

HYDROWORX 300 CUSTOMER: A CASE STUDY



Terrapin Physical Therapy
Multi- Service Physical Therapy Clinic
Monterey, CA

Tony Pazzaglia, PT, DPT, OCS, ATC, CEO of Terrapin Physical Therapy

Terrapin Physical Therapy is Built

Terrapin Physical Therapy first opened its doors in Monterey, California in January 2005. Prior to this date, Clinic Owner Tony Pazzaglia, PT, DPT, OCS, ATC, practiced out of one very small room at a local health and racquet club facility. Fortunately, his clients had access to the entire gym including two outdoor pools. Because the pools were outdoors, however, their client cancellation rate was near 50% due to bad weather. When it came time to move into their new clinic location it was necessary for them to invest in an indoor therapy pool.

About Terrapin Physical Therapy

Terrapin Physical Therapy typically sees 14 patients in the pool per day including Olympic athletes, professional athletes, geriatric patients with severe arthritis and younger patients with varying orthopedic conditions. Currently home to a HydroWorx 500 Series pool, Terrapin Physical Therapy offers aquatic therapy as well as land based physical therapy services to their clients.

A Successful Clinic is Established

Integrating an advanced aquatic therapy pool into their practice has set their clinic apart from others in the community. In addition to their 'customer-first' philosophy, it has become their differentiator.

In order to accommodate as many people as possible, Terrapin Physical Therapy began opening on Saturdays as well. They found that their patients were more successful when appointments were scheduled further apart in order to have more individualized quality time. Over time, these tactics have created a competitive advantage in growing their business, while increasing customer loyalty, which ultimately increases revenue. Terrapin Physical Therapy also offers a gym membership as a part of their practice to expand their client base and supplement insurance revenue.

Terrapin's referral sources have also been a significant component to the clinic's success. The referral sources understand that their patients can safely and successfully rehab at Terrapin Physical Therapy. Local physicians and doctors hear the positive feedback from their patients when they have their follow-up visits which reinforces their referral.



Testimonials

"It's a rollercoaster to be in healthcare as a business owner and we have the most exciting, front-row seat on that rollercoaster! But we're able to help and serve so many people and definitely enjoy what we do."

"HydroWorx has created a state of the art gravity reducing training and rehabilitation system that is easy to install in a typical physical therapy office!"

*"We are called Terrapin, which is a species of turtle that lives in land and water. We're called this for a reason. That's my whole idea of the company."
- Tony Pazzaglia, CEO of Terrapin PT*

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By having this strong business plan in place, **the clinic was able to pay off their HydroWorx 500 Series pool in less than 3 years.** Within the first six months of opening, **they saw an average of 9 patients in the pool each week. Six months later they were up to 12 patients a day in the pool. Currently, they see an average of 70 patients per week in the pool, 6 days a week.**

A Bright Future: The First HydroWorx 300 Series Customer

Due to the success of their main clinic, Terrapin Physical Therapy will be opening its doors to a second clinic at the end of 2015 that will be home to the construction-free HydroWorx 300 Series. With a goal of offering the same level of aquatic therapy opportunities for their clients in a limited footprint, the HydroWorx 300 underwater treadmill system was the perfect fit.

"The look [of the 300 Series] is futuristic. This is state-of-the-art equipment made extremely well. The treadmill and performance features allow treatment from the most elite athletes to the clients with difficulty walking. HydroWorx makes products that work for our patients and our business!" - Tony Pazzaglia, CEO of Terrapin Physical Therapy.



Design rendering of the HydroWorx 300 for Terrapin Physical Therapy's new facility

Testimonials

"I'm proud to be associated with HydroWorx. I believe they are a wonderful company. They are progressive and take care of their customers well, which lets us take care of our customers well."

- Tony Pazzaglia, CEO of Terrapin PT