

PTPN is pleased to provide you with this marketing tool, designed to help you show payers and physicians how you compare to national benchmarks. We encourage you to personalize these to your own needs and performance, using your own clinic's logo at the top right.

- 1. Right-click on the selected template document and save it to your computer.**
- 2. Open the document in Excel.** The first page is what the report will look like when printed out; scroll down to enter your practice's information.
- 3. Type your practice information and outcomes data where prompted.** For the most professional look, we recommend that you take a look at how your practice name appears on the first page after typing it in on the second. If you have a long practice name, you may need to abbreviate your clinic name, i.e. using "PT" rather than "Physical Therapy."
- 4. Insert your own clinic's logo at the top right.** Be sure to delete the text box that says "Insert Logo Here" and the red circle behind it.
- 5. Print the brochure.** It will look great in color if you have a color printer, but it was designed to be printed out in black and white as well.
- 6. Send the report to payers and referring physicians.** They will be impressed not only that you measure outcomes at your practice, but how well you stack up against the competition!

If you have any questions, please contact your local PTPN office.