



*New!*

# Guide to Growing Your Practice with Hydromassage

- ✓ What is Hydromassage
- ✓ How it Helps Your Patients
- ✓ How it Helps Your Practice
- ✓ Billing Insurance and Charging Cash

## Included Bonus Material

11 Action Steps for Getting and Keeping Patients with Hydromassage



## Guide to Growing Your Practice with Hydromassage

Sidmar has been manufacturing hydromassage tables since 1992. During this time, our focus has always been on making a therapy that improves the health of the patient while producing an excellent return for your practice. You are in business to **make money by helping people improve their health.** Hydromassage therapy matches these goals exactly. This guide walks you through what the therapy is, how it works, when to use it and how it helps your patients and your practice.

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## What is Hydromassage Therapy

Hydromassage feels like a hot tub on your back, neck and shoulders but you never get wet. You remain completely clothed as you lay on a water filled mattress and relax as a series of hydro-jets massage away aches and pains.

Heat and massage combine to produce the therapeutic effects.

Imagine the incredible feeling of your body being massaged by pulsating jets of warm water. The heat relaxes you and the pressure of the water jets against your body soothes your aches and pains. All you need to do is set the timer, lie back and relax. In as little as ten minutes, you will be able to feel the changes in your body.

Hydromassage is an effective alternative to hands-on massage.

- It is done through the clothing to save the time and potential embarrassment of having to get undressed.
- There are no oils used so the patient doesn't feel uncomfortable afterwards.
- Because it takes only 15 minutes, even the busiest person can find the time to use it.
- You relax more deeply as hydromassage is done alone.
- It's inexpensive – anybody can afford it.
- It targets key tension areas where people need massage – the neck, back and shoulders.

There are physical and emotional benefits to hydromassage therapy. Our skin is full of nerve receptors that are linked to our nervous system. When the skin is massaged it causes stimulation and release of chemicals in the brain like serotonin that help reduce stress, anxiety and depression.

### In just 15 minutes on our hydromassage table...

- Your aches and pains should diminish
- You should be able to move easier and with less pain
- Your blood circulation increases which should help your body function better
- Your stress should fade away
- You should feel more relaxed

Learn more: <http://sidmar.com/healthcare/how-hydromassage-tables-work/>



*[Pro S10 Half Body Hydromassage](#)*



*[FB200 Full Body Hydromassage](#)*

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## Why Chiropractors Buy Our Tables

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Nearly all Chiropractors purchase our hydromassage tables for the following reasons:

1. They want to grow their practice.
2. They want to differentiate their practice.
3. They want to improve patient satisfaction and retention.
4. They want to operate more efficiently.

People choose a Chiropractor for these reasons and in this order:

1. Referral
2. Proximity
3. Price
4. Quality
5. Service

Referrals are the number one thing that will grow your practice. Hydromassage can increase the total number of referrals you get each month. Hydromassage therapy is flat out **more interesting** and **enjoyable** than most other therapies and is applicable to treating a wider range of your patients.

*Do the Unexpected:* The first requirement of effective engagement is getting someone's attention, the second is keeping it. Our hydromassage tables are like nothing your patients have tried before which will capture their attention and the experience will keep it. **People just love how it feels.**

*Connect Emotionally:* Tapping into your patient's emotions is critical. If you can hit the patient emotionally, you will be much closer to obtaining a new patient or retaining an existing one. Emotions are powerful and the most effective emotion is happiness. **Your battle is won when you succeed at finding a way to make people smile and feel good.** Hydromassage will help you do just that.

**Improve Patient Retention** — The relief your patients get from hydromassage creates a desire to return for care. Your practice does best when your patients follow through with your treatment plans. Hydromassage can help keep them coming back.

