

If you like the idea behind our promotional postcards but are unsure what to say on the reverse here are some examples to inspire you - You can adapt this text to your own needs or write something new entirely...

Decide which text you would like printing on the reverse of your cards - (with your own clinic details inserted of course) - let us know and we will print them - simple!

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To existing and ex-clients

Your clinic's largest source of referrals by far should be from word-of-mouth. Yet how much energy do you devote to encouraging these referrals? Don't assume people will automatically think to refer people to you - they may not even realise the wide range of problems that you can treat.

Use these cards to hand out to clients on discharge or to post to clients some weeks after discharge to continue the valuable relationship you have developed with them - If you don't ask for referrals you won't necessarily get them and these cards give you a mechanism through which referrals can be passed on. A discount means your client can do their friends and colleagues a favour whilst doing you a favour too!

<p>10% OFF (initial 3 sessions)</p> <p>To thank you for your recent faith in City Physio we would like to invite you to return to see us again at a discount if there are any further problems we can help you with.</p> <p>We rely upon our excellent reputation to create our client base so we would be very grateful if you are able to recommend City Physio to any of your friends, colleagues or family members.</p> <p>In fact, if they bring this card with them we will extend our discount to them as well!</p> <p>If you are unfamiliar with the range of problems we can assist with please just turn the card over and take a look - our skills are wide-ranging.</p> <p>Remember we are registered with BUPA, PPP and all major healthcare companies so, if you are a policyholder, you should be able to reclaim the cost of treatment.</p> <p>Do not hesitate to telephone and organise an appointment at your convenience.</p> <p>City Physio - Tel: 0161 834 6050 The Fitness Exchange, 25 Church St, Manchester M4.</p>	<div style="border: 1px solid black; width: 60px; height: 40px; margin-bottom: 10px;"></div> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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For local fitness, sports centres, swimming pools, five-a-side pitches etc

Why should managers of local fitness centres, gyms, swimming pools, five-a-side pitches etc let you leave these cards on their reception desk and with their personal trainers?

Because every manager knows they suffer from an 'attrition' rate where some members leave because of aches and pains they experience whilst training - calf pain on the treadmill, low back pain on the rowing machine. Explain that you are trained to keep their members exercising safely - and keep the manager's attrition rates low.

This enables the manager to explain to potential new members on a 'show-round' that in addition to their other facilities they have a 'special relationship' with a local therapist who will offer discounts to their members.

Remember, many fitness centre members also have Private Medical Insurance so don't forget to mention that you are registered with all PMI companies.

<p>Dear Member -</p> <p>If you are involved in regular training, competitive sports, dance or just the weekly five-a-side match then occasional aches and pains are almost inevitable.</p> <p>Our job is to help you discover not only how to resolve your existing injuries but also to prevent you getting similar injuries in future.</p> <p>At Farnworth Physio we specialise in sports and dance injuries and we understand that you don't just want to get better but you want to get an idea of what went wrong in the first place - and why.</p> <p>We are registered with BUPA, PPP and all major health care companies - you can even get a 10% discount on your first three sessions with this card!</p> <p>Why not come along and discuss any problems you may have with us and we will work with you to keep you fit to train.</p> <p>Farnworth Physiotherapy The Rallen Centre - 2 Mill St - Farnworth Tel: 0161 568 2359 e-mail: info@Farnworth.com</p>	<div style="border: 1px solid black; width: 60px; height: 40px; margin-bottom: 10px;"></div> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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General mail shot

A postcard is the ideal media for a large mail shot. The cards are designed to take standard Avery address labels, they require no stuffing into envelopes and can be stamped in bulk by the local post office (no stamps to be licked).

The cards are also easy to read in a friendly, brief format and the image on the front explains succinctly the range of problems you treat in a format where people can 'recognise' their pain and realise you can help (don't assume the general public understand what it is you do).

<p>The Cheltenham Centre is a well-equipped clinic providing high standards of patient care.</p> <p>Situated in the pleasant Broughton area of South Cheltenham, we are able to provide ample car parking space and a choice of daytime or evening appointments.</p> <p>All our therapists are trained to degree-level and are registered consultants with BUPA, PPP and all major health care companies.</p> <p>In addition to a combined wealth of experience in traditional therapies we are able to offer expertise in the fields of alternative health and in the use of acupuncture for pain relief.</p> <p>Whether you have simple backache, a sports injury, whiplash or work related symptoms we are able to help you.</p> <p>If you have suffered an injury that was not your fault we may be able to organise payment for treatment through your lawyers.</p> <p>Tel: 01242 568 236 78 High St, Broughton, Cheltenham - www.cheltenhamcentre.com</p>	<div style="border: 1px solid black; width: 60px; height: 40px; margin-bottom: 10px;"></div> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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General Practitioners

We are not going to pretend that postcards, in themselves, are enough to ensure that a GP will send you their patients. The process of developing a relationship with a GP to the point they will refer you patients can be long and arduous. However, our postcards are a great way of educating GPs as to the range of things that you treat.

