**<<HOME PAGE>>**

**((Direct PT logo))**

((Image of PT professional treating patient in PT office setting))

**LOGO HEADER**

Direct Physical Therapy

**SUBHEAD**Exceptional Physical Therapy. Affordable Delivery.

**((BUTTON)) ((LINKS TO “ABOUT DIRECT PT”))**

A smarter choice in PT care

**MAIN PAGE POSITIONING HEADER**

Get healthier faster while getting rid of insurance hassles

**MAIN PAGE TEXT**

Introducing Direct PT – Physical Therapy that adheres to best-care standards without the delays, problems and restrictions of traditional health care insurance.

It’s here. It’s better. It’s Direct PT.

**((LISTING OF TABS—LINKS TO INDIVIDUAL PAGES))**

About Direct PT

A Better Approach

Services

Membership Pricing

Enroll Now

Testimonials

FAQ

**((BOTTOM OF MAIN PAGE/CONTACT INFO))**

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XXX Main Street
Overland Park, KS 66XXX
Telephone:
Email/Request Info:
Fax:

Hours:
Map:
Driving Directions:

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**<<BOTTOM OF PAGE LINKS>>**

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((DETAILS FOR TABS))

**About Direct PT**

Better care. Affordable delivery. That’s unifying desire of healthcare professionals and the people who need them to recover fully from injuries can agree on one thing.

The traditional model of care isn’t efficient, and it’s a hassle. Getting post-injury care without delay, budgeting for payment deductibles and co-pays, and making sure the right treatment plan is in place – and complete – are all obstacles to a full recovery to the way life was before. Worse, the traditional delivery methods are actually reducing the quality care, not improving it.

Isn’t it time for a patient-centered, recovery focused path to effective treatment?

Direct PT, created by experienced physical therapy professionals, is the key to exceptional physical therapy in a more affordable, more patient-friendly way.

There are no co-pays, no deductibles and more importantly, no “insurance limitations” to the treatment plan. You get the precise treatment for what’s medically necessary, as well as improved access to therapists. You are the complete focus.

DirectPT has a better way to care. Our clinics are reimbursed through a monthly membership model. After a thorough examination and diagnosis, patients pay a monthly membership fee and receive unlimited out-patient physical therapy treatments according to accepted standards of medically necessary care.

Even better, Direct PT offers both a non-injury and injury membership rate and plan. Within each, there are different rates for member categories: Student, Individual/Adult, Family/Adult (per member), and Family/Student.

**Non-injury membership**

The non-injury membership is the right choice for healthy members who do not require PT services in the first 30 days of membership. There is no end date and may be cancelled at anytime.

**Injury membership**

The injury membership is ideal for patients who enroll with an injury, and need PT services within the first 30 days of membership in Direct PT. This membership requires a three-year commitment from the member.

### <<LINK>>

### A Better ApproachBetter care depends on a comprehensive approach to treatment. At DirectPT, we believe in the three pillars that ensure high-quality results: detailed exams, individualized therapy and continuity of care.

* **Individualized therapy**

We combine manual therapy with a precise exercise program. Manual therapy mobilizes soft tissue and joints to improve posture, decrease pain, or increase motion—and exercise corrects the problem so it doesn’t recur.

* **Detailed examinations**

We don’t treat problems; we treat patients. That’s why we complete a comprehensive assessment that looks at your biomechanics, posture and muscle balance. Only then do we tailor a treatment plan that relieves the pain and addresses from its underlying cause.

* **100% continuity of care**

From the initial assessment through our one-on-one treatments, you’ll work with one physical therapist. This PT professional will have the most up-to-date training from our clinic’s comprehensive therapeutic approach.

* **Results**

There’s a reason why physicians send us their patients, first-time patients tell others about us and physicians choose us for their patients. We get results.

**Services**

Direct PT delivers care and treatment in a whole new way, but our services still cover all traditional and emerging techniques and discoveries. We treat all acute and sub-acute musculoskeletal conditions.

The bottom line for us is individualized care, and that’s what you should expect. We develop programs that focus on you and your body. We don’t rely on prepackaged solutions. We’re here to help you move better and live better.

