

# FYZICAL'S PHYSICAL THERAPY INDUSTRY REPORT



**FYZICAL**<sup>®</sup>  
Therapy & Balance Centers

# INTRODUCTION



The physical therapy industry has seen significant growth due to rising demand for services that enhance mobility, manage pain, and improve overall health. **FYZICAL Therapy & Balance Centers is at the forefront of this industry**, offering innovative treatments and personalized care. With a focus on providing exceptional service and achieving outstanding patient outcomes, FYZICAL sets a high standard in the physical therapy sector.

**This report delves into the current state of the industry, highlighting key trends, growth drivers, and opportunities for entrepreneurs.**

It provides a comprehensive overview of the market landscape, demographic insights, and FYZICAL's unique approach. By exploring these elements, we aim to present a clear picture of why now is the perfect time to invest in the thriving physical therapy industry with FYZICAL as your partner.

# INDUSTRY GROWTH AND DEMAND

## THE EXPANDING MARKET

The physical therapy industry, valued at \$59.43 billion in 2024, is projected to reach \$128.17 billion by 2032 (1). This impressive growth is driven by several key factors, including an aging population, increased prevalence of chronic conditions, and a broader recognition of the benefits of physical therapy in maintaining and improving quality of life. As more people seek non-invasive, therapeutic solutions for their health issues, the demand for skilled physical therapists continues to rise.

FYZICAL's comprehensive approach positions it as a leader in meeting this surging demand. By focusing on personalized care and innovative treatment methods, FYZICAL ensures that patients receive the best possible outcomes. The industry's expansion is also supported by advancements in technology and increased healthcare spending, which further enable physical therapists to offer more effective and varied treatment options. This robust growth trajectory highlights the vast potential for new entrants and established practitioners to thrive in the physical therapy sector.



# KEY DRIVERS OF GROWTH

## UNDERSTANDING THE FORCES BEHIND INDUSTRY EXPANSION

The physical therapy industry is experiencing rapid growth due to several key drivers. These factors are not only increasing the demand for physical therapy services but also reshaping the way care is delivered and accessed. By understanding these drivers, stakeholders can better navigate the evolving landscape and capitalize on emerging opportunities.

### » **ROLE OF INSURANCE AND FEDERAL PROGRAMS**

Insurance companies and federal programs like Medicaid and Medicare are increasingly recognizing the value of preventative care. These entities understand that early intervention and ongoing physical therapy can significantly reduce long-term healthcare costs by preventing the escalation of injuries and managing chronic conditions. Consequently, more insurance plans are covering physical therapy services, making them accessible to a larger segment of the population.

### » **IMPACT OF CHRONIC DISEASES**

Chronic diseases, such as diabetes, heart disease, and arthritis, are on the rise (2), affecting millions of individuals. Physical therapy plays a crucial role in managing these conditions, helping patients maintain mobility, reduce pain, and improve their overall quality of life. As awareness of these benefits grows, more patients and healthcare providers are turning to physical therapy as a key component of chronic disease management.

### » **AGING POPULATION**

The aging population is perhaps the most significant driver of growth in the physical therapy industry. By 2030, one in five Americans will be of retirement age (3), and with age comes an increased need for healthcare services, including physical therapy. Older adults are more likely to experience conditions such as osteoporosis, arthritis, and balance disorders, which require specialized therapeutic interventions. This demographic shift is creating a substantial and sustained demand for physical therapy services.

