

THE 
**PHYSICAL
THERAPY**
**INDUSTRY
REPORT**



Are you considering the medical industry for your next investment? If so, you should know that there's lots of room for growth in the physical therapy sector. As the U.S. population grows and ages, the demand for these services is likely to increase. Some investors without industry experience shy away from physical therapy because of the red tape involved in opening a new clinic. That's where FYZICAL comes in. Our team has worked to open hundreds of locations across the U.S., so we have the process down to a science and know what it takes to slash through that red tape. Here, learn more about why now is a great time to partner with FYZICAL to break into the industry.

Physical Therapy Services are in High Demand

It's a great time to start a physical therapy clinic of your own. Numerous factors have led our \$37 billion industry to steady growth since 2015, with further growth projected well into the future.

- Federally funded groups like Medicaid and Medicare, as well as private insurance companies, are key drivers of our industry's growth. These groups value preventative care, as they understand that investing in patients' health early on can keep larger and more costly problems from arising. For instance, IBISWorld reports: "patients who receive early physical therapy treatment for lower back pain demonstrate reduced use of healthcare, cutting healthcare costs." This is great for everyone – especially patients!
- While many people seek out physical therapists independently, patients are more often referred by hospitals and physicians. In fact, many hospitals today outsource their physical therapy services, sending even more business to practitioners like the ones at FYZICAL. Our team of experts specializes in referral management, and we help our investors build strong relationships with local physicians.
- Services like the ones provided at FYZICAL are so in demand that there is currently a shortage of physical therapists. Communities across the U.S. have found themselves in need of more physical therapists and more specialized services. FYZICAL investors like you can help to meet that demand.



FYZICAL Practices Serve a Wide Range of Clients

One of the best things about partnering with FYZICAL is that we help our investors work with a wide range of prospective customers. That being said, one key demographic in need of our services is the elderly population. In fact, [IBISWorld reports](#): “The rapidly growing elderly population, which is more prone to chronic and debilitating conditions, will drive demand for therapeutic services.”

The elderly population is continuing to grow – by 2030, it’s estimated that 1 in 5 people will be at retirement age. By 2034, there will likely be 77 million seniors in the U.S. – that’s more seniors than people under 18! This massive group will rely on physical therapy providers like FYZICAL to help them:

- Reduce the risk of falls
- Recover from falls
- Increase mobility
- Relieve pain and much more

Investors who open their physical therapy clinics now will be in a perfect position to help this group as their population continues to swell through 2034 and beyond.

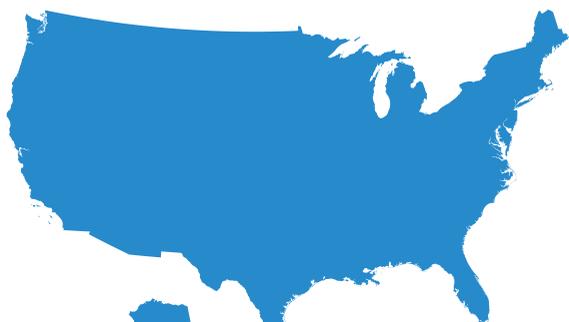
Of course, physical therapists care for patients of all ages, disabled and not. FYZICAL clinics are able to offer a wide range of services that cater to people across the board. [Market researchers](#) break the physical therapy industry down into the following categories – and FYZICAL centers can cover them all:

1. General physical therapy
2. Speech and audiology
3. Geriatrics
4. Neurology
5. Orthopedics
6. Pediatrics
7. Sports
8. Other specialty physical therapy

At FYZICAL, we allow our investors to grow their practices at their own pace. However, there are many benefits to offering multiple revenue streams. We make it as easy as possible to incorporate new lines of service into your business so you can work with more patients and build stability into your model. All while helping your community access the best possible care!

