

# Creating Income and Profits by Investing into Aquatic Postural Restoration

## Introduction

Developing profitable revenues in the health care industry is challenging. As the regulatory and industry environments continue to rapidly evolve, opportunities for generating income streams that are highly-profitable can be difficult to identify and implement.

Vision Aquatics, Inc. ([www.visionaquatics.com](http://www.visionaquatics.com)) believes the growing market of aquatic therapy and rehabilitation provides a business opportunity that can not only increase your clinic-based revenues, but can build solid and profitable revenues while enhancing the viability and competitive edge of your clinic. This document can provide you with a planning format to assist in your evaluation of investing into this growing market, and can help you understand how to financially benefit from adding aquatic therapy to your clinical capabilities.

Approximately 3% of all Medicare Part B physical therapy billings are for aquatic therapy, and that number is expected to grow substantially. Water has been applied for its therapeutic benefits for thousands of years, but only recently has it been applied in combination with physical therapy science. We believe Vision Aquatics' PRI Vision™ pools are the most advanced technology available to support aquatic therapy, which is why we say "The most productive aquatic rehabilitation and fitness system in the industry comes from Vision Aquatics, Inc."

It is possible to develop a successful Aquatic Postural Restoration business segment within your clinic without working through a business plan to support it, but we recommend a more structured approach. While the science behind PRI, aquatic therapy and our products is compelling in their own right, our recommendation is that you commit to making the time to create a modest business plan for investing into Aquatic Postural Restoration prior to investing into a PRI Vision™ pool. Our "sales" team is actually more focused on supporting your business development needs than they are on selling you a pool. This tool is just one tool to assist you in that process.

## Building an Aquatic Postural Restoration Business Plan

Vision Aquatics has done a lot of the homework for you by creating a "plug-and-play" tool to help you organize your plan development effort. This initial tool will provide you with the data to plug into a robust pro forma to assist in your evaluation and decision-making process. **The following tools are available from your Vision Aquatics Business Development Representative, and can be used to develop your business plan and financial analysis:**

1. Determining the Viability of Aquatic Postural Restoration for my Physical Clinic
2. Defining the Relationship Between Land-Based and Aquatic-Based Therapies
3. Making Room for your PRI Vision™ Pool(s)
4. The PRI Vision™ Pool(s): Workstations, Options, and Multiple Combinations
5. The Nuts and Bolts of Owning and Operating PRI Vision™ Pools
6. Marketing, Staffing and Scheduling Aquatic Postural Restoration
7. Aquatic Postural Restoration Training and Protocols
8. Aquatic Postural Restoration Pro Forma Statements
9. A List of Organizations and Businesses Supporting Pools

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## **Section #1 - Determining the Viability of Aquatic Postural Restoration for my Clinic**

- Is this a new therapy in my market? If not, can I compete? If so, can I innovate?
- Does my clinic have the scale to support a pool?
- What is difference in reimbursement rates for land and aquatic therapies in my area?
- Would supplementing with an aquatic fitness program make sense for my clinic?

## **Section #2 - Defining the Relationship Between Land-Based and Aquatic-Based Therapies**

- Aquatic Postural Restoration does not replace land PRI so much as it complements it.
- How do I move patients from land to water, and back to land, and when?
- What kind of balance do I want between the two?

## **Section #3 - Making Room for your PRI Vision™ Pool(s)**

- A clinical case and a business case can be made for having multiple pools
- Am I already relocating my clinic and can start with a new floor plan?
- Is there space available in my current site or an adjacent space?
- How much room do I need? How do I manage the humidity?

## **Section #4 - The PRI Vision™ Pool(s): Workstations, Options, and Multiple Combinations**

- What workstations will support my clinical model, or can I order a bundle?
- Creating a clinical, business and financial model for multiple pools
- How do I determine the need for AquaVision and other options into my practice?

## **Section #5 - The Nuts and Bolts of Owning and Operating PRI Vision™ Pools**

- Selecting a pool
- Operating issues and costs
- Managing pool maintenance

## **Section #6 - Marketing, Staffing and Scheduling Aquatic Postural Restoration**

- How do I market my new strategic competitive advantage to promote increased revenue?
- Do I train my current staff, or do I need to look into hiring staff with aquatic experience?
- How do I manage my patient scheduling system to optimize revenue and results?
- How do I communicate with referring physicians and insurance groups to get them to prefer aquatic-enhanced therapy?

