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Guidelines to Select the Finest Therapy Software by [James Blee](#)

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There are innumerable ways of marketing your practice of physical therapy with the help of physical therapy software. There are certain criteria that should be fulfilled to consider the software as a useful one. This software should increase its popularity by more and more referral.

There are two simple ways that will help you to increase the number of referrals for therapy software. The software should have provision to efficiently measure the value of the weight of the referral. Good software should always be able to find the source and calculate a referral and will provide you with the statistics about the profits and charge that is related with the referral types and the source of all. This will help you to distinguish between the referral types that are more profitable for you from the ones that will bring fewer benefits for you. Proper therapy software will be able to supply you data of the following types - duration between when a referral was received and the patient came for the treatment, the number of visits of patients due to a referral, returns per referral, net profits per referral and the expenditure adhered with each referral.

There is another way that therapy software comes to our aid. It should be able to detect the major ways of making referrals popular and continue a proper communication between you and the origin of the referral. It should be precisely able to tell you about the actual site of an incoming referral and detect the new ones among them. This information is very much necessary and will form an important part of the marketing strategy..

Moreover, therapy software has provisions to produce a treatment report that can be handed over to the referral sources. This will certainly make you a stand out performer among all your rivals

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[James Blee](#) - About Author:

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