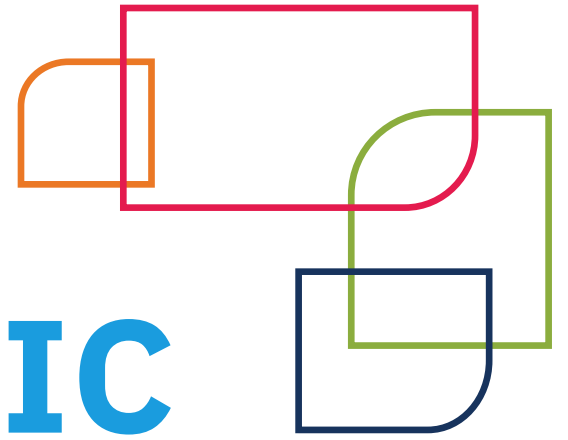


# TRENDS AND OPPORTUNITIES

## CAPITALIZING ON EMERGING MARKET TRENDS

The physical therapy industry is undergoing significant transformation, presenting numerous opportunities for growth and investment. The American Physical Therapy Association's nationwide campaign underscores the economic value of physical therapy, emphasizing its role in reducing overall healthcare costs. This increased recognition is driving policy changes and greater support for physical therapy services.

**The shift towards value-based payments and the rise in health expenditure are facilitating greater access to physical therapy, making it an attractive field for investment.** Additionally, advancements in technology, such as telehealth and mobile health applications, are expanding the reach of physical therapy services, allowing practitioners to connect with patients in new and innovative ways. As more patients seek personalized and convenient care options, the demand for adaptable and forward-thinking physical therapy practices continues to rise, offering significant potential for growth and expansion.



# DEMOGRAPHIC INSIGHTS

## ANALYZING KEY DEMOGRAPHIC FACTORS

Understanding the demographics driving the physical therapy industry is crucial for identifying growth opportunities and tailoring services to meet patient needs. This section provides insights into the aging population and the specific needs of seniors, who represent a significant and growing segment of the market.

### AGING POPULATION

By 2030, one in five people in the U.S. will be of retirement age (4), significantly increasing the need for physical therapy to manage conditions like arthritis and balance disorders.

### IMPORTANCE OF PHYSICAL THERAPY FOR SENIORS

Physical therapy helps seniors reduce the risk of falls (5), manage chronic conditions, and maintain independence and mobility.

### GROWING AWARENESS AND DEMAND

As awareness of the benefits of physical therapy for seniors grows, the demand for these services is steadily increasing.

**These demographic insights underscore the growing demand for senior-focused physical therapy services, making FYZICAL the ideal partner to meet these needs and capitalize on this expanding market.**

# RANGE OF SERVICES OFFERED

## COMPREHENSIVE CARE FOR DIVERSE NEEDS

### **ORTHOPEDICS**

Orthopedic physical therapy focuses on diagnosing, managing, and treating disorders and injuries of the musculoskeletal system to improve mobility and function.

### **GENERAL PHYSICAL THERAPY**

General physical therapy provides comprehensive care for various conditions, emphasizing pain relief, strength building, and improved physical performance.

### **NEUROLOGY**

Neurological physical therapy addresses conditions related to the nervous system, helping patients recover and manage symptoms from strokes, spinal cord injuries, and other neurological disorders.

### **SPEECH AND AUDIOLOGY**

Speech and audiology services assist patients with communication disorders and hearing issues, enhancing their ability to interact and connect with others.

### **GERIATRICS**

Geriatric physical therapy focuses on the unique needs of older adults, promoting mobility, balance, and overall health to support aging with independence and dignity.

### **SPORTS THERAPY**

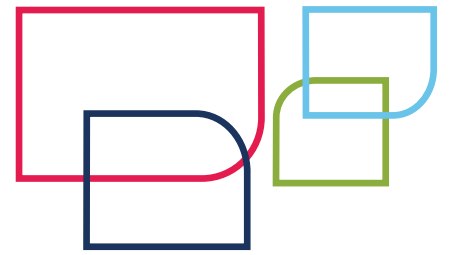
Sports therapy aims to prevent, diagnose, and treat sports-related injuries, enhancing athletic performance and facilitating safe and effective recovery.

### **PEDIATRICS**

Pediatric physical therapy helps children with developmental, neuromuscular, and skeletal issues, ensuring they achieve optimal growth and developmental milestones.

### **SPECIALTY THERAPIES**

Specialty therapies include customized treatments such as vestibular rehabilitation and aquatic therapy, addressing specific conditions with targeted therapeutic approaches.



