

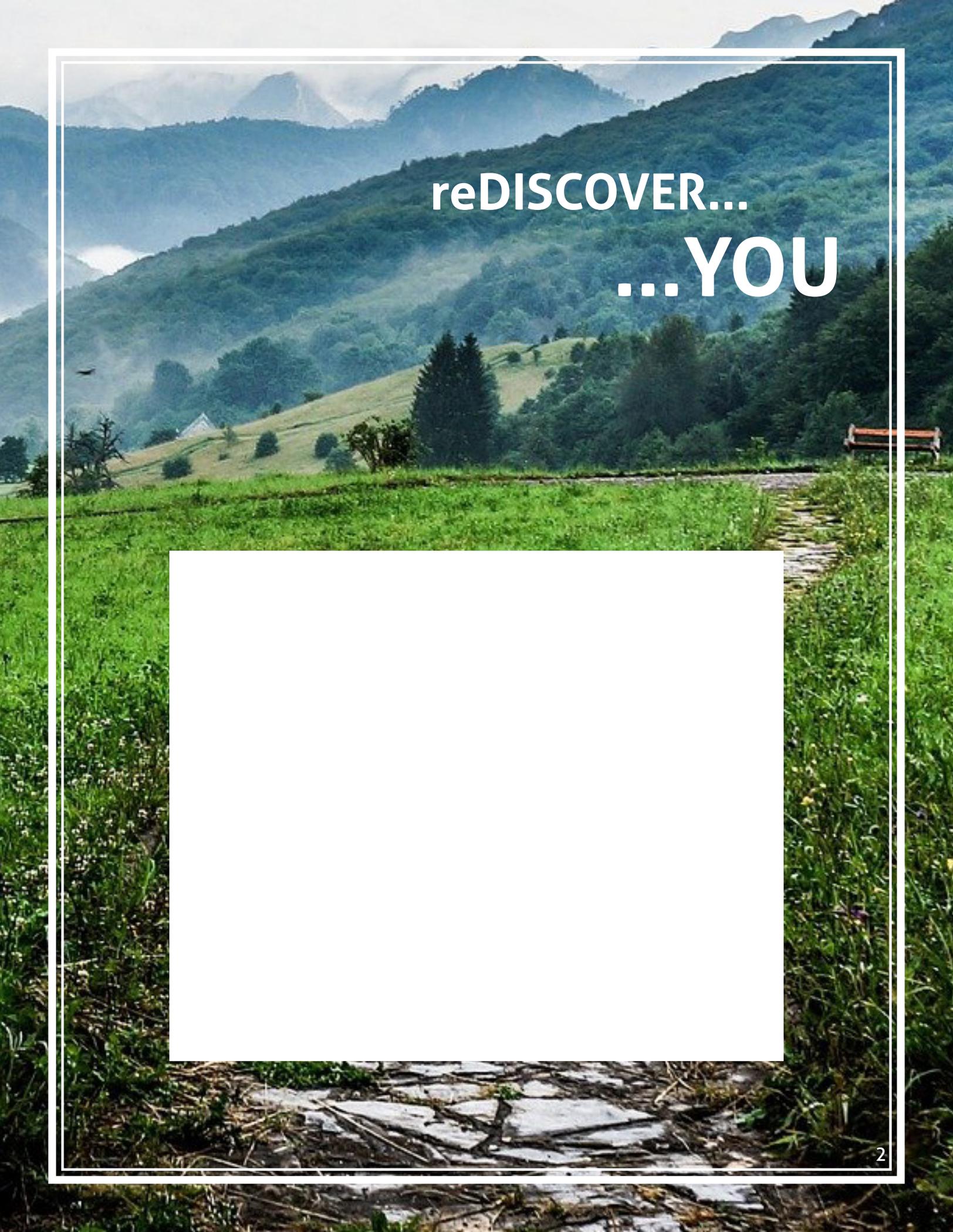


# reDISCOVER

## Leadership Summit 2020

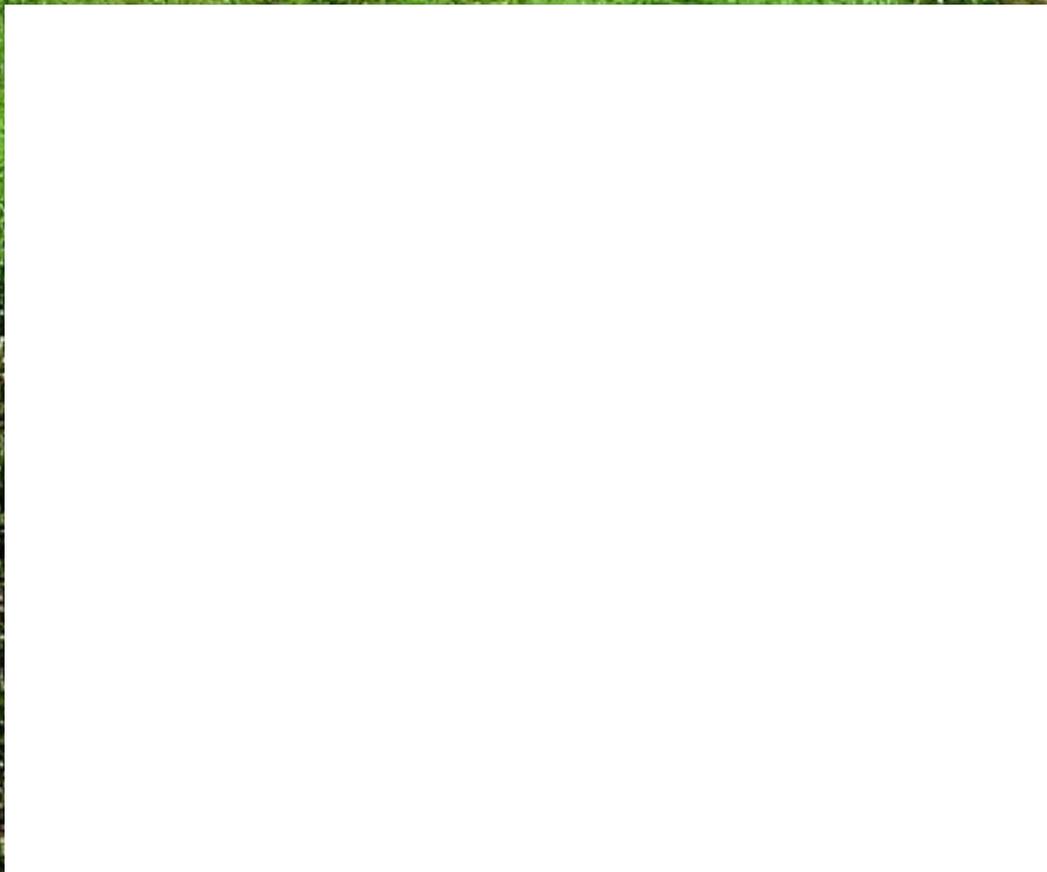


ALLIED  
**Physical Therapy**  
WELLNESS COMMUNITY  
*Get back to what you love*



reDISCOVER...

...YOU





# THE VISION

## WHY we need a clear, compelling vision:

- We must be **clear** where we are going – *The Future City*
- Vision pulls us **forward**
- Creates a mindset of **Abundance and Opportunity**
- Is a filter eliminating things that don't belong
- Creates alignment of our team
- Assigns purpose to your daily tasks

## Mindset of Abundance: We must suspend disbelief

- Clarity on the What....Forget the how
- Clarity will attract the resources to become a reality
- Focus on liberating truths
  - Our past success
  - Our incredible team
  - Our faith
- Team is more important than ever
- Together we are better and will succeed



# 2024

We are a Wellness Community situated on a 2-acre waterfront campus where our passion is to guide and walk alongside you as you journey through life. We provide wellness services that focus on the whole person Body, Mind and Spirit.

