



## ALL ABOUT SPEECH & LANGUAGE

### **Marketing Collaboration Procedures**

1. As a part of informing your Clinic Manager and Front Desk of upcoming client discharge, also include the Patient Care Coordinator (PCC) in the email notification of the upcoming discharge date.
2. The PCC will note this and follow up with Front Desk to gather appropriate documents for follow up with Referral Source.
3. For this reason, it is crucial you close out discharge notes as close to the discharge date as possible. Not doing so is going to impact the PCC in a follow up visit to the referral source to hand deliver the discharge note and follow up items.
4. As a part of this visit back to the referral source, the PCC is also going to get with the clinician directly in order to obtain any examples of the client's work, progress in structured activities, and/or pictures. Treating therapists, please be the ones to check picture and media consent using EMR system and/or help of the Front Desk to know if a client can have their picture taken as a part of sharing on social media as well as back to the Referral Source.
5. Use Milestone Moments and "I Did It!" Success Story Photo boards for pictures to use when meeting goals and/or at time of discharge. See additional details in "Marketing Props & Frames" section below. Coordinate with PCC to help you obtain these photos so that the appropriate follow-up can take place with the referral source as a means of continuing to foster our professional relationship, continued referrals, and thanking them. If the PCC is unavailable to help take the photo, please ask your CM/Patient Scheduler/ Front Desk to help you if needed. The child's graduation or milestone moment photo does not necessarily need to be taken on their last day at the office. If you know a child is getting close to discharge, please arrange a time to take a quick photo. The PCC is here to be a helpful liaison between you and your clients and the RS. Communicate openly with her about how she can help assist you in gathering what is needed/communicated per the Milestone Moments/Success Stories/Asking for Reviews components of this procedure! PCC is your resource to use if you need help. If you don't remember what clients have media consent, please ask PCC to give you a list you can keep on your computer or easily accessible on your desk.
6. Ask the family for a Google and Facebook review, either in person or over email (see email draft below). BCC the PCC, Patient Scheduler, and Finance Division so appropriate internal communication and follow up can take place as well.
7. RT Journeys via RT Connect are currently being set up for AASL relative to the intake system and follow up with discharge, surveys, and quality assurance check-ins. At certain intervals of time, short surveys as well as check-ins asking for reviews will be sent out to families automatically via RT. This will be in addition to the measures we personally plan to continue to follow up with as outlined in this procedure. For detailed information regarding this outreach, please contact Operations Director.



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#### Milestone Moments/"I Did It" Success Stories Marketing picture frames and props



#### What is a "Milestone Moment"?

A "Milestone Moment" is any kind of progress that happens in therapy. For ST, this can be something as small as a client saying a sound or word for the first time or as large as reading a book independently, asking questions and participating in a conversation, using grammatical sentences to express wants and needs. For OT, this could be something small like a child putting their shoes on and off or something bigger like being able to independently dress and undress themselves.

#### Why are "Milestone Moments" important?

These moments are important for a few different reasons. In the clinic division, it is a wonderful way to support and reinforce a client's positive progress and sharing that with his/her family! By highlighting these moments, it reinforces the amazing work you are doing and the client's success that is a crucial part of the plan of care and therapy process from start to finish. In the marketing division, the PCC will use these moments as an opportunity to connect with the child's referral source. The PCC will create a document, including a picture of the child with the "Milestone Moment" board, to give to the pediatrician/school/ABA, etc. This is an amazing way to stand out to the referral source and have them remember all the incredible ways that AASL is changing the lives of these clients and maximizing their potential in every life stage! These are REAL, life-changing gains in these children's lives that we want to make known and celebrate! It is your responsibility to capture these moments as a part of ongoing therapy and the discharge process. If you need help with this, please arrange it with your PCC/CM/Patient Scheduler/Front Desk.

If your client does not have media consent, this does not mean that we cannot share in their excitement for these events! Ask the parents if they would like to take a picture with their child for their own memories, or if they would like to take their own pictures with their child and a sign. These families should be asked to complete the written Success Story template instead; please reference below for how to handle.