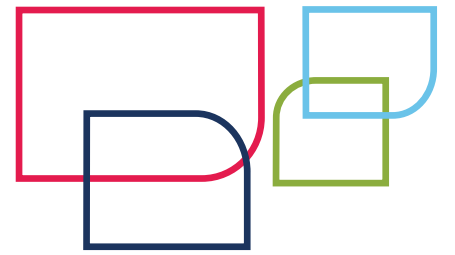
# EMPLOYMENT AND GROWTH OPPORTUNITIES

## THRIVING CAREERS AND EXPANDING HORIZONS IN PHYSICAL THERAPY

In an era of rapidly growing demand and evolving opportunities, the field of physical therapy presents a promising landscape for both new and seasoned practitioners.

The demand for physical therapists is projected to grow by 14% over the next decade, a rate much faster than the average for all occupations (6). This surge is driven by the aging population, the increasing need for chronic disease management, and the expanding recognition of physical therapy's role in preventive care. With more patients seeking non-invasive treatment options for pain management, mobility improvement, and overall health, the field of physical therapy offers a wealth of career opportunities. FYZICAL supports this growth by providing comprehensive training, ongoing education, and resources that empower practitioners to deliver high-quality care. Moreover, the employment landscape within physical therapy is evolving to include a broader array of roles and specializations. Physical therapists are now finding opportunities in various settings beyond traditional clinics, such as hospitals, home health agencies, schools, and sports facilities. FYZICAL's extensive network and innovative approach enable practitioners to explore diverse career paths, whether they are just starting out or looking to expand their expertise. The company's commitment to fostering professional development ensures that physical therapists have access to the latest techniques and technologies, positioning them for long-term success and advancement in this dynamic and rewarding field.





# COMPETITIVE LANDSCAPE

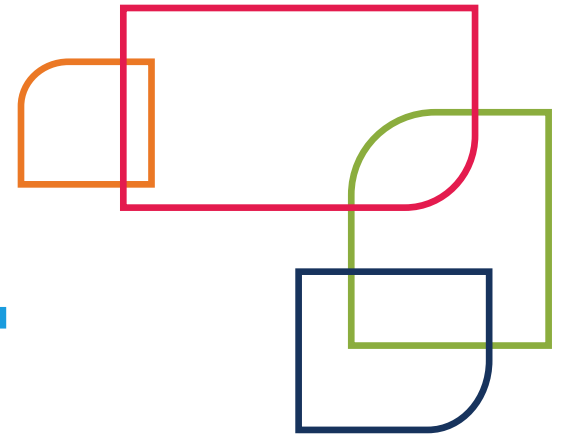
## FYZICAL'S UNIQUE POSITION IN PHYSICAL THERAPY

The physical therapy sector is highly fragmented, with no single entity dominating the market. This fragmentation presents both challenges and opportunities for providers looking to establish a foothold in the industry. Amidst this competitive landscape, **FYZICAL distinguishes itself through its extensive network and innovative business model. With over 600 locations nationwide, FYZICAL has established a significant presence that sets it apart from other players in the market.**

FYZICAL's success can be attributed to its proprietary services and robust franchise model, which empower entrepreneurs and practitioners alike to thrive. The company's approach includes state-of-the-art training programs, advanced technology, and a comprehensive support system designed to ensure the success of each franchisee. **By providing a consistent and high-quality service experience across all locations, FYZICAL not only enhances patient satisfaction but also builds a strong brand reputation.**

Furthermore, FYZICAL's proprietary services offer a competitive edge. These services include specialized programs for balance and vestibular therapy, orthopedic rehabilitation, and preventative care, which address the diverse needs of patients. **This specialization enables FYZICAL to cater to niche markets within the broader physical therapy sector,** thereby attracting a wider range of patients and referral sources.

The robust franchise model offered by FYZICAL is another cornerstone of its competitive advantage. This model provides franchisees with the tools and resources needed to succeed in a competitive environment. **From comprehensive initial training to ongoing support and marketing assistance, FYZICAL ensures that its franchisees are well-equipped to meet the demands of the market.** This support system not only fosters business growth but also contributes to the overall strength and unity of the FYZICAL brand.



