

# HELLO.

## IT'S NICE TO MEET YOU...



**FYZICAL**<sup>®</sup>  
Therapy & Balance Centers

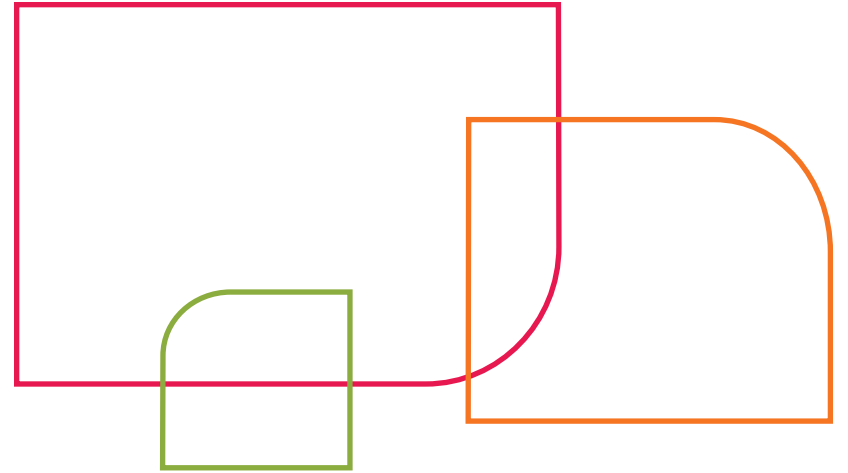
# You know...We probably have more in common than you think.

You're a successful physical therapist whose primary goals are to provide exceptional care to patients, maintain your unique business culture, and strengthen your expanding practice while sustaining a healthy work-life balance.

But managing a successful physical therapy clinic certainly has its challenges:

- Are you feeling overworked?
- Do you often question how your business operates? Do you feel like you're treading water? Do you wonder if this is what success really looks like?
- Have you ever wished you could have a colleague or another clinic owner to collaborate with to talk about business?

Do you ever feel like you're out of control? What if we told you that FYZICAL Therapy and Balance Centers could provide solutions to problems that therapists face in their clinics every single day? Or that we could provide the support you need to strengthen and grow your business?



Here at FYZICAL, we understand the challenges physical therapists face while striving to manage their clinics and provide exceptional patient care. That's why we offer valuable educational tools and resources tailored to your individual clinic needs, like cutting-edge business solutions and measurable growth opportunities that could pilot you towards a lucrative practice and strike a healthy balance between business ownership and your personal life.

Created by physical therapists for physical therapists, FYZICAL's unique business model is the physical therapy profession's future, designed to help practice owners thrive, remain independent, and find a comfortable and rewarding work-life balance!



# We Share the Same Values

We recognize that what makes private practice important to you is the quality of treatment and personal feeling that you bring to your clinic. We'll work together to navigate the challenges you encounter as a private practitioner while maintaining the standards that make your clinic distinguishable and specialized.

When you align with FYZICAL, we promise you:

## **SUPERIOR PATIENT CARE**

We understand that the quality of treatment and successful patient outcomes are essential to you. We provide unparalleled resources, including a holistic, whole-body approach, comprehensive evaluations and wellness programs, and continuous support so that you can continue to provide exceptional patient care.

## **CLINICAL AUTONOMY**

Your practice is unique to you. We provide owners with educational opportunities to enhance clinical and business outcomes, but we'll never persuade you to alter your treatment model. We won't tell you who to hire or fire, and we never want to diminish what has already brought you success within your community.

## **YOU RETAIN 100% OWNERSHIP OF THE BUSINESS**

You won't sacrifice any equity; you control your clinic, but we are here to help. We will provide you with an incredible community of support, offer personalized guidance to meet the individual goals you set, and give you access to comprehensive training to enhance your practice from every aspect as you see fit.

