

2810 – Marketing Aquatic Therapy

Intermediate / Lecture

Sanibel, FL / Wednesday, June 24, 2020 – 1:30-4:45 pm – 3.0 credit hours

(Classroom: 1:30-4:45 pm)

Faculty: Beth Scalone, PT, DPT, OCS, ATRIC

COURSE DESCRIPTION: Have you tried marketing your aquatic program but failed?

Are you not sure where to begin?

Want new ideas?

Want to attract the ideal customer?

If you answered yes to any of the above, this class is for you. Most likely, the large majority of you have an extensive knowledge base in rehab, exercise and aquatic therapy. Very few of us have ever taken business or marketing classes. We know how powerful the water can be and we have clients that love us, but how do we get the word out?

This half-day Marketing course will cover the basics of direct consumer marketing, developing relationships with referral sources, and social media marketing opportunities. Tracking your marketing efforts cannot be forgotten therefore, this class will discuss ways to follow what works and what does not, allowing you to adjust over time, getting the most out of your marketing budget!

COURSE OBJECTIVES:

- 1) List the 4 U's in developing direct marketing advertisement copy.
- 2) Develop Facebook and other social media marketing techniques.
- 3) List at least five ways to market your services.
- 4) List at least 5-7 elements of value to aquatic therapy programs you can use in marketing a program.
- 5) Develop a process to track and revise your marketing efforts to help determine your return on investment.

FACULTY: Beth Scalone, PT, DPT, OCS, ATRIC, is a licensed physical therapist with many years of experience in orthopedic and aquatic therapy. As the owner of North County Water and Sports Therapy Center in San Diego (www.waterpt.com), she continues with hands-on clinical care in addition to her role as educator. Since graduating from the University of Connecticut in 1991, Beth has belonged to the American Physical Therapy Association and has achieved certification as a Clinical Specialist in Orthopedic Physical Therapy. In January 2006, she graduated from Boston University with a Doctor of Physical Therapy degree. Additional certifications include Certified STOTT Pilates™ instructor and Master Instructor for the Burdenko Method.

Beth not only provides continuing education for health care professionals, she is an adjunct faculty in the San Diego Mesa College PTA program, teaching Orthopedic Rehabilitation and Introduction to Pathology courses. She also provides the learning module/instruction on aquatic therapy to the University of St. Augustine San Diego Campus DPT program. She is the recipient of the 2010 ATRI Tsunami Spirit Award and the 2012 ATRI Professional Award.