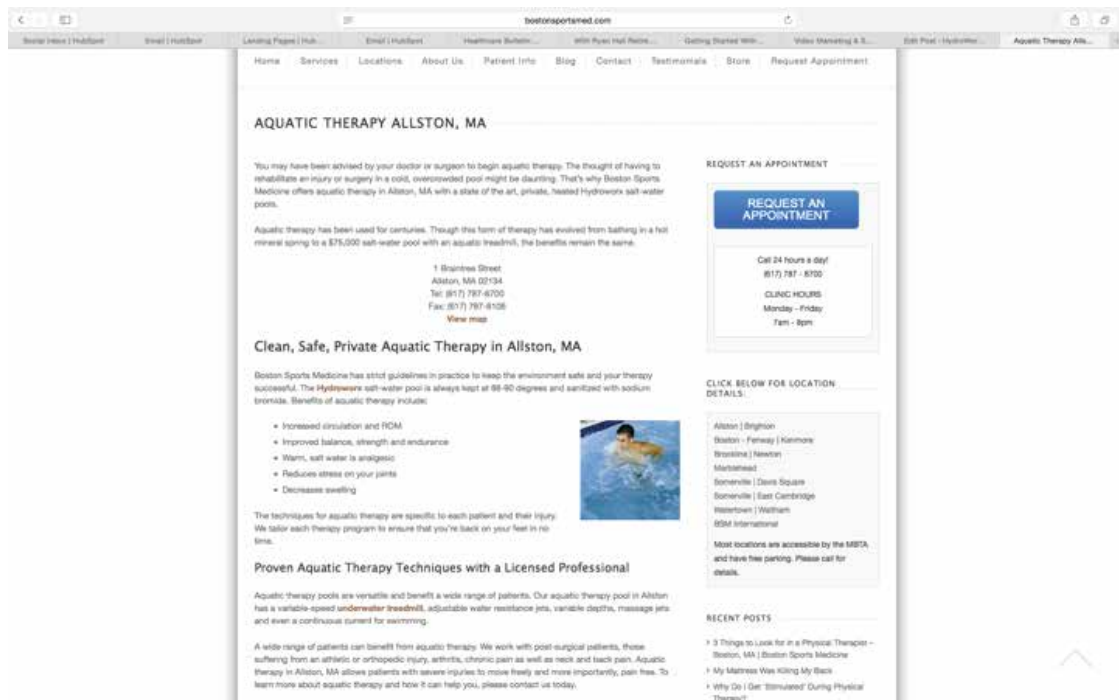
Website Examples

<http://hydrathletics.ca/aquatic-therapy/>



The screenshot shows the website for Hydrathletics, a company specializing in aquatic therapy and sports training. The page features a navigation menu with links for Home, Services, What Can We Do For You?, Our Team, and Contact Us. A prominent image shows a person in a pool being assisted by a therapist. The main heading is "Aquatic Therapy", followed by a paragraph explaining that aquatic therapy is emerging as a choice treatment for people with varying injuries and health issues. The text highlights the multi-disciplinary methodology used, which combines aquatic, massage, and land-based therapy. A list of "HydroWorx® Pool Features" includes underwater treadmills, resistance jets, and underwater cameras. A sidebar on the right contains a "New from Hydrathletics" section with links to "We're Hiring!", "Owner Joe Stilwell Awarded Young Entrepreneur of the Year", "Knee Recovery with Dallas Soonias", "What Can Hydrathletics Do For You?", "Intro to Hydrathletics", and "Aquatic Therapy: A Growing Trend with Proven Results".

<http://bostonsportsmed.com/allston-ma/aquatic-therapy/>



The screenshot shows the website for Boston Sports Medicine, specifically the page for Aquatic Therapy in Allston, MA. The page has a navigation menu with links for Home, Services, Locations, About Us, Patient Info, Blog, Contact, Testimonials, Store, and Request Appointment. The main heading is "AQUATIC THERAPY ALLSTON, MA". The text explains that the facility offers aquatic therapy in Allston, MA, with a state-of-the-art, heated HydroWorx salt-water pool. It mentions that aquatic therapy has been used for centuries and that the benefits remain the same. Contact information is provided: 1 Braintree Street, Allston, MA 02134, Tel: (617) 797-8700, Fax: (617) 797-8108, and a "View map" link. A section titled "Clean, Safe, Private Aquatic Therapy in Allston, MA" lists benefits such as increased circulation and ROM, improved balance, strength and endurance, warm salt water analgesic, reduced stress on joints, and decreased swelling. A small image shows a person in a pool. The text also mentions that techniques for aquatic therapy are specific to each patient and their injury. A "Proven Aquatic Therapy Techniques with a Licensed Professional" section states that the facility has a variable-speed underwater treadmill, adjustable water resistance jets, variable depths, massage jets, and even a continuous current for swimming. A sidebar on the right contains a "REQUEST AN APPOINTMENT" form, a "REQUEST AN APPOINTMENT" button, contact information (Call 24 hours a day! 817.787.8700), clinic hours (Monday - Friday 9am - 6pm, Saturday - 9am - 6pm), a "CLICK BELOW FOR LOCATION DETAILS" section with a list of locations (Allston | Brighton, Boston - Fenway | Kenmore, Braintree | Boston, Mattapan, Somerville | Davis Square, Somerville | East Cambridge, Woburn | Waltham, BSM International), and a note that most locations are accessible by the MBTA and have free parking. A "RECENT POSTS" section lists three posts: "3 Things to Look for in a Physical Therapist - Boston, MA | Boston Sports Medicine", "My Mother Was Killing My Back", and "Why Do I Get 'Stimulated' During Physical Therapy?".