# We Have the Same Goals

We want you to succeed and take advantage of incredible opportunities. The business of wellness, especially physical therapy, is experiencing an era of unprecedented change. In the coming years, the physical therapy industry is expected to exceed \$45 billion annually. We want to help you capitalize on these opportunities while at the same time providing ways to create a healthy balance between work and life. Here are just a few of the goals practice owners like you look to FYZICAL to help them achieve:

## **GROW & SCALE YOUR BUSINESS**

FYZICAL's industry-leading business model provides a complete solution for success, no matter where you are in your business.

## **STRATEGIC PLANNING**

We help identify goals for your individual practice and create a step-by-step action plan to meet those goals.

## **STEP BACK FROM TREATMENT... IF YOU WANT TO**

We build success around your entire practice. A top-performing clinic with accomplished, skilled therapists translates into a successful business model built on processes and systems where patients feel confident and reassured with every therapist in the practice. This allows you, as the owner, to feel confident in managing the clinic so that your practice is centered around multiple therapists, allowing you to step back from treatment and manage from a distance if you desire to do so.

## WORK-LIFE BALANCE

We understand the need to have a balance between work and the rest of your life. Our operational systems and processes can help you achieve positive, effective results for your business.

## CREATE A WEALTHY EXIT STRATEGY

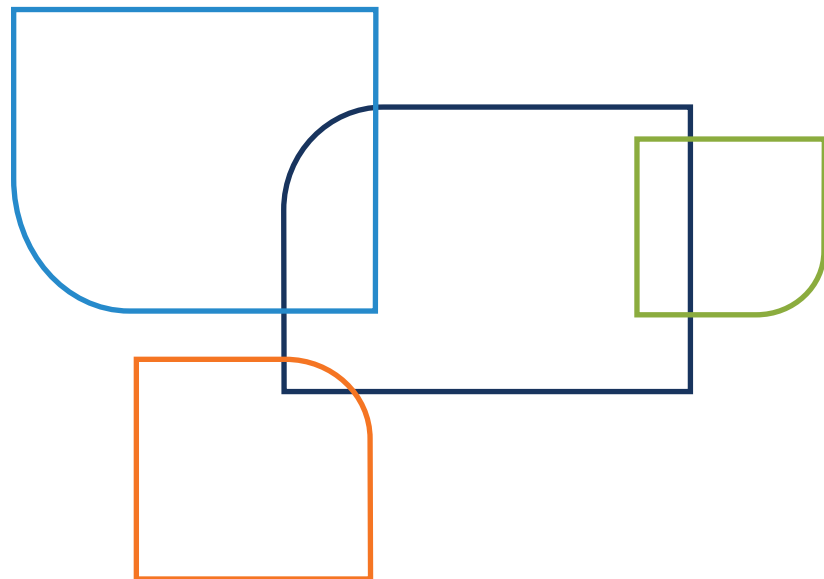
We realize that retirement is part of your future. We will work together to align your goals with a strategic exit plan so that you can retire comfortably and confidently. Set your goals and timeline, and together we can maximize the value of your practice to make it attractive to buyers if and when you decide to sell.



# We Understand Your Fears

You are a physical therapist whose focus is on extraordinary patient care. You are concerned about altering your business strategy because you may feel that you are not business savvy or are afraid of making mistakes. Perhaps you feel that it may harm the stability of your staff or family or that you may even fail!

This is where FYZICAL comes in. We understand and have worked with hundreds of practice owners who have felt the same way. We offer support to address your fears and needs, including a strategic plan and a 10-point management system encompassing education, performance analysis, clinical and operational systems, and support. With FYZICAL, you can remain independent while having access to the benefits and resources of an established, nationally recognized brand.



# We Want You to Maintain Control

FYZICAL will never tell you who to hire, who to fire, or how to manage your employees. We recognize that what makes you unique is also what leads to your personal and professional success.

We also understand that to grow your business and optimize that success, you need a proven business model with trustworthy expertise and support that doesn't sacrifice your core values.

With our proprietary systems and guidance, practice owners discover how to streamline their business to become more efficient and grow without compromising patient care. Our franchisees grew their practices by 19.2% from 2020 to 2021 (during Covid times). Our shared physical therapy business expertise, proprietary balance paradigm, vestibular therapy program, and the backing of a nationally recognized brand are the key elements that come together to cultivate our owner's success!



