

Instructor: Galen Danielson, PT, DPT, CSCS



Galen was born in Watford City, North Dakota and graduated from High School in 1990. He obtained his B.S. in Psychology from Idaho State University in 1995. He then earned his MPT from Idaho State University in

1997. Galen completed his doctorate of physical therapy (DPT) through Idaho State University in 2006 and is now an Affiliate Faculty Member of ISU. Galen began work at Campbell County Memorial Hospital in Gillette, WY in 1997 working in the acute care setting, outpatient sports medicine and industrial rehabilitation. He moved to Boise, ID in 2000 and with his partner Kevin Hulsey started RehabAuthority Physical Therapy in October of 2001. RehabAuthority currently owns and operates 10 outpatient clinics in Idaho and Wyoming specializing in treatment of back and neck disorders. Specialty areas of treatment include chronic low back pain, acute low back and cervical pain (McKenzie Method), general orthopedics and sports medicine. Galen is credentialed as a Certified Strength and Conditioning Specialist, Certified Functional Capacity Evaluator Blankenship System, Certified MedX Evaluator, Certified Butch Harmon Golf Fitness Instructor, Certified Clinical Instructor and Certified Mechanical and Diagnosis Therapist (McKenzie). Galen was chosen as Idaho Physical Therapist of the year in 2006 by the Idaho Physical Therapy Association. Galen was recently appointed as an instructor for International Spine and Pain Institute and is working on completing his manual therapy certification.

Mail, Fax or Call:

International Spine & Pain Institute
P.O. Box 232 Phone 866-235-4289
Story City, IA Fax: (515) 733-2744
50248

info@ISPIInstitute.com



PO Box 232 Story City, IA 50248
ISPIInstitute.com



PT Private Practice: Building a Business to Last

“The secret to success is to know something nobody else knows.”
- Aristotle Onassis

**Galen Danielson, PT, DPT,
CSCS**

Instructor International Spine and Pain
Institute
COO RehabAuthority

Saturday, November 6, 2010

Kansas City, MO

www.ispinstitute.com

PT Private Practice: Building a Business to Last

Course Description

More physical therapists than ever are opening their own clinics. Private practice ownership can be extremely rewarding, particularly for those who are fully prepared for the challenges that come with owning a small business. Successful ownership can bring autonomy, flexibility and financial security. However, unsuccessful ownership can bring tremendous frustration and heartache. This course is designed for physical therapists who are considering starting, buying, or expanding a practice. We will cover a wide variety of topics including but not limited to:

- ◆ Why start a private practice? (I've read the label but what are the side effects?)
- ◆ Organizational Strategies. (Are you opening a hotdog stand or a five star restaurant?)
- ◆ Partners. (It used to be legal to hang a man for stealing your horse. What if he steals your business?)
- ◆ Money, Financial Management and Financing (The Good, The Bad and The Ugly)
- ◆ Outside Consultants and Outsourcing. (Do you need some "adult supervision"?)
- ◆ Marketing and Public Relations. (I DON'T WANT TO BE A SALESMAN!!!)

The purpose of this course is to discuss fundamental concepts that a private practice owner can use to establish a strong foundation for their small business. This course could be the first step towards working "on" your business and not just working "in" your business.

"I believe it's true that the difference between great people and everyone else is that great people create their lives actively, while everyone else is passively waiting to see where life takes them next...nowhere is this more true than small business ownership."

Michael Gerber author of the E-Myth Revisited

Course Layout

8:00 – 8:15	Introduction and Welcome
8:15 – 8:45	Why start a Private Practice?
8:45 – 9:30	Developing Strategic Objectives
9:30 – 10:15	Organizational Strategies: (organizing around function)
10:15 – 10:30	Break
10:30 – 11:00	Employees (pay, training, positions contracts)
11:00 – 11:30	Financial Management (cash flow, credit management, banking, SBA)
11:30 – 12:00	Using statistics, metrics and reports to manage your business
12:00 – 12:30	Location of your practice: (buying vs. leasing, traffic flow, referral sources)
12:30 – 1:30	Lunch
1:30 – 2:30	Marketing, Public Relations and Referral Source Development
2:30 – 3:30	Buying, selling and merging a practice
3:30 – 3:45	Break
3:45 – 5:30	Outside consultants and outsourcing

Course Objectives

Upon completion the attendees should have a clear understanding of the following objectives:

1. Understand the common misconceptions many physical therapists have about private practice ownership.
2. Introduction to resources available to those considering private practice ownership.
3. Develop an awareness of Organizational Strategy and the impact it can have on a small business.
4. How to objectively manage your business using statistics and reports.
5. Introduction to basic business structure such as S corporations, LLC's and partnerships.
6. The possible role of outside consultants in areas of practice development, financial planning and billing/collecting.
7. Understand the critical importance of financial planning, managing cash flow and basic financing options available.
8. The importance of Marketing, Public Relations and referral source relationship development.
9. Introduction to exit strategy development and buy sell agreements.

Business to Last - Registration

Name: _____

Address: _____

_____ zip _____

Phone: _____

Fax: _____ **PT**

E-mail: _____

Registration \$199

Payment: Check #: _____



Card Number: _____

Expiration: _____

3-Digit Security code: _____

(On the back of the credit card)

Above address matches the credit card? **Y / N**
(If not - you will need to provide us with the mailing address matching the credit card - for security purposes)

Signature: _____

Cancellation policy:

If written notification of cancellation is received to ISPI prior to the course start date, the participant may receive a letter of credit for the full amount, substitute someone in their place, or transfer to another course within 12 months of the cancellation without penalty. **No monies will be refunded for cancellations.** If the participant registered using a letter of credit, or if the participant has been transferred from another course, and the participant cancels, no other letter of credit will be issued. All credits are forfeited. No money or credit will be issued for "no shows" at the course nor for cancellation any time after the course start date.

Institute Cancellation: If ISPI cancels the course due to unforeseen circumstances or if the minimum number of participants to hold the course is not met, full refunds will be awarded to registered participants. If, while the course is in progress, the course is interrupted by an "act of God" or other unforeseen circumstances, no refunds will be issued. ISPI is not responsible for any costs incurred by course participant in the event of an institute cancellation, including airline tickets.

Hotel, Travel and Confirmation:

ISPI will mail out official confirmation notices. Please do not make any travel or accommodation arrangements until you receive your confirmation.