

Paediatric Clinic Owners

School Holiday Checklist



Strategies for maintaining revenue and patient engagement



School Holiday Strategies

School holidays often bring a decline in client engagement and revenue, but with the right strategies, you can turn this period into an opportunity for growth.

Plan and Implement Therapy Intensives

01

Identify Target Clients:

- Collaborate with your team to pinpoint which clients would benefit most from intensive therapy blocks. Consider clients who need continuity of care or those who might regress without regular sessions.

Develop Treatment Maps:

- Work with clinical leads to create detailed treatment plans that incorporate intensive blocks of therapy. Ensure these plans align with clinical goals and are beneficial for the child's progress.

Prepare Families:

- Have therapists discuss the benefits of intensives with families during regular sessions. Use management plans to outline why this approach is crucial, aligning it with the child's specific needs and goals.
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Market Intensives Effectively

02

Pre-Book Sessions:

- Work with your admin team to reach out to families well in advance of the holidays, securing bookings early. Offer flexible scheduling options to accommodate different family needs.

Leverage Digital Marketing:

- Run targeted Facebook ads highlighting the benefits of holiday intensives. Use specific, results-driven messaging that speaks directly to your ideal client's pain points.
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Excursions & Offsite Activities: Enhancing Client Engagement

Excursions and offsites can break up the monotony of regular sessions, provide new contexts for skill generalisation, and keep engagement high during the holidays.

Plan Purposeful Offsite Activities

01

Select Appropriate Activities:

- Choose activities that align with clinical goals, such as nature walks for motor skills or group outings for social skill development. Ensure each activity has a clear therapeutic purpose.

Coordinate Logistics:

- Plan the location, transport, necessary equipment, and safety measures. Ensure you have enough team to maintain a safe client-to-therapist ratio.

Communicate with Families:

- Clearly explain the therapeutic value of each excursion. Position these activities as an integral part of the therapy plan, not just fun add-ons.
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Collect Feedback & Adjust

02

Evaluate Each Excursion:

- After each offsite, gather feedback from both clients and therapists to assess what worked well and what could be improved.

Document Outcomes:

- Keep detailed notes on the skills practised and progress made during these sessions. Use this data to refine future offsites and demonstrate the value to families.
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Home Visits: Maintaining Continuity of Care

Excursions and offsites can break up the monotony of regular sessions, provide new contexts for skill generalisation, and keep engagement high during the holidays.

Schedule & Prepare Home Visits

01

Identify Suitable Clients:

- Review your current caseload to identify clients who would benefit from home visits. Prioritise those whose progress might be most impacted by the break in regular sessions.

Customise Home Sessions:

- Plan sessions tailored to the home environment. Use familiar settings to work on skills that may not be feasible in a clinic, like daily routines or family interactions.

Communicate with Families:

- Set expectations for home visits, including goals, session length, and what families can do to support therapy in the home environment.
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Document & Adjust

02

Track Progress:

- Keep thorough records of each home visit, noting any new challenges or successes. Use this data to adapt future sessions and demonstrate value to families.

Provide Feedback to Families:

- After each session, share insights with families, highlighting how home visits are contributing to their child's overall progress.
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Database Email Communication: Maximising Engagement

Using email communication effectively with your existing database can significantly improve engagement during holiday periods.

Segment Your Database

01

Identify Available Clients:

- Work with your admin team to identify which families are available during the school holidays. Segment these families in your email system for targeted communication.

Personalise Messages:

- Craft emails that directly address the needs of each segment. For example, highlight the benefits of intensive sessions for active clients and re-engagement opportunities for those on waitlists.
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Create Compelling Content

02

Highlight Success Stories:

- Share stories of clients who have benefited from holiday programs. Use case studies, photos, and clear outcomes to build trust and encourage bookings.

Include Clear Calls to Action:

- Make it easy for families to take the next step—whether that's booking a session, attending an info webinar, or signing up for an excursion.
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Offsite Marketing: Engage the Community

Strategic offsite marketing, such as groups, excursions, and social media, helps maintain high client engagement during breaks.

Design Groups For Maximum Impact

01

Plan in Advance:

- Start planning groups 10 weeks ahead of the school holidays. Define objectives, identify target clients, assign therapists, and determine the structure of each group.

Ensure Team Buy-In:

- Discuss group plans in team meetings and ensure all therapists are on the same page regarding which clients would benefit most.
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Market Groups To Families

02

Direct Communication:

- Reach out to families directly through personal calls or face-to-face meetings to discuss group benefits. Ensure they understand how these sessions will support their child's therapeutic goals.

Confirm Participation Early:

- Set deadlines for sign-ups and hold your team accountable for filling each group. Use incentives if needed to encourage early commitment.
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Team Engagement: Driving Success Together

Success during challenging periods requires your whole team to be aligned and motivated.

Involve Your Team Early

01

Collaborate on Strategies:

- Engage your team in planning sessions to brainstorm ideas, address concerns, and ensure everyone understands the ‘why’ behind each strategy.

Set Clear Roles and Expectations:

- Define what each team member is responsible for, from marketing to clinical implementation, and provide the resources needed to excel.
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Monitor & Support

02

Track Progress:

- Regularly review how well strategies are working. Hold brief check-ins to keep the team motivated and address any issues.

Celebrate Wins:

- Acknowledge the efforts and successes of your team, whether it’s filling a group, successfully completing an excursion, or implementing a new home visit program.
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