

# Outreach to Physical Therapists Toolkit Overview

The toolkit was developed for organizations interested in building partnerships with physical therapy clinics to generate or increase referrals to Enhance®Fitness.

## What does the toolkit include?

The toolkit has seven modules that provide step-by-step guidance, in the form of specific tasks and activities, for engaging physical therapy clinics in Enhance®Fitness referral relationships.

## Who should use this toolkit?

- Enhance®Fitness master trainers
- Organizations who partner with community-based organizations delivering Enhance®Fitness
- Staff who wish to strengthen existing relationships or build new ones with physical therapy providers

## Where can I find more information?

If you have questions about the toolkit, please contact: [projectenhance@soundgenerations.org](mailto:projectenhance@soundgenerations.org)



## Toolkit Modules

### Module 1: Outreach and Working with Medical Partners

Assembling an outreach team  
Working with medical partners  
Roles of organization leaders

### Module 2: Partnerships and Program Assessment and Planning

Assessing community partnerships  
Planning for partnership development  
Operational decisions

### Module 3: Exchanging Referral Information with Physical Therapy Clinics

Data sharing and HIPAA compliance  
Framing Enhance®Fitness and key messages  
Sharing feedback on patient progress

### Module 4: Making the Case for Enhance®Fitness to Physical Therapy Clinics

Partnering with physical therapy clinics  
Outreach strategies and best practices

### Module 5: Outreach to Physical Therapy Clinics: Making Initial Contact

Beginning outreach efforts  
Establishing and maintaining partnerships  
Growing the Enhance®Fitness program

### Module 6: Outreach to Physical Therapy Clinics: Best Practices for Presenting

Best practices for presenting to physical therapy clinics  
Leadership roles

### Module 7: Identifying Areas for Quality Improvement

Provider relationship-building process  
Quality improvement  
Reporting patient outcome data

# FACILITATORS FOR SUCCESSFUL TOOLKIT USE

Having the following characteristics in place at your organization can facilitate successful toolkit use:

Your organization has set a strategic priority to help community members reduce the risk of falls and/or manage arthritis.

Your organization has staff who can routinely dedicate time in their workday to Enhance® Fitness program quality improvement and physical therapy clinic relationship-building.

Your organization has the desire and capacity to accommodate new Enhance® Fitness participants.



---

*"The notion of approaching the healthcare provider community can be a little bit daunting. The toolkit provides guidance on how to cultivate and maintain a meaningful relationship with providers in a way that's mutually beneficial."* - YUSA Enhance® Fitness Technical Advisor

The University of Washington Health Promotion Research Center and YMCA of the USA, with support from Sound Generations, developed this toolkit as part of a research study (Physical Therapists—Recommending Enhance® Fitness to Expand Reach, or PT-REFER).

The study's purpose was to test whether an organizational-level intervention—this toolkit combined with technical assistance calls—could increase the capacity of YMCA associations to conduct outreach to physical therapy clinics to increase older adult enrollment in Enhance® Fitness.

The toolkit was developed based on a learning collaborative model, and its content was informed by interviews with YMCA staff and physical therapists.

