

WHY MORE
REFERRALS IS
NOT THE
SOLUTION TO
YOUR
PROBLEMS.

More referrals is **NOT** the solution to the problems you face in private practice PT.

The following story is from former Marketing Director and now PT practice owner, Matt DiMauro.

Keep reading to discover the REAL solution to decreasing reimbursements, increasing overhead costs, consolidation, recruiting challenges, and more.



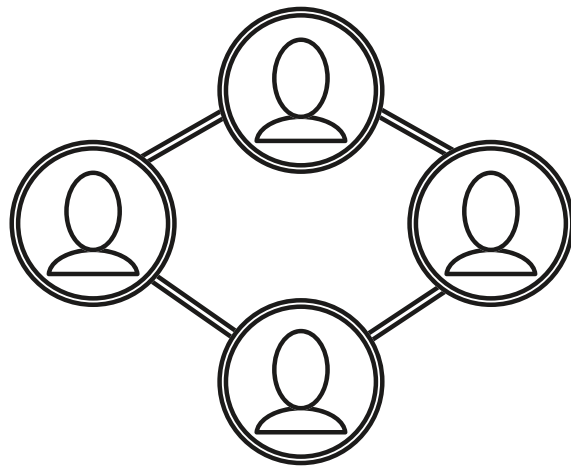


About five years ago, I found an opportunity to work as a Marketing Director at a two-location private practice in Fort Myers, FL.

Now, I'm a private practice owner and executive with FYZICAL. If you're interested in growing your practice, [schedule a call with me or someone from my team.](#)

After I took the job, I later found out the business had been losing money for three straight years. (I would NOT have accepted the job had I known that prior!)

The PT that hired me said, "All of our problems will be solved if we could just increase the # of referrals we're getting."



So, I went to work on our marketing programs.

- I was bringing lunch to physician offices three times a week
- I visited every doctor within 50 miles
- I was on the phone all day, every day
- I knew every physician and every front desk representative in town
- I was attending local events, shaking hands and kissing babies

I was doing anything and everything I could to increase referrals, and it was working. Referrals were increasing!

But the bottom line wasn't showing much difference.... The practice was still generating approximately 6% net profit.

After I went back to the drawing board, I figured it out...

Today this same business generates over \$1 million in net profit (not revenue) and NO, the answer was not “treating more patients.” In fact, **treating more patients is counter-intuitive to what REALLY works.**

Now, I’ll show you exactly how to increase your profitability. Prefer a breakdown on the phone? [Schedule a call with me.](#)

Going after new referrals and seeing more patients is NOT the answer to increasing profitability. While increasing patient volume will increase revenue, it’s **profitability** that counts in business.



When I took over our two-location private practice as General Manager, we had what I like to call...

“The Leaky Bucket”

I could have been the most brilliant marketer in the world, generating referrals hand over fist, but...

- Our referral conversion rate was under 70%
- Our average number of visits per patient was 6.2
- We were collecting 10% less than what was possible from billing
- And our cancellation percentage was... too embarrassing for me to share



I needed to convince the owner of our practice that we needed to patch all the above holes in our bucket before filling it up with water (i.e. new referrals). He agreed.

And these weren't the only holes.

Our business had all sorts of challenges that needed to be addressed, but we didn't have the expertise or the plan on how to fix everything. We knew we couldn't possibly be facing these challenges alone and we went looking for answers.

That's when we found FYZICAL.

Here's what we found out:

- FYZICAL is a franchise for independents like us who want to remain independent.



I gained access to FYZICAL in June 2014, and here's what has happened since.

- 2013: The practice was generating \$680,000 annually
- 2014: We joined FYZICAL in June and increased revenue to \$730,129
- 2015: Our revenue grew to \$3,014,118
- 2016: Our revenue grew to \$4,200,000
- 2017: We added another \$1 million in revenue organically taking us to \$5 million

When we first met with FYZICAL, we took the time to see what they were all about, and here we are...

I encourage you to do the same... in fact, [schedule a call with me or with someone from my team today](#) to get the process started.

**CLICK HERE TO
SCHEDULE A CALL
TODAY.**