My local GP, Cathy White, said that the image we use was a real eye-opener to her, she admits she had "no idea of the range of problems that physios treated". Now she send me cases of plantar fasciitis, tennis elbow and frozen shoulder - she had thought the only solution was steroids and surgery...

Not only do the cards educate but they also are a quick and convenient way for GPs to refer. The GP just fills in the blanks and hands the card to the patient - who can then contact you directly!

<p>Dear GP</p> <p>You may not be aware of the wide range of conditions that the chartered physiotherapists at The WellBeing Clinic can treat - we hope these cards will enlighten you!</p> <p>All the clinicians here are ex-senior NHS staff, having worked alongside GPs for many years - we understand that you need a no-nonsense, effective service from reliable clinicians.</p> <p>We will be happy to treat any patients you feel would benefit from our services - remember we are registered with BUPA, PPP and all major health companies so your privately funded clients can avoid adding to NHS waiting lists.</p> <p>To refer a patient please just fill in the details on this card and hand to your patient to bring along to their first appointment here.</p> <p>The WellBeing Clinic - Tel: 01625 834 6879 www.wellbeing.com - Staffordshire House, Staffordshire St, Staffs.</p>	<p>Patient's Name _____</p> <p>_____</p> <p>D.O.B _____</p> <p>_____</p> <p>Dear Physiotherapist Please could you treat the above patient for symptoms of -</p> <p>_____</p> <p>Relevant PMH -</p> <p>_____</p> <p>Yours _____</p>
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Personal Injury Lawyers

Personal Injury lawyers are an enormous, largely untapped source of referrals. As the insurance market moves towards the philosophy of - "Don't just compensate - rehabilitate" - the opportunities are out there for you to show these lawyers how you can help their clients.

The cards explain succinctly the range of problems you can treat (not just whiplash) and remind PI lawyers how supportive the law is of referring injured parties on to professional help.

Accompanied by face-to-face meetings and talks to groups of lawyers these cards are an effective reminder to fellow professionals that you can help their clients .

With a bunch of these in each lawyer's desk they are also an effective, hassle-free way for lawyers to pass your details on to clients.

<p>We like to think that PI lawyers and physiotherapists are in the same boat - we are both seeking redress for the injured parties - you <i>compensate</i> and we <i>rehabilitate</i>.</p> <p>You will be aware of the importance the law puts on the injured party mitigating their injuries with appropriate treatment and there is no more appropriate treatment for soft-tissue injuries than that offered by the physiotherapists at The Langley Clinic .</p> <p>We specialise in the sorts of traumas your clients suffer with, all our clinicians are educated to degree level and have acupuncture qualifications.</p> <p>We are happy to take referrals for clients where liability is not an issue & the medical expert has recommended physiotherapy. In these cases we will be content to organise deferred payments for your clients.</p> <p>To refer a client simply hand them this card and ask them to contact us for an initial appointment.</p> <p>The Langley Clinic - Tel: 01242 568 236 37 Langley Avenue, Surbiton, Surrey - www.langley-clinic.com</p>	<div style="border: 1px solid black; width: 60px; height: 40px; margin-bottom: 10px;"></div> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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To local employers

Local employers are a huge potential source of new clients. Every Human Resources department is well aware of statistics indicating the importance of early intervention in cases of musculoskeletal injury in reducing crucial absenteeism rates.

In addition, many companies supply Private Medical Insurance for employees - make sure they know that you are capable of servicing these contracts.

<p>WE CARE FOR YOUR BUSINESS</p> <p>Back-to-Work is a new clinic in your neighbourhood. Staffed by chartered physiotherapists - all with past experience as Senior Clinicians within the NHS.</p> <p>Research by the CBI clearly indicates positive outcomes for large employers resulting from early intervention by specialists in cases of low back pain - returning employees to work earlier or helping them to remain at work when otherwise they might rest at home waiting for an NHS appointment.</p> <p>But physiotherapists don't just treat back pain - the front of this card illustrates the range of problems we deal with.</p> <p>If your employees are covered by private medical insurance by any of the major companies (BUPA, PPP etc) we are able to treat them - and they can reclaim their costs.</p> <p>If you would like to learn more about our clinic just give us a call and ask for John Spencer. Or give a card to anyone who may need us -</p> <p>Back-to-Work - 78 High Street, Chiswick, London W4 1EX Tel: 020 897 3456 WWW: Backtowork.com</p>	<div style="border: 1px solid black; width: 60px; height: 40px; margin-bottom: 10px;"></div> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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