## **Section #7 - Aquatic Postural Restoration Training and Protocols**

- Are there land-to-water protocols?

## **Section #8 - Aquatic Postural Restoration Pro Forma Statements**

- If numbers don't lie, which numbers should I be looking at?
- Standardized Pro Forma worksheet

## **Section #9 - A List of Organizations and Businesses Supporting Pools**

- Aquatic Therapy Section of the American Physical Therapy Association ([www.aquaticpt.org](http://www.aquaticpt.org))
- Aquatic Therapy & Rehab Institute ([www.atri.org](http://www.atri.org))
- Postural Restoration Institute ([www.posturalrestoration.com](http://www.posturalrestoration.com))
- USA Swimming ([www.usaswimming.org](http://www.usaswimming.org))
- Aquatic Resources Network ([www.aquaticnet.com](http://www.aquaticnet.com))
- American College of Sports Medicine ([www.acsm.org](http://www.acsm.org))

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## Additional Factors to Consider:

### Improved patient results

It is widely held that incorporation of Aquatic Postural Restoration into a wide variety of applications can reduce the number of patient visits required while improving results. Use of evidence-based science to drive specific protocols provides predictable benefit and results.

### Increased patient preference

Informed patients will prefer clinics utilizing Aquatic Postural Restoration when they are educated during the clinic selection process and as they experience results. Word of mouth can also be a powerful method of increasing patient preference.

### Increased referrals

Adding Aquatic Postural Restoration provides the clinic with an opportunity to revisit their referring physicians list to update them on the availability and benefits of Aquatic Postural Restoration. This often results in increased referrals and a broader referral base.

### Fitness use of pool

As a way of increasing revenue, many clinics open their pools to fitness classes at various times during the day. Classes are paid for by cash, not by insurance. Many clients will look for ways to continue to rehabilitate and strengthen their injured areas through a fitness regimen through the same place and environment where they were healed.

### Costs to market pool

A PRI Vision™ pool may represent a capital investment as large as all the other equipment in some clinics. Investing money into marketing the pool to a broad audience can help provide the payback and utilization investors are looking for.

### Reimbursement rates

Reimbursement rates are unpredictable (ratio of land to water may remain constant).

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## Why Develop a Relationship with Vision Aquatics, Inc.?

1. **Vision Aquatics pools are all science-based.** There is no compromise between the therapy you want to provide and the pool you invest in to do so. No other provider offers the range of workstations, the quality, the customization, or the value found in our products.
2. **We understand your clinic is a business.** Your clinic heals people and improves the quality of their lives, but it is also a business. We're not here just to sell you a pool. We're here to help you add a solid and profitable component to your business, one that will generate additional revenue for years to come. We speak your language.
3. **We understand it is more than just numbers.** It's easy to show you a financial spreadsheet. It is quite another thing to help you think through if it makes sense for your clinic to add an aquatic capability and just how to make that happen.
4. As a Vision Aquatics customer, **being a part of the family means supporting a continuing relationship with you:**
  - As we gather Best Practice information, it will be passed along to you
  - As we add to our Aquatic Partnerships, you will be the first to know
  - Your pools may be capable of being retrofitted with new workstations and features as they are developed and introduced
  - Peter Gillette, our CEO and founder, has an open door policy with our customers that begins when he calls you to learn more about your business vision and objectives
5. **We think you'll be back for more.** Many of our customers find they outgrow their therapy pool capacity within a relatively short amount of time, and are looking to add a second pool. Our goal is to make your second buying decision even easier than the first.
6. **You can see right through us.** Pools built after the spring of 2010 will have daily updates and pictures available through our website via your own security code. You can check the progress on your pool and see the quality built right in.
7. **Our product technology is supported by multiple patents,** and we continue to invest into improving the range of our products features along with their performance. Science-based innovation may be too long to be our middle name, but it really describes who we are.
8. **We want you to love your pool,** but we hope you will think just as highly of us as your aquatic business partner. We aspire to be the very best at everything you do, because you are investing into your business, not just buying a pool.