# Why Practice Owners Love FYZICAL

Our owners love being part of FYZICAL because our business model is transforming an industry dominated by hospitals and corporations and putting it back into the hands of independent private practice owners just like you. Whether you are a practice with 1 or 100 employees, we have robust systems in place to help you achieve your business goals without compromising patient care. Here are just a few of the reasons our owners love being part of FYZICAL:

## Professional Network

Do you ever wish you had someone else to talk to? Or someone to collaborate and problem-solve with on business matters? Those who align with FYZICAL join hundreds of private practitioners from across the country who all share the common goal of improving their clinic and enhancing private practice. Practice owners share ideas and best practices and support each other in a genuine collaborative environment along their business journeys.

## Business Systems & Process-Based Operations

We offer systemized business practices, so you can step away, step out, scale, and grow to achieve optimal financial health in your practice.

## Training and Mentoring Programs for Clinical and Non-Clinical Roles

Free continuing education in both live and virtual platforms, and clinical training for your entire team, are provided by our industry experts. This includes cutting-edge protocols for balance therapy, vestibular rehabilitation, orthopedics, pelvic health, TMJ, leadership training development programs, and more!

## Shared Service Opportunities

We have many opportunities to cut down costs, including guidance to form regional marketing co-ops, group buying power for clinical equipment and supplies, and discounted billing services.

## Business Support through planning and change

We will help you design a profitable business reboot, but it doesn't have to be scary! The operations team is available to support you every step of the way. Our comprehensive training tracks to learn and implement the most innovative and effective protocols, processes, and procedures for operations, management, billing, recruitment, and more! Our financial and business education workshops cover everything from business basics to how to build a budget, compliance, and billing.

## Full-Time Marketing Support

We understand that marketing your business can be an enormous job. That's why we have an entire marketing team devoted to helping FYZICAL owners market their practice effectively, from the micro-local level to national promotion and everything in between! Locally, we can set up your website and help you connect with doctors in your area to drive referrals through our referral management program. Nationally, we offer customizable collateral, ready-made TV commercial spots, and advertising material for social media platforms. You'll even have access to a quarterly marketing plan.

## Business and Leadership Education Opportunities

Finally, have the time and resources to truly work on the business instead of just in it. Learn how to expand your clinic and develop your business. Many owners have used these educational opportunities to open additional centers, and numerous franchisees are opening their second and third locations – a dream that felt out of reach for many before FYZICAL.

## FYZICAL Balance Paradigm

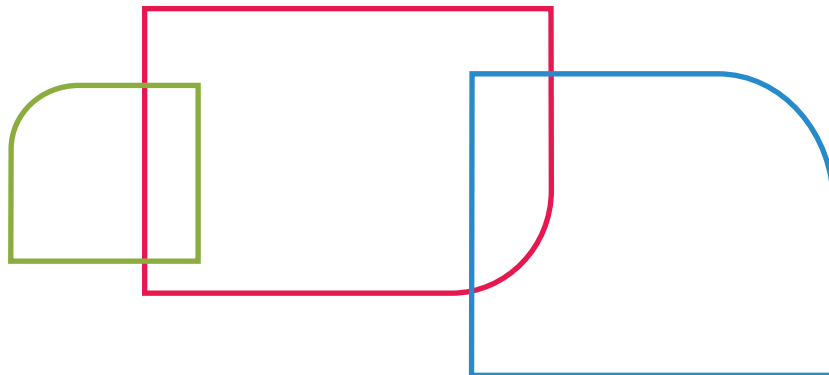
The proprietary FYZICAL Balance Paradigm can provide rapid growth of outpatient referrals, patient visits, and billings, including increased utilization of the balance and vestibular-related ICD-10 codes that offer greater reimbursements for these services than traditionally utilized codes. Our program incorporates all aspects of rehabilitation with physical therapy, neurological rehabilitation, audiology, and occupational therapy. Integrating this service into your practice expands your core service offerings, raises awareness of fall prevention and rehabilitation, and improves patient care.