# BENEFITS OF PARTNERING WITH FYZICAL

Partnering with FYZICAL offers a wealth of advantages, providing a flexible business model that caters to a diverse range of needs. Entrepreneurs and physical therapy practitioners alike can leverage FYZICAL's extensive support system to establish and grow their practices with ease and confidence.

## **COMPREHENSIVE MARKETING SUPPORT**

FYZICAL equips its partners with effective marketing strategies and tools, driving patient engagement and building strong local market presence.

## **EXPERT STAFFING SOLUTIONS**

Partners receive guidance on recruiting, training, and retaining top talent, ensuring practices are staffed with qualified professionals who deliver high-quality care.

## **OPERATIONAL GUIDANCE AND SUPPORT**

FYZICAL simplifies practice management by providing detailed operational guidance, allowing practitioners to focus more on patient care and less on administrative burdens.

## **FLEXIBLE BUSINESS MODEL**

FYZICAL's adaptable business model meets the unique needs of each partner, whether they are expanding services or entering the physical therapy field for the first time.

## **PROVEN SUCCESS AND GROWTH**

With over 600 locations nationwide, FYZICAL has a proven track record of helping practices achieve sustainable growth through the collective knowledge and experience of its network.

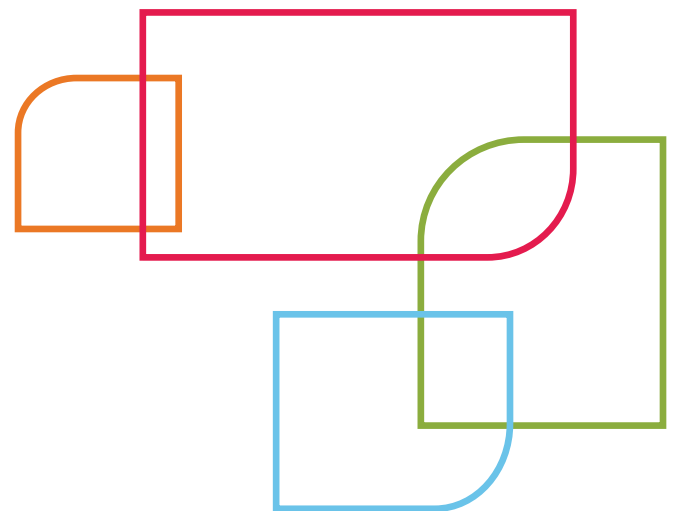


## FYZICAL'S UNIQUE SELLING POINTS

FYZICAL stands out in the physical therapy industry with its unique combination of proprietary treatments, innovative care methods, and a holistic approach to patient wellness. These distinguishing features not only elevate the quality of care but also contribute to the success and growth of FYZICAL franchises. The transformative impact of FYZICAL's model is evident in the numerous success stories from franchisees, highlighting the positive changes brought to their businesses and communities.

FYZICAL's proprietary treatments offer advanced and specialized care, while their innovative care approaches ensure patients receive cutting-edge treatment options that improve outcomes and enhance overall health. Additionally, FYZICAL's holistic approach integrates preventive, rehabilitative, and wellness care, providing comprehensive solutions tailored to individual patient needs, leading to significant business growth and positive community health outcomes as demonstrated by numerous franchisee success stories.

*An empowering support system that combines **proven business models, extensive training, and innovative marketing**, enabling franchisees to **transform lives** through superior physical therapy services while **achieving their entrepreneurial dreams**.*



# FINANCIAL AND OPERATIONAL SUPPORT

Our robust support system is designed to help you navigate the complexities of running a successful physical therapy practice, allowing you to focus on delivering outstanding patient care.

## FINANCIAL SUPPORT

- Flexible Financing Options
  - FYZICAL offers various financing options, including access to industry-specific lenders with competitive rates and terms.
- Investment Guidance
  - Receive expert advice on initial setup costs and ongoing expenses to maximize your return on investment.
- Revenue Management Tools
  - Utilize sophisticated tools for billing and collections to maintain healthy cash flow and reduce financial stress.
- Financial Planning Assistance
  - Benefit from financial planning services that include budgeting, forecasting, and financial analysis for a sustainable business model.