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The other side of the “Milestone Moment” poster is a graduation graphic! This is to be used to celebrate a client being discharged from therapy. As discharge gets closer, it is important to arrange with either the PCC, Front Desk, Patient Scheduling, or CM to have the child’s photo taken with this board. It does not have to be taken on the exact date of a child’s last appointment, as this allows you flexibility to coordinate around your schedule! Just like with the “Milestone Moment”, this is used as an opportunity to connect with the client’s referral source and make their real successes known. The PCC will also create a document to give to the child’s referral source that will celebrate their graduation. As previously stated, if you need help having this photo taken, please arrange with your PCC/CM/Patient Scheduling/Front Desk.



The other board is a two-sided picture frame, with “Happy Birthday!” and “Happy Anniversary!” on the two different sides. The birthday frame is for both clients and AASL Team Members. Please



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arrange with your PCC/CM/Patient Scheduling/Front Desk if you need assistance with taking a photo. The anniversary picture frame will be used to celebrate all AASL Team Member's work anniversaries.

### **Success Story Form**

We have created a "Success Story" form to be used when celebrating a client's milestone moment! This allows a parent to share how this achievement impacts their child and family, from their own point of view! Whether a client has media consent or not for sharing their milestone moment pictures, this is a great time to additionally capture "in the moment" feedback from parents in the form of a written Success Story given their participation, excitement, and involvement in the therapy process!

As parents complete the quality assurance survey during re-evaluation time, we receive their feedback regarding therapist's care, support they are receiving, areas to improve, and overall experience as an AASL client to date. This is valuable feedback, but again it only comes once a year and won't always gather the emotional excitement that comes from capturing a Success Story in-the-moment! Furthermore, we've also seen firsthand that waiting until discharge/graduation as the only time to gather a family's testimonial is often a lost opportunity to share the impact that you as their child's therapist, therapy, and AASL had in achieving their goals and supporting their lives; many families exit care without ever sharing their positive experiences that can impact another family's life.

### **Why is it helpful to ask to capture a family's feedback or in-the-moment testimonial?**

When our clients demonstrate achievements toward their goals and all the special "milestones" in between, there is an overall positive, uplifted, optimistic sense of feelings, emotions, and perspective during this time. Real moments of progress are highlighted and celebrated instead of forgotten or overlooked. Just as individuals may work to get into the habit of keeping a gratitude journal to stop and note things to be grateful for each day, unless you take the time to actually stop and notice the little moments in between, and to celebrate them, they can be overlooked and their impact minimized. On our website, our vision statement for AASL reads: "We believe in celebrating each gain no matter how big or small every step of the way." What better way than to help families reflect on these successes and the role you played in their child's progress when they have very real achievements right before their eyes. These Milestone Moments should be used as another great opportunity to touch parents to get their feedback and share their excitement over their child's gains, you as their child's therapist and guide, and their overall experience here at AASL. As we have seen, happy clients are willing to provide feedback about their experience which can have tremendous impact on another family's life if only they had been able to hear it!

If you are anticipating a milestone moment to be achieved or even for surprise gains that happen within sessions, you can:

- 1) Have these forms printed and ready to share (available through your remote website log in) for the family to fill out in the moment when you are capturing a photo; and if the client doesn't have media consent, you can just share the form to capture this achievement in written form.



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- 2) Or, when you are transitioning your client at the end of therapy, you can recruit the help of the Front Desk to share the Success Story form with your client's family to have them fill it out at the conclusion of your session. Front desk would then retain the form and share it with the PCC/Marketing division while scanning into their EMR file. Additionally, if the form was not filled out and the parent "forgot" to fill it out, another copy will be available upon check-in at their next appointment to capture their feedback again.

Example of verbiage to use in the moment:

Mr/Mrs (last name), (child's name) achieved an awesome milestone moment today! They (describe the milestone i.e. put on their shoes by themselves, produced a new word, etc.)! I am going to snap a photo to celebrate this moment! While I do that, could you fill out a quick Success Story for us? It's our way of hearing the impact therapy has had for your family and sharing every special moment of progress we achieve in therapy! Thank you!



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### **Nothing makes us more excited than to hear your child's Success Story!**

Tell us about your child's success in therapy today. All successes, big and small, deserve to be celebrated! (What was achieved? How did your child feel? Why is this gain important to your family?)

Why did you choose AASL as your therapy home?

The greatest compliment we could receive from our clients is the referral of someone they care about. We would be honored to help your friends and family, too! Is there someone you'd like us to follow-up with or share more information about the therapy process with?

