

10 TIPS TO IMPROVE PATIENT ENGAGEMENT & EXPERIENCE

Free Tip Sheet

Get Social. 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.

Write Blogs for Your Website. [Blogging](#) helps improve your website and make you more visible on search engines. Most importantly, it helps you provide helpful tips and information your patients will benefit from. 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.

Reward Your Patients. You can reward your patients with a prize or swag for perfect attendance or for reaching certain goals.

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.

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.

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.

Offer Great Products. You're the expert on the body, so you likely know of great products your patients would benefit from. Your patients will love the [convenience](#) of buying products they need, right then and there!

Celebrate Little 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.

Hire a Rock Star for the Front Desk. Your [front desk team member](#) is the first and last person your patients see in your clinic. Make sure their first and last impressions are good ones!

Keep Therapy Fun! There's no reason that work and play can't go together. Keep your practice light and fun by incorporating fun activities where appropriate. This will make therapy more enjoyable for those patients that might be a little down about their injury or pain.

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8. Celebrate Little Wins
9. Hire a Rock Star for the Front Desk
10. Make Therapy Fun