



**EDUCATA**

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# Build a Work Injury Consulting Practice

## Part IV: The Business of Workplace Consulting

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Note to Participants: There are interactive pop-up questions throughout this lecture. If you choose to pause the lecture and return at a later time, a natural break time would be after answering the interactive questions. (You are able to pause at any time and the presentation will "remember" where you were. It's just a more natural time to pause after the interactive questions.) For your convenience, this outline reflects where/when within the lecture the interactive questions occur.

This lecture has 80 slides and is 124 minutes in duration.

- I. The healthcare revolution is here.. Now
  - A. Collapse of reimbursement, wide range of other threats
  - B. Time to redefine your career, time to redefine our profession
  - C. How can society make the best use of your unique skills & knowledge? Workplace MSD suggests an opportunity
    - 1. Better use of our skills in the workplace
    - 2. Better use of our skills in primary prevention
    - 3. Excellent outcomes ... (value & marketability)
    - 4. This format of practice pays
    - 5. No third party insurance billing (private pay)
    - 6. No need for clinic & overhead costs
    - 7. Huge & diverse client base
    - 8. A great un-met need
- II. A new mission, a new practice
  - A. Become a consultant to the workplace to reduce MSD injuries, costs and consequences.
  - B. Provide MSD risk identification and intervention.
  - C. Teach the workplace how to reduce injuries, Worker Comp claims and costs for MSD
- III. Totally different PT business model
  - A. No clinic... you work on-site at workplace
    - 1. The workplace becomes your "patient"
    - 2. Diversified business base, unique marketing challenges
  - B. Write your plan
    - 1. What are your long-range goals?
    - 2. What are the short-range steps?
    - 3. How will you make those steps?
    - 4. What is your timetable?
  - C. Write your goals
    - 1. Provide effective MSD risks evaluation
    - 2. Provide effective MSD School programs

Notes

3. Provide effective MSD prevention interventions
4. Provide a range of follow-up services
- D. Create a practice development plan
  1. Explore prevention practice formats & services
  2. Define your product line
  3. Learn tactics & acquire skills
  4. Become great at your product line
    - a. Attend courses.. mentor with experts
  5. Examine, select, develop a structured program
  6. Practice
  7. Build your marketing plan, tactics
  8. Establish your timetable

Notes

Interactive Questions — slide 19 @ 14 minutes

- E. Create your product line: A 'structured process' for primary prevention of workplace MSD
  1. Workplace evaluation
  2. MSD work risk analysis
  3. Manager-supervisor training
  4. Employee training
  5. Implement prevention interventions
  6. Follow-up processes
  7. Outcomes assessment
  8. Spin-off services
- F. Build your system
  1. Create MSD risk evaluation write-up format
  2. Create or purchase MSD Schools
  3. Track record of outcomes
  4. Create marketing materials, summaries, etc.
  5. Tour workplaces, listen, observe!
  6. Practice: Evaluation, write-up, MSD Schools

IV. MARKETING

- A. Consider:
  1. Your service area
  2. Your potential client list
  3. Your real or potential competition
  4. Your advantages over them
  5. Your uniqueness
- B. Branding your practice and services
  1. The client base must think of you first & only when they see they have an MSD problem.
  2. You are known as the primary & best resource.
  3. You are not cheap, but you are the best.
- C. How to market to your patients' workplaces
- D. Consider your client workplaces: not only where your patients work, but also their sector competitors-suppliers-customers
- E. Sample client bases
- F. Problems with marketing to the BIG workplace
- G. How to approach the big workplace: as a collection of smaller workplaces.
  1. Seek to address one department at a time.
  2. Seek to do a pilot project

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- H. Other possible clients
    - 3. Workers' comp insurers
    - 4. Commercial insurers
    - 5. Self-insurance pools
    - 6. TPA's; employer organizations
    - 7. HRH example
  - I. The five steps of the selling process
  - J. Lauren's sample presentation

Notes

Interactive Questions — slide 46 @ 56 minutes

- K. Getting to YES: The pilot project
  - 1. Never propose a big project.
  - 2. Keep initial projects < \$5,000
  - 3. Don't be intimidated. It is very easy to have a big impact.
- L. Creating your brand: Widespread & relentless name recognition
  - 1. Local chapter Safety Council (of NSC)
  - 2. Attend.. Exhibit.. Present..
  - 3. Professional organizations
  - 4. Safety pros
  - 5. Press releases
  - 6. Newsletter
  - 7. Impeccably professional materials
  - 8. Track record
  - 9. The MOST important criterion!
- M. Our best tactic: Provide an MSD Prevention seminar
  - 1. Send invite to workplaces > 50 employees
  - 2. Invite HR, Safety, OHN
  - 3. Teach a sample MSD School
- V. Logistics
  - A. Target many smaller companies
  - B. Diversify your client base & schedule
  - C. Marketing schedule
  - D. Workplace of 200 employees
    - 1. 1-2 days for Work Risk Analysis
    - 2. Report delivered within 2 weeks
    - 3. Mgt-Supv MSD School
    - 4. Employee MSD Schools
    - 5. Sample budget proposal for the pilot project
- VI. Building your practice
  - A. Diversification critical to business growth-survival
    - 1. Some see prevention as adjunct to clinic practice
    - 2. Others see it as the core base of a practice
  - B. Preferred PT clinic provider arrangements
    - 1. On-site PT clinic at workplace
    - 2. Restricted duty consulting
    - 3. Second opinions.. case mgt advice
    - 4. FCEs
    - 5. Pre-placement screening
    - 6. Functional job descriptions
    - 7. New employee orientation classes

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8. Annual review training
  9. Revive & revise microstretches
  10. Monthly-quarterly site visits
- C. Full-spectrum PT Consultant
1. Effective primary prevention program
  2. Creates demand and builds success of other services
- D. Preferred PT Provider Agreement
1. Same day intake... Direct access (or standing orders, etc)
  2. Excellent outcomes from great service and quick intake
  3. On-site PT clinic
  4. Restricted duty consulting
  5. Functional job descriptions
  6. Pre-placement screening
  7. FCEs
- E. The Preferred PT Provider
1. Expert at prevention, expert at recovery
  2. Your outcomes!
  3. Cooperation-collaboration with expert workplace
- F. The On-Site Workplace PT Clinic
1. Part-time visiting PT
  2. They provide space-access
  3. You bring portable equipment-materials
  4. You see injured workers at their workplace
  5. Interact with employee and their workstation
  6. Timely access to PT, your access to job
  7. Keep this part-time. You are expendable!

Notes

Interactive Questions — slide 75 @ 117 minutes

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