Welcome to DirectPT. Welcome to comprehensive care and treatment tailored to your needs. Our comprehensive approach includes:

* Physical Therapy
* Personal Training
* Massage Therapy
* Personalized Nutrition
* Fitness Classes
* Golf Performance and Injury Prevention

**Physical Therapy**

Our physical therapists work with you one-on-one to help ease your neck, low back, or knee pain, increase your strength, improve your mobility. We address the pain or discomfort issue at its source.

Our physical therapy services include:

* Orthopedic and extremity treatment
* Functional exercise
* Knee pain treatment
* Manual therapy (joint and soft tissue mobilization)
* Massage therapy
* Neck pain treatment
* Postural training
* Spinal treatment
* Sports rehab
* Sports medicine
* Therapeutic exercise
* Worker’s compensation

**Personal Training**

You’ll find our personal training options transform, energize and motivate.

Certified Personal Trainer Tina Quarles believes passionately that being fit is an energizing and motivating lifestyle choice. A nine-time fitness competitor and five-sport athlete, Tina is certified by the International Sports Sciences Association (ISSA).

Once you begin the process, you’ll discover the power and energy to achieve greater success in other areas of your life.

Options in training include:

* **Interval Training** – This type of training combines short periods of high-intensity exercise with slower recovery phases during one single workout. At DirectPT, we structure the training individually to specific sports and your current level of fitness. By training both the aerobic and anaerobic systems, you experience physiological changes such as an increase in cardiovascular efficiency and an increased tolerance to the buildup of lactic acid. Think of interval training as the way to improve performance without exposing yourself to injuries associated with repetitive-action overuse.
* **Strength Training** – Designed to improve muscle strength and muscle tone, strength training uses free weights, such as barbells dumbbells. The results are stronger muscles and an improved posture, both of which keep your body in balance. Because it tones, lifts and shapes your body, strength training helps prevent injuries and osteoporosis. It can reshape problem areas and give you the strength and energy to assist with the strenuous activities of everyday life.
* **Nutrition** – Physical and mental fitness are enhanced when you engage in healthy eating habits. Our nutrition program stresses a balanced diet of lean protein, carbs and fat. Again, we look at your needs -- our customized program will help you increase your energy levels and reduce your risk of heart disease, stroke and diabetes.

Not sure if personal training is for you? Get a Free 30-minute consultation.

**Massage Therapy**

Our goal for you: reduce stress, relive pain and remove tension.

At DirectPT, massage therapist Courtney West is dedicated to the use of massage as a means to promote health and wellness.

Scientific research into the benefits of massage reveal it is an effective treatment for the reduction of pain and muscle tension, as well as a means of relieving stress. In fact, massage therapy by trained professionals is effective in far-ranging conditions: anxiety, digestive disorders, fibromyalgia, headaches, myofascial pain syndrome, nerve pain, soft tissue injuries, sports injuries and temporomandibular joint pain.

**Massage therapy services include:**

* **Therapeutic Massage** – Your health and well-being are enhanced with a therapeutic massage that involves manual manipulation of soft body tissues: muscle, connective tissue, tendons and ligaments.
* **Swedish Massage** – Using long strokes, kneading and deep circular movements, and this gentle form of massage serves to energize you. It includes vibration and tapping.
* **Deep Tissue Massage** – To focus on deeper layers of muscle and connective tissue that have been damaged in injuries, this message technique uses slower, more forceful strokes that contribute to faster, more complete healing.
* **Reflexology** – By stimulating predefined pressure points on the feet and hands, reflexology is effective in relieving areas of discomfort and stress. The pressure points worked in the reflexology treatment are reputed to connect directly through the nervous system and affect your organs and glands.
* **Prenatal Massage –** Customized to the unique needs of an expectant mother, DirectPT prenatal massage takes into account that a new mother’s body has to be positioned and supported differently for comfort and safety. Our experience in this field of women’s health is designed to ease the discomforts of pregnancy. This is achieved by using pillows and some padding during the massage.

**Personalized Nutrition**

Eating well is the key to living well.

