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# CASE STUDY: MEDICAL REHAB AWARENESS WEEK

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## RESTORATION REHAB GROUP

Restoration Rehab Group wanted to unify multiple therapy disciplines under one appreciation initiative during Medical Rehab Awareness Week. Partnering with Sweeter Cards, they created a single, cohesive experience that recognized physical, occupational, speech, and behavioral therapists alike. By pairing a sweet treat with a QR-linked gratitude board filled with patient progress stories, Restoration Rehab highlighted the collective impact of their care teams.

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### CHALLENGE

Rehab staff wanted a unifying recognition piece that would celebrate PTs, OTs, speech therapists, and behavioral health specialists without creating different gifts for each specialty.



### SOLUTION

One message, one design, one experience! Sweeter Cards with a QR code leading to a digital gratitude board filled with progress stories submitted by patients from the past year.



### RESULTS

Therapists across all specialties felt aligned as one team. The gratitude board saw more than 300 submissions and was later shared on the organization's social channels, improving community awareness.