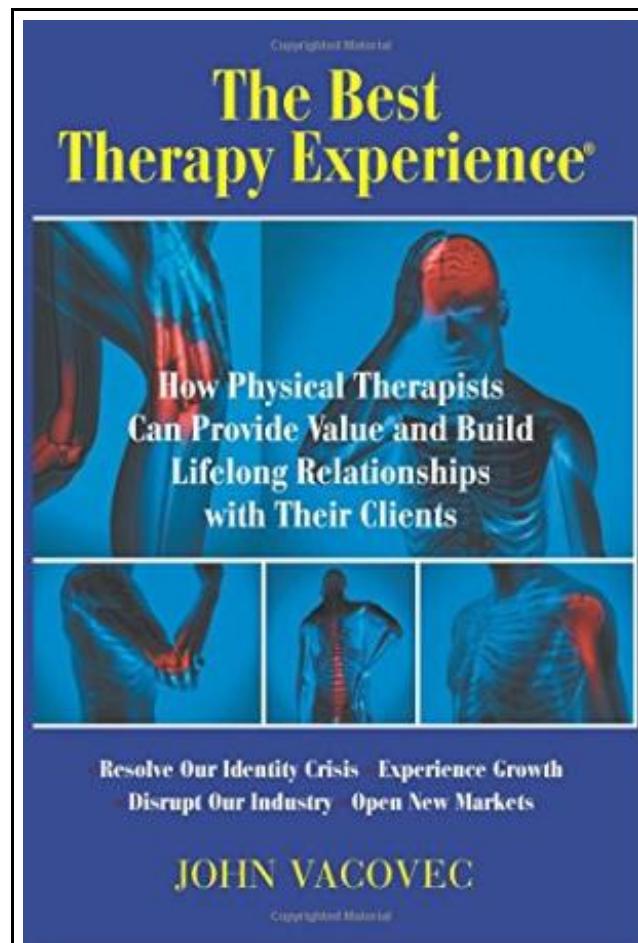


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Reviews

*Extremely helpful for all type of folks. It generally is not going to expense a lot of. I found out this book from my dad and i advised this book to find out.
(Melany Goyette)*

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Sdp Publishing, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Future of Physical Therapy . . . Today, physical therapists have an identity crisis. While consumers understand what a dentist, plumber, electrician, or massage therapist does, they cannot easily describe a physical therapist. We need to brand ourselves like Starbucks, Dunkin Donuts, and Apple. The physical therapy experience must be transformed with a branded platform to create standardization and consistency in the outpatient arena. This book, which outlines The Best Therapy Experience(r), provides physical therapists with proven concepts and methods to disrupt the industry and build lifelong relationships with clients by focusing on what clients really value. Experts Weigh In . . . Perception Is Reality . . . I think the profession of physical therapy has come a long way. I go back to when I first started in practice and started our sports medicine program in 1974. At that time, there were no private practices in physical therapy. Now, it's become very common. I think that's where you're lacking uniformity in what you do. In private practice, there is a less systematic approach to the profession. -Lyle Micheli, Orthopedic Surgeon, Children's Hospital, Boston, MA What I find most frustrating is when [physical therapists] give patients advice that alters the general notion of what their diagnosis is and where they should be going treatment wise. They [need] a conversation with the doctor so a uniform confidence-inducing plan can be followed through. -Mark Reichard, Orthopedic Surgeon, Norwood, MA I think the real issue-and it's probably going to impact us all in private practice-is that we have fixed costs and, if reimbursements continue to ratchet down, we can't change our fixed...

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