## Balance Referrals

Balance referral sources are an untapped market for many PTs; clinics that provide comprehensive balance and vestibular therapy open their practice up to a plethora of additional referral opportunities, from neurologists to cardiologists and beyond!

## Financial Success and Superior Patient Care are Not Mutually Exclusive

We put our patients first! Our business model is not a high-volume play to increase your practice revenue. In fact, PTs at our company clinics see, on average, just 10.7 patients a day, reducing burnout and allowing the clinician to focus on the most important part of the healthcare space, the patient. This results in higher compliance to a prescribed plan of care length and the patient's overall satisfaction with our care – indicated by our Company Clinic's Net Promoter Score of 87, which is 26 points above healthcare industry norms and 13 points above our top industry competitor.



## Revolutionary Staff Compensation Model

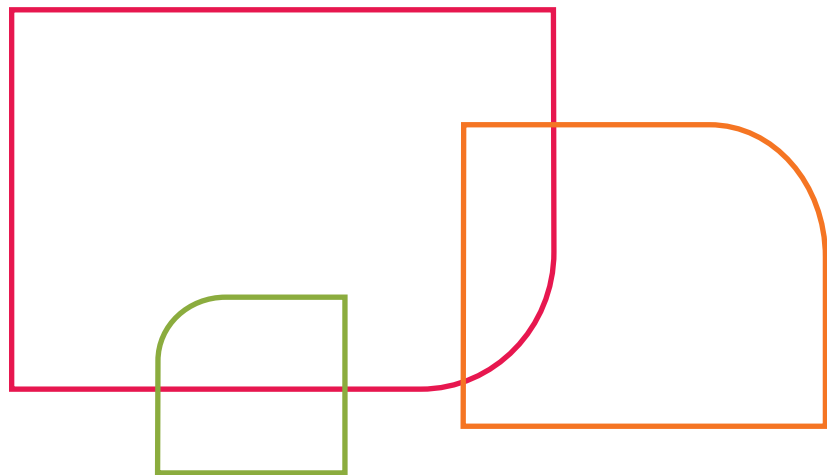
Incentivize your staff for success through a performance-based compensation model, moving away from the traditional straight salary model to one that rewards your team with greater opportunities for take-home pay when the clinic meets or exceeds its goals.

## Nationally Recognized Brand

FYZICAL is an award-winning, nationally recognized brand highly sought out by patients and physical therapists all over the country. We are a team of experts who strive to be the most trusted, accessible entry point for wellness and health and create remarkable connections with our partners and patients.

## Built-In Exit Strategy

Each step of the FYZICAL model enhances the value of your business and makes it more attractive should you decide to exit. With FYZICAL, you will simultaneously pursue your goals while building an effective exit strategy - so you can treat when you want to, not because you have to.



**I trust myself as a clinician; where I needed help was on the business side, and I was able to obtain that. With FYZICAL, I feel like I have all the tools and guidance that I need to move forward.**

