

BUILDING A SUCCESSFUL AQUATIC THERAPY PROGRAM



Peak Performance Physical Therapy
Lynbrook, NY

Joseph Sullivan, PT, OCS, CSCS, Owner
HSS Credentialed Advanced Hip Clinician

About Peak Performance

Peak Performance Physical Therapy is a multi-disciplinary physical therapy organization operating four clinics in Nassau County, NY. With a multitude of specialists, they treat a wide range of conditions including orthopedic sports injuries, spinal injuries, vestibular and balance problems, as well as musculoskeletal and neuromuscular conditions. Their mission is to provide the highest level of care and to return their patients to their maximal capacity as quickly as possible. Their clinic in Lynbrook, NY features a HydroWorx 500 Series pool.

The Value of Aquatic Therapy

Peak Performance knew the value of aquatic therapy prior to opening their most recent clinic. An aquatic therapy pool from a different manufacturer is used in one of their other locations, and they have seen the effect it can have on patients' recovery. With the goal of offering clients the most effective rehabilitation techniques and equipment, Peak Performance chose to partner with HydroWorx for their most recent clinic, over the manufacturer of their other pool, to offer aquatic therapy options that fit their philosophy of providing patients with top-notch service, state-of-the-art technology and exceptional outcomes.



Within 7 months of adding the HydroWorx pool to this clinic, Peak Performance was already seeing positive results. Joe Sullivan, Owner of Peak Performance, shares, "We're 7 months in and I'm already seeing that it's enhanced the practice."

Expanding Client Base Leads to a Profitable Practice

The key to making aquatic therapy a successful part of their practice is to expand their client base through multiple channels.

- **Referrals:** Peak Performance has built strong relationships with many clinicians in their local community, which has helped to increase their client base. Their most common referral sources include internists, ENTs and neurologists as well as orthopedic and general surgeons. Because of their strong referral base, less than 10% of cases come from any single referral source which allows them to stay diverse and avoid depending on a limited pool of doctors.

Testimonials

"The pool has been received better than I could have expected. One patient recently just told me that, 'You're going to have to get two of these [HydroWorx pools] soon!'"

"This pool has really sparked our program and we have seen an uptick in our results."

"The underwater treadmill helps us jump the typical hurdles you would experience with patients not wanting to get into a pool. Often the complaint you hear is that patients do not want to put on a bathing suit, however when we tell them that I can put you on an underwater treadmill and have you walking and running long before you can do it on land, they almost never second guess it."

-- Joe Sullivan, Owner of Peak Performance

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- **Marketing their pool as an amenity:** Peak Performance spends about 20 hours each week on marketing for their 4 facilities through brochures and other tactics such as:
 - **Online marketing**
 - **Blogs and e-newsletters**
 - **Word-of-mouth marketing:** Ensuring patients' experiences are positive makes them advocates in the community.
 - **Positive progress reports:** Sending patients back to their doctor with progress reports about how aquatic therapy has helped their rehabilitation encourages future referrals.
 - **Social proof:** Peak Performance promotes that many universities and professional sports teams are utilizing the same technology.

As a result of their efforts, Peak Performance in Lynbrook, NY now sees over 100 visits per week in the pool, compared to 40 pool visits a week at the clinic with a non-HydroWorx pool. In total, their Lynbrook facility sees about 500 total HydroWorx pool visits per month with the pool running 5-6 days per week from 8:00am-8:00pm.

Testimonials

"Also, the reputation that HydroWorx has was a big reason why we were drawn to it. To be able to have a product in our facility that professional athletes use daily is something that helps tremendously with the success of our facility."

- Joe Sullivan, Owner of Peak Performance