DirectPT’s personalized nutrition services help you achieve your health goals through a comprehensive nutrition plan tailored specifically to your needs.

Whether your goal is to lose weight, improve energy, reduce pain, control the effects of a chronic disease, or simply optimize your health, DirectPT’s experts will work with you to create a solid foundation of good nutrition.

This unique approach integrates conventional diet and nutrition, cutting-edge training in dietetics and integrative medicine.

Our personalized nutrition services include:

* In-depth nutrition assessment
* Individualized nutrition plan
* Personal coaching and guidance
* Lab testing for nutrient levels and food sensitivities may be recommended

Areas addressed in personalized nutrition:

* Addictive, disordered and emotional eating habits
* Anxiety
* Arthritis
* Autoimmune conditions
* Cardiovascular conditions
* Childhood nutrition
* Chronic disease
* Diabetes
* Depression
* Family nutrition and meal planning
* Fatigue
* Fibromyalgia
* Food allergies, sensitivities and intolerances
* Insight and options into gastrointestinal disorders such as celiac disease, IBS, Crohn’s, Colitis
* Headaches and migraines
* Pregnancy and fertility
* Weight management

**Fitness Classes**

We offer classes assisting with prevention, correction and performance.

DirectPT has developed a series of specialized classes that focus not only on building your body strength and endurance, but also preventing injuries to help you stay strong and healthy. Based on science and delivered by experienced professional staff, these sessions fit where you are -- from beginner’s fitness to advanced classes for higher personal performance.

Classes are delivered at specified times Monday to Friday at our facility. All classes are 60 minutes.

**Core Foundations (Beginner Class)
Monday & Thursday
10 a.m.**

* Appropriate for beginners still in rehabilitation, this course is customized for each individual.
* Emphasizes proper posture, basic stability, standing balance and pain reduction.
* The program is 90 percent mat-based and 10 percent standing.
* Classes are held Mondays and Thursdays at 10 a.m.

**Balance Club
Tuesday & Thursday
11 a.m.**

* Geared to clients with general weakness and decreased balance
* Designed to help you develop balance, stability, posture and strength
* Classes are held Tuesdays and Thursdays at 11 a.m.

**Fitness Class Costs**

$15 per session

$120 for a package of 10 classes ($12 per class)

$200 for a package of 20 classes ($10 per class)

**Golf Performance and Injury Prevention Training**

Are you ready to play pain-free and improve your game?

Physical Therapist Tim Cummings also is a Titleist Performance Institute Certified Golf Fitness Instructor and Certified Strength and Conditioning Specialist. He has the experience and knowledge to help you can change they way your body moves and functions, resulting in lower scores and fewer injuries.

Tim’s training program includes a comprehensive golf-specific evaluation, providing a picture of your current physical fitness, movement quality, and swing biomechanics. By understanding how your body’s limitations can influence your golf swing, Tim can develop a customized program that will deliver a variety of benefits:

* Increased drive distance
* Improved swing efficiency
* Prevention of injuries
* Consistent play without pain

Regardless of your experience level, we know you will experience a positive impact on your swing following your first session. Ask about our money-back guarantee on your first session.

**<<LINK TO “SUMMARY OF FEES”>>**

**Injury membership**

The injury membership is ideal for patients who enroll with an injury and need PT services within the first 30 days of membership in Direct PT. This membership requires a three-year commitment from the member. DirectPT fees are as low as $27.50 per month

**Non-injury membership**

The non-injury membership is the right choice for healthy members who do not require PT services in the first 30 days of membership. There is no end date and may be cancelled at anytime. DirectPT fees are as low as $22.50 per month

**<<LINK>>**

**Membership Pricing**

Traditionally, PT visits often cost in excess of $100 per visit – and the cost can be much higher if the patient uses a hospital physical therapy setting for their out-patient visit. That mean a patient with a $2,000 deductible would have 20 visits before any insurance coverage began.

Typically, Direct PT can cover patients for an entire month for less than a typical co-pay or co-insurance payment.

