

This seminar will address how the Physical Therapy Profession can deliver a much needed fitness component to their communities by providing a facility and/or programming that addresses the need to exercise, not only for the healthy motivated consumer but also the unhealthy, unmotivated, medically compromised patient. By marketing our skills as Physical Therapists we should be receiving and “filling” exercise prescriptions from our referral base for those non-traditional patients (diabetics, hypertension, obesity and post cancer treatment) in need of exercise. The M.O.G. model has developed programming and systems to track data that allows Physical Therapy Clinics to provide reimbursable exercise treatments to these medically compromised patients and to receive additional referrals from physicians that are not traditional referral sources.

Learning Objectives:

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- The participant will understand the difference between the M.O.G. (Medically Orientated Gym) Model and a typical fitness facility.
 - The participant will understand the role Physical Therapy plays in integrating a medical model into the world of fitness.
 - The participant will understand the opportunities to expand their practice by implementing M.O.G. concepts and examine the benefits of the MOG Group.
 - Strategies to receive Third Party Reimbursement for M.O.G. services. Will be discussed
 - The participant will learn how fitness programming can differentiate the physical therapy practice creating a “best practices’ environment and how physical therapy led fitness can differentiate the fitness component in the market place.

Key References

References

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Speaker Credentials/ Bio

Russell A. Certo PT OCS is a 1982 graduate of Quinnipiac University. He was a staff Physical Therapist in various medical centers including the Burn Center at The University of North Carolina and was a Supervisor of inpatient orthopedics at Duke University Hospital. He opened his own Private Practice, Grand Island Physical Therapy PC in 1988 and designed and built the facility in which the M.O.G. and Grand Island Physical Therapy PC currently operate. Mr. Certo has published numerous articles on the M.O.G. concept and why the Physical Therapy Profession needs to be the leaders in filling exercise prescriptions.

Hank Balavender, M.S.P.T. brings more than 30 years of experience in the Healthcare Services Industry. He began his career as a physical therapist having founded Physical Therapy and Sports Medicine Associates (P.T.S.M.A.) in 1979. He is also a graduate of Quinnipiac University and obtained a Masters Degree in Organization Behavior from the University of Hartford.

In 1999, Hank successfully negotiated the sale of PTSMA to HealthSouth. He continued to serve that company for the next seven years in a variety of operational roles with increasing responsibility. He last served as the Senior Vice President, Chief Administrative and Operations Officer. Hank currently is the Director of Business Development for the MOG Group.