

Chart Links Offers Marketing and Therapy Web Design Services to Private Practices

Chart Links, a provider of outpatient rehabilitation software and services, will offer marketing and therapy web design services to physical therapy, occupational therapy, speech therapy and audiology clinics. The services will include marketing strategy, brand and identity development, advertising, therapy web design, search engine optimization, and communications management. The services will make therapy practices more profitable by helping them effectively attract and retain patients and referral sources.

New Haven, CT -- (PRWEB) – November 6, 2008 – Chart Links, LLC a provider of outpatient rehabilitation software and services, will offer marketing and therapy web design services to physical therapy, occupational therapy, speech therapy and audiology clinics nationwide. The services will range in scope from high-level marketing strategy planning to tactical execution. Services offered include:

- marketing strategy
- brand and identity development
- advertising and promotional activity
- therapy web design
- search engine optimization
- website analytics management
- print and electronic communications management
- marketing campaign management

“Quality therapy web design and effective optimization for search engines is critical for marketing a practice,” says Jim Hammer, Chief Operating Officer at Chart Links. “Our approach to therapy website development creates an inbound marketing channel, allowing patients to readily find the practice based on its value, the clinical expertise of its staff, the cutting-edge equipment it uses, or the rich content it’s provided to help a patient learn about a condition or injury.”

Unlike other therapy web design providers, Chart Links customizes its website development to fit the practice’s brand and discipline. There are no cookie-cutter templates or commonly-used copy blocks. Each website is created to fit the unique requirements of a particular practice with consideration to its staff in its local market. Optional online services like graphical emails, e-newsletters to patients and/or referring physicians, blogs, and Flash development are also available.

To learn more about Chart Links’ therapy web design services, visit booth #512 at the American Physical Therapy Association Private Practice Section Annual Conference and Exposition in Orlando, Florida on November 6-8, 2008 or call 888.369.0707.

About Chart Links, LLC

For 14 years, Chart Links has developed rehabilitation software that automates workflow for referrals, insurance authorizations, cross-discipline scheduling, documentation, charges, and more. Chart Links allows medical rehabilitation facilities to be more efficient and to provide a higher quality of care by delivering results in the areas of compliance, outcomes, analytics, marketing and reimbursement analysis. <http://www.chartlinks.com?source=prweb>

For more information:

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