

Pro-Motion Physical Therapy

Brand Positioning Strategy



PRO·MOTION
PHYSICAL THERAPY

Existing Insight Summary

| Company | Category | Customer | Competition |
|--|--|---|--|
| <p>To become the Uber of physical therapy. Patients of all ages need a brand they can fall in love with. That comes from the brand story, the communications, the value and the service delivery. Just like Uber has achieved by disrupting the Taxi industry,</p> | <p>The treatment industry is full of jargon and technical injury information. We aim to make it less about injuries and more about recoveries.</p> | <p>Customers need trust but want vitality. An energetic brand that appeals to athletes, injured workers and everyday people living in pain.</p> | <p>There is an opportunity to be more authentic than our competitors. They all do emotional very well, but they also do cliché. We should stand out from the crowd with expertise, honesty, care and humility.</p> |

Value Proposition No. 1

We're in the Freedom Business. Not the Health Business.

Any type of pain reduces quality of life. Therefore, we believe we're in the business of freedom, confidence and possibility not the business of healthcare. Our communications should always acknowledge the benefit of treatment, not the principles of treatment or technical jargon of treatment. We get patients doing what they love sooner, with confidence and without pain. We give them freedom.

In expanded marketing collateral we can take the angle of not being interested in keeping the patient as a lifelong client. We want to heal the patient and get them in and out and give back their mobility as quickly as possible so the they can get back to normal and take their freedom back. Whereas many practices drag it out and want to keep people in pain / sick for a long time just to milk as much out of them as possible financially.

Value Proposition No. 2

We Treat People Not Injuries

The proposition which sets us apart is the care we display for our patients. We treat them kindly, understand their pain, customize their treatment and build relationships. Our approach sets us apart and is the reason so many customers return to us. Health encompasses the body and the mind, and we're tailoring our treatments to the patient not prodding and poking on auto-pilot.

One size solution never fits all, we'll work with you one-on-one to develop a personalized treatment plan that suits your needs, goals and lifestyle and provide compassionate care throughout the entire process.

Value Proposition No. 3

Research = Recovery.

We use our international experience to find the source of your pain, rather than treating the symptoms time and time again. Few other practitioners have travelled as extensively as us, studied as diligently or been exposed to as many different patient conditions and treatment methods. Patients often tell us they don't just recover; they feel even better than before. Our education and experience is an important reason for all of our target segments to trust us with their recovery.

Value Proposition No. 4

Less is More

We get to the cause of patient pain rather than chasing symptoms; ensuring patients are pain free in as few visits as possible, saving our patients both time and money. This approach helps us build patient trust and a strong pipeline of referred business, but more importantly it means patients get the freedom to get back to their lives quicker. Life is being able to pick up the kids, throw a football, walk to the letterbox and do the gardening pain-free — little luxuries that mean a whole lot.

Value Proposition No. 5

If we choose to pursue a specific campaign for self pay patients

Universal Healthcare. Inclusive Treatment. Freedom For All.

Injury doesn't know wealth. But prohibitive treatment costs for self pay patients, means that many can't afford treatment or are paying too much for their wellbeing. We are acutely aware of the need to offer patients lower cost treatment options. Pain-free movement and rehabilitation should not be reserved for the elite.

Our lower cost options give our patients hope when their insurance policies or employers let them down. And rather than enduring lifelong pain, we *finally* make it possible to live pain-free.

Target Persona No.1



Persona:

- Managing Melissa

Demographics:

- Female
- Mother
- 25-45
- Married, 2 Kids
- Household Income of \$150k+

Motivations

- Wants to be able to do more with the kids.
- Wants to live pain free, but will always prioritise their lives and their activities before hers.
- Wants to understand if her pain is more serious than she thought.

Injuries:

- Spine Injury
- Headaches

Messaging:

- Put yourself first and you'll be strong for your family forever
- Some therapy now will help you forever

Pain Points

- Nagged by lingering low level general pain
- Has put off treatment for 3+ years because of the kids. Her schedule is just too busy
- Has never considered the injury serious
- **No childcare,**

Needs From Pro-Motion

- Flexible treatment options
- Late sessions and weekend hours to fit in with family schedule

Target Persona No.2



Persona:

- Athlete Aaron

Demographics:

- Predominantly Female
- Student
- 14-22
- Inspiring Athlete
- Lives at Home

Motivations

- Wants to become a pro athlete
- Has worked out and trained hard. There are significant impacts on his body
- Relies on sport for mental health too
- Leans on coaches, directors for advice and

Injuries:

- Sports Injury
- Sports Aches and Pains

Pain Points

- Wants to be back to training and competing as soon as possible
- Is reliant on parents and public transport to get to appointments

Messaging:

- Pro-Motion treats the injury and the cause to get you back in the game quicker
- We're as dedicated to our craft (and your health) as you are to your sport

Needs From Pro-Motion

- Sports and range of movement expertise
- Knowledge and understanding of the injury and best treatment options around the world.
- Free transportation to appointments

Target Persona No.3



Persona:

- Accident Angus

Demographics:

- Male
- 30-60
- Full-time employed

Motivations

- Wants confidence back after a nasty work or motor vehicle accident
- Will take regular appointments with a skilled therapist to rehabilitate and build confidence

Injuries:

- Work Injury
- Motor Vehicle Accident

Pain Points

- Worried about whether cost of treatment will be covered by insurance, while also thinking about work pressure and an increasing workload.

