

As HRH moves into 2015, one of our goals is to regain marketshare in a number of areas where we have lost out to competitors over the past few years. Physical therapy (PT) is one area where we face intense competition. The PT department at the HRH YMCA, for instance, goes head-to-head with no less than eight competitors offering therapy services in Avon. Many of these PT outlets have aggressively pursued patients, and now it's time for HRH to take its turn.

HRH has just launched a new advertising campaign promoting the benefits of PT. The message in this campaign encourages people to contact a therapist directly to get help for aches and pains. Thanks to Indiana's 2013 direct access law, patients do not need to wait for a physician referral, they have the freedom to seek care directly from a PT.

Direct access removes barriers for patients, meaning they can start receiving therapy without delay; for someone in pain, getting prompt relief can be a huge benefit. Most hospital PT departments have failed to

leverage the accessibility of their PT staff; the freestanding PT clinics, however, have done an excellent job pursuing patients on the basis that they can self-refer.



Start
**WITH A
PHYSICAL
THERAPIST
TODAY**

PTs are important members of the healthcare team and should not be overlooked when patients are seeking a caregiver. Studies have shown that, for some patients, receiving direct access to PT can help decrease costs while providing successful treatment outcomes. Therapists help promote healing, relieve pain and restore motion and comfort for patients. They frequently spend more time with patients than physicians can, often leading to a closer caregiver-patient relationship.

PT services are beneficial for a variety of conditions and injuries, such as:

- Sports injuries
- Neck or back pain
- Joint stiffness and muscle weakness
- Muscle strains and joint sprains
- Limited range of motion
- Pelvic floor disorders
- Lymphedema
- Vertigo and balance disorders
- Wound care and more

PTs at HRH work closely with our primary care, sports medicine and orthopedic specialists when further evaluation is needed to enhance care for a patient.

In the coming weeks, HRH will begin to share some of the patient/PT stories that have blossomed in our

facilities. Watch for the campaign to evolve on hendricks.org, on our social media outlets and throughout the Hendricks County community.