

FYZICAL Therapy & Balance Centers

# 10 SECRETS TO SUCCESS

**Learn how to grow your practice despite declining reimbursements**

SECRETS FROM THE FASTEST GROWING PHYSICAL THERAPY COMPANY IN THE WORLD






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# **10 SECRETS TO GROW YOUR PRACTICE AND FIGHT DECLINING REIMBURSEMENTS**

**FYZICAL THERAPY & BALANCE CENTERS, THE WORLD'S FASTEST GROWING PHYSICAL THERAPY COMPANY IN THE WORLD, SHARES 10 SECRETS ON HOW THEY'VE BEEN ABLE TO GROW SO QUICKLY OVER THE PAST FEW YEARS, WHILE FACING DECLINING REIMBURSEMENTS AND INCREASED COMPETITION FROM HOSPITALS AND POPTS.**




**1. Realize how crucial your business metrics are:** While patient care is crucial to the success of a small business owner, you can't help anyone if your business fails. The majority of small business owners (especially those in medicine) have little to no background in business training. That's why FYZICAL franchisees are trained to manage their business like a business person, so they, and their teams, can focus on healing patients.

**2. Focus on prevention:** FYZICAL franchisees focus on pre-emptive identification of future problems rather than fixing injuries after they've happened. This allows business owners like you to provide a proactive approach to preventing injuries rather than fixing those that occur in the first place. This transition from episodic-care to holistic care is the future of healthcare, and innovative physical therapists are at the forefront.

**3. Step in... when you need to:** An additional emphasis of an innovative new business model is the focus on understanding the current problems that plague the masses and, more specifically, their patients, such as overeating, obesity, not exercising enough, and sitting all day at work. You can then work to intervene and encouraging patients to visit you before seeing a general practitioner.

**4. Recognize consumer behavior:** Focus on treating, preventing, or intervening in the problematic behaviors of patients. In fact, FYZICAL franchisees simply believe this is their duty, helping patients stop smoking or work to overcome obesity. These behavioral changes will lead to significant savings in our healthcare system, and help people live happier, healthier lives.




**5. Continuous Education:** You should pay particular attention to both educating patients on how to combat tendencies that perpetuate bad habits and educating themselves to provide the highest quality care across the country. For example, FYZICAL promotes at-home exercises and maintenance to help patients achieve stronger and faster results. Additionally, at the leadership level, FYZICAL has team members who travel the world to find and discover the best equipment and learn the latest protocols for patients.

**6. Effective Communication:** It can sometimes be challenging communicating trends, updates, and answers for everyday challenges across a brand. Focus heavily on effective communication across a wide variety of platforms: Management phone calls, email, Facebook, and events and meetings in which your team discusses high level topics.

**7. Stay on top of digital trends and technology:** In today's age, you must realize the importance of focusing on utilizing the most advanced technology. For example, FYZICAL has developed a BodyQ diagnostics tool that gives them the leading edge on diagnosing and educating patients in office while engaging them to perform many of the treatment activities at home.

**8. Work together to take advantage of everything you can:** Working in a large group, business owners are able to negotiate higher reimbursements for the care they provide, lower costs for equipment, products, and services, and share best practices across the brand. Being part of something larger allows business owners to do so much more than what they would be able to do alone.





**9. Identify an unmet need, and develop an answer:** Over 63 million Americans need balance therapy, but a significant percentage of these individuals have nowhere to turn. The majority of primary care physicians, ENTs, neurologists, and even physical therapists simply don't know how to help these patients. FYZICAL franchisees are part of a premier balance therapy program in the world that sets them apart from the rest with a USP (Unique selling proposition) business owners can only dream of... while changing a lot of patients' lives in the process.

**10. Develop a business model for the future:** We're entering a new age of healthcare. You're likely facing challenges you've never previously encountered and, more and more, you face these challenges alone. FYZICAL has created a business model to secure the future of private practice. More than any other period in history, people are living longer and doing all they can to remain healthy and active for as long as possible. And who is better equipped to be the steward of a patient's physical health than a physical therapist? Nobody! PTs are able to enhance a patient's total well-being, regain their freedom, and even save their lives by offering such services as balance programs to prevent falls, and health and wellness programs to achieve optimum health.



## **Secret #11, 12, 13.... Infinity.**

FYZICAL has thousands of additional secrets for private practice owners just like you.

You realize you can't keep doing what you've always been doing as a private practice owner. The profession is changing, and you're facing massive challenges from hospitals, mega PTs, declining reimbursements, insurance companies and more.

A new, innovative business model has been developed for physical therapists called PT-Rx and will be shared at PT Revolution.

PT Revolution is the #1 event for private practice PT owners, and your opportunity to see the plan & proven business model from the fastest growing PT Company in the world, which is helping patients obtain better outcomes and business owners like you make more money.

The event is free, there is no obligation, and nothing will be sold.

To register, visit [www.theptrevolution.com](http://www.theptrevolution.com) or call 941-444-2209

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