

# The 5 Things Every PT Practice Needs Today to Achieve Growth, Increased Profits, and Freedom of Time

*You can have a successful, thriving practice that runs smoothly without you, generates a healthy revenue (and happy patients), and leaves you with an exit strategy that will put a smile on your face.*

With the world of health care rapidly changing—people are living longer, health systems are getting bigger, costs and reimbursements are getting restructured, and the demand for optimum physical health is at an all-time high—it's imperative your PT practice adapts to changing trends to keep your patients happy and your PT business successful, and to do that, all you need are:

## **#1. Innovative business model**

People are doing all they can to remain healthy and active for as long as possible, and no one is better equipped than a PT to be the steward of a patient's physical health. Physical therapy is no longer just repairing a patient's injury, it's about providing health and wellness programs which reduce the occurrence of injuries happening in the first place and improving a patient's overall health. This is what consumers want, and this is the direction healthcare is going. A new, innovative business model is required to not only provide these types of services and programs to consumers, but to do it in a profitable manner as well while maintaining the highest level of patient care.

## **#2. Collaboration**

Collaborating with other PT professionals and being a part of a network of your peers sharing ideas and expertise is an invaluable tool to solving the health-related challenges that society faces. No one PT can know all there is to know about this vast profession, but together, there is nothing PTs can't do to ensure the optimum health and wellness of the American people. Ensuring the future health and wellness of consumers helps ensure the future of the PT profession and your professional prosperity.

## **#3. Clients for life**

When a patient walks through your door, you should think of them as your client for life. The prevailing PT model calls for a patient to eventually be "discharged," and they are rarely seen again unless they get another injury. By providing services and programs for your patients to maintain an optimum level of health, you can build a life-time relationship with your patient; it's good for the client and it's good for your business.

## **#4. Access to a team of experts**

It's not always enough to be a well-rounded, knowledgeable PT to have a successful practice, you also need to be a well-rounded, knowledgeable business person, medical expert, marketing guru, etc. Working together with a team of professionals who are experts in various fields promotes an interprofessional approach to best

meet consumer demand, client health needs, and instill team values. From successful PT owners, to medical professionals and business experts, having access to a team of experts dedicated to helping you achieve success is a must for taking your practice into the future.

## **#5. Advanced Programs & Technology**

Having access to the latest and greatest technology that will have physicians sending referrals to you in record numbers and send consumers running through your doors asking for it is a surefire way to create a strong and prosperous business to last through the ages. It's essential to not only know what the shiny, new things are you should be offering your clients, but also how to get them.

Having these 5 essentials in your practice will put you at the forefront of the PT profession by providing the types of quality care programs and services the growing health-conscious public want and need ensuring the success and sustainability of your business long into the future.

**Want to learn how you can easily get all 5 of these practice essentials *immediately and in one place* to ensure the growth and success of your practice?**

Then watch this online [webinar](#)! It's exclusively for private practice owners who want:

- **Growth**
- **Greater profits**
- **More patients**
- **Better patient outcomes**
- **Freedom of time**
- **Less dependency on insurance and doctors**
- **Cash business**
- **Massive competitive advantages**
- **And much, much more!**

**Watch the online webinar to learn how  
you can get all 5 of these essentials in  
one place**