

Bloggng in allied health: experience from an OT practice

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Traditional marketing measures undertaken in allied health have been based around word of mouth and advertising to non specific groups. Today, our clients are busy and are switching off their attention to traditional marketing. Rather than continue to use traditional methods for marketing in allied health, we require an innovative process that ensures our products and services are remarkable. In order to do this we need to refine our skills as professionals in understanding our target markets, and developing strategies that help solve the problems of our audiences. Nowadays, people are not listening to traditional methods anymore, but are forever searching for solutions to their needs and issues. This includes health care consumers. Allied health practitioners have a great advantage point to create meaningful engagement for potential clients through marketing, however, many therapists lack the confidence and know how to do this well. Blogging is one under-utilised area in allied health that can grow not only our profession, but our individual and workplace brands. This presentation will cover the pearls and pitfalls of blogging for a regional occupational therapy practice and the perceived barriers holding back more therapists from utilising blogging and similar innovative marketing strategies in New South Wales.