



Full Potential
Physical Therapy

*The Newsletter About Achieving
and Maintaining Optimal Well-Being*



Business
NOT
As Usual

INSIDE:

- ✓ *Patient Success Story*
- ✓ *Coming Full Circle:
From Patient to PT*

*Can we help you
with your pain?*

**Give us a call at
616-537-2864 to book
your appointment today!**



Business NOT As Usual

The landscape of healthcare continues to evolve, sometimes at an alarming pace. As an example, I mentioned in a prior newsletter about Spectrum Health merging with William Beaumont Hospital system on the east side of the state to become the largest medical group in Michigan, which is now called Corewell. There is a lot that could be said about this merger – but that is a different subject.

Physical therapy, as well, has become a hot point of interest to large investor groups who want to put their capital in a place where growth is predicted. Since the baby boomer generation has reached Medicare age, and the overall need for PT services is growing, investment in this area is gaining momentum through private equity groups.

From this model of care the investors set up rehabilitation corporations which aggressively buy or establish clinics in a region. Whether for the good or not, Holland has not escaped the infusion of large corporate entities seeking a piece of the rehabilitation pie.

Competition is the hallmark of keeping quality in a service or product; it is what keeps an organization sharp and efficient. So, having more entities offering PT services is not the issue, but it would be a prudent move on each of our parts to have greater awareness on the impact of outside corporate interests and what we want to support in any area of commerce. Our dollars are actually votes for how our business community will evolve over time.

(Continued Inside)

Always weighing price over supporting the diversity of small business leads to greater homogeneity and a loss of individuality and local control.

Do we want more Mickey Ds or businesses like DeBoer Bakery?

Have you ever had the opportunity to walk through the woods, somewhere like the Saugatuck Dunes State Park? What might be noticed is the amount of plant diversity. Is it not more interesting to see a variety of plant species? If all we have is the large corporate box store version of a business community, is it not like walking through a forest of pine trees, every one the same as its neighbor? Isn't homogeneity a little boring?

From my view, what feels important is awareness of what we are supporting, and not being blind to the effect of our voting dollars. In the last few years, Holland has more choices in where to receive physical therapy. We now have two ATI PT clinics – both part of the same national company which has over 700 clinics across the country. Ivy Rehab just opened a clinic in Holland a few months ago, and have been putting in new clinics or buying

smaller practices to join their corporate brand all over West Michigan. Last but not least is Armor PT, which is another private equity sponsored group getting into the PT market. Combine these changes with Corewell and Holland Hospital PT and we have some significant players in Holland's rehab community.

Business diversity is a strength for a community.

Small businesses will have a feel or a vibe all their own, and reflect the creativity, personalness, and determination of their owner's passion to provide a unique product or service. Large corporate businesses will continue to have their place in our community, but they would have no problem seeing small businesses fade out of the current market. With their large marketing budgets and economic clout, these corporate businesses have the power to influence the consumer and certainly can undercut on pricing.

Yes, there is a notable amount of pressure working against small business and the last four years did not help. Yet we have the ability to keep the balance in a community, a balance between homogeneity and diversity,



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between corporate and private, between huge and small. The balance is determined by where we spend our voting dollars. When you spend those dollars at a local business, they stay in our community and support other businesses, and so encourage mutual interdependence. This occurs on a progressive scale too – when I look for where something is made, I feel much better about buying a USA product than one that is made in China.

We would love to help you with your physical therapy needs, but even more so, we would love for you to have an awareness of the power you wield with your purchasing decisions. Holland is an amazing community, and one reason why is its entrepreneurial spirit and its business diversity.

As the “bigger is better” mentality is pushed into our community, we can push back with our voting dollars.

The small getting gobbled up by the big is a natural tendency in business. Yet, we can exert some control on the rate of change – if it has to change at all – by valuing the qualities small businesses exemplify, and deciding what to support.

*To Diversity in Business,
Vince Hauueken, PT.*

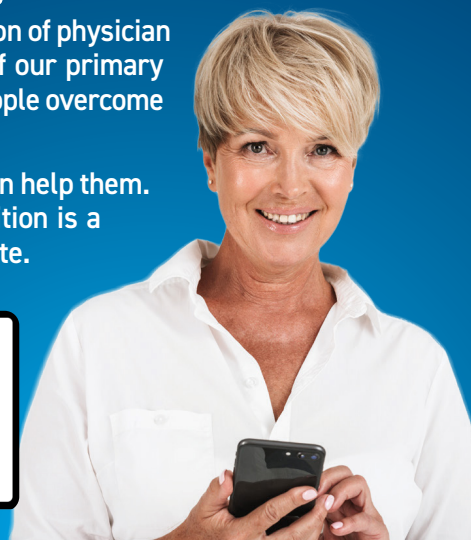
How Does a Google Review Help Everyone?



