

KPTA PR AND MARKETING PLAN

The public relations efforts of our profession are generally limited to marketing efforts to capture potential patients, pursuit of advocacy from lawmakers for favorable legislation for practice issues, and negotiations with the insurance industry for fair and reasonable reimbursement and regulatory oversight. The general public's lack of knowledge about what a physical therapists does, what services they provide, cost effectiveness of physical therapy and what the physical therapist's optimal role in the provision of health care would be, weakens our leverage with our target audience. For our issues to matter to lawmakers, the insurance industry or to a potential patient population, the value and relevance of our profession needs to be presented to the general public.

Central message:

Physical Therapy is a valuable treatment provided by highly educated Physical Therapists for the care of joint and muscle pain, injury and movement disorders along with wellness education.

Target audience:

Public who has not had physical therapy care

Current referral sources (Physicians, Physician Assistants, ARNP's Dentists Podiatrists Chiropractors)

Nurse case managers (insurance industry and workers compensation)

Indirect referral sources (fitness centers, massage therapists, ATC's Personal trainers)

Lawmakers (State and Federal)

Employers who purchase insurance for employees or are self-insured.

Current and past physical therapy patients and their family members.

Public Relations Plan for 2006-2007

1. Utilize APTA prepared radio spots to promote the profession during PT month October 2006. Utilize NPR radio stations in Kansas with a distribution of both urban and rural Markets. Will disseminate information about the profession to a wide target audience and develop relationships with Kansas Public radio stations for future promotional activities.
2. Participate in at least four health promotion events that are consistent with target audience. (such as the Kansas Conference on aging in Topeka in May) The cost for these ranges generally between \$0 and \$400) Present APTA promotional material, KPTA specific information, legislative initiatives and solicitation of grass roots support of profession.

3. Develop KPTA Brochure for member distribution at PT month events, above noted booths and for distribution in PT clinic offices. Utilizing the desk top publishing resources of the KPTA office. To be developed by the communications committee. Budget allotment TBD.
4. Develop “helpful tips brought to you by the KPTA” with a variety of themes such as lifting safety, work station ergonomics, women’s health issues etc. that incorporate KPTA logo and statement of central public relations theme. These can be made available for cut and paste from web site and could be utilized for clinic specific marketing material such as past patient birthday cards, scheduling slips, exercise handouts etc. Utilization of KPTA desk top publishing resources. To be developed by the communications committee. Budget Allotment TBD.
5. Develop in time for PT month three scripted presentations for membership to utilize for local PT month presentations. These will include KPTA logo, central theme message on the handouts and a brief power point presentation. To be developed by the communications committee.
6. Target at least 12 published press releases statewide for KPTA activity and accomplishments.
7. Target at least three Public service presentations presented on local radio/TV such as the falls prevention piece on Kansas NPR.

Final copy of all promotional material to be completed by September 1 2006 to be ready for presentation by PT month, October 2006.

Progress on Marketing plan to be presented to BOD over the course of 2006-2007 and presented to membership on KPTA website.