



# FYZICAL<sup>®</sup>

Therapy & Balance Centers

## WHY YOU SHOULD CONSIDER OPENING A PHYSICAL THERAPY FRANCHISE

EXAMINING THE PHYSICAL THERAPY  
FRANCHISE MODEL AND ITS BENEFITS





# I WANT TO OPEN MY OWN PRACTICE. IS A FRANCHISE RIGHT FOR ME?

The decision to open your own practice is never made lightly, but once you've established that you're ready to take the leap into private practice, figuring out exactly how to get started is the first step in the entrepreneurial process. Physical therapy is a \$33Billion industry, and as the demand for physical therapy grows and innovations to patient care continue to shape the industry, you'll want to closely examine the pros and cons of a PT practice startup model versus being part of a proven franchise model.

## Start-Up PT Practice Model

Practice ownership has incredible appeal. As a physical therapist, you have likely worked for one or more private practice owners throughout your career, or perhaps an in-patient or out-patient hospital system. Either way, you understand what it's like to have to do everything by someone else's rules – whether you agreed with them or not!

There is a lot to be said about the autonomy you will have as a private practice owner. You get to make all of the decisions - the business name and location, how long you spend with your patients,

what type of patient care you will provide, what rates you will charge, and the hiring of your staff. Additionally, you have complete creative freedom over your business – like deciding what your clinic will look like, to the services and products you will offer, as well as any and all financial decisions – like hiring a marketer, or doing it yourself. There are great benefits to becoming a practice owner and many of those benefits also translate to the franchise model. Not all franchises are the same, we'll discuss the FYZICAL franchise model on the following pages.



## The Franchise Model

Contrary to popular belief, franchising with FYZICAL doesn't mean you give up your independent owner status, or your decision-making freedoms, or your creative license. In fact, we empower our owners to make their practice uniquely independent. Why? Because we know that what makes a PT stand out to patients is the uniqueness each owner brings to their community. Our franchise model isn't like any other franchise out there, and that's by design!

At FYZICAL, you are the independent owner that you want to be – making your own decisions, designing your own clinic, choosing your own location and running your practice the way you want it to run...if you choose to do it that way. But one of the primary benefits of partnering with a franchise like FYZICAL is that you have access to an entire team to help you, so you don't have to do it alone. What does that mean for you? Well, we're glad you asked...



# 10 BENEFITS OF FRANCHISING

We offer immense benefits to our members which helps to take the guesswork out of starting and running their business. We provide support to practice owners and give them the tools they need to help them achieve success in private practice. Here are just a few of our members favorite benefits from franchising with us:

1

## Support

Unparalleled support. This is far and above the number one benefit that our members tout. Our operations and support staff are an incredible resource to our members. When new owners have questions, they know they can turn to our team and have the right answer, right away. You have an entire team dedicated to seeing your practice perform. From location scouting and market analysis, to difficult case consultations – our members have the kind of support they need any time they seek it.

2

## Motivation to See You Succeed

Our team is motivated to help you succeed. Every single member has goal setting and business planning in a 1-on-1 meeting through FYZICAL's strategic planning session. This plan is put into place to help take the guesswork out of opening your own practice. Imagine creating a five-year business plan with lofty goals, and getting a customized roadmap with the strategies you need to be able to reach those goals. Our team teaches you how to succeed and avoid common business pitfalls that are specific to the PT industry. The value of starting your practice with the knowledge of a support team that has opened hundreds of locations can be an enormous factor in the success of your practice long-term.

3

## Constant Innovation

As part of a franchise system, you can expect to see constant improvements and innovations being rolled out to help you meet everyday challenges – like declining reimbursements, cuts to Medicare, and – surprise! – a global pandemic! Nobody expected COVID in 2020, but our operations team could quickly assemble a task force that led to innovation and continued operations, even growth, throughout our locations. The COVID Taskforce was able to immediately answer the call by creating a model for integrating and leveraging telehealth. They even rolled out a vendor partnership and created guidelines around implementation. In addition, they were able to quickly create processes and procedures for operating an essential business during shut-down and re-opening. Our team continues to offer PPP repayment guidance and support, as well as ongoing support through the changing of CDC guidelines. Can you imagine having to do all of this – and take care of your patients, alone?