**Practice Owner** | FYZICAL Jesup, Georgia



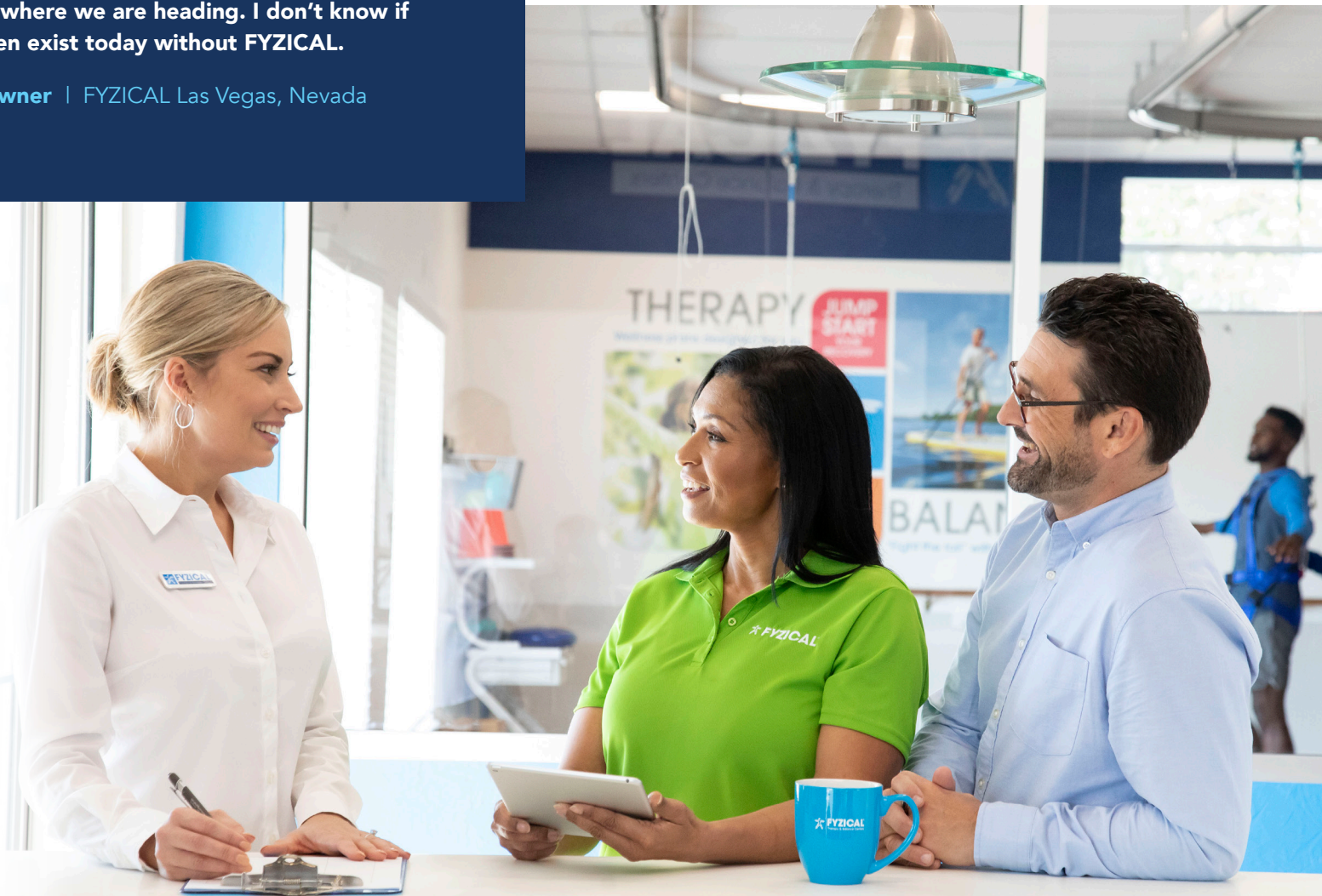
When I finally reached out to FYZICAL, our business was failing. We were weeks away from closing our doors and unable to make payroll. It was difficult to see beyond the financial woes that were a direct result of our own inefficiencies.

FYZICAL gave us the guidance and a structure to model our existing business after. FYZICAL provided us with so many simple tips and tools for immediate, positive growth. FYZICAL showed us how to run a business, and they continue to provide guidance and innovations. It's amazing to see where we are today and where we are heading. I don't know if we'd even exist today without FYZICAL.

Practice Owner | FYZICAL Las Vegas, Nevada

# WHAT DO I GET WITH FYZICAL?

You've spent many years building your practice and serving your community. If you're considering a change, you may be wondering exactly what to expect by becoming part of the FYZICAL community. The following pages detail the top benefits our owners love.