## OPERATIONAL SUPPORT

- Comprehensive Training Programs
  - Access extensive training on clinical procedures and business operations to prepare you and your staff for success.
- Marketing and Sales Support
  - Leverage proven marketing strategies, materials, and dedicated support to attract and retain patients.
- Operational Best Practices
  - Implement industry best practices and benchmarks to streamline processes and improve efficiency.
- Ongoing Consultation and Support
  - Engage with our experts for continuous advice and support in navigating practice challenges.
- Technology and Innovation Integration
  - Stay ahead with the latest technology and innovative solutions to enhance patient care and operational efficiency.

# EXPANSION AND MULTI-UNIT OPERATIONS

FYZICAL offers a pathway to significant growth through expansion and multi-unit operations, enabling franchisees to capitalize on the increasing demand for physical therapy services. Owning and managing multiple units allows for greater market penetration, enhanced brand recognition, and increased profitability.

## **STRATEGIC EXPANSION OPPORTUNITIES**

Expanding with FYZICAL helps you strategically position multiple units within your market, ensuring broad coverage and accessibility for patients. Our team supports you in identifying optimal locations, conducting market analysis, and developing a scalable business model for multi-unit ownership.

## **CENTRALIZED MANAGEMENT SYSTEMS**

FYZICAL provides centralized management systems to streamline administrative tasks, facilitate communication, and ensure consistent service quality across all units. Integrated software for scheduling, billing, and patient management allows for seamless and efficient oversight of your operations.

## **ECONOMIES OF SCALE**

Multi-unit ownership offers cost advantages through economies of scale. Operating several units enables better negotiation with suppliers, reduced per-unit costs, and optimized resource allocation, enhancing profitability and allowing investment in advanced equipment and training.

## **COMPREHENSIVE SUPPORT FOR MULTI-UNIT OPERATORS**

FYZICAL offers dedicated support tailored to multi-unit operators, including advanced training, operational best practices, marketing strategies, and financial planning. Regular performance reviews and growth planning sessions help you stay on track with your expansion goals.

Leveraging FYZICAL's expertise and resources allows franchisees to confidently embark on expansion and multi-unit operations, achieving sustained growth and success in the thriving physical therapy industry.

# PARTNERSHIP OPPORTUNITIES

There are five types of business entities to consider for your partnership. We recommend an LLC for your partnership, which may be something you want to consider. However, you'll want to contact your business attorney or CPA for their input and guidance.

## **BUILDING STRONG FOUNDATIONS TOGETHER**

FYZICAL offers Partnership opportunities for entrepreneurs and physical therapists who are passionate about creating and growing successful clinics. By partnering with us, you can leverage our proven business model, comprehensive support system, and industry expertise to build a thriving physical therapy practice.

## **SHARED RESOURCES AND EXPERTISE**

Partnerships with FYZICAL allow you to combine resources and expertise, fostering a collaborative environment that enhances your clinic's capabilities. Whether you're an entrepreneur with business acumen or a physical therapist with clinical expertise, our partnership model ensures that you can contribute your strengths while benefiting from our extensive support network.

## **MUTUAL SUCCESS AND GROWTH**

Our partnership opportunities are designed to ensure mutual success and growth. By working together, we can maximize your clinic's potential, improve patient outcomes, and expand your reach within the community. FYZICAL provides ongoing support in areas such as marketing, operations, and clinical training, allowing you to focus on delivering exceptional patient care.

