

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



Capstone Student: Tiffany De Guzman OTS
 Faculty Mentor: Dr. Ronnie Dallatorre, OTD, OTR/L
 Site Mentor: Michelle Kornet OTR/L, CHT, MBA
 West Coast University- Center for Graduate Studies

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

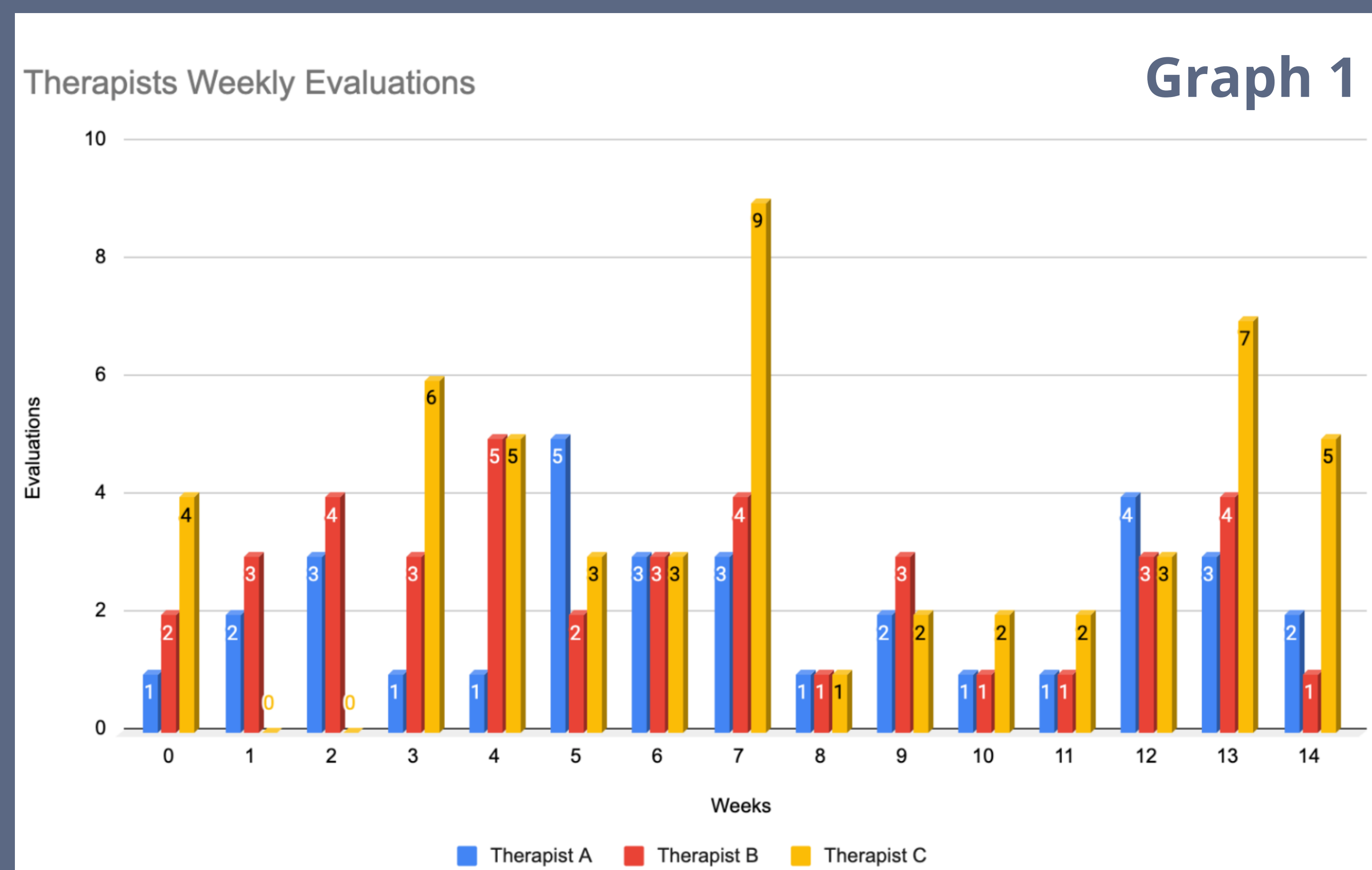
1. Created a marketing plan for ATC to **facilitate outreach in the South Bay & LA region**
2. **Pamphlets were distributed to physicians' offices to educate them** on ATC's various therapeutic disciplines.
3. **Created a Level II fieldwork manual** on expected outcomes, 12-week schedule, a step-by-step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

