The Impact of Physician Outreach to Increase Patient Referrals at an Outpatient Hand Clinic

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Advanced Therapy Center

ATC is a for-profit outpatient rehabilitation clinic established in 2003 in Torrance, California. ATC has three departments offering direct services: **hand therapy, physical therapy (PT), pediatric occupational therapy (OT), and speech therapy.**

Needs Assessment

A *mixed methodology design* was utilized: observational data, a semi-structured interview, and an anonymous self-administered survey.

1. **Marketing to Physicians**
2. **Standardized Home Exercise Program**
3. **Standardized Protocol for Post-Surgical Wounds and Splinting**

Literature Review

Peer-reviewed publications through academic journal search engines and boolean terms **"inter-collaborative care"** and **"Increased referrals"** were utilized.

1. *Interprofessional Collaboration*
2. *Physician Education*
3. *Evidence-Based Interventions*
4. *Multi-Variable Referral Approach*
5. *Covid-19*

Learning Objectives

1. By the end of 14 weeks, the capstone student increased their *administrative skills* at the **outpatient hand therapy clinic** through *outreach to physicians.*
2. By the end of 14 weeks, the capstone student created *educational materials for referring physicians*.
3. By the end of 14 weeks, the capstone student created a *manual for future fieldwork Level II students*.
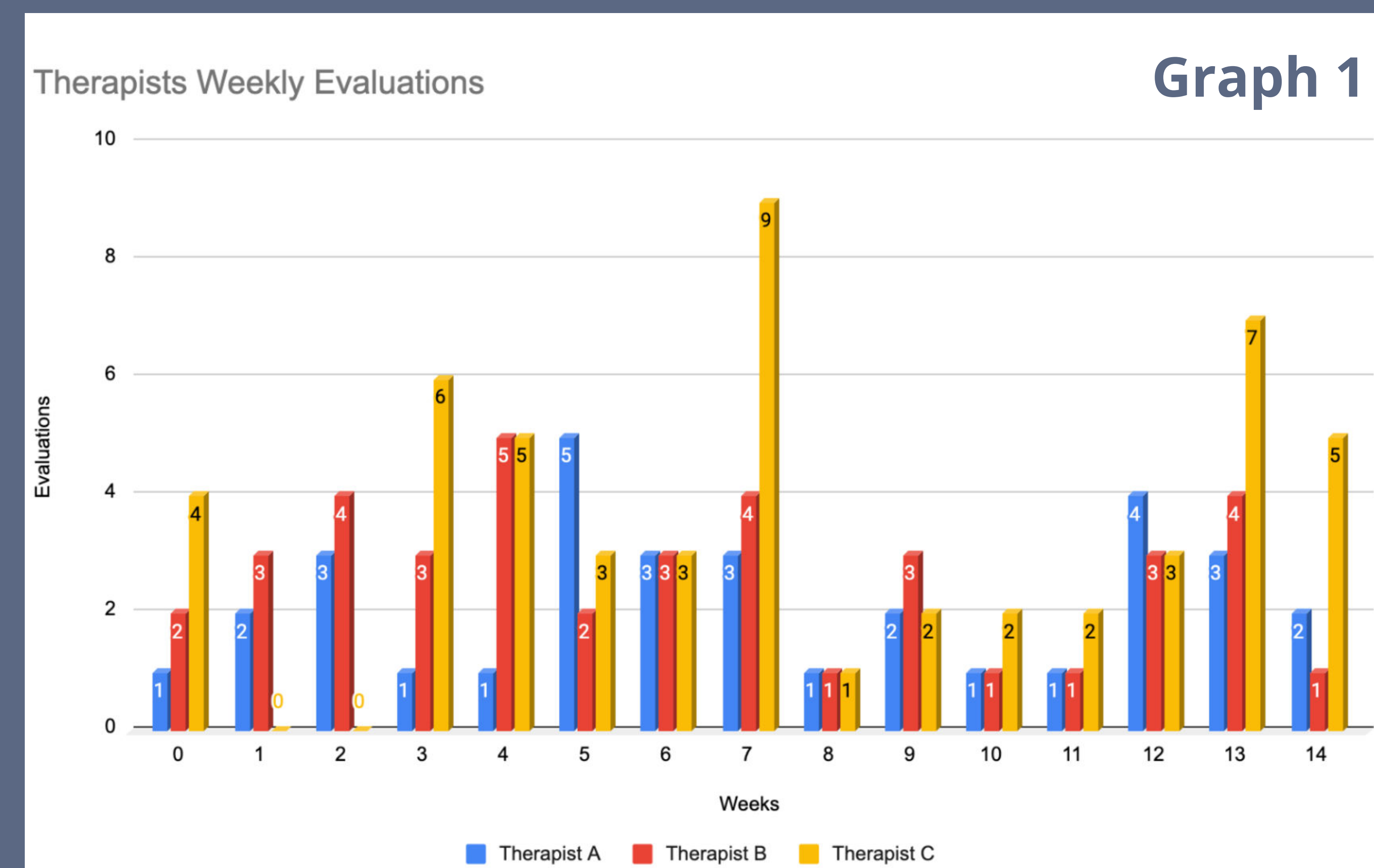
Project Implementation