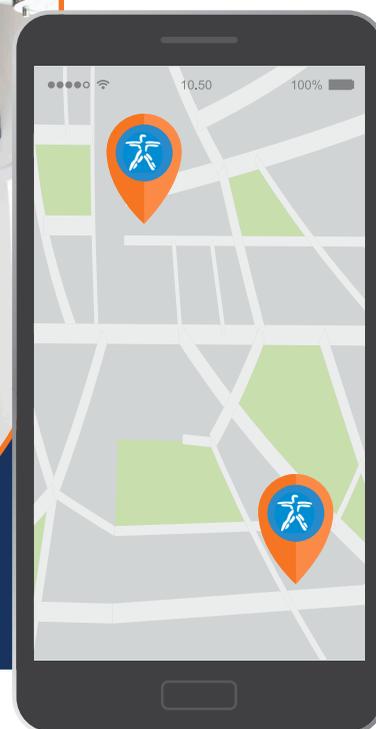
Low Competition

One great thing about the physical therapy industry is that no one has a monopoly on it. The field isn't dominated by any one large company, so there's lots of space for startups and new businesses to thrive. FYZICAL is a leading force in the industry, with over 400 locations open nationwide. We know how to build physical therapy clinics that have more to offer than your local competitors and how to effectively grow your business.



A few of the ways FYZICAL helps franchisees to manage the competition include:

- Creating local targeted marketing campaigns to generate awareness around your practice
- Building relationships with local physicians to increase referrals
- Offering services that can't be found elsewhere
- Streamlining operations so you can focus on growing your practice
- Allowing investors to operate under our highly-recognized and respected brand name



Why FYZICAL is an Industry Standout

As you've probably already gathered, partnering with FYZICAL easily beats going it alone when setting up a new physical therapy practice. We've gone above and beyond what other industry leaders have to offer investors. Here's some additional information about who we are and how our system works.

A Flexible Model

FYZICAL works with investors, physical therapists who already have practices, ENT doctors, and many others – just about anyone who wants to open or improve an existing physical therapy practice. We're able to work with so many partners because our model is exceptionally flexible. Investors decide what type of clinic they'd like to open, which services are right for their community, and what their goals are for the future. FYZICAL provides them with many of the resources they'll need to meet these goals.

What We Have to Offer

A few of the many invaluable FYZICAL resources investors have at their disposal are:

- Marketing assistance
- Staffing assistance
- Location scouting guidance
- Ready-to-go operating procedures that are proven to save time and money
- Valuable brand recognition
- Initial training and ongoing professional development (for investors and their employees)
- Ongoing market research and development
- A team of experts ready to provide guidance and advice
- Lead management systems
- Proprietary programs like BODYQ and The FYZICAL Balance Paradigm

With our help, you can build a thriving physical therapy practice in your community – even if you have no prior industry experience.



Multi-Unit and Master Franchisee Opportunities Available

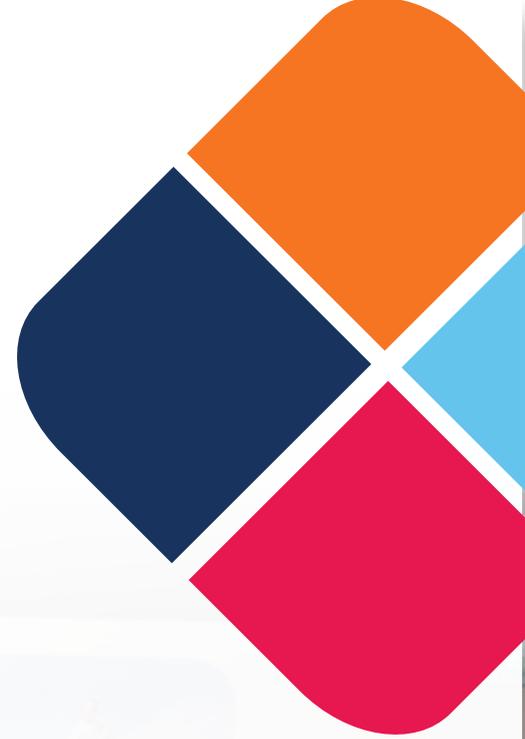
In an industry that's experiencing as much demand as physical therapy, there's no good reason to open just one location. We have processes in place that make it simple to open two or more locations so you can serve even more communities in your area. When you contact us, be sure to ask about the financial incentives for opening multiple locations!

For investors who are interested in doing even more than running their own franchises, our Master Franchisee opportunities could be a great fit. Master Franchisees help identify new franchisees throughout a large area (such as an entire state or region) and provide them with guidance and information. This is a great way to unlock recurring revenue!



As you can see, the physical therapy industry is booming and now is a better time than ever to open a new practice. FYZICAL has the experience and the tools you'll need to get your new clinic up and running, and the flexibility of our model allows you a good deal of autonomy in running your business.

If you're ready to learn more about the outlook for new physical therapy practices in your area, [contact us today](#). We'll let you know about the potential in your community, and will give you more details on what it takes to invest.



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