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## **Expanding Cash-based Services: Business Modeling to Integrate Health Promotion and Fitness into Physical Therapy Practice**

### **Overall Series Description:**

This audio conference/webinar series will present a rationale and business model for a full-spectrum cash-based musculoskeletal health, wellness, and rehabilitation clinic. Participants will learn specific strategies for overcoming roadblocks, as well as, designing, marketing, and implementing health promotion, fitness, and wellness services. The model and strategies presented are based on the speakers' own experience in a successful, full-spectrum cash practice in Arlington, VA.

### **First Module: Webinar, 90 minutes**

**Title:** The Cash-Practice Paradigm

**Description:** This module will provide participants with the rationale and economic factors supporting a cash practice model, and present specific strategies for overcoming barriers.

#### **Objectives:**

1. Understand the rationale and economic factors supporting a cash practice model.
2. Be able to identify and develop solutions for impediments to cash practice and the integration of health promotion, fitness, and wellness services.
3. Understand the valuable role that physical therapists have to play in advancing the health and wellness of their clients beyond impairments.
4. Appreciate the relationship between impairment-based care and client-centered services.

### **Second Module: Webinar, 90 minutes**

**Title:** Marketing through Relationship Building

**Description:** This module will present a specific model for developing, marketing, and implementing cash based rehabilitation, fitness, and health promotion services.

#### **Objectives:**

1. Identify existing and potential customers for cash-based services.
2. Understand the value of including target audiences in program planning.
3. Develop strategies for providing amazing customer service
4. Understand how fitness and wellness programming can market your PT practice.

**Module Three: Webinar, 90 minutes**

**Title:** Developing Lines of Service to Meet Your Clients' Needs

**Description:** This module will demonstrate the development of cash-based lines of services in relationship to clients' needs, and the essential role that integrated practice plays in success.

**Objectives:**

1. Understand the components of a successful and ongoing model of integrated practice.
2. Determine your potential in the health and wellness marketplace by assessing strengths, weakness, opportunities and threats.
3. Learn how to identify specific fitness or wellness services based on strengths and opportunities
4. Develop a detailed plan and timeline for successful implementation of new programs.

**Module Four: Webinar, 90 minutes**

**Title:** Aligning Your Staff for Cash-Practice

**Description:** This module will present specific processes and tools for shifting clinician mentality from employee to practice stakeholders who are practitioners of choice for cash-paying clients.

**Objectives:**

1. Recognize the importance of having core values in order to align staff with a practice.
2. Utilize specific tools to evaluate staff values in relationship to core values.
3. Understand the role that expert practice plays in a successful cash model.
4. Understand how to mentor employees along the novice to expert continuum.
5. Develop incentive programs to further motivate staff in a cash practice environment.

**Module Five: Webinar, 90 minutes**

**Title:** Performing a physical-therapist based fitness assessment to meet client needs and expand business opportunities

**Description:** The module will demonstrate how to conduct a comprehensive physical therapist-based fitness assessment using FitTest Solutions™, to develop a comprehensive musculoskeletal wellness profile for clients, as well as, provide a model for meeting a client's fitness needs, creating life-long relationships with clients and developing reverse referrals with the internal medicine and primary care medical community.

**Objectives:**

1. Identify the essential components of a comprehensive fitness assessment.
2. Conduct standard tests and measurements for a comprehensive fitness assessment
3. Develop a system to determine which clients require further medical consultation.
4. Make recommendations to clients based upon data from the fitness assessment.
5. Learn how to implement a routine fitness assessment/re-assessment protocol to develop ongoing client relationships