

**AUTHORIZATION FORM
FOR
USE OF PATIENT'S SUCCESS STORY IN
PUBLIC RELATIONS AND MARKETING ACTIONS**

Your success story is fantastic! Thank you for writing it for us. It is always great to be acknowledged for doing what we do each and everyday, help people.

We have found that when patients tell their physician about how they were treated and the results they obtained in physical therapy, the impact is far greater that if we tell them through meetings and other documentation.

Our most successful campaign to grow our practice and help more people get well has been through these success stories. When a patient states in writing the results he or she has obtained and how they feel about it, the doctors who read it, **KNOW** that we are **REALLY** helping people.

We have found that many doctors who may never have referred a patient to us, still need to know of our results. We do this by sending out patient success stories to them as long as the patient authorizes us to do so. This authorization is obtained and kept on file.

The Success Story book that you looked at when you started physical therapy in our office, is another tool we use to reassure a new patient when they first come to us for care. A lot of patients are a little anxious about what to expect at first, and the Success Story book really helps them to not feel that way. We would need your authorization in order to place your success story in our book as well.

This is absolutely voluntary on your part. If you have any concerns about authorizing us to promote our clinic and our results, please let us know. If you prefer not to have us use your success story in any way, simply return the form unsigned.

I authorize the clinic to utilize my success story in the following manner:

Success story book that remains in the office at all times.

Signature: _____ Date: _____

Witness: _____ Date: _____

Any promotional mailing to any physician making the services know to them and the results obtained.

Signature: _____ Date: _____

Witness: _____ Date: _____