

Diamond Physical Therapy

A Step Closer to Your Best Self

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Project Overview

This capstone project will be centered around the company Diamond Physical Therapy, with a focus on their latest treatment offer. Diamond PT is a smaller out-patient physical therapy and rehab center based in Western Pennsylvania, seeing hundreds of patients weekly. This company was founded in March of 2000 in Ligonier, with two additional offices opening up by 2010 in Latrobe and Greensburg. This company is in need of a remodeled and updated website. The social media presence is little to none, with the last posts coming in 2020. This PR campaign will be centered around the launch of the full body Cryogenic Chamber, the only of its kind found in Western Pennsylvania. There will be an emphasis on bringing in yearly memberships for the Cryochamber that include unlimited sessions.

This company is a sole ownership, Jerome Deriso has a Master's in Physical Therapy and started his career working for a therapy office for 7 years before opening Diamond PT. In the last 23 years he has built his way up to three offices, spanning a 25 mile radius and nine total employees. Diamond PT has a strong consumer market of individuals 40 in the upper-middle socioeconomic class. This is predominately due to the owner being an active member at the Latrobe Country Club. All employees are licensed physical therapists that put patients through a variety of therapy sessions. They offer treatments based off the injury or rehab needed. They possess the latest rehab technology in massage therapy, neuromuscular dentistry, digital posture adjustment, pre and post surgical rehabilitation, Vertigo treatment, and aqua therapy (Diamond- PT [web](#). 2022). Major competitors of Diamond PT are other local therapy centers, Phoenix Physical Therapy, In-sync Rehab, Astra Physical Therapy Inc, along with corporate out-patient centers, like Excelsa Outpatient Center, that compete for patients.

The newest service offered is the full body Cryogenic Chamber, which will be the center point of the PR launch. Jerry Deriso emphasized that he wanted this to be integrated into the practice, but memberships will be separate from physical therapy sessions. It was presented in the initial meeting that Deriso and friend, Brian Quinn, went half on the chamber. The books will be kept separate but still in relation to the physical therapy office. Packages can be purchased rather than a single session. Patients can grab a bundle of 4, 8, and 12. Along with unlimited monthly and annual memberships. The client expressed a goal of wanting, “too many scheduled, with not enough time,” and landed on a goal of bringing in at least 60 full year, and at least 100 monthly memberships in 2023 for the Cryogenic Chamber. This can be accomplished by pairing promotional deals of offering the option of other services (aqua therapy, massage therapy, spinal realignment, etc.) with the monthly and yearly packages. Or for every 10 cryotherapy sessions the patient will receive a 20 minute massage. There will also be some type of shirt, hat, or memorabilia that will be given to the first 100 member signups for the Cryotherapy Chamber. Diamond PT has a solid business model. Their issue is that they do not have someone dedicated to making the technology work for the company rather than against it. Making scheduling easier and marketing to influential athletes and experts, Diamond Physical Therapy can turn into an overall wellness facility like no other in Pennsylvania. This capstone project will show that I am able to develop a brand identity from the ground up. Coordinate a coherent market strategy with measurable goals. And execute a successful PR campaign. This will validate my abilities to help companies optimize their social presence which will lead to brand loyalty and consumer feedback.

Organizational Communication

The lack of presence on social media makes for a clean slate when developing this social identity. The current Instagram has 37 followers and has only four posts, with the latest one being in April of 2020. The Facebook page has 120 followers with 112 likes, with the latest post dating to end of May this year. The wording for the posts do not coincide with the language used on said platform. They stay relevant because of the tenure of the company, and the broad reach they have with three offices placed in central business districts of Westmoreland County. There have been little to no PR efforts in the last 6 months, the client does not possess enough man power to have any type of marketing efforts. Diamond PT has only encouraged followers to book an appointment or tell them to call today. There were a couple facility update posts but those were back in 2020. There was no content, the photos were not edited to fit the platform. Which means there is no consumer feedback. They do advertise on their website that they won the Trib Total Media "Best of the Best" award for physical therapy office in 2014 and 2016, along with Opencare's "Patient's Choice" award in 2015. However after research I could not find any articles on said awards. They still uphold the reputation of being one of the best and most experienced practices in the area. They are one of the only practice with multiple 30-foot therapy pools.

PR Efforts and Objectives

The first task is to update website they have now, it is well designed but very outdated and no place for visitors to schedule an appointment. For social media the goal is to build each social media profiles 200 followers by June, and doubling by the end of 2023. The goal for the website is to handle a majority scheduling for

the office, we will execute this by having social media pages have a direct link to schedule an appointment. I will then create a Tik-Tok account for the client that will do a big part of the visual promotions for Diamond PT and Cryogenic Chamber. The three main social media used for this campaign will be Instagram, Facebook, and Tik Tok. We will look to pair with at least 3 influencers for Instagram and Tik Tok to help spread awareness for the Cryogenic Chamber. Our goal is to find one Pittsburgh Steeler, Pirate, or Penguin that has a large enough media following that would want to get behind this office as a business relation moving forward.

The objectives for this PR campaign will be to create a brand identity of an overall wellness center as opposed to another physical therapy office. Members will want to regularly visit, with our tagline being, "A step towards your best self." Emphasizing on the rarity, crafting process, and perfection of a diamond. This will be done by growing the social media presence on Facebook, Instagram, and Tik Tok through memorable journeys and sharable hashtags like, "#1step, #cryomaniac, #becomingacryomaniac" that will spark consumer engagement and create many opportunities for Diamond PT to interact personally with followers. Growing a following on social media will lead to more eyes being focused on Diamond Physical Therapy. As a place that holds the one and only full-body Cryogenic Therapy Chamber in Western Pennsylvania, there is surely an opportunity to gain an advantage in the Physiotherapy Industry. The lack of social media presence pushes back the timeline I originally had for this campaign, I expect a slow start if majority of our clients are older and cannot navigate technology efficiently.