Build a Work Injury Consulting Practice
Part IV: The Business of Workplace Consulting
Lauren Hebert PT, DPT, OCS

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 81 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
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

Interactive Questions — slide 20 @ 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
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

Interactive Questions — slide 47 @ 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
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!

Interactive Questions — slide 76 @ 117 minutes
Bibliography

Costs & epidemiology


Exercises & rest breaks


**Sit-Stand**


**Back schools**


**Lifting & lordosis**


**Posture**


UE support


Ergonomics interventions


Pathogenesis


On-site PT


Back belts


**Important journal special issue: JOSPT October 2004**

49. MacDermid J, Doherty T. Clinical and electrodiagnostic testing of carpal tunnel syndrome.

50. Michlovitz S. Conservative interventions for CTS.

51. Lee M, LaStayo P. Pronator syndrome and other nerve compressions that mimic CTS.


**Important texts**