# The Complete Practice “MRI”

Do you feel like you don't know your numbers or don't have a pathway to achieve the growth you want? Maybe you feel as if you're in the dark, drifting, with nowhere to turn and no direction for reaching your goals. If so, you're not alone, and we can help. We'll start with a comprehensive practice performance analysis to look at the overall health of your business. This practice analysis identifies inefficiencies and the actual, not assumed, challenges within the business. During this process, we will measure your practice performance against benchmarks and key performance metrics – what we call the Vital Statistics and Pillars of Success.

Let's make it more relatable; as a physical therapist, when you see a normal functioning shoulder, it's easy to identify when a shoulder is functioning abnormally. FYZICAL's Pillars for Success and Vital Statistics are the normative values used to evaluate a clinic's performance and more easily identify the areas of business dysfunction.

During this one-on-one business evaluation, we will teach you how to perform an analysis of your clinic's operational performance, including things like visits per case, days of outstanding sales, facility expenses, labor, and other operational performance metrics. Then we present a complete clinical impression and create a strategic plan for any identified business challenges.

## Here's how that went in one clinic in Maryland:

In 2017 an practice owner with an annual revenue of \$861,210 transitioned their clinic to the FYZICAL business model.

In the initial “MRI” intake analysis, our team found clinical labor costs accounted for 53% of their operational costs, which was destroying their profits. His team worked hard to increase their visits per case and bring down labor costs.

Today, clinical labor costs are now well within normal range, at 34%, and this practice now generates a trailing 12-month revenue of \$1,077,120!

# Five-Year Strategic Planning for Your Goals

We can help you plan the future you want for your clinic. Whether you want to stay small, grow and scale to an entire region, or increase your practice valuation in anticipation of retirement, you'll need a plan to get you there. FYZICAL can help you design that plan. Following your complete practice analysis, you'll work with the FYZICAL team to identify the goals that are important to you and create a detailed, specific plan to achieve them!

## During your strategic planning you will:

- Perform a complete market analysis.
- Establish your market cap.
- Understand total potential patients.
- Target new referral sources.
- Perform a competitor analysis.
- Leverage findings from your practice “MRI” to identify inefficiencies against benchmarks.
- Discover areas of opportunity that are in line with your business goals.

Create a step-by-step action plan and timeline to achieve the goals you set.



**FYZICAL helped me build a multi-million-dollar business from the ground up. Planning would have been the biggest missed opportunity. Without FYZICAL's strategic planning program, my growth would have been drastically lower than the 30-50% increase we are currently experiencing/projecting annually. Additionally, we would not have a world-class balance program (under the guidance of Brian Werner), and our patients with balance disorders would be under-served.**

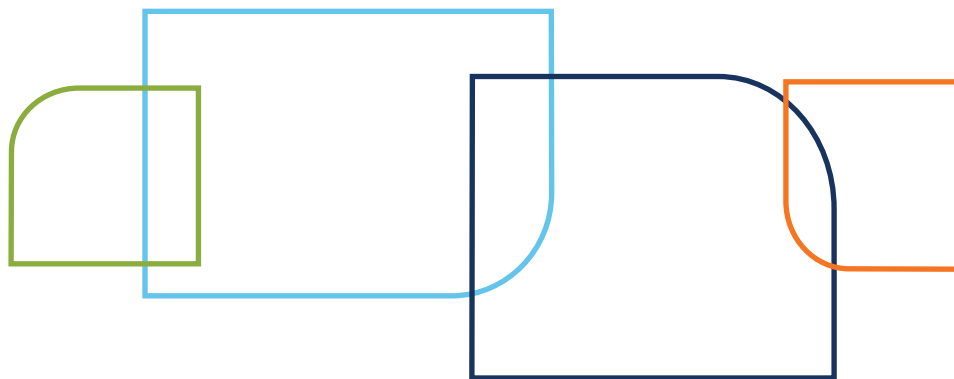
**Multi-Practice Owner** | FYZICAL Lakewood Ranch, Florida

# Ongoing Clinical and Operational Support

We are here to help you with our many layers of support every step of the way. Our Franchise Regional Consultants (FRC) are Doctors of Physical Therapy who work 1-on-1 with FYZICAL clinic owners to help identify and solve clinical and operational problems with you. They are your primary point of contact and offer support, education, and training for practice owners and their teams -- your own personal concierge for problem-solving and strategic growth!