Messaging:

- Insurance friendly physical therapy with free transportation and flexible appointments
- Simply the best physical therapists in the business

Needs From Pro-Motion

- To act as the conduit between workplaces, insurance companies and case managers.
- Flexibility in appointment setting
- State of the art facilities and equipment
- General orthopedic or orthopedic surgery

Target Persona No.4



Persona:

- Pained Pete

Demographics:

- 30-40
- Full-time employed

Motivations

- Unsure whether the pain is worth seeing someone about or covering a bigger issue
- Needs a prompt to seek treatment (a referral, a sharp pain, a friendly push)

Injuries:

- Arthritis,
- Overuse at work
- Shoulder pain,
- Wrists,
- Knees

Pain Points

- Continual, nagging physical pain and lingering doubt about whether it's worth seeking treatment.

Needs From Pro-Motion

- Help with ongoing pain, but strategies and options to avoid a recurrence of the pain
- Transparency about the long-term treatment plan and health prospects

Messaging

- You don't need to suffer in silence.
- No matter what your symptoms — we have the treatment options
- Even the smallest bones get our full attention.

Competitor Positioning

| Brand | Tagline (Or Vision) | Positioning |
|-----------------------------|----------------------------|--|
| ATI Physical Therapy | Feel Better Fast. | To exceed customer expectations by providing the highest quality of care in a friendly and encouraging environment. |
| Athetico Physical Therapy | Better For Every Body | For more than 25 years we've been helping remove pain and discomfort from people's lives. Our patients trust in our expertise, which is why 98 percent would recommend us to a friend – because we were able to help make their lives better |
| Brightmore Physical Therapy | Your Success Matters to Us | When you are injured or in pain, let us help you. Our goal is to decrease your pain and restore function |

Brand Attributes

| | | | |
|-------------------------|----------------------|--------------------|-----------------------|
| Motivational | Generous | Optimistic | Transformative |
| Compassionate | Collaborative | Progressive | Expert |
| Modern Solutions | | | |

Brand Tagline

Professional level care for everyday lives

Brand Proof Points

| Expertise | Accessibility | Inclusive | Personalised |
|--|--|---|--|
| Our founders have studied extensively, travelled globally and sought the best possible treatment options in their field. | Our facilities, communications and pricing cater to all. Everything we do considers the accessibility needs of our patients. | Everyday heroes can get professional athlete level care. Garden injuries get the same respect as major trauma and injury. | Treatment is always customized for the individual, not the injury. That includes treatment plans and communications. |
| Digitally Enabled | Fair | Trusted | Contemporary |
| Our technology will help patients continue treatment and rehab at home and get assurance they're on the right track. | Too many people live in pain because they're afraid to seek treatment because of the costs. We price fairly for all. | We share our knowledge and make our insight, resources and mitigation content available for free. | Modern and comfortable facilities, equipment, technology and care. Modern solutions for modern injuries. |

Brand Positioning Statement

Pro-Motion Therapy is...

FOR...people who are injured or living in pain who want to improve their quality of life whatever life they come from and whatever life they have planned.

WHO BELIEVE...that high-quality treatment should be something that is available for everyone not just professional athletes and high net worth individuals.

WE PROMISE...to help them live their best life with energy, enthusiasm and freedom through tailored treatment plans offered by some of the world's best therapists.

Brand Story

Pro-Motion believes that to treat an injury, you must understand an injury.

For more than thirty years, we've dedicated ourselves to understanding the human body. We've travelled from the United Kingdom to the US then to Australian and back again to increase our knowledge of the human body and increase our exposure to the best treatment methods known to man.

We combine our education and experience with empathy and care. Understanding your injuries and your state of mind to ensure we help you return to full health and a full life. At all times, we'll consider your unique situation, your goals and your support structure, and customise a treatment plan that is just for you.

We treat more than injuries. We treat people. You're in good hands.

Brand Communication Ethos

We talk about our patients, not about ourselves.

