



# CASH PRACTICE INCUBATOR: LIVING THE DREAM

## AVOIDING THE NIGHTMARE

**THE NIGHTMARE:** ACCORDING TO THE AMERICAN PHYSICAL THERAPY ASSOCIATION, A TYPICAL NEW GRADUATE PT IN A HIGH-PRODUCTIVITY OUTPATIENT CLINIC TODAY...

- Takes a median of **51 visits per week**<sup>[1]</sup>
- Has a **\$67,000 salary** for the first three years after graduation<sup>[2]</sup>
- Has an average **\$142,489 in student loans**, \$116,183 from PT school alone<sup>[3]</sup>
- Spends >30 minutes appealing **insurance denials - 13% of all claims**<sup>[4]</sup>
- Watches **70% of their patients fail to complete their course of care**<sup>[5]</sup>

**THE DREAM:** 5 DAYS AFTER GRADUATING FROM PT SCHOOL, KELLY LEASED A TINY OFFICE SPACE & DESIGNED A CLINIC DEVOTED TO PATIENT-CENTERED PT. TODAY...

- Clients pay an average **\$100 per session** - out of pocket!
- Decisions are between client & therapist - **ZERO insurance denials**
- The full-time schedule is **5 clients a day, 4 days a week**
- **81% of clients graduate with ALL goals met**
- **25% of clients continue** elective wellness care services
- **5% of all services are provided to clients free of charge**, but the *clinician still gets paid!*
- Kelly is **creating more micro clinics** to help others build their own cash therapy practice

## PATIENT PT'S CASH PRACTICE INCUBATOR: LIVING THE DREAM

PTs & MASSAGE THERAPISTS INTERESTED IN OPTING OUT OF THE STATUS QUO

HEALTHCARE SYSTEM PARTNER WITH DR. CLARK AS  
INCUBATOR THERAPISTS TO:



Kelly Clark @ Patient PT's flagship  
micro clinic May 17, 2019

- Undergo a structured **internship in cash practice ownership**
- Get access to **\$10,000+ in space, supplies, equipment, & mentoring**
- Build a loyal, portable, word-of-mouth client base to help them start their **own cash therapy clinic in as little as 2 years**
- Match your chain clinic salary in **less than half the sessions**

1. APTA, 2016-2017 Physical Therapist Productivity Summary Report. 2018. 2. APTA, APTA Physical Therapy Workforce Analysis. 2020. p. 10. 3. APTA, Impact of Student Debt on the Physical Therapy Profession. 2020. 4. APTA, The Impact of Administrative Burden on Physical Therapist Services. 5. Jannenga, H., 2021. The \$6 Billion Problem Nobody in PT is Talking About. [online] LinkedIn.com. Available at: <<https://www.linkedin.com/pulse/6-billion-problem-nobody-pt-talking-heidi-jannenga-pt-dpt-atc-/>>.

