weave

Weave makes a difference for Marathon Physical Therapy

How online reviews, call recording, and missed call texts change the way physical therapy practices do business



The wrong phone system was a “disaster”

Last year, Dan Trachtenberg became the marketing coordinator at Marathon Physical Therapy, a physical therapy clinic that employs 15 people, including five physical therapists, and services patients from across the busy New York/Long Island area.

As part of his new role with the practice, Dan was tasked with finding a better phone system for the office, so he browsed a few Facebook marketing groups for recommendations.

At first, the practice decided to go with a different phone system than Weave.

“It was just a disaster,” says Dan. “I could not even get out of the setup process.”

After the debacle with this other phone system, Dan convinced Marathon PT to switch to Weave. According to Dan, the product and customer service have been a night-and-day difference from the previous company’s.



But what else about Weave’s customer communication and engagement platform makes “a night-and-day difference” for Marathon Physical Therapy? In a recent interview, Dan Trachtenberg highlighted Weave Reviews, Phones, and Messages.

Website experts applaud reviews added with Weave

Other than the occasional patient that manually writes a review with pen and paper, Marathon Physical Therapy relies exclusively on Weave to collect, monitor, and interact with online reviews.

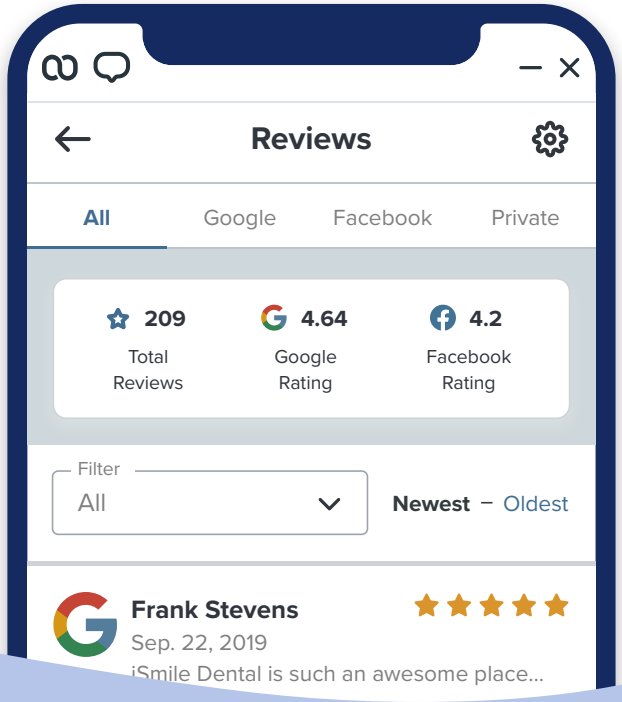
Compared with the last two years, Marathon PT has seen a major jump in their online reviews in 2021. While Marathon collected just six new reviews during the first six months of 2019 and 2020 combined, they have already gained 24 new Google reviews in 2021 during the same timeframe.

4x

Marathon Physical Therapy added 4x their new online reviews from the previous two years in 2021 with Weave Reviews.

“All of our reviews are five-star reviews,” Dan says. “We have a company that manages our website that’s constantly saying, ‘Good job with the reviews!’”

After appointments with Marathon, patients receive a text invitation through Weave to post an online review about their experience with the clinic. Thanks to Weave’s ease-of-use, many patients share their reviews on Google, and they all come back positive.



Call recording for a diverse clientele base

Since adopting Weave as its phone system, Marathon Physical Therapy has been surprised how often they've used it to check call recordings for quality control. This feature allows physical therapy clinics to quickly look up and listen to phone calls from earlier that day, week, month, or year.

Because the clinic serves an ethnically diverse community on the Queens/Long Island border, there have been some instances where miscommunication happened between Marathon PT's staff and patients. Despite best intentions on both sides of a phone conversation, words can be misheard and directions are confused.

Marathon Physical Therapy's ability to relisten to conversations using Weave has been key, especially for the front desk staff. They're able to check their conversations for mistakes and listen for information given by patients they may have missed.



I have an awful memory," says Dan, "so even just to remind me, it's definitely helped."

Missed call texts keep new patients rolling in

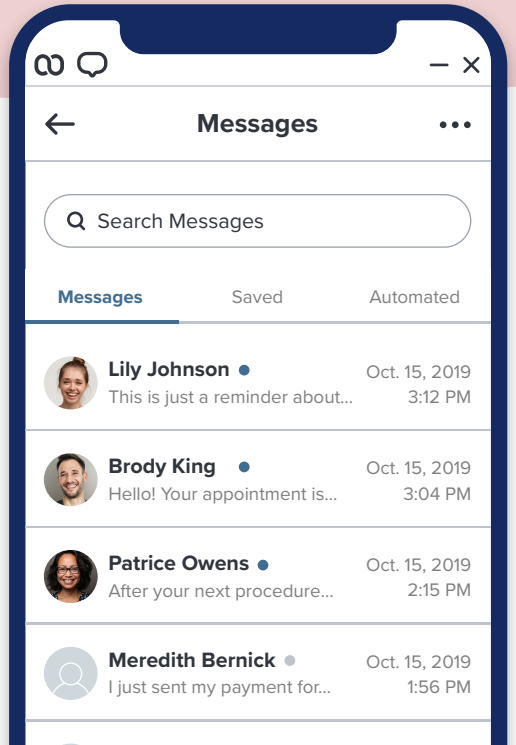
Prior to Weave, Marathon Physical Therapy had no system at all for handling missed calls. They just had phones with their local cable company. When they missed a call, they missed a call.

Missed call texts help them not only to keep people happy that are calling Marathon PT's office, but also to get new customers. If existing or potential patients can't reach someone at the clinic by phone, they automatically receive a text message notifying them that the office will get back to them shortly. Callers can then start organic, two-way text conversations with the office, keeping them interested and engaged.

"The missed call text feature alone has been worth it for us," says Dan.

As marketing coordinator, Dan is constantly adding new patients to Marathon Physical Therapy's Weave database. In the process, he sees a lot of people whose text conversations with Marathon PT started out with "I'd like to schedule" or "I'm looking to schedule." These new patients are the direct results of missed call texts.

> **When I see that, it makes me smile," Dan says," because I know the system is working."**



10-20

Marathon Physical Therapy adds 10-20 patients per week as a result of missed call texts.

One place for every customer interaction

The system works for Marathon Physical Therapy by ensuring that they're able to attract new patients and retain them by engaging in conversations along multiple lines of communication. A steady flow of online reviews, optimized phones, and automated missed call texts come together in one place to make a difference for physical therapy practices using Weave's platform.

To learn more about how Weave lets physical therapy offices prioritize the patient experience, contact your MSP or IT Service Provider to set up a custom Weave demo.