

Tagmaster/Dard Products Case Study

DP-178 Stress Ease Ball

An orthopedic physician's office opened a physical therapy office on the second floor of their existing building. Patients were referred to the new department directly, and were able to set up appointments for therapy right from the doctor's reception desk. Each new patient had an orientation appointment with their therapist where they discussed their problem and what treatments were to be used to help remedy them. At the end of the appointment the therapists gave each new patient a DP-178 Stress Ease Ball with the practice's name and the words "Let Us Relieve Your Tension" written on it. The new patients felt at ease by both the introductory meeting and the stress relieving giveaway. The orthopedic and physical therapy partnership proved to be an excellent pairing for patients.