

## Add on after speaking to PT

1. We will be targeting the new post surgical child clients in the near future.
  2. We have step up programs in process but not yet ready to go
  3. We want a widget for payment but not live. We would like to use this for professional courses and possibly payment for webinars.
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1. I have 2 testimonials but I will remind you I need to check with the college guidelines. See attached guidelines which state it is a breach of privacy to post as there is a therapeutic relationship. Reviews maybe a different animal though as they are not specific in nature.
2. We use facebook, Instagram and twitter frequently, linked in less frequently. Our social media plan is to post to facebook and google with the family and client in mind. We post to Instagram what is happening in the clinic. We post news to twitter as well as evidence that we are up to date and an influencer in OT/PT in pediatrics in Halton. Linked in is typically profession specific and only have a professional account. Maybe we should have a business linked in?
3. Instagram will be build out. It is new to us and we have some education to do on PHIPA prior to it being put more frequently in place. Follow through has been a challenge for the staff.
4. See attachment Playful Strides
5. This is a very open question. Did you mean what is the strength of our business model, or our therapy model, or how well we run our business?
  - a. See attachment business plan part 1
  - b. We have a comprehensive approach to intervention that is not available in many clinics or therapy companies. We collaborate between the OT and PTs on staff and network extensively with our client's circle of care. We focus on engagement and quality of intervention in an ethical manner. We offer different price points for intervention.
  - c. We are working on building a better retention of clients through a level down program as a bridge between community programs and therapy intervention.

## The questions you did not ask:

- Accessibility: we intend to be compliant with ODA and need the website to meet these expectations.
  - We are a cash based therapy practice. Many of our clients have insurance coverage through extended health or health spending accounts. We provide a receipt for each client so they can be reimbursed but do not directly bill insurance companies.
  - We offer mainly onsite intervention but have partnered with therapy centers that do not offer OT/PT to provide this to their clientbase. This includes: My Learning Place Center, Shining Stars Support Services, Turning Point Center.
  - We have begun to offer telepractice for our long distance clients.
  - We provide Programs "signature programs" which allow families to get the most out of their time with us. These are also treatment pathways
  - We support through education and quality treatment, meaningful functional activities for families
  - We are family centered. This means they identify the challenge, we assess strengths and lagging skills. Together we build a plan based on clinical evidence/experience and clinical evidence.
6. We are working on retaining current clients and building new ones.

Our current referral sources are wide and broad. Google is a common one, school teams are a second, Sick Kids and McMaster and William Osler Hospitals all refer for feeding intervention, word of mouth is large as well as Mommy groups on Facebook. We have 5 pediatrician that refer to us consistently for OT and PT. We have others we connect with as needed. Marketing is needed to be known BUT we are trying hard to keep up to the volume coming in the door. For example in the past week we have booked 14 new assessments. Each assessment leads to a conversion of 16 hours of treatment. Thus 14 new clients is 224 hours of treatment. We pull in clients at different times of the year with different programs. Groups pull in clients for 2.5 month blocks Oct-Dec, Jan to March, April to June. Camps pull in clients for intensive interventions for a week at a time. Our goal is to convert an assessment to treatment, a group client to camp, and a camp client to group. We have added parent/child sessions with good results in the past year to build knowledge and allow a parent to better advocate for their child at school/community. We are therefore building capacity in the community who then refer back to our program.

7. We are a private therapy company. We have in the past engaged with publicly funded systems such as the LHIN, but we are not under the umbrella of OHIP. <https://otontario.ca/understanding-ot/funding-for-ot-services/>. We offer different price points from 31.25 for ½ hour OTA/PTA to 150/hr for OT Reg. intervention and take into account family finances. We have families accessing service under the Ontario Autism Program as well as through charity funding. We have a letter to advocate to the health insurer or company for OT to be covered in their extended health plan.
8. I needed to google this to better understand the question. The information I found was as follows *“A disclaimer is an official statement which can save you, the website owner, from various troublesome situations. This page can be used to legally specify or to just limit the scope of legal bindings of a particular firm or a website. On the other hand, a privacy policy discloses how a firm or a company gathers, manages, uses and shares the customers’ data. Thus, it becomes a legal fulfillment for the security of the data your website collects. Both disclaimer and privacy policy are an important part of any website. Both **disclaimer and privacy policy** pages are an integral part of any website and here are the reasons that justify this statement”*

Therefore I would say I need both. First information is collected only on booking and through email on the site,

Information is for educational or searching purposes only and does not in any way substitute face to face health care intervention.

9. Calendar of events is a good idea.
  - a. We don't take payment through the website currently but may offer webinars in the future.

**From:** Hanadi Alnawab <Hanadi.Alnawab@humber.ca>

**Sent:** January 18, 2020 1:11 AM

**To:** Cathy O'Leary <Cathy@playfulstrides.com>

**Subject:** Questions from the class

Hi Cathy,

Are you able to help me with the following questions from the class?

1. Do you have reviews / testimonials from previous clients
2. Are you interested in engaging with the community, do you have time to engage through social media for example?
3. Do you plan on building your Instagram account?
4. What is your mission statement?
5. Please highlight the strengths of your business, and what you'd like to improve
6. How do you maintain/ grow your relationship with your clients/families?
7. Is there government assistance for your programs / payment plan?
8. Do you need a disclaimer / privacy policy
9. Wold you like to include a calendar of events and online payment?