

Build Your Practice by Finding Your Physical Therapy Niche

Defining a business niche of your own is just as important for a physical therapy clinic as it is for any business. The challenge is finding the right niche to fit your skills, experience and needs of patients.

How to Find a Physical Therapy Niche

One of the biggest mistakes any business makes is trying to be everything to everyone. By narrowing your focus, you can actually build your business by targeting the specific needs of your potential clients.

“Finding a niche is essential for physical therapy clinics.”

Not sure where to get started? Take some time to jot down your experiences on a piece of paper. Try to be as specific as possible. Look for similarities and highlight the experiences that are similar. For instance, if much of your experience involves addressing knee injuries in young athletes. Consider building your physical therapy niche around treating and preventing knee injuries in young athletes.

Another approach to finding a niche for your physical therapy clinic is to ask yourself a few questions including:

- What type of physical therapy work do you enjoy doing?
- What is the market potential for the area you are interested in focusing on?
- What type of patients do you enjoy working with?
- What experience do you have that can help you be successful in your chosen niche?
- Are there other physical therapists who have built a successful practice in this niche?

The Benefits of Carving Out A Physical Therapy Niche

When Cindi Prentiss Lattanzio, MBA, PT, OCS, Cert. MDT, LMT opened her own physical therapy clinic eleven years ago, she knew she had to specialize in a particular area to set her clinic apart from the other clinics in the area. Because of her unique background, she chose to specialize in women’s health and back pain. She still cares for patients with general physical therapy needs, but has become known as the area expert in women’s health and back pain.

Her clinic, Physical Therapy and Beyond, focuses on addressing women’s health issues such as incontinence, pregnancy, low back pain and wellness. Lattanzio believes her clinic’s success ties back to being able to

“Being recognized as the expert in a particular niche enhances your opportunities for referrals.”

provide results while helping patients feel comfortable when dealing with sensitive health issues.

Marketing Your Physical Therapy Niche

Once you’ve defined your physical therapy niche, it’s time to promote it. One way Lattanzio promotes her unique niche is by holding monthly educational seminars at her clinic. Entitled “Helping You Help Yourself,” each monthly seminar features Lattanzio and another specialist. The seminars have provided two key benefits to her clinic. Not only do patients, learn more about ways physical therapy can improve their lives. But physicians also learn about the benefits physical therapy provides patients. Lattanzio says she still receives referrals from a seminar she participated in several years ago.

Another benefit of having a niche and becoming known as the expert in a particular area is referrals. Once area physicians and specialists hear from patients that the treatment you provide is working, then they’ll continue to send patients your way for similar issues.

Learn more about the benefits of defining your own physical therapy niche in a PT Talker podcast with Cindi Prentiss Lattanzio, PT and Owner of Physical Therapy and Beyond. Listen to the full podcast at PTTalker.com



About the Author

After helping design and market the first preventative knee brace for football players as an Athletic Trainer at Iowa State University in the late 1970's, Jeff has made physical therapy equipment his passion since 1986. He launched Advantage Medical in 1994 with a commitment to help Physical Therapists and rehab professionals improve clinical outcomes as well as save time and costs through pioneering, creative solutions. Jeff's entrepreneurial approach keeps Advantage Medical and its clients at the forefront of innovations and best practices in the PT industry.

Jeff was also one of four original founders of the National Medical Alliance in 1988 which later changed its name to Motion1. He served as the Chief Operating Officer for 10 years and was instrumental in its growth and reputation as a leading supplier to independent rehabilitation distributors across the country. He is also the host of the long running podcast "PT Talker" featuring a physical therapy expert for listeners every week. Subscribe to the free, informative broadcast designed to help therapists grow their business at www.PTTalker.com

About Advantage Medical

Advantage Medical was established in 1994 to meet the growing needs of rehab professionals in a variety of medical disciplines. Advantage Medical has become a leading provider of expert advice as well as quality therapy equipment and supplies, offering innovative solutions to challenges faced by physical therapists, clinic directors, chiropractors, athlete trainers and other medical professionals.

In October of 2010, Advantage Medical joined the family of Scrip Companies of Bolingbrook, IL as an operating division. Now with access to a wider variety of products and large scale purchasing power, Advantage Medical is poised to raise the level of value we bring to our clients. Scrip Companies serves markets in massage therapy, chiropractic, spa and now physical therapy.

About PT Talker

Stay up-to-date on the latest industry trends and news by connecting with a community of your fellow experts. Advantage Medical's PT Talker is the online resource for business news and ideas for physical therapists. Our podcasts, blog and newsletters keep you informed with new ways to help grow your business, save time, provide improved clinical outcomes or lower costs. Review updates on the newest equipment and products, find tips and techniques for improved patient outcomes, and hear from other clinics about their best business practices. You'll find everything you need to stay ahead of the curve in physical therapy at PTTalker.com.