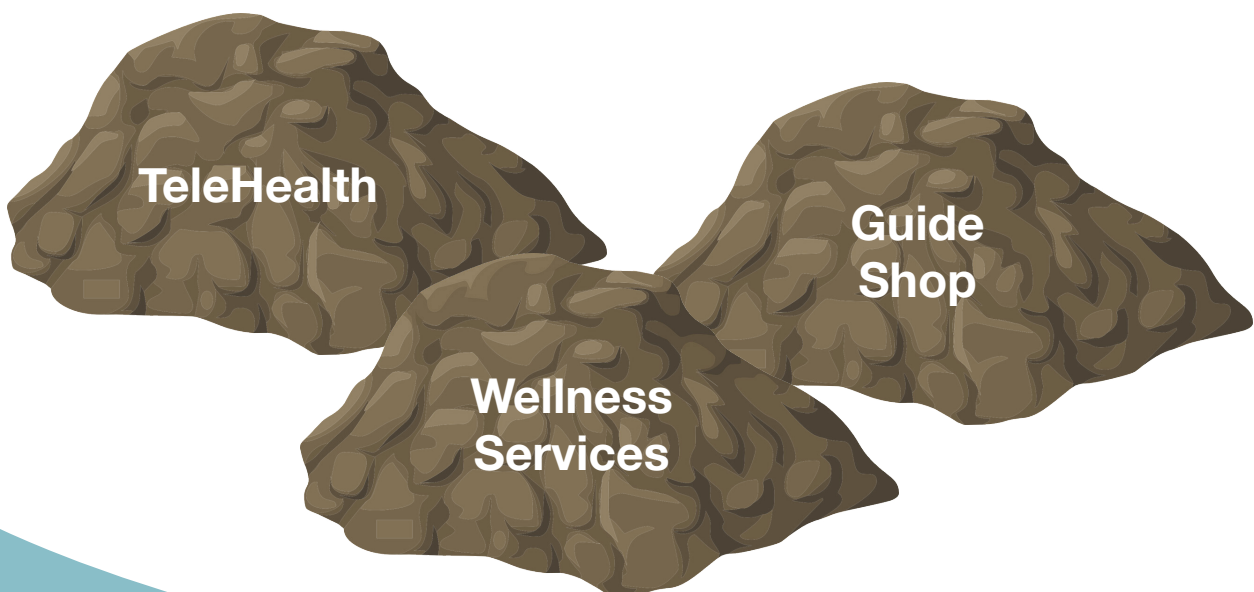




# reDISCOVER

Evaluate and align your mission and values with Allied's "Future City" mission and vision. Get clear on what you want, who you are, and who we are as an organization. Now you can make your greatest contribution and create synergy – resulting in unbelievable transformation in your life!

## 3 Big Rocks for Q1 Allied Physical Therapy 2021



# Telehealth:

Reduce cancellations from current rate of 7 to 10% to 5 to 7%.  
10% increase in clinicians' weekly units.

- ☐ Marketing and Promotion as a convenient option to our patients.
- ☐ Telehealth (Better PT) fully implemented .
- ☐ Training systems for staff.
- ☐ Clear roles for program.
- ☐ Website/email/text "Click and Schedule" IE or follow-ups.
- ☐ No need to call office.
- ☐ Eliminate non-billable time: Letters, emails, phone calls, text communication with patients.
- ☐ Clear Unit rate for clinicians.
- ☐ Designated place.
- ☐ Other

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# Guide Shop:

Permission to easily buy and sell for staff and patients. 1st quarter 2021 sales up 100% from 2020.

- ☐ Accurate price list Clinicient and Square.
- ☐ Shop design complete for new building.
- ☐ Kits established.
- ☐ Roles.
- ☐ Training for team members on Guide Shop.
- ☐ Commission on sales to team members process.
  - ☐ Split commission
  - ☐ Whole commission
- ☐ Up-sell for treatments pricing.
  - ☐ Essential oil
  - ☐ Anodyne
  - ☐ BioFreeze
  - ☐ Iontopatch
  - ☐ Stim pads
  - ☐ Other
- ☐ Criteria to introduce new products (test period)
- ☐ Clinician established protocols
  - ☐ Products you offer to what type of patients
  - ☐ Techs set out prior to clinician coming in to treatment area
- ☐ Other:

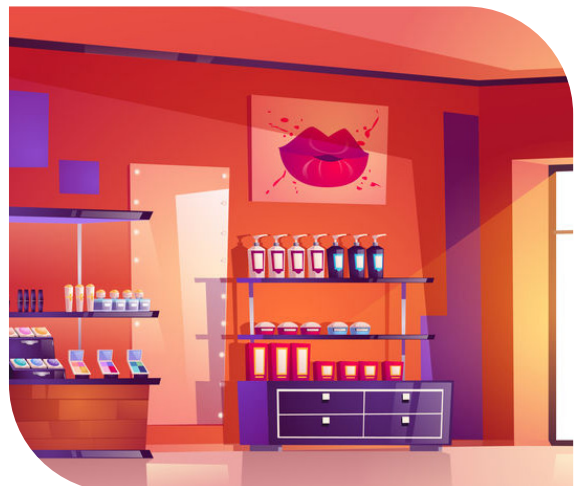
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# Wellness Services:

Have 10 founding members and 3 wellness classes actively going.

- ☐ Core curriculum “Why Wellness?”
- ☐ Benefits of our community.
- ☐ The journey to and through APTWC.
- ☐ Seminar for patients (one day). Set a price.
- ☐ Monthly Wellness Connection.
  - ☐ Free: 30 min talk, 15 min questions, 15 min call to action.
  - ☐ Allied Endorsed Wellness Providers speakers.
- ☐ Owner’s Mindset compensation model.
  - ☐ \$ % of sign up.
  - ☐ \$ % of monthly membership.
  - ☐ \$ % of a la cart services.
- ☐ Tech new role/identity.
- ☐ A la cart services.
  - ☐ Yoga, balance, Ti chi group class.
  - ☐ Nutrition program.
  - ☐ Personal training sessions.
- ☐ Marketing us as wellness lifestyle brand for the whole person body mind and spirit.
- ☐ Other:

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