

## *Physical Therapy Gym Focuses on Performance*

*“Physical therapists are in the best position to facilitate the wellness model.”*

A philosophy of “every human being should be able to perform basic maintenance on themselves,” sets the foundation behind what Kelly Starrett, DPT is doing at his physical therapy gym, San Francisco CrosSFit. Whether he is helping world-class athletes resolve nagging issues or teaching cyclists preventative maintenance techniques to avoid injury, Starrett relies upon a movement first based approach to physical therapy.

The clinic uses performance-based physical therapy which combines strength and conditioning rehabilitation with manual therapy to help people achieve optimal athletic performance and enhanced function. The gym is cash-based and offers a number of programs to keep clients well and injury free.

### **The Business Model**

Unlike a traditional physical therapy clinic where the majority of clients come for physical therapy, approximately 85% of the San Francisco CrosSFit clients utilize the strength and conditioning programs offered at the gym. And just 15% of the clients come for physical therapy. Much of the equipment you’d expect to find in his physical therapy arsenal does not exist. Starrett doesn’t use ultrasound, electric stimulation, cold laser therapy or TENS. He instead focuses on proven manual therapy techniques to facilitate movement and improve mobilization.

The physical therapy trained staff takes a look at how clients move and help correct movement deficiencies to help clients achieve maximum performance. They can capture issues before they become a problem. The facility really blends physical therapy with the gym.

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#### **Preventative Maintenance 24/7**

Starrett’s commitment to empowering individuals to maximize their performance and prevent injury doesn’t end at the gym. He’s also undertaken a project that involves creating 365 videos showcasing basic preventative maintenance exercises anyone can do to help prevent injury on his [Mobilitywod](#) blog.

His videos cover everything from completing a 10-minute squat test to stretches to do after a long car ride. The videos take people on a journey towards better performance. The website serves as a great resource for physical therapist to share with their patients.

*To learn more about performance-based physical therapy listen to a full podcast with Kelly Starrett, DPT 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](http://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](http://PTTalker.com).