Online Marketing Tools

Website Examples

<http://tricitywellness.com/aquatics/hydroworx/>

AQUATICS

HOME / AQUATICS / HYDROWORX

SCHEDULE

AQUA CLASSES

SWIM LESSONS

HYDROWORX

The Spa At Tri-City

Medical Fitness

Feeling Lucky?

Upcoming Classes
January 18, 2016

JAN 18	12:00 pm Gentle Yoga
Mon	12:00 pm Next Step 2 *Fee Based
	12:00 pm Pool Closed - Therapy In Session
	12:00 pm Power Plates
	12:00 pm RPM @ Cycling Studio

Hydroworx

THE FUTURE OF AQUATIC THERAPY HAS ARRIVED

Tri-City Medical Center's HydroWorx 2000 is the only one of its kind open to the public in all of Southern California bringing you the most advanced aquatic therapy. The power of water in physical rehabilitation is a well-known fact. The HydroWorx 2000 harnesses that power for everyone from physical therapy patients to professional athletes.

The revolutionary therapy pool can provide truly amazing results for patients who are suffering from a wide range of diseases, injuries, and conditions including:

- Orthopedic and post-surgical rehab
- Traumatic brain injury
- Acute spinal cord injury
- Chronic pain
- Arthritis

Rehab the way pro athletes do. NFL stars Terrell Owens and Carson Palmer used the HydroWorx 2000 after injuries sidelined them. Owens expected to be out for several weeks. He credits the HydroWorx 2000 with speeding his recovery and getting him ready for the Super Bowl. Aquatic therapy helps athletes start the rehab process almost immediately because water lets them workout in a non-weight bearing environment.

The HydroWorx 2000 has many distinct features that set it apart from standard therapy pools.

- Adjustable floor from 0' to 6' for easy patient access
- Variable water depth

<http://www.westviewhcc.com/therapy.html>

Neurological conditions inclusive of CVA, Parkinson's disease

- Chronic pain conditions, joint pain and back injuries
- Atrophy
- Arthritis
- Diabetes
- Geriatrics
- Fibromyalgia

AQUATIC THERAPY

Improving Function. Improving Quality of Life.

IMPROVES:

- Circulation and Strengthening
- Endurance
- Range of Motion and Muscle Strength
- Posture
- Balance, Reaction Time and Safety during Ambulation
- Flexibility

BUOYANCY

Aquatic therapy provides the latest therapeutic technology to serve individuals who would benefit by the advantages of water buoyancy, which minimizes the effects of gravity by displacing body weight in a pain-free, low-stress environment.

DECREASES:

- Pain
- Discomfort
- Abnormal Muscle Tone
- Spinal Compression Forces during Exercise

Online Marketing Tools

Google Pay Per Click Campaigns

If you are working with an agency or are interested in learning more about PPC, here are some suggestions to get you started:

Local PPC Keywords:

aquatic therapy in city, state

Hydrotherapy in city, state

Aquatic therapy for arthritis (and other specific conditions you are trying to target)

Water in therapy in city, state

Aquatherapy in city, state

Aquatic rehab in city, state

Suggested ads:

Aquatic Therapy – PA

Company Name provides aquatic therapy for all patients.

Aquatic Therapy for Knee

Great results for knee replacements

In Pennsylvania.

Water Therapy in PA

Rehab like the pros

Visit Company Name

For information on setting up a Google Adwords Campaign, visit <https://adwords.google.com>.

Important Contacts

HydroWorx Rep

Name: _____

Phone: _____

Email: _____

Nicole Biesecker

Vice President of Marketing

Phone: 717.902.1923

Email: nicole@hydroworx.com

Allison Andrews

Web & Media Specialist

Phone: 717.902.1923

Email: aandrews@hydroworx.com

Service

Phone: 717.902.1923

Email: service@hydroworx.com