



# ProCare Physical

*Fitness & Performance*

Your active life. Our priority.

## *Experienced, results-driven therapy for:*

Sports injuries  
On-the-job injuries  
Auto accidents  
Back & neck pain  
Hand, wrist, elbow, arm & shoulder pain  
Sciatica/leg pain  
Hip, knee, ankle & foot pain  
Sprains & strains  
Arthritis  
Postsurgical rehabilitation  
Balance disorders  
Tendonitis & bursitis  
Total joint replacement  
Carpal tunnel syndrome  
Headaches

## *Personalized treatments to suit your needs:*

Hands-on therapy  
State-of-the-art rehab & fitness equipment  
Sport-specific training & conditioning  
Aquatic therapy  
Soft-tissue & joint mobilization  
Strength & body-mechanics training  
Neuromuscular reeducation  
Balance training & fall prevention  
Work rehabilitation  
Hand therapy  
Myofascial release  
Golf performance program  
Massage therapy  
Functional capacity evaluations (FCEs)

## *Making it easy & convenient to get back to your life:*

Fast, easy scheduling  
Early morning, evening & lunchtime appointments available  
All appointments seen promptly  
Flexible referral processes  
Most insurance accepted & billed for you  
Handicapped-accessible  
Ample free parking

## **Our practice was growing slowly. I wanted to dramatically increase our growth. Here's how I did it...**

Dear Colleague,

Recently, my physical therapy practice was having trouble growing. We were in a sizable market, yet it had taken years for us to expand to 3 locations. Plus, the sports performance cases we wanted were not coming in.

I had seen Practice Builders™ literature and, eager for help, I decided to attend a Practice Builders Strategic Growth and Marketing Workshop.

The stunning results: My practice has grown from 3 locations to 7, and we have opened a 10,000-square-foot state-of-the-art health club and physical therapy facility.

And we have more sports performance patients now.

How did Practice Builders turn my practice around?

With proven marketing techniques that were easy to implement.

At the Workshop, I learned the basics of building my dream practice, everything I heard made perfect sense, and Practice Builders guaranteed my satisfaction.

Practice Builders Workshops are very small, with no more than 5 practices each, so I received plenty of personal attention.

But the biggest benefit of the Workshop is leaving with a written, customized marketing plan that will help replace the random marketing you may be using. And Practice Builders showed me how to track results so I know exactly what is working.

One unexpected benefit: Staff recruitment is much easier. Our new web presence has helped us get our message out and attract top applicants for staff positions.

While I could have implemented my marketing plan myself – the tactics are clearly spelled out – I chose to have Practice Builders implement my plan for me. I liked the added benefit of focusing on my patients while experts marketed and built my practice.

*(Please see the other side to learn how I added 4 locations to my practice.)*

I am pleased with the results Practice Builders has helped me achieve, and I'm certain they can help any practitioner increase revenue and build a dream practice.

That's why I have enclosed a brochure that will give you all the details about attending your own Practice Builders Strategic Growth and Marketing Workshop. Workshops are held over 70 times a year in cities all across North America, so there is probably one convenient to you.

And your satisfaction is 100% guaranteed.

One thing my experience has taught me: Marketing is a revenue center, not a cost center. That is, the more you put into it, the more you get out of it.

I urge you to call and register for a Strategic Growth and Marketing Workshop today. Practice Builders' number is 800.679.1262.

Sincerely,

A handwritten signature in blue ink that reads "Mat Dewing". The signature is fluid and cursive, with the first name "Mat" being more prominent than the last name "Dewing".

Mat Dewing, MSPT, ATC

P.S. Remember, if after attending the Workshop you are dissatisfied for any reason, simply return the Workshop materials within 3 days, and Practice Builders will refund 100% of your registration.