Members pay a monthly fee according to their lifestyle category, which entitles them to all out-patient orthopedic physical therapy, at anytime they are medically necessary. Each member or member of a family plan signs an enrollment agreement that explains all benefits, fees and responsibilities.

**Non-injury membership**

The non-injury membership is the right choice for healthy members who do not require PT services in the first 30 days of membership. There is no end date and may be cancelled at anytime.

**Injury membership**

The injury membership is ideal for patients who enroll with an injury and need PT services within the first 30 days of enrollment. This membership requires a three-year commitment from the member.

**Summary of Membership Fees (per month)**

|  |  |  |
| --- | --- | --- |
| **Member Category** | **Non-injured** | **Injured** |
| **Student** | $22.50 | $27.50 |
| **Individual/Adult** | $27.50 | $32.50 |
| **Family/Adult (per person)** | $25.00 | $30.00 |
| **Family/Student** | $22.50 | $27.50 |

**<<LINK AND BUTTON>>**

Enroll Now

Because Direct PT is patient-focused, eliminates the hassles of insurance and costs less, we know you will appreciate the DirectPT membership. We are excited to have you as a member. Direct PT is best possible way for you to save on the overall costs of physical therapy while getting you the treatment plan you need when you need it

Credit card account information is required to complete the enrollment form. Online enrollment is via a secure link, so your information is protected.

**<<LINK TO ATLAS MD ENROLLMENT PORTAL>>**

**<<LINK>>**

**Testimonials**

<<Insert video testimonials/and include short headline-style quote insert underneath. Example is below:>>

**((PHOTO))**

“...certainly made a difference in my health, and fast!”

Nick, age 32

“…I love not having to figure out what my insurance will pay for and what it won’t.”

Josie, age 44

“…now I’m spending less on PT treatment and getting better care.”

Andre, age 29

**<<LINK>>**

**FAQ**

**My doctor has recommended PT, but is it necessary?**

Your doctor recommended you for PT care for a reason. They are proactive and follow the recommendations that are medically necessary for full recovery. We have close relationships with physicians and coordinate care closely.

We now know that PT is essential after every injury, even minor ones. Any time pain disrupts normal movement, you need an expert to help get you back on track. If not, you are much more likely to have a recurrence of an injury or take much longer for that injury to resolve.

**Why is DirectPT right for my physical therapy needs?**

Two great reasons: a guarantee of faster and better the elimination of insurance hassles.

Complex – and often, nonsensical – medical insurance restrictions and regulations have proved the status quo is not the answer for better care and treatment.

Founded by experienced physical therapy professionals with clinic-ownership knowledge, DirectPT has pioneered an approach to PT care that gets rid of insurance problems through a membership-fee model, follows best practices and is focused directly on the needs of patients.

The second reason DirectPT is right for you is the assurance of top-level treatment through a total understanding the best treatment options until recovery is complete.

To some, all physical therapy is the same, but that simply couldn’t be farther from the truth.  Ask someone who had to stop treatment because of insurance limits or a missed diagnosis because a therapist was under time constraints or insurance regulations.

Direct PT’s sister clinic, Elite PT, is the training ground for some of the best PTs in the country.  DirectPT operates under that same commitment to care. We just do it on a different payment structure.

**How is care through DirectPT different from traditional PT?**

Under coverage through insurance, there’s often a limit on number of visits allowed. Now imagine only paying an affordable monthly fee and get 100% of the physical care you need to get back to full health.

**Why should I join if I don’t need PT services?**

You have peace of mind that anytime you or a loved one suffered from an ache or pain, you could show up to DirectPT and pay only your nominal monthly fee. DirectPT eliminates going through the hoops of the traditional medical model,

You also gain the upper hand in the prevention of illness. The current model of healthcare only covers you if you are sick or injured. If you have had an injury in the past, why shouldn’t you want to protect yourself from a hefty cop-pay or the time and effort of coordinating insurance benefits?

You also save money in the long run. In the traditional model, PT visits can be $100 to $250 per visit. With DirectPT, your treatment visits are 70% less than that. Best of all, the rate you pay at DirectPT can never change as long as you maintain your membership.

