

HEALTHY WEALTHY & SMART PRESENTS:

Strictly Business Virtual Conference

Creating and Building Your Physical Therapy Practice



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Throughout 2014 I thought a great deal about the direction I wanted to take my business. When I reopened my practice in 2011, I was focused on providing physical therapy services. I started writing and blogging out of my experiences with getting the practice off the ground, in a very different environment than I faced the first time around in 2003. I have always loved writing, but I never did it on a regular basis until I started my blog. As the months went on, I realized how passionate I was about writing and connecting with other therapists through social media. Out of that passion, a whole new branch of my business grew. I am so fortunate to have connected with companies like WebPT, BossFit Magazine, Girls Gone Strong, MedBridge, Experience Life Magazine and Oxygen Magazine as an outlet for my writing and speaking.

After growing the writing side of my business fairly quickly, I struggled a great deal last year with trying to balance running the PT practice and growing the writing and speaking side of my business. I was undecided on what I wanted to do long term.

In late July 2014 I found out I would be losing my office space (I was subletting) with only 5 weeks notice. I was devastated at first, and tried to scramble to find new office space on such short notice. It was difficult, because it didn't make sense to find a large office and sign a 5 year lease, as we want to move out of the DC area once my kids are in college. I also thought about the implications of hiring staff and growing the practice, only to want to close it or sell it in a few years.

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Once I calmed down a bit, I sat and really thought about what direction I wanted to go in for the next 10 years, and I realized that I couldn't keep up the current pace. As much as I loved my clinical practice, I am currently more passionate about sharing what I know through my writing and speaking. I made the difficult decision to close the in-person, patient care side of my business, eliminating the need for office space. Once I did that, it opened up new possibilities.

I cleared time and energy for multiple projects I am working on and have been able to say yes to more of the type of work I want to be doing. In addition to joining the Editorial Board of Impact Magazine, I have recently joined the Advisory Board of Girls Gone Strong, an organization run by my friend, Molly Galbraith. GGS is dedicated to providing the most current information to women in the areas of fitness, health, and nutrition, and through GGS I have the opportunity to reach thousands of women with good information about injury risk reduction and treatment. I was also honored to recently be asked to join the Clinical Advisory Board of Perfect Fit Health. Perfect Fit is going to be doing some amazing things and I'm so excited to be part of the company. Additionally, I am continuing to produce webinars and provide consulting services to individuals and practices looking to learn more about marketing directly to consumers.

What I learned from this experience is that everything changes, and I'm strong enough to turn it around and make it work. I think that we run into trouble when we resist the natural changes that occur in life. In the natural world, everything has a season. Work, life, and relationships also have seasons; yet, we resist this truth and it leads to failure and unhappiness. If we can acknowledge that changes are natural and endings are normal, then we can recognize a necessary ending and make a decision in a timely manner, allowing us to pivot our business or life in a way that serves us best. I have realized that it was healthy to change the way I was running my business, and to view it as a normal evolution of my passion.

The big lessons I've learned are to welcome change and endings as a necessary part of life, and to be decisive and act, so that you can stay successful in both business and personal relationships. I would counsel other

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therapists to be open to changing their business model based on new goals and opportunities. You can't be so in love with your original business model that you can't see when it's time to make a change. Acting decisively opens your mind to new possibilities.