## This is us...

- Doctors of Physical Therapy and Occupational Therapy
- Nurse Practitioners
- Massage Therapists
- Acupuncture
- Wellness Coaches / Guides
- Monthly Educational Workshops
- Access to our Allied-Endorsed Wellness Providers
- Group Exercise Classes
- Stress Management Classes
- Spiritual Direction / Prayer
- Nutrition
- Disease Prevention Classes (Diabetes, Osteoporosis)
- Online / Virtual Wellness Community
- Nature Walks, Kayaking
- Host site for CEU Classes for Healthcare Professionals
- Your Medical Practice Mentor Business Coaching



# Our Guests

Our avatar demographic stretches over the lifespan starting from the age of 40 to seniors. They value community, connection and a safe, affirming environment that will help to guide them on their journey. They prefer conservative and preventive wellness services to prevent disease and physical injury. They want to extend their ability to do what they love and live an independent life.

## APT Wellness Community Member Benefits

- Able to live up to 25% longer independently in their own home
- Reduce the need for surgical intervention by 75%
- Empowered through learning key behaviors to keep them safe and healthy
- Able to travel, participate in outdoor activities with confidence
- Have a community that cares, checks in and lifts up when life challenges come their way



# Rewards

## Our Current Revenues and Compensation structure:

- **2024:** \$4,000,000 with 15-20% profitability of company
- 40% cash fee for service/memberships / physical and digital products / campus rental
- 60% insurance services
- All team members earn 15 to 20% higher wages than others in their market
- 3% matching retirement
- Every 3 years paid sabbatical up to 4 weeks for rest and rejuvenation
- Competitive benefits:
  - Healthcare Allied pays 60%,
  - Matching IRA up to 3%



# reDISCOVER

## The Components of our Re-Discover Vision

- **Team**  
It all starts with you, with us
- **Products**  
Vision for our services
- **Sales & Marketing**  
Journey to and through our community
- **Community / Impact**  
On Lee County and beyond

# Team

*Our ethos begins, ends and is centered in trust – trust in one another, trust in our leadership and trust in each team member's ability to make their best contribution.*



- **Servant-Leaders:** They feel called to serve God and our community and make a lasting positive impact. They are humble and have empathy, yet they are competent and hold themselves accountable to results and high trust.
- **Second-Mile Service:** They are compassionate and take delight in exceeding the expectations of fellow team members and guests of the APT Wellness Community. They desire to make a difference in our community and with every contact.
- **Family Centered:** They are committed to their own families and have a lifetime view of the value of relationships. They value connection with others and create a safe environment.
- **Personal Transformation:** They are growth minded and appreciate and recognize their own potential and the potential in those around them. They appreciate the journey of life.
- **Owner's Mindset:** As part of the Allied family, they earn 15 to 20% more than their peers in similar settings. They look for ways to inspire through their service and offer solutions to each guest. They have a mindset of abundance.



# Products

We give ourselves permission to offer products to our guests that will contribute in meaningful ways to their health and well-being and provide comfort, joy and happiness.



- Our products are selected based on their ability to inspire, create connection, and deliver results.
- Our products impact all five senses in positive and transformative ways – Sight, Smell, Taste, Touch, and Sound.
- We provide simple and clear instructions and support with our products.
- All of our products are backed by our satisfaction guarantee.



# Promotion

## Sales & Marketing

We will focus on two components of our guests' journey with Allied Physical Therapy:

- The journey *to* our community
- The journey *through* our community

We elevate the growth of Allied – both in services and products – by focusing on elevating the value of every guest over a lifetime.

## The Hotel Principle

**Hotel Lobby:** The cost to visit a hotel lobby is free and its purpose is to build trust and connection. The hotel lobby sets the tone for the experience you will receive as a paying customer beyond the lobby.

# The Lobby

Allied's Wellness Community "Lobby" welcomes all guests of Allied Physical Therapy as Level 1 members of the Wellness Community. The "Lobby" provides service with a smile and has these free components to set the tone for expectations beyond:

## Level 1 Membership

- Weekly 2-min tip with useful advice
- Monthly newsletter
- Weekly 15- to 20-min podcast on how to get back to what you love
- Quarterly one-hour workshops featuring our team of experts or our Endorsed Wellness Providers
- Discovery Session
- Community educational presentation where we come to you





# The Extras

## The Mezzanine

Allied's Wellness Community "Mezzanine" is an extension of Allied's Lobby concept and offers a little more for a fee, much like a hotel's restaurant, lounge or gift shop:

- **Guide Shop** (Allied Team receives 20% of sale) with products that have been curated and thoughtfully selected to prevent need for medication or surgery, such as foot orthotics and lumbar cushions.
- **Digital classes** on how to stay active safely.
- **In-person classes** such as Tai Chi, Balance and Agility Fall Prevention, or Strength-Building.