1. Created a marketing plan for ATC to **facilitate outreach in the South Bay & LA region**
2. **Pamphlets were distributed to physicians' offices to educate them** on ATC's various therapeutic disciplines.
3. **Created a Level II fieldwork manual** on expected outcomes, 12-week schedule, a step-by-step guide on navigating WebPT, and documentation prompts
4. **Posted on ATC's Instagram page** on educational content and logistics & created consent form

Results

Graph 1 — Therapists Weekly Evaluations

Graph 2 — Social Media Metrics

Paired Samples T-Test					**Paired T-Test**
Measure 1	Measure 2	W	z	df	p
Therapist A –	Avg	24.000	−1.503		0.140
Therapist B –	Avg	39.000	−0.454		0.674
Therapist C –	Avg	68.000	1.572		0.123

Have the posts on the Instagram been educational? — 8 responses — 100% Agree — Pie Chart 1

Have the Instagram posts improved your understanding of your diagnosis? — 8 responses — 100% Agree — Pie Chart 2
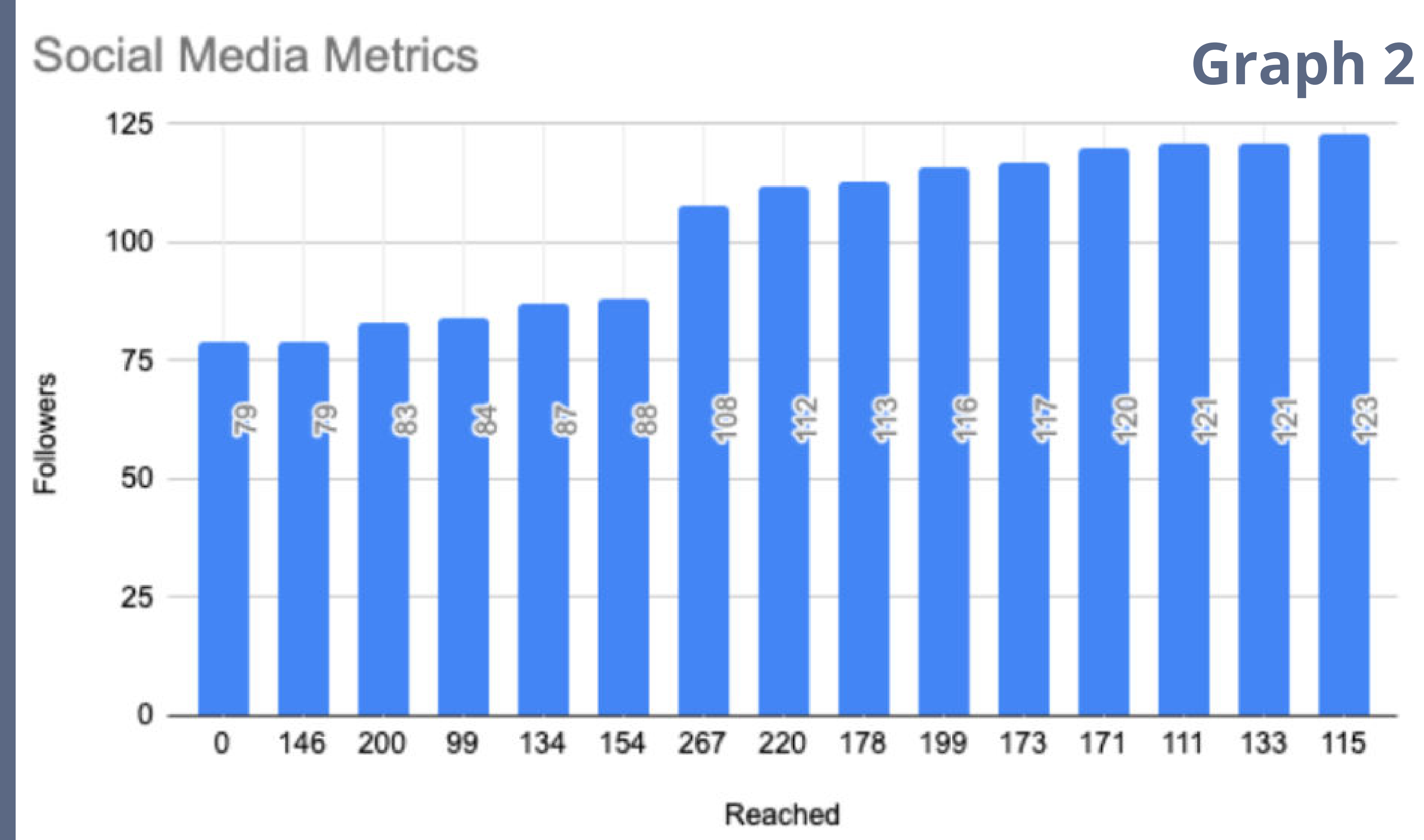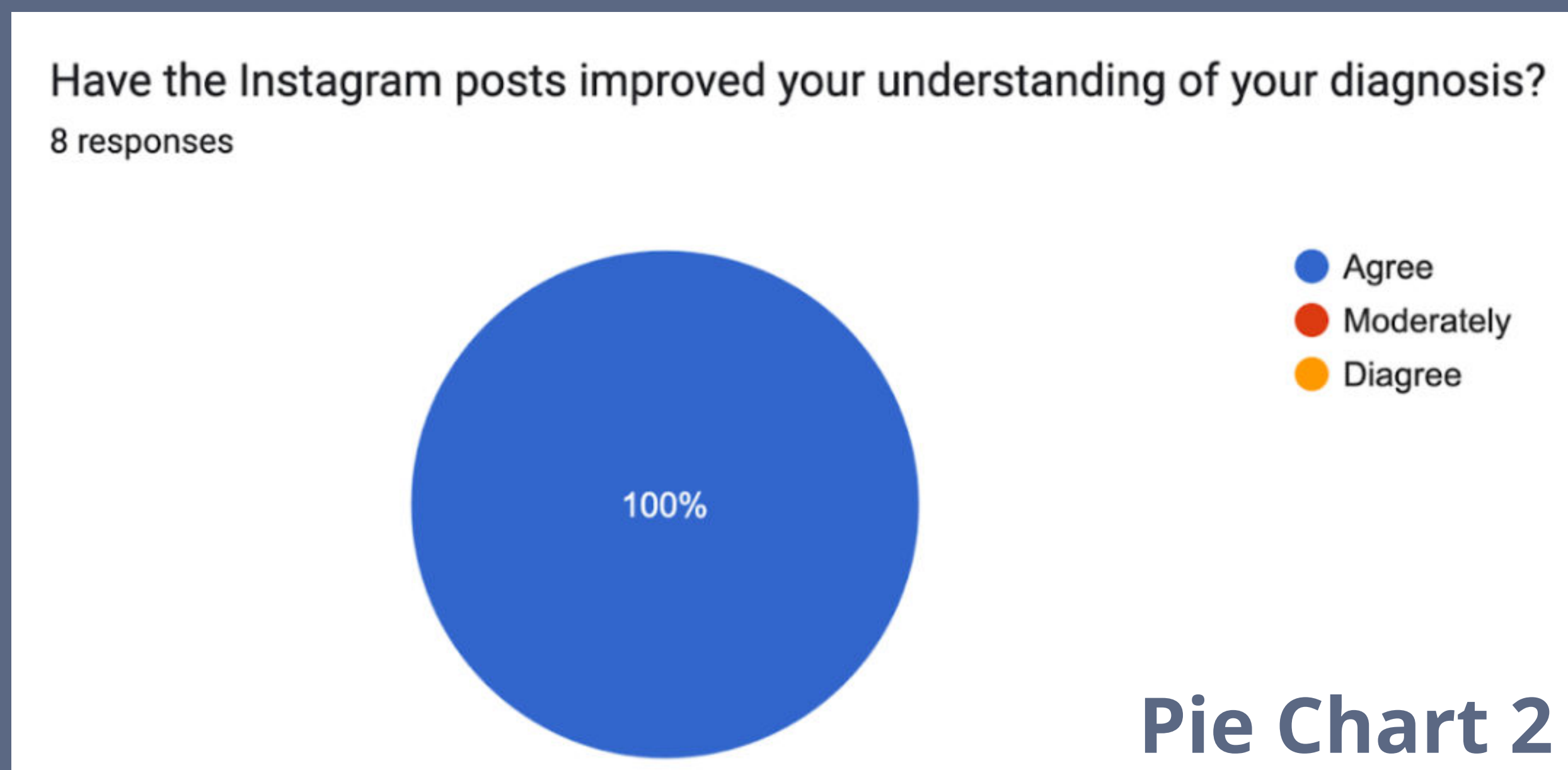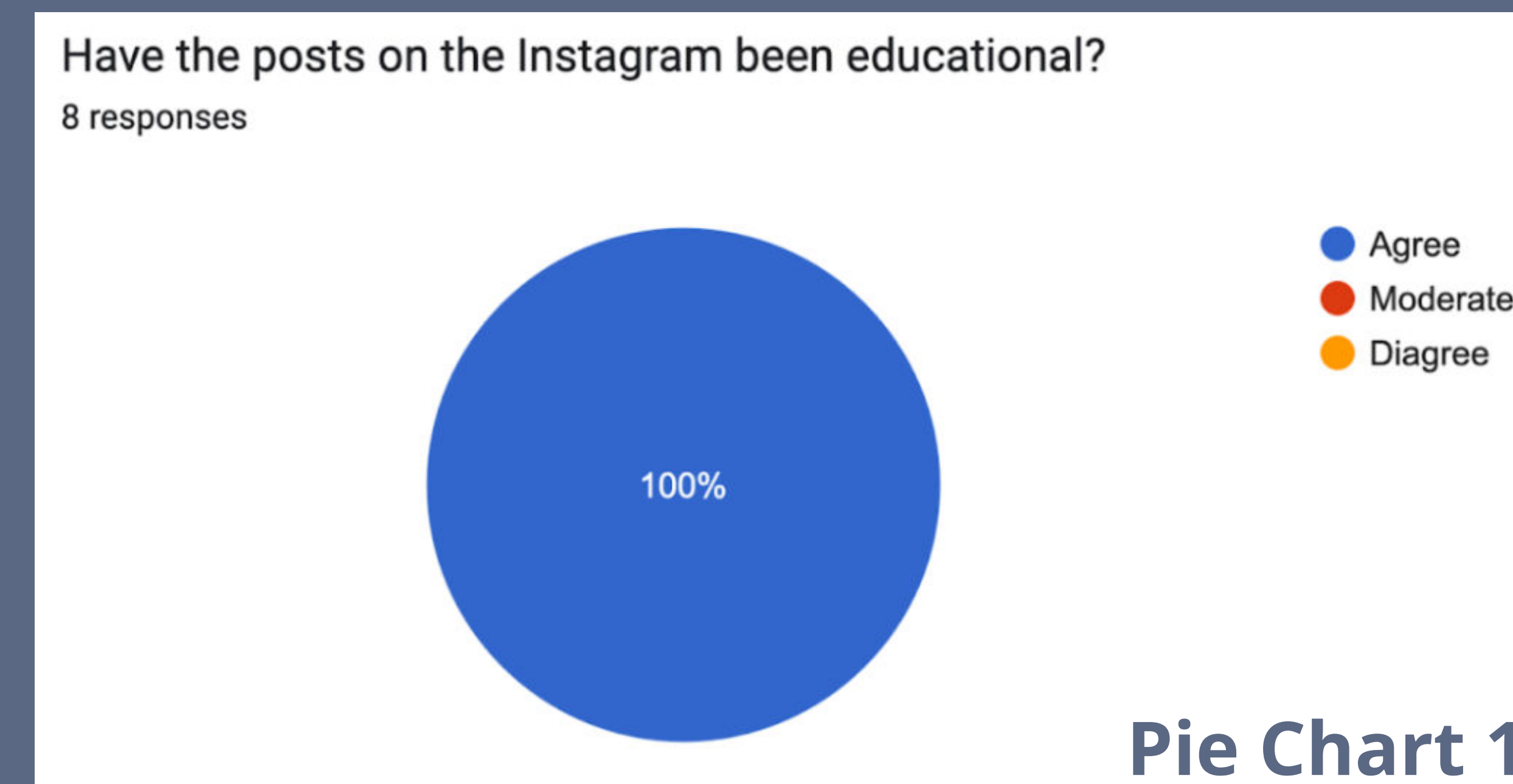
Evaluation & Outcomes

Quantitative data was continuously collected. JASP and Google Forms were used to disseminate the data.

1. The weekly initial evaluations from each therapist were collated and compared (graph 1). P-value was set for correlation analysis (paired t-test), which shows that the data was **not statistically significant**.
2. Instagram Insights was gathered. Data from Graph 2 demonstrates an increase in followers by 55%, and the results were **statistically significant**
3. **100% of survey responses agreed** that Instagram posts were educational and improved understanding of UE diagnosis (Pie Chart 1 +2)

Summary of Deliverables

Ownership of all scholarly deliverables will remain with ATC.

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References

Appendix