



Innovative Marketing

We recently interviewed Dr. Zia Khorrami, DC; Dr. Charles Fontana, DC and Dr. Nick Mavrostomos, DC to find out how they have used HydroMassage to successfully market their practices and increase their new patient referrals.

Q: How do you use HydroMassage in your marketing efforts?

Mavrostomos: I send out free HydroMassage massage cards to new homeowners in my area which is great for getting patients in the door that are new to the area.

Using the HydroMassage for giveaways brings people in, they spend a half hour, see my office, get a massage and then they come back for a consultation. My current patients also receive free HydroMassage sessions for their birthdays, which they really appreciate.

Khorrami: As far as marketing goes, I recently ran a program that offered a free session on the HydroMassage if they brought in a receipt from a purchase made in town.

I also sell gift certificates for sessions on the bed. My patients purchase these to give to friends and family members as a unique gift; this also helps to get potential patients into my practice!

Q: Financially speaking, what has HydroMassage done for your practice?

Khorrami: I charge \$10 for an 8 minute session on the bed and patients never have a problem paying this amount! My revenue has increased substantially with the HydroMassage. I am seeing an average of \$5000 increase in revenue directly from the bed per month! My patient retention has also increased because of the HydroMassage as it is a reminder for them to come in for appointments and gives them something to look forward to!

Q: Has HydroMassage brought in new patients?

Mavrostomos: The HydroMassage has been an excellent referral tool for my practice! I set up a system where any patient that refers a new patient receives a free HydroMassage massage and it works extremely well.

Fontana: I would estimate that we get anywhere from 5 to 10 referrals per month directly from the HydroMassage.

“HydroMassage has been an excellent referral tool for my practice”

Q: How do your patients feel about HydroMassage?

Fontana: The feedback from my patients has been phenomenal. I put about 95% of my patients on the bed and 100% of them love the bed and request to use it again.

My patients with lower and mid-back pain, especially golfers, see relief from the acute pain and spasms almost immediately; it definitely reduces their pain levels.

Khorrami: The HydroMassage is so relaxing... I can't tell you how many times I hear "I want one of these for my home". I use the bed for loosening up muscles prior to adjusting my patients. I find that this helps my patients to have a more comfortable experience and it makes it easier for me to adjust them.

Mavrostomos: HydroMassage works especially well for pregnant patients because they cannot receive E-Stim or ultrasound, whereas with massage they are safe and comfortable. I typically provide HydroMassage sessions post-adjustment so that my patients leave my office feeling refreshed and relaxed.

Q: What would you tell other chiropractors about adding HydroMassage to their practices?

Fontana: The HydroMassage has been very successful for my practice and I would recommend it to anyone as an additional therapy in their offices. It can only increase their patient retention and patient referrals at the same time acting as a very beneficial therapy for the whole body.

I've experienced the other beds on the market, and I've never been impressed. They don't have the force and the full range of motion that the HydroMassage has... There is truly no better product out there.



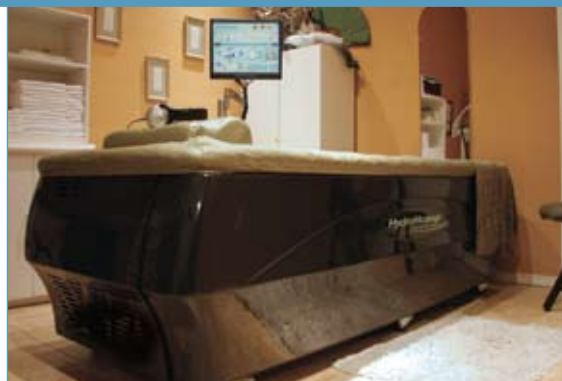
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