

## Eli's Rehab Report

### Business Strategies: How to Keep a Savvy Marketing Strategy Cooking

Untapped opportunities are just beneath the surface.

Whether you're in inpatient or outpatient rehab, having marketing finesse is one of your strongest playing cards. Check out these suggestions that **Fran Fowler, FAAHC**, made during the TCI-sponsored audioconference, "New Opportunities for Making Your Rehab Business Grow."

**Get social:** One acute rehab program Fowler cited as headed down the tubes began an outreach program targeting local physicians referring out-of-market for neuro cases, as well as churches and smaller community hospitals in the market. Within 12 months, the program had doubled its number of admissions, was at 90 percent occupancy, and was expanding its number of beds. In fact, the program was even treating joint patients. "And it's all because they had great social skills -- they just started talking to people," said Fowler, CEO of Fowler HealthCare, a Health Dimensions Group.

**Get creative:** An outpatient facility Fowler cited that was being "decimated" by ortho MDs entering the market strategized by shifting to a more neuro-based population. "It replaced its business by going for family practice referrals, using outcomes measurement marketing and forming relationships with ENTs to build a balance program."

Outpatient rehab facilities can also target emergency services and observation units, as well as market to case managers in acute care whose patients are about to be discharged, Fowler suggested.

Bottom line: The industry may appear broken to many, "but your perception makes all the difference in the world," Fowler said.