

VISION 2027

 ALLIED Physical Therapy



ALLIED
Physical Therapy

WELLNESS COMMUNITY™

Get back to what you love.



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



CULTURE

*Be the best version of yourself:
Body, Mind and Spirit*



- Stimulating environment; all 5 senses – sight, touch, hear, smell, taste
- Healthy snacks available; water, high-protein snacks to keep you fueled
- Physical therapy treatment for *you* to keep you going strong
- Positive language and music to encourage you
- Ergonomic workstations and treatment areas
- Inspirational weekly thought to lift your spirit
- Working together to get more time with your family:
 - Day before Christmas,
 - Day after Thanksgiving
- Quarterly inspirational team-building meetings
- Annual team appreciation summit
- A growth-minded organization

CLINICAL



GROWTH OPPORTUNITY

Leader in Southwest Florida Specialty Physical Therapy Care

- Pelvic Floor
- Craniofacial
- Orthopedics
- Expansion into other areas of specialty while nurturing our current areas of expertise

MENTORSHIP & SUPPORT

Team Investment

- Provide support necessary for team to provide excellent service
- Solicit feedback and act to improve areas of concern
- Encourage personal growth by acting as mentors

INSTRUCTION

Leading Clinical Instructor Program

- CI training program
- Systematic: Clear training and role of student for success
- Our primary growth tools for recruiting the best new team members

CEU COURSES

Quarterly Live CEU Courses at Allied Campus

- Allow our team to grow clinically in their skill sets
- Brings in other clinicians from region to inspire us

CASH A LA CARTE SERVICES

Add-on Services not covered by insurance

- Dry Needling
- Laser Therapy



YOU
matter



BUSINESS

Your Journey begins here.

GENERAL BUSINESS

- Collections in house to improve awareness and profitability of practice
- Profitable, systematic cash add-on program
- Compliance program to ensure compliance and profitability

BUSINESS TEAM

Data- and systems-driven business team

- Clear measures of success in all that we do, creating momentum and excitement for growth of Allied
- Clear roles and training for team members for their growth

GUIDE SHOP

GUIDE SHOP 2.0

- Re-invent our Guide Shop with products that enhance treatment programs and improve health and wellness for our guests.
- Improve layout, product placement and signage to better-facilitate sales.

OUTDOOR EXPANSION

- Make better-use of our beautiful outdoor space by providing a shady area for team members to relax, unwind and gather.
- Explore options for the establishment of an outdoor treatment area for guests, making use of the tranquil lakeside view to promote serenity and healing.





LEADERSHIP

MENTORING PROGRAM

- How to lead yourself
- Tools for your personal and professional growth
- How to lead others
- Live your life by design, avoiding the drift
- Develop key habits for your success in life
- Equipping yourself for professional growth in your career
- Contribute to Allied's Leadership Blog and Podcast

WHO TEAM

People who are not part of our organization, hired to assist us in executing the plans that further us toward the achievement of our visionary goals:

- Tammy Zink: Content art and copy, e-mail management, project management
- Continuing Education Providers
 - Great Lakes Seminars
 - Michael Karegeannes, Treating TMJ
 - University of St. Augustine
 - Adrian Dillon, CPA
- Tony Castaldi, Profit First Coaching
- Swift Printing
- Puttin on the Glitz, Marriane Kmetz: Promotional Supplies
- To Be Determined....



THE NEAR-FUTURE

Fourth Quarter 2024 and Beyond

- Establish outside shaded sitting area
- Choose and order new fashionable Allied jackets for all team members
- Form Ergonomic Team to enhance comfort of staff
- Solicit feedback from team about systems and procedures
- Establish quarterly team-building and reconnection meetings
- Determine timeline and priority for implementing solutions
- Establish schedule to enable Christmas Eve and day after Thanksgiving off
- You Matter Leadership monthly workshop with Dr Matt
- CI and student success system
- Ala carte service metrics (Laser and Dry needling)



NOTES



Lined writing area consisting of approximately 24 horizontal lines.