## Your Franchise Regional Consultant will:

- Understand the context of your clinical performance and make suggestions for improving operations to maximize your total efficiency.
- Listen to your frustrations, then help you determine the scope of the issue and work with you to map out a resolution.
- Help you implement and leverage operational tools like the Daily Management Report (DMR) and the Business Intelligence system (BI) to identify factors that may indicate potential problems, thus allowing you to adjust strategy to achieve your goals.
- Perform an analysis of total referrals, sources, and outcomes to identify challenges and opportunities.
- Keep you on track with the goals you set in your Strategic Planning session
- and more!



# FYZICAL Business Intelligence

Maintaining data can often be confusing and challenging. That's why our robust proprietary EMR-integrated business intelligence portal is your centralized source for clinical data. Keep your business on track with dashboard insights into your clinic's daily, monthly, and yearly performance against your budget and goals. Keep a pulse on your clinic – in real-time – and identify trends and potential challenges before they become major concerns.

**Here's what owners love about FYZICAL Business Intelligence:**

## Monthly performance metrics

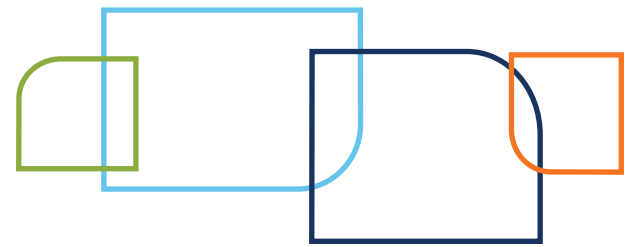
- Annual and Year-over-Year comparisons
- Clean visuals to understand trends and seasonality
- Monthly comparison of actual performance to budget and LY
- Dynamic data for visits/evals/follow-ups/cancellations/referrals

## Performance-by-day

- Choose any month
- Daily comparisons to budget, with graphed cumulative variance
- Identify performance trends on certain days of the week or early versus late in the month
- Dynamic "MRI" for major key performance indicators

## Heat maps of total evaluations in each zip code and evals per 1k population to:

- Understand where patients are coming from
- Deploy marketing in underrepresented areas
- Create a geographic expansion strategy
- Have deeper insight into how much of the potential business has been captured



**"Fyzical's Business Intelligence has made my life as an owner much easier with quick access to pertinent numbers...The fact that B.I. eliminates the need to manually add your daily visits, cancellations, and no-shows is a huge timesaver for me and my non-clinical support staff. "**

**Practice Owner** | FYZICAL Sarasota, Florida

## FYZICAL's Patient Billing

We make billing easy for you and your clients. FYZICAL's billing solutions are built on a culture of prioritizing the patient experience. We have an exclusive rate for FYZICAL, which is lower than the industry average, so our clinic owners experience tremendous savings, especially smaller practices which often find this to be at a lower cost than hiring the role in-house.

Why our owners love our billing solutions:

- Client-centric approach
- Maximized Reimbursements
- Achieve Lower Days Sales Outstanding (DSO)
- Improved Revenue Cycle Management
- Industry-leading software and operation reporting
- Integrated with FYZICAL's Business Intelligence portal to unlock revenue reporting insights
- Exclusive Rate for FYZICAL practices

# The FYZICAL Balance Paradigm

We recognize that balance and fall prevention are the physical therapy profession's future. Your practice can benefit from our award-winning care program. Falls are the leading cause of fatal and non-fatal injuries among older adults and account for more than 3 million emergency department visits each year. In 2020, the cost of non-fatal fall-related injuries surpassed \$68 billion. Our proprietary FYZICAL Balance Paradigm uses industry-leading solutions, such as clinical diagnosis and applied sensory mismatch theory to revolutionize the treatment of dizzy and balance patients. This full-service balance program goes beyond BPPV and can rapidly increase out-patient referrals, patient visits, and revenue.