The referral process to physical therapy has become more complicated with the consolidation of physician practices into the major hospital systems in our area. As an independent practice, one of our primary counters to these changes is to help the public know who we are and how we have helped people overcome a pain problem.

This is where you come in; you are our best resource for educating the public on how we can help them. They, in turn, can communicate to their doctor on where they want to go for PT. Competition is a great equalizer in business and supporting small businesses with reviews helps us compete. And, we only exist because of results so we work hard to make our patients better. Everyone wins!

To leave a review, just scan the QR code and follow the instructions. Or, you can just search “physical therapy near me” and Full Potential will come up. Click on our business page and hit “review” and you got it! Thanks!



Has your pain come back? We can help! Call us at 616-537-2864 to book your appointment today!

COMING FULL CIRCLE

Dr. Nick Trameri has been seeing patients in our clinic since September, and we are happy to have him back with us. While some of you may recognize him from his time as a Front Desk Aide, you may not have realized he started his journey with us just like many of you have – as a patient! His journey with us has come full circle; you can read about it here.



My journey to becoming a physical therapist started back when I was in middle school at West Ottawa. I had two therapists who many of you reading this know quite well; Vince and BJ. Unbeknownst to them, they left quite the lasting impression. Their concern and genuine care stuck out initially, as well as their passion and deep

understanding of the human body. Because of them and my experience at Full Potential, my eyes were opened to how great a career in physical therapy could be.

Growing up, I have always loved sports and staying active. My mom loves to say that one of my first phrases as a child was, “Mommy play baseball.” From a very young age, movement and exercise were something that I deeply enjoyed. As an impressionable teenager, a career in physical therapy seemed like the perfect combination of movement and activity. As the years passed by, I graduated from West Ottawa and moved on to Hillsdale College. My desire to better understand the human body and movement only grew more intense with each course/class. Having received my degree in Exercise Science at Hillsdale College in 2018, I returned home to Holland for a gap year before applying to physical therapy school. It was during this year that I had the privilege to come back to Full Potential in a new role, as a front desk aide. It was an invaluable year learning all that goes into making a physical therapy office flow and work as seamlessly as Full Potential. I also learned valuable information from some of the therapists, which

furthered my conviction in continuing to get my Doctorate in Physical Therapy. It was a bittersweet last day before leaving to grad school at Western Michigan University as without Full Potential, I knew that I would not have had the honor to continue my education (thank you Luke for the letter of recommendation). Talks with Cari and other staff members of possibly returning as a therapist after finishing school seemed so far away and too picture-perfect for me to take seriously at the time.

My time at Western Michigan was unique as the COVID pandemic impacted every aspect of daily life. I will forever be indebted to my wonderful parents, professors, instructors and classmates who rolled with the uncertainty and ever-changing environment and came out better for it. Health care drastically changed over my three years at WMU; however, upon graduation I was excited and prepared to finally get to practice as a PT.

Following graduation, I worked as a PT in a skilled nursing facility for about 6 months before receiving a message from Cari informing me that there was an open position at Full Potential. The decision to apply and possibly return to the place that held so many great memories for me was an easy one. Things moved quickly from there and the homecoming became a reality.

It is hard to believe that I have been back at Full Potential now for 9 months as a physical therapist. So far, my experience has been everything and more that I could have hoped for and I am so grateful to be back. Holland has given so much to me over the years, it is an honor to be able to give back to the area. From a patient to front desk aide to physical therapist, my journey has come full circle at Full Potential.

Join Our Team!

Do you know a skilled therapist looking to work in outpatient PT? We may be the perfect fit! We're looking for a Physical Therapist and Physical Therapist Assistant to join our community-driven team. To learn more or submit a resume, visit our webpage: fullpotentialpt.com/join-our-team/



Nagging pain that won't go away? Call us at 616-537-2864 to book your appointment today!

PATIENT *Success* STORY



I FEEL LIKE POPEYE!

My back pain was projecting through my hip and burning on my front quad. I was on fire, bad and not good. Now, I feel like Popeye after eating spinach. Strong, limber, and ready for life again!

[My therapist] gave a great analysis of my current condition, gave immediate triage and treatment of my condition, additional interpretation of the situation, and development of treatment and exercises. It was a great journey to my "full potential"!

Tom S.



*You can help someone else find THEIR Success Story
— AND win a Meijer gift card!*

PLAY THE REFERRAL GAME

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