**What If I need care right away?**

For a slightly higher monthly rate and a three-year agreement, DirectPT is immediately available to treat you right away because our members are our first priority. We’ve proven that the total fees you pay are still significantly lower than what you would pay at a traditional orthopedic PT setting.

**I have insurance coverage for PT. How is this handled?**

Direct PT eliminates the middle man. This means that the insurance plan is blocked from forcing your decision making. You pay a small monthly fee for any PT that is medically necessary. Having insurance does not affect the care you get from DirectPT in any way.

**Do I need a physician referral?**

Absolutely not.

**Do you accept my diagnosis?**

DirectPT treats acute or sub-acute orthopedic injuries. Conditions not covered include. but are not limited to:

* Chronic Low back or neck pain
* Chronic joint pain
* Fibromyalgia
* Myofascial Pain Syndrome
* Chronic Fatigue Syndrome
* Neurological Conditions – e.g. stroke/ MS/ ALS, etc
* Congenital Conditions - Cerebal palsy, joint deformities
* Any condition deemed not appropriate by a Direct PT therapist

**What if I have Medicare?**

Medicare has a “mandatory claims requirement,” which means that legally, you cannot pay cash for your care if you have medicare. However, there is an exception. Visit with a DirectPT professional for guidance.

**How can DirectPT afford to do care this way?**

Our ownership is both experienced in full-scale physical therapy care and in effective administration of care. Together, Troy Robert and Biagio Mazza have more than XX years in the PT business. The membership model delivers affordability by eliminating overhead and getting rid of the costs and regulations of insurance company involvement.

When you cut out the middle man – insurance-- you have the freedom to establish what is best for you, the patient. We did away with the middle man to create an environment that assures exceptional care and affordable delivery.

 **<<LINK >>**

**About us**

**Biagio Mazza, Co-owner and Physical Therapist**

* B.S., Rockhurst University, Valedictorian, 1999
* M.P.T., Rockhurst University, 2001
* Certified Strength and Conditioning Specialist, NSCA, 2001
* Certified Personal Trainer, NSCA, 2002
* Orthopedic Clinical Specialist Board Certified, ABPTS, 2005
* Sport Clinical Specialist Board Certified, ABPTS, 2008
* Certified Orthopedic Manual Therapist, IAOM, 2009
* DPT, EIM Institute of Health, 2010

Biagio clocks more than 150 hours a year in continuing education, well beyond the state’s standards for physical therapy. Why? It’s his business and his passion. And it says a lot about the kind of clinic he runs and the quality of staff he leads.

Biagio is certified by the American Board of Physical Therapy Specialties as an Orthopedic Clinical Specialist and a Sports Clinical Specialist. There are fewer than 50 therapists nationwide who hold both of these distinctions. He also has worked as an adjunct instructor at Rockhurst, is an active member of the Kansas and Missouri Physical Therapy Associations, and has served as a physical therapy consultant for the Kansas City Royals. Biagio is a strong advocate for the Private Practice Section of the American Physical Therapy Association.

From the beginning, Biagio knew he wanted to combine sports with science. When he met Judy Hensley, his teacher and mentor, he knew he wanted to shift his interests to physical therapy and helping a wide range of people improve their quality of—and movement through—life.

Biagio specializes in:

* manual therapy
* postural training
* biomechanics
* functional exercise
* complex spinal pathology

**Troy Robert, Co-founder and Physical Therapist**

Troy is one of the founding therapists of DirectPT. He assists with recruiting, employee retention, and marketing, but enjoys his role in creating the DirectPT vision most of all.

Troy has been an executive in the healthcare staffing and service industries since 1993. He co-developed the membership model of service through time and with input from colleagues, business partners, employees, customers, and his administrative team. He recognizes that Direct PT’s greatest assets are its employees, and he keeps this at the core of his mission.

Troy graduated from the University of Kansas Medical Center in 1990 with a Bachelor of Science in Physical Therapy. He is a member of the American Physical Therapy Association and has served as a chapter officer. He has served as a college instructor and continues to speak as a guest lecturer on multiple campuses.