Yes we are educated and experienced medical professionals — and patients like to know they're in good hands. But they also like to know that they'll get the result they need (not just the treatment they need). They want their movement back, they want their confidence back and they want to live pain-free. Our communications should highlight that — and how they'll get it.

i.e. *'We'll get you back to work faster.'* *'Pain-free guarantee.'* *'Your road to recovery starts here.'*

Brand Design



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Typography

Print Communication

- Segoe UI Regular
- Segoe UI Bold

Screen-based Communication

- Verdana Regular
- Verdana Bold

These choices establish Pro-Motion Physical Therapy as a contemporary medical brand. They instill trust — important in the medical industry — but also showcase a modern, digital-first offering.

Color Scheme

Your current color scheme is close to what I would recommend.

Soothing blue to represent trust

Orange to represent health and happiness

You could implement red or turn your orange more to blood red to embody energy and passion

Color code – #f36d01

Messaging Examples



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Website Copy

Friendly and focused treatment with fast results

The best pain and injury treatments are personalised not just to the injury, but the person.

We take the time to get to know you, listen to your concerns and understand your body. The result is a customised treatment plan that drills into the source of the pain fast and gets you back to full health.

Come for the expertise. Stay for the environment.

Pro level treatment for everyday Americans

You don't have to be a professional athlete to get professional level care — although if you are, you'll still get the same excellent treatment as all of our patients.

We treat every patient and every injury with the same expertise that other providers reserve for elite sportspeople.

Your confidence is important to us and we want to get you back to your best in no time at all.

Social Media Content Examples - 1

Most people associate physical therapy with sports-related injuries or rehabilitation after an accident. While that's true, did you know that physical therapy can also benefit those suffering from headaches or neck or lower back pain? At Pro-Motion, we work with every client individually to discover what ails you and what we can do about it. You'll be back to your old self in no time!

#physicaltherapy #promotionphysicaltherapy

Visual – before and after of injury preventing enjoyable activity

Social Media Content Examples - 2

Whether you're a high school, college, or adult athlete, you understand how detrimental a sports injury could be, particularly if your anterior cruciate ligament (ACL) is impacted. But a new study from the University of Michigan is giving hope to these cases. Researchers have determined that using eccentric exercises in physical therapy can drastically increase muscle volume and discourage muscle atrophy.

<https://www.sciencedaily.com/releases/2020/05/200513135509.htm>

#physicaltherapynews #ptnews #promotionphysicaltherapy

Visual – athlete injured to athlete dominating on the field, with timeline to recovery displayed

Social Media Content Examples - 3

Any job can leave employees at risk of injury, but there are clearly some professions that are more impacted than others. Construction laborers, registered nurses, stock clerks and order fillers, general maintenance and repair workers, and laborers are a few professions that report the most injuries and illnesses. In turn, these professions make up a large number of physical therapy patients.

<https://www.benefitspro.com/2020/05/18/top-10-private-industry-jobs-with-the-largest-number-of-injuries-illnesses-412-97648/?slreturn=20200418144749#>

#physicaltherapiststatistics #onthejobinjury #promotionphysicaltherapy

Visual – collage of workers performing high risk jobs. Visual can be complimented by workplace injury statistics.

Share. Follow. Believe

At Pro-Motion we ask our patients to follow three simple principles:

- **Share:** It's easier for us — and a better result for you — if we customise your treatment plan to you and your situation. Please give us the full picture, ask additional questions and share your symptoms or worries. We love it when you share your success stories too.
- **Follow:** Trusting us and following our recommendations will ensure a speedy recovery. Please complete your rehabilitation exercises, put the hours in and let go of the bad habits that are holding you back.
- **Believe:** You will get better. You will live pain-free. You just need to believe. In us, and yourself.

Outreach Strategy



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Website Conversion and Tracking Optimization

- Zoho Sales IQ – will allow you to chat in real-time with visitors who are demonstrate serious engagement. Ex: 3+ minutes on site.
- Crazy egg – will provide you with a heatmap to show what content on your website is responsible for capturing most user attention. As your landing page is quite content heavy this can be beneficial.
- Whoisvisiting – will allow you to capture contact info of visitors based on certain software they use. Roughly 20% will be captured. Please check legalities for your industry before using this.
- Idevaffiliate – the program will incentivize visitors to refer you to their friends, athletic programs, etc.
- Your website does not seem to function unless www. is typed in.
- Your SEO has the following issues
 - 7 duplicate title tags, 7 missing meta descriptions, 16 missing alt attributes, 1 missing h1 heading, Missing sitemap

Social Media Paid

Social media efforts should focus on Facebook and Instagram primarily. Youtube will also be a part of the strategy, which I cover in the PPC section below, since it's part of Google's network.

