PHYSIO MARKETING

Get physio patients without discounts

First session free and flat 30% off bring footfall for a while. They also train every patient to wait for the next offer.

Swipe →

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THE PROBLEM

Why discounting hurts a physio clinic

- Signals the service is a commodity
- Attracts price shoppers who rarely refer
- Leaves no margin for senior therapists or training
- Creates a waiting game for the next offer
- Does not fix dropout after three visits

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THE MATHS

40% more

sessions needed to earn the same revenue after a 30% discount on an 800 rupee session

Same therapists, rent and equipment. The extra patients are the ones most likely to drop out.

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WHERE PATIENTS COME FROM

Earn each source with process, not gifts

ORTHO SURGEONS	Follow their protocol, send progress updates, flag concerns early
NEUROLOGISTS	Clear reports, home visits, family education
SPORTS, GYMS	Workshops for coaches and trainers, referral routes both ways
CORPORATES	Ergonomic talks, on-site sessions, simple booking route
LOCAL SEARCH	Google Business Profile, condition pages

Ask every new patient how they found you and record it for three months first.

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SURGEON REFERRALS

How to become the physio surgeons trust

1. Ask for their post-operative protocols and follow them exactly
2. Send updates at week two and week six: range, function, concerns
3. Call promptly when something needs medical review
4. Offer home physio for the first weeks after surgery
5. Make referral easy: a WhatsApp number and a confirmation

Never offer commissions or gifts. The NMC code prohibits them and puts the surgeon at risk.

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NEAR-ME SEARCHES

Local SEO for a physiotherapy clinic

- Accurate primary category, real name as on the signage
- Services listed: back pain, frozen shoulder, post-op, sports, home physio
- Early morning and evening hours shown
- Photos of the real treatment area, therapists and ramp access
- Identical name, address and phone across Google, Justdial, Practo

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CONDITION PAGES

Patients search their problem, not physiotherapy

BACK, NECK	Will it help, how many sessions, can I keep working?
FROZEN SHOULDER	Phases explained, realistic timelines, home exercise role
POST-OP REHAB	Coordination with surgeons, home visits, milestones
SPORTS INJURY	Assessment, staged return to sport, liaison with coaches
HOME PHYSIO	Coverage area, session format, pricing, safety

Honest timeline ranges. No cures, no guaranteed relief, no fixed session counts.

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PRICING

Per-session or packages?

COMMITMENT	Per-session low and easy to drop; packages higher
MIS-SELLING RISK	Low per-session; higher if a package exceeds clinical need
CASH FLOW	Steady per visit vs front-loaded
BEST FOR	Short episodes vs defined plans like post-op rehab

Base package length on assessment and refund unused sessions fairly.

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COMPETE ON THIS

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Compete on access, expertise, coordination and convenience. An assessment with a clear written plan is worth more than a free session.

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READ THE FULL GUIDE

Physiotherapy clinic marketing, in full

- Regulation, titles and the NMC 2026 benchmark
- Home physiotherapy: coverage, pricing, safety
- Reducing dropouts and the metrics to track
- gauravphogat.com/physiotherapy-clinic-marketing-india

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