



““ My physical therapy practice was hurting. I couldn’t compete with corporate consolidators and hospitals. I knew if I didn’t change fast, I would be closing at least one of my locations... ””

Dear Colleague,

I’m an MPT in Florida’s Tampa Bay area, and own and operate three physical therapy practices. Just four years ago, I thought I would have to close at least one of my locations because my business was really struggling. Reimbursement rate changes took effect, and overnight my business suffered.

Large hospital systems and mega corporations were taking the majority of patients, and I no longer had room in my budget to hire a marketer to help me with my community outreach.

Remaining independent was non-negotiable for me - but I needed support. A thriving six clinic practice owner across the state (also a close friend) told me he had recently attended an event where he learned about ways to increase profitability and growing his practice in spite of the recent industry challenges. I signed up to see if there was any poignant information I could leverage.

Attending that event changed my future as a private practice owner forever! Originally, I thought my problem was marketing, but once I began looking at the business with the metrics provided to me at the event, I saw the truth! My patient volume had been steadily increasing while my revenue was decreasing. I realized marketing wasn’t actually my problem at all. My conversion rates, cancellations, evaluations per week, and payroll metrics were alarmingly off base. I couldn’t continue to run my business this way or I wouldn’t last more than another year, or two at best.

With this newly acquired knowledge, I began to take control of my business. I spent the next 6-8 months focused entirely on the internal processes. It was only then that I was able to take a business that was losing money, to a business that became profitable year over year.

With business and operations systems implemented I implemented the strategies from the SAME event to grow my practice. The #1 opportunity that had been discussed was balance and vestibular therapy. I didn’t believe it was possible for me to enter the balance and vestibular space because we have the Institute of Balance in our backyard, but I was wrong. I implemented FYZICAL’s balance center model into our clinic, and it’s led to an astonishing 118% growth in my business.

Things have gone so well in fact, that I've recently purchased a third clinic. As I look back, none of this would have been possible if I hadn't attended that single event that shaped my understanding of the business of physical therapy, Discovery Day. If you want to achieve what I have achieved, you'll need knowledge to do so, and Discovery Day is a great place to start. Regardless of where you are in practice ownership – a single location, multi-million dollar practice, struggling, or thriving – the information shared will help you. Just look at what it did for me. Every FYZICAL seminar I go to, I learn something valuable – whether it's clinical or business, the learning never stops.

Sincerely,

Tara Schwartz

Tara Schwartz, MPT

FYZICAL Owner – Largo, Clearwater, & St. Petersburg Florida

P.S. You do NOT have to be interested in joining FYZICAL to attend!



Discovery Day | Saturday, August 22 or 29

A Virtual Education Event

REGISTER NOW

[fyzicalfranchise.com/
discovery](https://fyzicalfranchise.com/discovery)

Call 941-210-5636 to
speak with a FYZICAL
Advisor today

KEY TAKEAWAYS

- Business optimization and financial success
- How to drive clinic growth
- PT business model of the future
- Remaining independent and thriving