

AQUATIC THERAPY PROFITABILITY ANALYSIS: A CASE STUDY



Orthopedic Rehab's Aquatic and Spine Center
Kalispell, MT (Population: 20,972)
Private Practice Physical Therapy Clinic

Keith Ori, PT and Co-Owner

Creating a Successful Business Plan

Orthopedic Rehabilitation Inc. is a multi-facility physical therapy practice located in Montana. One of their facilities, Aquatic and Spine Center located in Kalispell is home to a HydroWorx 750 Series aquatic therapy pool. At this location, they typically see patients between the ages of 50 and 85.

In 2009 Orthopedic Rehab's Aquatic and Spine Center opened to the public, and a successful physical therapy practice was born. However, plans for their aquatic therapy business had been created years prior to adding a pool to allow for a profitable practice and aquatics program. Orthopedic Rehab provided aquatics two to three times per week in local pools and soon discovered that they could provide this service on a daily basis. By identifying what they needed to make in order to break even, they were able to calculate the number of visits needed per day and the number of units per visit.



Annual Pool Stats

Visits have been steady since 2009 and have more than paid for their aquatic therapy investment. The average number of annual visits hovers around 2,200. Like for many businesses, the changes in the healthcare market affected profit margins in 2013 and 2014 slightly.

Year	Visits	Charges	Collection	Expenses	Net Profit
2009*	998	\$169,289	\$101,489	\$83,828	\$17,661
2010	2398	\$409,925	\$314,582	\$227,660	\$86,922
2011	2794	\$457,719	\$307,722	\$265,281	\$42,441
2012	2817	\$531,682	\$309,196	\$239,271	\$69,852
2013	2171	\$387,790	\$312,352	\$253,425	\$58,927
2014	2408	\$486,322	\$325,591	\$263,129	\$62,462

(* 6 months' worth of data)

"I'm pleased to say that our 5-year return on investment summary proves we made a healthy decision. **Our ROI is a healthy 20.2% percent**, and we're actively looking for ways to bring it up even more. **Perhaps the most rewarding element of all is that we're able to keep growing and serving more of our population.** By being careful upfront, our team was able to make wise choices with the information they had, and they are proud to show individuals around our 2,800 square foot clinic." – Keith Ori, Co-Owner

Return on Investment: 5 Year Summary

Total Visits	Total Receipts	Total Expenses	Net Profit	Profit Margin
13586	\$1,670,932	\$1,332,594	\$338,265	20.2%

Testimonials

"Our HydroWorx pool has provided us with a much needed option when working with our low functioning orthopedic and neurological patients, as well as the typical orthopedic patients that are unable to start in a land-based program. Our community and physicians realize that we offer a service that caters to our patients' needs."

"Our ROI has been impressive as it has brought to us a variety of patients that were in need of this option and through word of mouth marketing we have been able to sustain a successful business model."

"Since adding the HydroWorx pool, our patient visits have increased by 200 a month on average."

-Keith Ori, Co-Owner, Orthopedic Rehab, Inc.