The main value of social media is virality. When someone engages with your content (likes, shares, or comments) it exposes the content to their friends who have showed interest in similar topics. For example a post talking about sports injury that is commented on by a student athlete is likely to be seen by their teammates. Healthcare verticals naturally have very low virality. A good way to get around this is through some type of community support. Everyone on social media wants to appear philanthropic. A promotion that contributes a % of sales to a local charity for example is a good way to build virality as well as enhance brand perception.

The platform allows you to target demographic criteria (age/sex and proximity to your offices) with psychographic criteria, which is as follows:

- Physical therapy direct – the platform has specific targeting for your industry and it is quite active. These are individuals who have previously engaged with physical therapy content.
- Sport specific – here we can target both coaches and players
- Look alike audience - when someone visits your website or your social pages we will be able to target their devices with ads on an ongoing basis. In addition we can load a list of your current customers and use the algorithm to target individuals with similar profile patterns.

Social Media Organic

- Content needs to be published on your internal pages. I would recommend hootesuit or buffer to save time. The software will distribute social media posts to all channels simultaneously. I would not expect your social media following to be high, it is traditionally not for businesses like this, but potential customers will check your pages, so it is good practice to keep them active.
 - Short (10-30 second) weekly video tips would make for some great content
- In addition to this I would recommend sourcing a list of local social media groups related to sports and engaging in their conversations on a daily basis. For example a local team making a post about a big win could be interacted with by congratulating them and reminding them how important recovery is to ongoing succes.
- Youtube is a key channel for you, because of it's pull marketing aspect. Here it is crucial to watch industry trends. If a news story breaks out about an athlete who rushed back to the field too quickly and got injured, it is likely their tag will be trending. The recent and relevant video should be tagged with his name.
 - Similar strategy should be pursued with hashtags on your other channels. Tag your posts with trending news to reach people who are looking up the topic. If a story makes someone think about their health, ability to perform or get back on the field, etc than reaching them at that time will lead to much higher likelihood of conversion.

Organic Search (SEO)

In the long run your acquisition should rely on organic search. I would say over 40% should be driven by SEO. This channel is vital to you, because it is one of the few pull marketing channels available. This means you are able to capture customers as they are actively looking for physical therapy. It's much easier to capture a customer when your service is on their mind vs when they're looking at vacation photos or something irrelevant on social media.

- Process
 - Stage 1 – website optimization. This needs to be done once, and repeated on a small scale when Google or Bing make a major algorithm update. I outlined the pending issues above. To do a more thorough analysis, I would need back-end access.
 - Stage 2 – a 500-600 word blog needs to be published on your website weekly with keywords embedded at 1/100 keyword density. I would also recommend actually having multiple pages on your website, it does benefit search.
 - Stage 3 – I do not believe this to be mandatory for you, since your SEO is local, but for the more competitive keywords you would need to do link building. Link building implies getting your content published on secondary channels, which communicates to the search engine that your content is liked by others and as a result you're rewarded by being shifted up the search rankings

Paid Search (PPC)

- This is a crucial compliment to your SEO efforts. While SEO will take several months to have true impact, since it takes time to reach the first page. PPC will allow you to obtain “SEO” traffic instantly. With this channel you bid on keywords you want to rank for, and unlike with SEO no keyword is out of bounds as long as it fits your target acquisition cost. There’re 3 PPC channels I would recommend. Whether we choose to pursue all 3 ultimately depends on your ad spend:
 - Google ads and Microsoft Ad Center – aside from some technical elements, these channels are nearly identical in their nature, with the latter covering Yahoo and Bing networks. Bing searchers are predominantly over 35 years of age. Google is the place to target young athletes.
 - YouTube – since a big part of your business is connecting with the customer, this is an excellent channel to build trust. Targeting here is not as efficient as on google ads, but rates are lower. There is heavy search engagement for various injuries and self recovery, which opens a valuable opportunity for you to provide educational content on need and benefits of professional therapy.

Referral Incentive Program

- If you start marketing to a broader audience you will naturally end up reaching people who may decide your service are not for them, but will have friends they can recommend. We want to give them reason to do so.
- Your existing customers who are happy with your services can be incentivized to do more to spread the word about your business.
- Student athletes will have more reason to recommend you to their coaches or program directors.

The affiliate program will provide gifts (sweatshirts and other goods) for people to recommend you. The software referenced above will provide anyone who signs up with a unique referral link (ex: movingpainfree.com/affiliate5). When that link is given to a 3rd party who comes to the website and fills out a contact form, the lead is tracked back to the original party, who should be paid a referral fee.

We can discuss the referral options further, ideally the more referrals the better they should be. Perhaps you can give free service for those who bring in large referrals? This will target current clients and any prospective leads we capture.

Marketing Collateral

The following is what I recommend developing for your campaign:

- SEO blogs
- Social media posts
- Social media ads
- PPC content
- Flyers