**Get More Word-Of-Mouth Referrals** — No other piece of equipment gets the rave reviews from patients like a Sidmar hydromassage table. People just love the way they feel during and after the therapy. **When you like something and it makes you feel better, you inevitably go back to it and tell your family and friends about it.**

**Our Online Education and Marketing Kit Helps You Succeed** — Our patient education and marketing kit contains all the tools you need to start marketing your hydromassage table immediately: patient hand-outs, posters, referral cards, multi-session punch cards, gift certificates, flyers, and more. The materials explain hydromassage therapy, compel patients to ask for it, generate referrals and create cash payments. The kit is completely free: <http://sidmar.com/healthcare/patient-education-marketing/>

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## When to Use It

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- 1. Easier Treatment of Hard to Adjust Patients** — Pre-adjustment hydromassage treatment reduces nervous tension and muscle guarding. So you attain easier, less painful, more complete spinal adjustments. Patients are much easier to work with when they are relaxed.
- 2. Use Post-Adjustment to Help Relax the Muscles** — Post-adjustment hydromassage treatment relaxes your patient's muscles, allowing the adjustment to stabilize and reduces the tendency of muscle spasms to pull the spine out of alignment.
- 3. Provide Needed Massage Services Without a Massage Therapist** — Sidmar hydromassage tables work 24/7. They don't take time off, call in sick or arrive late. They cost only pennies per session to operate and are consistent, providing the same therapy every time they are used.
- 4. Enhance Exercise and Strengthening Programs** — The body functions better when muscles are relaxed and blood and lymph fluids flow well. Your patients already stretch after rehab and exercise, they need to finish with a hydromassage treatment to soothe their muscles and calm their nervous system.
- 5. Use Pre and Post Decompression Therapy** — Hydromassage before decompression therapy relaxes the muscles helping to diminish the negative effects of muscle guarding so the decompression forces can be as effective as possible. Hydromassage after decompression helps reduce the pain associated with decompression and relaxes the patient.

**No other therapeutic option gives you heat and massage therapy without taking up a lot of staff time. Your patients are more satisfied and have less pain when hydromassage is part of the treatment plan.**

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## Making Money with Hydromassage Therapy

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A Sidmar hydromassage table is a wise investment. The up-front costs are less than any other manufacturer and the return on that investment is greater as the product life can be 15 years or more with very little maintenance costs. *(Our tables last much longer than 15 years but we chose this to be conservative.)*

Hydromassage tables generate revenue in basically two ways: **directly** and **indirectly**. You get direct payments from insurance companies and cash payments from patients. You indirectly make money through increased patient visits, more referrals, and reduced costs. Let's look at it more closely.

### **New Profit Center (Direct Revenue)**

Since you most likely don't already own a hydromassage table, their addition will bring a new profit center to your practice. The therapy provided by the table generates insurance and cash payments. If you charge \$15 for the therapy and only 5 people per day receive treatment, that equates to \$19,500 in revenue in one year.



**Calculation:** charge for hydromassage x patients per day x number of days you are open per year.

**Example:** \$15 charge for hydromassage x 5 patients per day x 260 days/year = **\$19,500**

### Increases Patient Visit Average (Indirect Revenue)

Hydromassage becomes a vital part of the value delivered by your office on each visit. Patients that find a high value in your treatments return more regularly. **It is always easier to make more profit from an existing patient than it is to find a new one.** If you can realize just 6 extra visits per year with only 20% of your patients, the revenue generated is phenomenal.

If you have 200 patients, 20% is 40 patients. If you get 6 more visits from 40 patients, that is an additional 240 visits per year. If you charge \$30 for an adjustment and \$15 for hydromassage, that adds up to \$10,800 in additional revenue. Even if you gave away the hydromassage treatments, you would still get \$30 for each adjustment which equates to an impressive \$7,200 per year.



**Calculation:** (\$ for adjustment + \$ for hydromassage) x total patients x 20% x 6 visits

**Example:** (\$30 for adjustment + \$15 for hydromassage) x 200 patients x 20% x 6 visits = **\$10,800**

### Attracts New Patients and Increase Referrals (Indirect Revenue)

Our product will help bring in new patients through referrals from satisfied customers. It's a fact that after someone tries our product, they talk about it. Because of the uniqueness and how wonderful it makes them feel, they can't help but express that to someone.

What is the average new patient worth to you? Let say it's only \$500 (the lifetime value of a new patient will normally be much higher). If our table helps bring you only one new patient per month, that equates to \$6,000 annually.