Evaluation & Outcomes

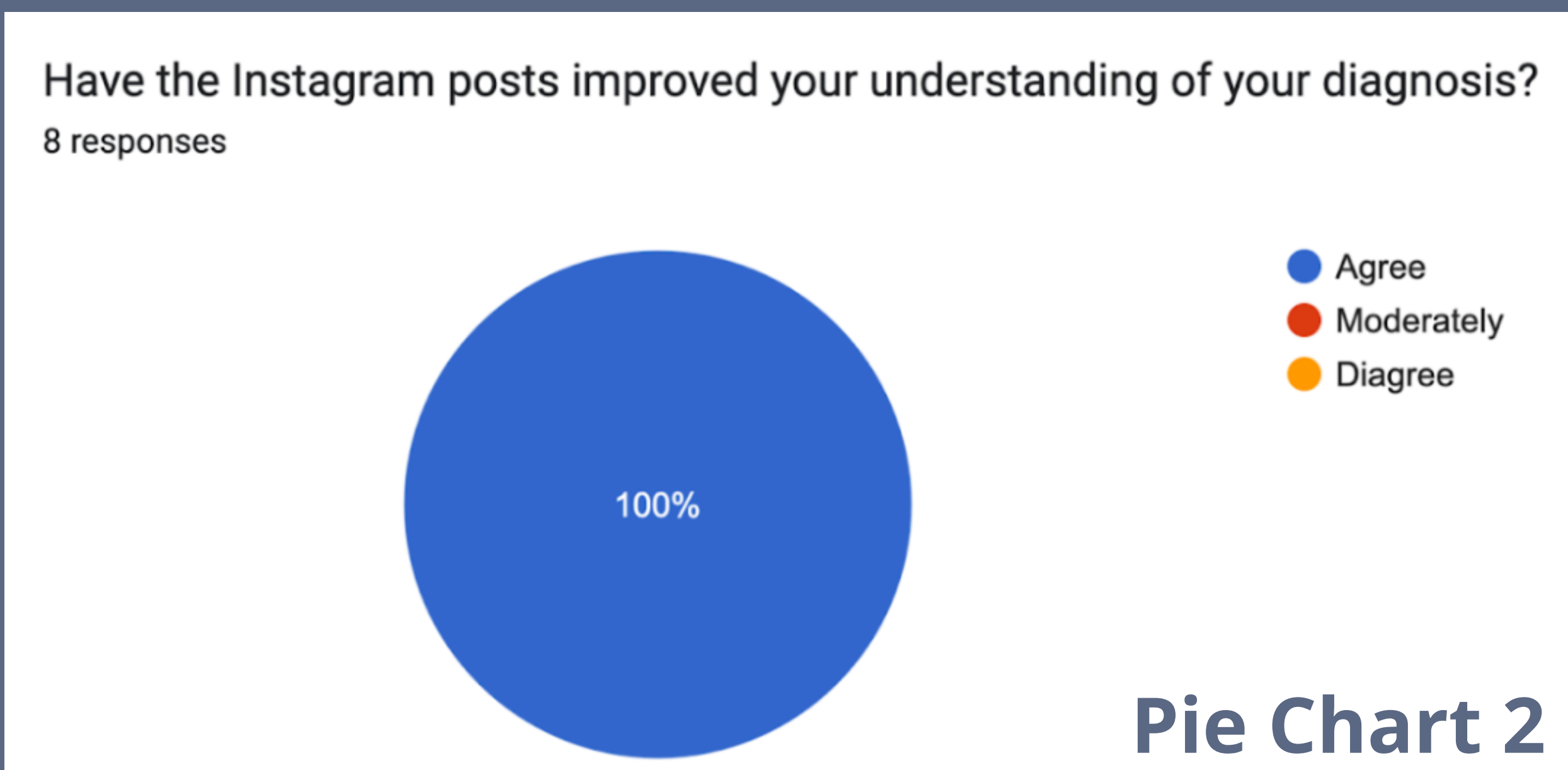
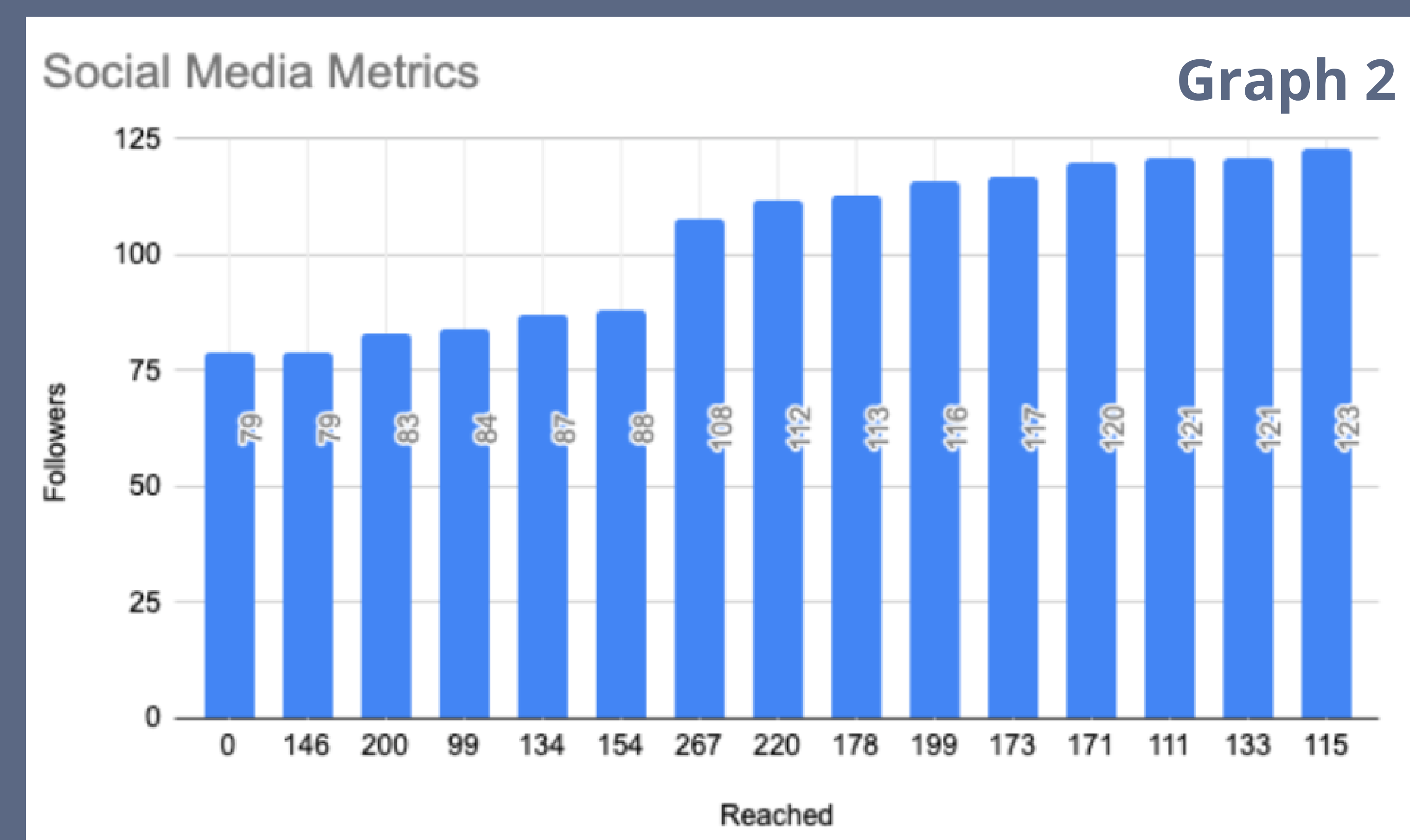
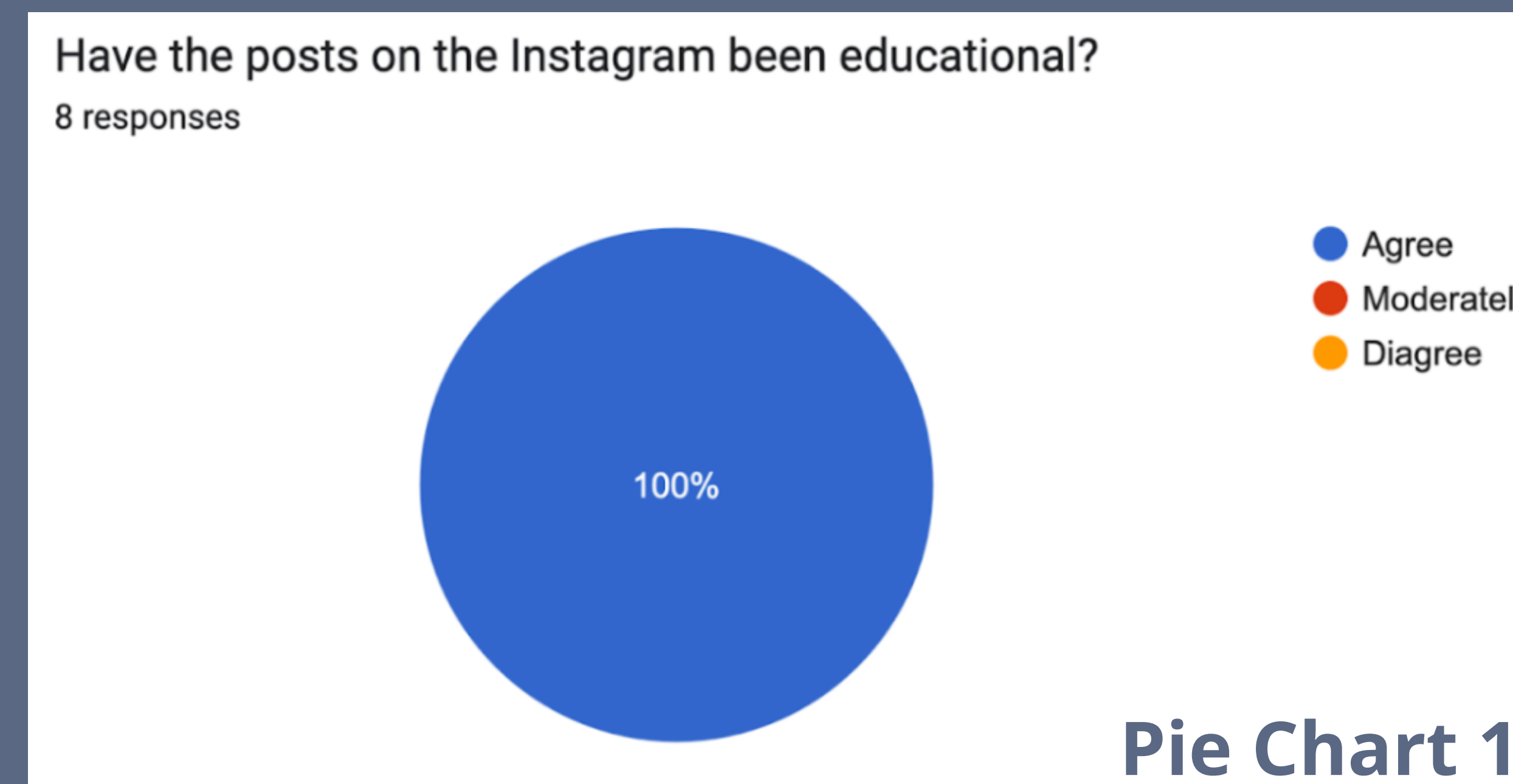
Quantitative data was continuously collected. JASP and Google Forms were used to disseminate the data.

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)

Results



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		



Summary of Deliverables



Ownership of all scholarly deliverables will remain with ATC.

Acknowledgements

I express my gratitude to **Michelle Kornet and the staff and therapists at ATC** for their patience and encouragement in completing my doctoral capstone project. I would also like to thank my **family and friends for their unwavering love and encouragement** throughout my journey in this program. I am one step closer to **obtaining my dream career.**

References



Appendix

