



PHYSICAL THERAPY · SPORTS REHAB · RECOVERY CLINIC

# Injured Athletes Trust Friends, Not Ads.

PT referrals come from people who've recovered — not from Google. uFire gets your clinic into the conversations that matter.

ufire.ai - Provo, UT Launch - 2026



### THE PROBLEM

# Why Physical Therapy Clinics Struggle to Fill Their Schedules

- X Doctor referrals are shrinking as a channel** — Insurance networks limit which PT clinics doctors can refer to. Direct access PT laws mean patients can self-refer — and they go to whoever their friend recommends.
- X Digital ads don't work for PT** — Nobody searches for a PT clinic when they're not injured. Ads reach uninjured people who forget your name immediately. Word-of-mouth reaches people at exactly the right moment.
- X Your recovered patients are your best asset — but they're silent** — Your best patients went from pain to full recovery. That story is your most powerful marketing — but nobody's ever asked them to share it.



## THE SOLUTION

# uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

### Activate recovered patient ambassadors

We identify your recovered patients with social followings in Provo and structure their recovery stories into authentic ambassador content that resonates with local athletes and active families.

2

### Recovery stories reach injured athletes at the right moment

I'm finally back to running after going to this clinic reaches exactly the people who need PT most — people who follow active-lifestyle content.

3

### New patients self-refer based on trusted peer stories

A recovered athlete's testimonial converts 10x better than any ad. Their followers who get injured already know where to go.



### THE ROI

## The Math Is Simple

**\$3,000+**

Average PT episode LTV  
per patient per incident

**\$1K-\$6K**

Typical monthly PT clinic  
marketing budget

**68%**

of PT patients come from  
peer recommendations

A 10-post uFire campaign costs \$600-\$1,200. Driving just 5 new patients at \$600/episode average generates \$3,000 in new revenue. That is a 2.5-5x return — and those patients come back after every new injury.



GET STARTED

# Ready to Fill Your Schedule With Self- Referrals?

- X**  Pilot Package: 10 posts over 30 days. Track new patient inquiries. Zero long-term risk.
- X**  Content formats: Recovery milestone stories, athlete rehabilitation journeys, finally back to training content — authentic testimonials that reach the right audience.
- X**  BYU athlete advantage: Provo's massive athlete population creates an ideal ambassador pool for sports rehab content.

**[ufire.ai/brands/physical-therapy](https://ufire.ai/brands/physical-therapy)**

Provo, UT - 2026 Launch - Limited Brand Spots Available