



"Stronger Every Day"

PT Matters

2012

Providing the Best in Patient Care – Since 1989

**At McDonald
Physical Therapy,
we are
dedicated to:**

- 1. Bringing positive energy to everyone.**
- 2. Being organized and efficient.**
- 3. Communicating with empathy and encouragement.**
- 4. Seeking continuous improvement.**
- 5. Serving others.**

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e-newsletter**

Welcome to the New Year

Recently, I was reflecting on the importance of appreciating and acknowledging each other at this time of year, and I thought of you, our patients, when the following scenario came to mind. . . "Your call is very important to us. Please hold and we will get back to you as soon as possible". Have you ever heard this before? How does it make you feel? Does it make you feel important and cared for? As for me, I get nervous and a little annoyed every time I hear this message.

Sometimes it's the simplest things that make us feel important and cared for. One of the simple ways we serve all who visit McDonald Physical Therapy is to have a real person answer each patient's phone call. We want to do everything we can to help them feel respected and well cared for. We believe by answering our patient's phone calls, we are helping reduce their stress, making their experience more enjoyable and helping in their healing process.

When a person is in pain or questioning their physical, mental and emotional limitations, they need to know that they can call someone who cares and is ready to listen. The last thing they need is to be placed on hold by an automated system. These systems, whose menus have become more complicated, can be intimidating for some patients. These systems are a convenience for the medical and business communities, but they are not patient centered systems. One of our main reasons for existing is to be there for our patients when they call so they can share their story with someone who is ready to listen.

Over the years, we have been advised to use the automated phone system, in order to be more efficient and save on costs. We have also been told that answering our own phone calls is a thing of the past. As our patients know, we disagree! We do not think automated phone systems help people feel cared for. We believe when people call to set up an appointment, they need to be heard.

Soon we will be celebrating our 23rd year of serving patients in the Michiana area. We have heard many patients call us their family physical therapy provider. This makes us feel deeply honored because this is the ultimate compliment and gift to all of us here at McDonald Physical Therapy.

We thank you and hope that answering your phone calls with a real person helps you feel acknowledged, cared for, and respected. Thanks again for asking your doctor to come to McDonald Physical Therapy when you are in need.

We are very grateful for you, and we wish you a very Happy New Year!

A handwritten signature in cursive that reads "Fran" followed by a simple smiley face drawing consisting of two dots for eyes and a curved line for a mouth.

Fran McDonald



Fran McDonald, PT, DPT



23 YEARS
1989-2012

Happy New Year
from
McDonald Physical Therapy



“Stronger Every Day”

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**Monday – Thursday
7 am – 8 pm
Friday 7 am – 5 pm**

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Thank you for making us a “Readers’ Choice” winner – don’t forget to vote for us again this year!





PRESORTED
STANDARD
US POSTAGE
PAID
SOUTH BEND, IN
PERMIT NO. 16