Name: \_\_\_\_\_

Contact (phone/email): \_\_\_\_\_

Type of information they might find useful: \_\_\_\_\_  
\_\_\_\_\_

Your Name: \_\_\_\_\_

Your Child's Name: \_\_\_\_\_

We'd love to share your child's success! Do we have your permission to publish your success story (printed in our office, newsletter, website, social media)? (Please mark one below)

- ☐ YES (you can include my name/child's name too)
- ☐ YES (but with names made anonymous)
- ☐ NO

Do we have permission to share with your child's referral source? (Please mark one below)

- ☐ YES
- ☐ NO



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#### **Asking for Reviews:**

Think about when you are looking to find a new hairdresser, would you rather go to the salon that has 1 anonymous 5-star review with no detail or would you go to salon that has 30 5-star reviews each with glowing reviews about how happy people were with their haircuts and how lovely the staff were? This is the same for our industry. Google/Facebook reviews are a direct way to drive business to the company which ultimately means more children and families helped by our team's hands! It is a way that we can stand out in this ever-growing, competitive industry. When you are thinking about the discharge progress, you should not think your role is complete until you have asked for a Google review. You were instrumental in your client's progress; let your families have the opportunity to celebrate you and their child's gains while at AASL!

This is also going to occur alongside the PR and Marketing Division. We will also be working across other divisions of the company to also ask for reviews. While the clinic division is the most obvious, given the direct working relationship with a client and family, a client's experience starts when they first call us, so we will be working to gather reviews across all divisions of the company going forward. The mission and vision of the owners and leadership and training they provide is reflected in each individual team member a part of our team; therefore, while reviews capture one component of a client's experience at AASL, it is also reflective of that client's overall experience at our offices, which the owners take very seriously. By maximizing each child's potential in every life stage, the owners strive for our whole team to live out the mission and vision of AASL in everything they do.

A common misconception is that asking for a review is self-righteous, uncomfortable, or "toots your own horn." You have worked incredibly hard for this family; you deserve to have your hard work praised and shared. It is a way you can contribute to growing our AASL clientele, and helping more families in need in our community, which in turn gives you more clients personally that you can make a difference with. This is something that may come unnaturally to you, but the more you practice simply asking and turn it into a habit, you will quickly realize how much a parent would love to share their positive experience with others. As clinicians, you know the clients who are compliant, willing, motivated, and pleased with your treatment services, so these are the ideal candidates to ask for a review! Please use the verbiage below as a guide, with subsequent links!

PCC will keep track of the reviews that come in through all social media platforms. If you are having trouble getting parents to leave reviews, please reach out to the PCC and they will work with you to brainstorm solutions!



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### **Marketing Collaboration Procedures** **Email Verbiage to Ask for Reviews:**

Dear \_\_\_\_\_,

Hope this email finds you well! (Insert something positive from therapy with their child. A win or milestone as examples. "I am so proud of \_\_\_\_\_ for graduating from therapy, they have come so far with their \_\_\_\_\_").

We wanted to ask, given your firsthand experience with our company and the positive feedback we have received from you, would you be able to take a few minutes to share your thoughts by reviewing our company and therapy experience on Google, Facebook, and Yelp.

You can access a Google review by simply googling "All About Speech & Language" (clarify which office to search for S. Tampa vs. Valrico) and then on the right-hand side of the browser window where the company name and maps comes up, you can click on "write a review" and then leave one there. You are also able to add a star rating here as well!

For direct access, please click the links below:

[South Tampa Google Review Link](#)

[Valrico Google Review Link](#)

You can find us on Facebook by searching us if you already follow us, or by clicking here: <https://www.facebook.com/AASLTherapy>

You can also find us directly on Yelp here: <https://www.yelp.com/biz/all-about-speech-and-language-riverview>

Please let me know if you have any questions! We would greatly appreciate you sharing your experience with our company and your therapist(s) on our team. We know it means so much to families searching for therapy providers as they relocate or are beginning their own journey with finding a therapy provider for occupational and/or speech therapy. It means so much to us and we are so grateful for the positive feedback. Your public review is one of the greatest compliments we could get as we strive daily to make a difference in the lives of as many children and families as possible in our local community!

Thank you so very much again!

<Your name>

### **PROCEDURE AGREEMENT LOG**



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Sign and date with your name if you are required to know this policy. By signing you are attesting that you have received, read, and understand the policy, and will apply it as required

(Name)

(Date)