## How can your practice benefit from our award-winning care program?

### Clinic Scenario:

- Trailing 12 Month (TTM) Evaluations = 500
- Visits Per Case (VPC) = 11
- Reimbursed at \$82 a visit = \$451,000 annual
- If just 15% of existing therapy patients become balance patients, it would result in:
  - 75 additional evaluations
  - VPC increases to 14
  - Dollars/Visit is higher at \$87 = \$91,350 annual increase in revenue (17% increase)
- Balance patients are the fastest-growing segment in geriatric patient care.
- New Referral Sources: Neurologists, Cardiologists, Otolaryngologists, and more!
- Balance CPT codes reimburse higher than traditionally billed PT codes.
- This service kept FYZICAL centers operational when elective surgeries ceased in many areas in 2020-2021.

**“Becoming a balance clinic has added more revenue to our practice than anything else we did. Our balance business now is 60% of our practice; we are well known for it in our area. Doctors tell their patients, ‘Find a FYZICAL!’ We see so many balance patients compared to what we did before partnering with FYZICAL, and our excellence is there too. We can speak confidently in the community and know we are the best – we stand by that.”**

**Practice Owner | FYZICAL St. Petersburg, Florida**

# Pricing Model

We understand that your practice is exclusive to you. FYZICAL works with clinics of any shape and size, from the stand-alone practice to multi-location owners! If you're a single-location, single clinician practice that wants to operate more effectively or a multi-location practice that wants to grow even more - we can help you create a path to achieve your goals! Practitioners who align with us choose to do so because they recognize that the business of being a physical therapist is shifting, and they want to stay on the cutting edge to continue to be a thriving, successful practice.

We recognize each practice's business situation is unique, and we strive to make FYZICAL accessible to every practice owner, so we have options available for practices of every size! We want to work with you to make this next step in your practice obtainable and achievable. Schedule a call to discuss your options and learn more about the costs and benefits of becoming part of the FYZICAL family.

# Free Continuing Education

We offer more than 485 free course offerings in FYZICAL College, including 19 Orthopedic courses, 7 Pelvic health courses, and over 25 Balance courses. There are 42 additional live, in-person courses offered throughout the year in 21 states. The average practice owner will save over \$1200 per clinician annually on continuing education and earn between 1.5 – 21 CEUs per course. We want to help you succeed by providing the most comprehensive educational courses available at no cost to you.



# FYZICAL Savings

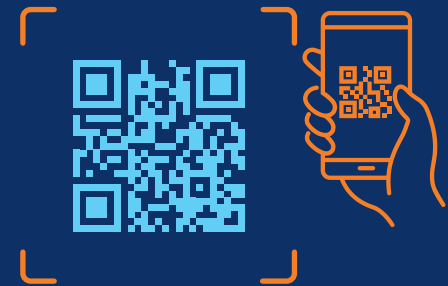
We know cost is essential to any decision, and FYZICAL's buying power enables our owners to save tremendously on their clinical operating expenses. Our strategic partnerships work in tandem with FYZICAL's entire network to form alliances through exclusive custom programs, partnered marketing with in-house and outside agencies, training and webinars, retail products through vendor partnerships, ancillary services, and more. The average four employee practice saves over \$27,000 in their first year through FYZICAL's strategic partnerships.



# Are You Thinking About it?

If you're ready to discuss how the FYZICAL model can help enhance your practice performance, or you just want to learn more about the successful owners we work with, get in touch – we look forward to chatting!

SCAN TO LEARN MORE



[www.fyzicalfranchise.com](http://www.fyzicalfranchise.com)

Or text **LEARN** to 1-855-628-3719

With more than 470 open centers in 45 states, FYZICAL's revolutionary business model is designed to optimize profitability and growth and offers comprehensive patient care through unique balance protocols and healthy lifestyle products and services. FYZICAL is a champion of patient choice and direct access, and is a leader in the future of health, wellness, and preventative care.



**FYZICAL<sup>®</sup>**

Therapy & Balance Centers