# The Floors

## The Floors

Allied's Wellness Community will offer higher levels of membership geared to our guests' ages and areas of importance to them.



## Level 2 Membership

Level 2 Premium membership in the Allied Physical Therapy Wellness Community offers benefits to guests ages 40 to 64, and is geared toward activities and benefits of importance to those in that age group. Including:

- Free admission to Live Well Workshops.
- Personalized exercise planning and follow-up via virtual visits.
- Personalized nutrition plan approved by registered dietitian and follow-up with virtual visits.
- Preferred scheduling for in-person appointments with physical therapists.
- And more!

# The Floors

## Level 3 Membership

Level 3 Premium membership in the Allied Physical Therapy Wellness Community offers benefits to guests who are financially secure seniors over the age of 65, and is geared toward activities and benefits of importance to those in that age group. Including:

- All benefits afforded to Level 2 members with the following additional benefits:
- Weekly live call with the Doctor
- Limited free access to all services
- After-hours access to Doctors
- And more!





# Envision & Execute

The “Future City” provides direction and informs our strategy. Our strategy consists of 4 parts:

**ANNUAL PLAN**

**QUARTERLY GOALS**

**WEEKLY OBJECTIVES**

**DAILY TASKS**



Traveling together in alignment and in the same direction – Team members positioned in the right seats

**FUTURE CITY!**

**INTERPLAY OF MISSION, VISION, STRATEGY AND VALUES**

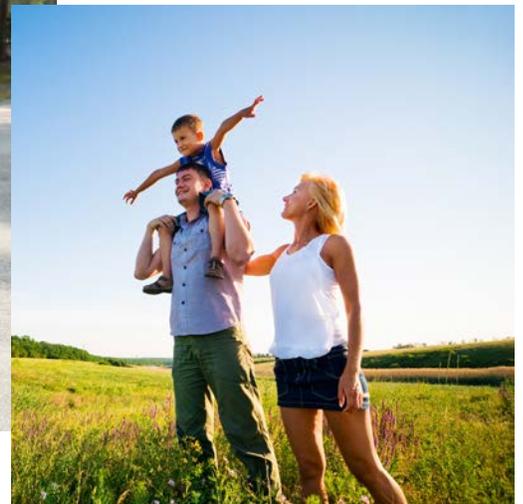
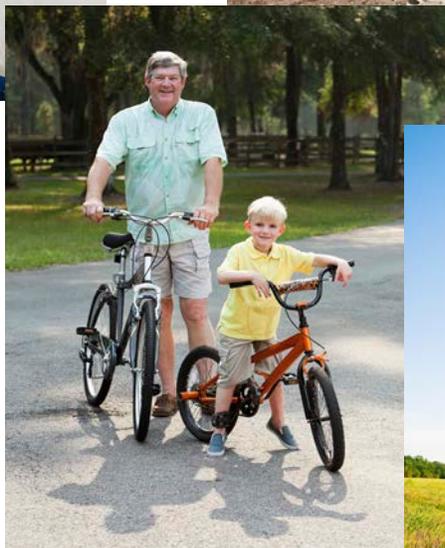


Name	Defines
Mission	Who you are
Vision	Where you're going
Strategy	How you're going to get there
Values	The kind of people you are along the way



# The Impact

Our impact vision includes making Lee County the healthiest and most fit in the State of Florida.





# The Time is Now!

**reDISCOVER...**

and step into a better **YOU**.....

*dare to dream*.....you are

**HEALTHY!!!** You are **strong!!!!**

**GOD** is on your side.....

unleash your potential, your **creativity**  
and your **passions**.

You are valuable and precious – a daughter,

a son of the **KING**! Be an influencer,

a **leader**, **live out your calling**

right **HERE**, right **NOW!!!!**