



"Treatment with the Help of the Horse"

American Hippotherapy Association, Inc.

Marketing Guidelines for Incorporating Hippotherapy as a Treatment Tool into Your Practice



Best Practices in Marketing

Marketing materials represent your therapy practice to the public. Your treatment philosophy, the variety of treatment tools and strategies you utilize, expected outcomes and your commitment to best therapy practice should all be clearly communicated.

Referencing your state's practice act helps you align your marketing materials with the laws of your state.

Wording and photos provide a global look at your clinical practice.

Always "lead" with therapy in your practice

This flyer covers some considerations for sound marketing that highlight's best practice and promotes clarity of conversation when adding hippotherapy/equine movement as one of the treatment tools used in your therapy practice.



Business Name Tips

The practice's business name should accurately reflect the scope of your therapy practice.

- Does the name of your practice represent standard therapy services?
- Including the terms such as 'equine/horse' in your business name misrepresents that hippotherapy may be the only tool used in your practice and creates confusion to the public including insurance providers. This can result in professional liability and/or reimbursement issues.

Terminology

Adhere to the AHA, Inc. approved terminology in describing the role of hippotherapy as a treatment tool in occupational therapy, physical therapy or speech-language pathology services.

- Avoid confusing and inaccurate terms such as referring to your “hippotherapy practice” or “hippotherapy program” as this implies that you are providing a separate therapy service called “hippotherapy” or that you are a practicing “hippotherapist” instead of a licensed occupational therapist, physical therapist or speech-language pathologist.
- Educate referral sources, insurance providers, and families that adding the purposeful manipulation of equine movement as a tool in your therapy plan may help to enhance your clients' functional outcomes. This will help guide the public to focus on your treatment outcomes, rather than on one specific tool/strategy.



Website and Social Media

Website and social media photos should emphasize and highlight all aspects of your practice.

- Promotes a greater understanding of the variety of tools/strategies utilized in any standard therapy practice.
- Highlighting only the horse suggests that the entirety of the practice centers around the use of equine movement and not around the provision of standard occupational therapy, physical therapy, or speech-language therapy. It creates an illusion of “hippotherapy as a stand-alone therapy service.”

Correct Advertising of Services

If you practice in a facility that includes adaptive riding, a clear delineation between the therapy services and the adaptive riding program must exist.

- Make sure the facility you contract with accurately describes, and educates consumers, on the difference between recreational horsemanship and a therapy service.
- Any implication that adaptive/ therapeutic riding is a “treatment” is health care fraud.

Additional questions about how you can accurately and effectively market your therapy practice when equine movement is one of your treatment tools?
Reach out to the AHA, Inc. at: info@theahainc.org

Therapy
Vs.
Sport