**Calculation:** number of new patients per month x 12 months x value of a new patient

**Example:** 1 new patient per month x 12 months x \$500 = **\$6,000**

### Reduced Costs (Operate More Efficiently)

Massage duties are labor intensive, which consumes valuable time from your day. If you or your staff are doing manual soft tissue work, you will save time by using our hydromassage table. No need to do hands-on work or use a vibrating massage device. The tables do the work for you. This time savings can be used to handle the extra visits you are going to see from the increased patient visit average.

### Summary of Potential Revenue

If you add up the direct and indirect revenues in our conservative examples you get \$36,300 in annual revenue. With an initial cost of only \$3,299, you can see why so many others have found our tables to be a wise investment.

Over a 15-year life, the direct and indirect revenue calculates out to \$544,500 (\$36,300 x 15 years). These are simple mathematical calculations to help you understand the potential to make money with hydromassage tables. No one can guarantee how much money you will actually make but with a little consistent effort, you will produce a good return on your investment.

**Whether you charge cash, bill insurance or include it in the price of an office visit, revenues increase when hydromassage is part of your practice.**

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## Billing Insurance

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Coding for the services provided by any hydrotherapy table isn't as exact as we would like. The problem is the AMA CPT code book does not have a specific code for hydrotherapy tables. Given that the tables use jets of water to massage the soft tissues and increase circulation, it's no wonder that the whirlpool code (97022) seems appropriate. The hot pack code (97010) also makes sense as the patient is lying on a mattress filled with hot water. Additionally, the massage code (97124) looks good but that code requires the doctor or therapists to do a hands-on massage. Here's what the leading associations have to say...

*The American Medical Association has stated the following:*

Since there is no code(s) in CPT that specifies the services provided by hydrotherapy tables and since the procedures performed by the device are identified as physical therapy modalities, the most appropriate code to use for these services would be code 97039 (a report should be included with the use of this code to identify the specifics involved in performing the service).

*The American Chiropractic Association has stated the following:*

"Coding Clarification: Hydrobed Modality: ACA's coding experts have been advised that 97039, unlisted modality, would best describe the procedure. This code describes services for which there is no specific AMA CPT code assigned. Documentation should be provided to describe the work involved."

After reviewing all of this, it seems the unlisted modality code of 97039 is the most accurate.

### **Ask The Insurance Companies What Code to Use**

You can ask the insurance companies what code to use prior to billing. After reviewing the codes in your CPT coding manual, just call each company and ask them what code they want you to use. You can use the following *Explanation of Hydromassage* to help you explain the tables and the therapy.

### **Explanation of Hydromassage for Insurers**

Hydromassage is a combination therapy that mixes moist heat and massage into a single modality. The therapies enhance each other when applied together. We use this therapy on patients during the sub-acute phase or for chronic conditions with no inflammation. The patient lies onto a water-filled mattress with hydrotherapy jets inside that deliver powerful streams of water that impact the body, producing a kneading massage. The beneficial heat effects are sedative, antispasmodic and analgesic. The penetrating hydromassage helps reduce muscle spasms, increases lymphatic and vascular circulation, increases soft tissue mobility and releases endorphins. The intensity used is to the patient's tolerance for 8 to 15 minutes generally.

The bottom line is some insurance companies pay and some don't. There are simply too many plans for us to know which do and which don't and everything changes all the time. Each state is different but auto and personal injury seem to pay better. A little investigation on your part is required. Contact your state association, billing companies, the insurance companies, other doctors, etc. to get the advice for your state and payers.

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## Why Chiropractors Choose Sidmar Hydromassage Tables Over All Others

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1. Least expensive
2. Most reliable with least amount of maintenance (*1+2=best Return On Investment*)
3. Our tables are quieter
4. Our tables require much less space
5. We provide a complete [patient education and marketing kit](#) (free of charge)

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## Next Steps

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You can place your order online by going to the products area at [sidmar.com](http://sidmar.com).

If you prefer to place your order by phone, or have more questions, simply call us at 800-330-7260 or email [info@sidmar.com](mailto:info@sidmar.com). There are no high-pressure sales tactics so don't worry. We just want to help you get the right product for you.



