

Why Water Worx for Senior Living WELLNESS & THERAPY CASE STUDY



Stonehill Franciscan Services
Dubuque, IA-- Population 58,234
Non-profit Continuing Care Retirement Community
300 residents, 3,076 wellness members

Community Wellness Center Exceeds First Year Expectations:

Stonehill Franciscan Services is a CCRC in Dubuque, IA. The HydroWorx 2000 Series pool was part of a wellness addition to their campus.

With a goal of serving the community, membership for the wellness center was free for individuals 65 years and older the first year the state-of-the-art wellness center and the HydroWorx pool were open. The initial goal was to have 350 wellness members in that first year, and the program garnered over 3,000 members.

20,280 people used the pool that same year, averaging over 400 members a week in the HydroWorx.



STONEHILL WELLNESS REVENUE OVERVIEW (YEAR 2)

1,712 members over 55 years of age paying \$10/month
951 members under 55 paying \$35/month
413 employees and family members with free memberships
\$50,405 monthly revenue → \$604,860 annual revenue

Wellness Program Fuels Therapy Services:

Stonehill utilizes their successful wellness program to help diagnose and obtain patients for physical therapy. Stonehill's therapy department opened an out-patient physical therapy clinic due to all of the referrals they received from the local doctors for water therapy. In 2012, before opening the new center with the HydroWorx pool, 48 one hour out-patient units were billed. **The following year, 4,160 one hour units were billed annually.**

WHY WATER WORX: Aquatic Therapy Sample Breakdown

5 patients a day utilize the pool for 1 hour Monday-Friday = 25 patients per week
\$60.71 is billed/unit (15 minutes of service) for Medicare B and out-patient
= \$242.84 of revenue for one hour in the pool charged to insurance or private pay
\$6,071 weekly revenue → \$315,692 aquatic therapy annual revenue

Current number of wellness patients using the HydroWorx each week = 415
Current number of therapy patients using the HydroWorx each week = 25



STONEHILL SAMPLE GROSS REVENUE

\$939,644 in therapy services
(1330 billable aquatic therapy hours @ \$242.84)
(2800 billable land therapy hours @ \$222.84)
+ \$604,860 in wellness memberships
\$1,544,504 gross revenue

Stonehill Success Stories:

"As far as resident or physical therapy in the pool that have benefited-- the list is huge!!"

"We have had physical therapy clients that have not walked in 10 years that were able to walk for 10-15 minutes in the pool."

"We have also treated residents pre and post op for knee and hips."

"It has especially been useful when patients are non weight bearing for weeks or months, we can still progress them and treat in the water where weight restrictions are not an issue."

"We use the pool for high level balance, strokes, spinal cord injuries, peds, ACL repairs, falls reduction... and the list goes on..."