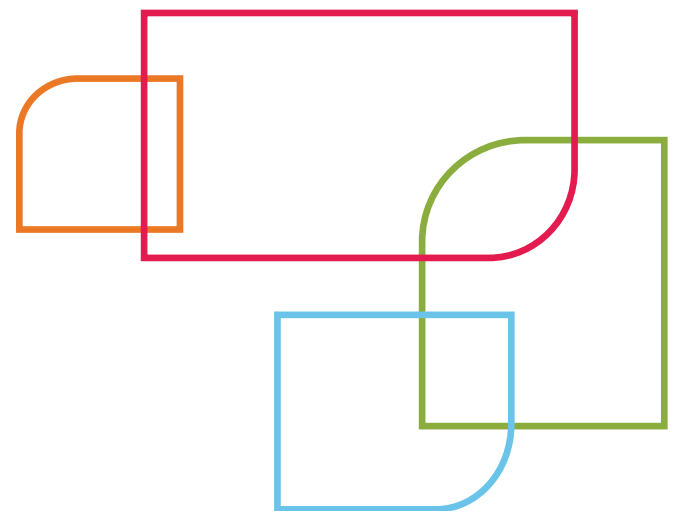
## **ACCESS TO COMPREHENSIVE SUPPORT:**

- Marketing and Sales Assistance
  - Utilize our proven marketing strategies and materials to attract and retain patients, ensuring a steady stream of business.
- Operational Guidance
  - Benefit from our best practices and operational benchmarks to streamline your clinic's processes and improve efficiency.
- Clinical Training and Development
  - Take advantage of our advanced training programs to stay updated with the latest techniques and technologies in physical therapy.
- Financial Planning and Management
  - Receive expert advice on budgeting, forecasting, and financial management to ensure your clinic's financial health.



As you can see, the physical therapy industry is booming, and now is a better time than ever to partner with FYZICAL. We have the experience and the tools you'll need to get your new clinic up and running, and the flexibility of our model allows you a good deal of autonomy in running your business.

If you're ready to learn more about the outlook for new physical therapy practices in your area, contact us today. We'll let you know about your community's potential and give you more details on what it takes to invest.



# IMPORTANT LINKS

## **FORTUNE BUSINESS INSIGHTS: U.S. OCCUPATIONAL & PHYSICAL THERAPY SERVICES MARKET**

Provides detailed market analysis and trends in the U.S. occupational and physical therapy services, helping you understand industry growth and demand.

## **VALUE OF PT REPORT**

Offers insights into the economic value and impact of physical therapy services, emphasizing the importance of PT in healthcare.

## **IBISWORLD: PHYSICAL THERAPISTS INDUSTRY REPORT**

Presents comprehensive industry statistics and projections, useful for strategic planning and investment decisions in the PT sector.

## **CDC: TRENDS IN PHYSICAL THERAPY SERVICES**

Highlights key public health trends affecting physical therapy, helping you stay informed about changes in patient demographics and service needs.

## **NCBI: POPULATION AND PHYSICAL THERAPY DEMAND STUDY**

Discusses the future demand for physical therapy services due to an aging population, assisting in long-term business planning.

## **BUREAU OF LABOR STATISTICS: PHYSICAL THERAPISTS**

Provides occupational outlook, salary data, and employment projections for physical therapists, useful for workforce planning and career guidance.

## **FYZICAL: BALANCE INVESTORS**

Learn about investment opportunities with FYZICAL, focusing on balance therapy services, to diversify and enhance your practice offerings.

## **IBISWORLD: PHYSICAL THERAPY REHABILITATION CENTERS INDUSTRY REPORT**

Delivers insights into the rehabilitation centers industry, including market size, growth trends, and competitive landscape.

## **U.S. CENSUS BUREAU: DECENNIAL CENSUS REPORT**

Provides demographic data that can help identify target markets and patient populations for physical therapy services.

## **FYZICAL: MASTER FRANCHISE OPPORTUNITIES**

Explore opportunities to become a Master Franchisee with FYZICAL, allowing you to oversee multiple franchises and generate recurring revenue.

## **FYZICAL: MINI MASTER FRANCHISE OPPORTUNITY**

Discover the Mini Master Franchise model, which offers a smaller-scale version of the Master Franchisee role with similar benefits and responsibilities.

## **FYZICAL: PARTNERSHIP ADVANTAGE PROGRAM**

Learn about partnership opportunities with FYZICAL, ideal for entrepreneurs and physical therapists looking to co-own and operate clinics.



# SOURCES CITED

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