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The Best Therapy Experience(r)

By John Vacovec

Sdp Publishing, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Future of Physical Therapy . . . Today, physical therapists have an identity crisis. While consumers understand what a dentist, plumber, electrician, or massage therapist does, they cannot easily describe a physical therapist. We need to brand ourselves like Starbucks, Dunkin Donuts, and Apple. The physical therapy experience must be transformed with a branded platform to create standardization and consistency in the outpatient arena. This book, which outlines The Best Therapy Experience(r), provides physical therapists with proven concepts and methods to disrupt the industry and build lifelong relationships with clients by focusing on what clients really value. Experts Weigh In . . . Perception Is Reality . . . I think the profession of physical therapy has come a long way. I go back to when I first started in practice and started our sports medicine program in 1974. At that time, there were no private practices in physical therapy. Now, it s become very common. I think that s where you re lacking uniformity in what you do. In private practice, there is a less...



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