

PT Websites + Patient Education

Physical Therapy Patient Education

The best patient education in the industry

We produce over 1,300 amazing educational articles along with phenomenal imagery and animated videos that tell a story.

1300 Article Database

Over 1,300 amazing
educational articles

Video Playbacks

Phenomenal imagery and
animated videos

Easy Integration

All of our articles are
integrated into your site

Fully Customisable

Everything is signed off by
clinic owners

LIVE articles System

Here are some of the most recently accessed articles from prospects and patients of our clinics

Patient viewing LIVE Articles - right now!

Turn Your PT Website into a
Patient-Generating Workhorse

[REQUEST A FREE DEMONSTRATION](#)

Introduction

Patient Education provides real value to your prospects and patients

Patient Education = Thought Leadership.

You read books, research articles and attend key notes at seminars because you seek out "thought leaders." Your prospective patients are no different... they want to seek out a provider that helps them understand their condition and is a leader in Physical Therapy services. The purpose of having quality patient education on your website is to influence prospective patients to choose your clinic, improve customer experience and provide a platform for patients to share your brand with their friends through article sharing.

Content marketing can help build your brand

Three Primary benefits of content marketing

1.

Develop thought leadership and stand out from the crowd

Most websites are basically online brochures. If you were looking at two plumbing company websites, one that is a brochure and one that has content that educates you, you may be more likely to call the company that "draws you in" by speaking to your needs.

2.

Improve patient experience

We have seen many clinics using iPads in the clinic setting to show a patient a video or pull up a graphic to provide more context to an injury. Having content that is branded to you on your own website raises the bar in patient experience.

3.

Create a platform for social referrals

As you become known as an educational thought leader, online patient education presents an opportunity for patients to introduce you virtually to their own circles by sending people a link to your website to research conditions.

What does a well structured evergreen marketing mix look like?

Download our PT evergreen marketing blue print for free! Use this to understand what role different marketing tactics play and how to build a balance of tactics that will grow your practice today but most importantly increase the value of your business tomorrow.