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### Brand Power

Leverage the power of a recognizable brand name in your community. FYZICAL has a reputation for treatment excellence, physicians trust our clinicians to deliver quality care to patients and gladly refer to FYZICAL because they know their patients are in good hands. Our reputation precedes you when you decide to open a FYZICAL in your community. The fanfare of your location's grand opening will be echoed when you bring a reputable brand to your area.

5

### Exclusive Vendor Relationships & Discounts

With more than 40 preferred partners, FYZICAL is able to offer exclusive discount pricing on hundreds of vendor products and services. Savings that a startup otherwise would not be afforded when opening a new practice. From equipment, to retail products, to EMRs, you'll be able to take advantage of tremendous savings on day one. These savings help keep more money in your business, where it belongs.

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### Business Guidance & Training

Our members tell us over and over that our business training is what has helped to propel them to their success! You are a well-trained and gifted physical therapist, but business training probably wasn't part of your education. Our members learn how to be effective and efficient business owners through budget clinics to business labs, and marketing workshops – we offer the most comprehensive business training in the PT industry. We've even been told that our business training was more valuable than an MBA from ivy league business schools. We're here to guide you through all of the metrics it takes to run a successful business practice.

#### Financial & Business Education Workshops:

- Business Basics
- Budget Huddles
- Build-a-Budget Event
- Budget Check-Ins
- Compliance Guidance
- Billing & Collections
- And More...



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### Marketing Support

Anyone who has ever tried to make a name for themselves through marketing quickly realizes that the task is a job in itself. We give our members everything they need to market themselves from a micro-local level, to national promotion and everything in between! FYZICAL operations has an entire department dedicated to helping our members market their practice effectively. Our staff will help you with setting up your website, connecting with doctors in your area to drive referrals, and you'll even have access to a quarterly marketing plan. The benefits don't stop there, we offer you turn-key customizable collateral, ready-made TV commercial spots, and a suite of digital advertising material for every platform from social media to pay-per-click ads.

8

### Lesser Financial Risk

Compared to an independent start-up, a franchise model has far less financial risk. With FYZICAL, you get a proven model for private practice in physical therapy, a roadmap to help you achieve the success you want, and the support you need to get you through any obstacle. In franchising, from day one you know the amount you will invest and where

every dollar goes. Our FDD (Franchise Disclosure Document) even provides new owners with a list of cost ranges for things like equipment, leases and construction costs.

9

### Built-In Exit Strategy

While most startups have a goal to sell at the end of their career, very few will be able to. Most private practices are doctor-reliant, so when the doctor leaves, so too does the book of business. With a franchise model, you are building on a brand, not your name, so it can command a multiple upon exit. We teach you how to build your business so you can plan for a wealthy exit when the time is right.

10

### Broad Member Network

Perhaps the favorite benefit for our members is the breadth of our member network. With more than 2,000 PT professionals within the FYZICAL member network, there is always someone to talk to about your practice, your business, or your cases. If you have a question, chances are that someone before you has already crafted a solution they are willing to share. Our members are what we call our FYZICAL Family, and they are the heart of our company.



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## CHOOSE THE PATH TO SUCCESS...

The benefits and security of a FYZICAL franchise model make it easy to see why FYZICAL holds the title of #1 Physical Therapy Franchise. If you'd like to find out more about us, the first thing to do is contact us. A member of our team will reach out and help you to evaluate if the model is a good fit for your goals! We know you offer your patients excellent support so they can achieve their goals, we think you deserve that too!

## READY TO MAKE THE CALL? YOUR FUTURE IS WAITING.

The FYZICAL new start team is ready to help you begin your path to practice ownership – If you'd like to learn more, please click the button below!

[CLICK HERE](#)