Call us at 800-330-7260

**Try Hydromassage:** Call us to find a place near you to try the tables.

**Order A Table:** Call us and we will help you get the right model for your needs.

**Lead Time:** Most tables ship within a few days but allow 2 weeks as you plan for your purchase

**Shipping:** The table ships assembled on a pallet. A truck will provide curbside delivery, you remove it from the box, bring it in and fill it. It is very easy to do.

**Maintenance:** The maintenance is very easy and only costs about \$50 per year. You will periodically launder the cloth table cover, add distilled water as slight evaporation is normal and add a conditioner every 3 months called Clar-Lub (available from Sidmar). That's it.

Watch the Pro S10 video here: <http://sidmar.com/products/hydromassage-tables/s10-product-data/>

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## Testimonials

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We have always enjoyed helping doctors and their patients. It is truly gratifying for us to see you succeed. Read what some of our customers have to say: <http://sidmar.com/healthcare/testimonials/>



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### **Bonus: 11 Action Steps for Getting and Keeping Patients with Our Hydromassage Tables**

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To be successful, you need to attract new patients and keep them loyal to you. Use the following ideas to generate more patient visits. Monitor the effectiveness so you can see how powerful our hydromassage tables can be in the overall marketing of your practice. People appreciate the care you give and our tables increase the overall value of each visit. Use our product as your greatest marketing tool. You'll be amazed with the results.

- 1) Go through your database of inactive patients. Identify the people you have helped get better. Send them a coupon for a free hydromassage as a gift for their business. Say things like "I'm glad we were able to help you in the past. Everyone in our community is important to us, but no one more so than those that put their trust in our hands. Thank you for allowing me to care for you."
- 2) Give patients 3 coupons for free hydromassage on their last visit. This will get them back. It encourages loyalty as you are saying that they and their continued health are valuable to you. You are also saying thanks for following through with your care plan. This leads to better outcomes as well as more visits.
- 3) Refer a friend cards. Have cards available at the front desk that patients can just take when they learn of a friend who needs care. Have a place on the card where the patient can write their name so when their friend comes in for care, the doctor knows where the referral came from. It also makes the referring person feel important. Reward the referring person with time on the table.
- 4) Thanks for the referral gifts. Give away time on the table for each referral. This is a very nice gesture for someone putting their name on the line for you.
- 5) Gift cards. Sell gift certificates for time on the tables that your patients can purchase for their family, friends, co-workers, their boss or whomever. Good for birthdays, weddings, anniversaries, bosses' day, etc. To encourage sales of the gift cards, maybe you can give the purchaser free time on the table. What a selling tool!
- 6) Bulk usage punch cards. Sell blocks of time on the tables and keep track by punching their card to reduce the amount left. Charge a fee per minute or use and diminish the cost per minute/use as they buy larger blocks of time (30 minutes for \$45, 60 minutes for \$60, etc.). If possible, make it no appointment needed.
- 7) Give time away on the tables for patients that sign up for monthly maintenance care.
- 8) Patient appreciation day/week. All current and past patients get a free hydromassage.
- 9) New patient service. Every new patient fears making a mistake by choosing a new doctor. They come to you expecting you to quickly find their problem and explain it to them so they can understand what is wrong and how you will help. They expect to feel better. Hydromassage feels good and people love it. Use it on new patients so they can feel better about choosing you. They will feel better physically as well as be more relaxed on their very first visit. Win-win.

- 10) Cross market with another business. Give the local golf pro 25 free gift certificates for hydromassage to give away to people that sign up for his/her golf lessons. Give some to your bank to give away whenever anyone gets a loan during a specified period. Maybe say something like, "We take the stress out of lending...free massages on all new loans!" Hook up with an auto dealer and do the same thing. Maybe even a wedding planner. The opportunities here are endless.
- 11) Buy a mailing list of people in your service area. Send an invitation to each of them with an offer to help them get rid of stress or pain; maybe offer them 50% off hydromassage.

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### Our Promise to You

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We will build reliable products, at affordable prices, while giving you the best customer service of your life. We care about our customers and will do whatever it takes to make sure you are well taken care of. If you deal with our company or our products, you will be happy you did. Thank you for taking your time to read through this information.



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