

LIVING WELL



GETTING DIRECT ACCESS TO PHYSICAL THERAPY

You wake up one morning with an awful backache that came out of nowhere. You call your doctor, only to learn that you'll have to wait a week for an appointment. Yet you know that the pain will be unmanageable for an entire week.

Happily, though, you live in Wisconsin, where you can go to the nearest physical therapy office and be seen without first getting a referral from your doctor.

“Wisconsin is a direct-access state, meaning patients can walk right in and receive the services of a physical therapist without orders from a physician,” says **Mike Rose**, regional director for **Athletico Physical Therapy**. “Instead of having to wait a week you can get in your car and drive right over to our clinic.”

Last June, Athletico Physical Therapy opened an office at 7475 Mineral Point Road in Madison. The company, which is headquartered in Oakbrook, Illinois, opened a second local office in Middleton at 8391 Greenway Boulevard in November 2017. It has other offices in 11 states across the country.

“Generally speaking, in the Madison market, there’s about a two-week wait or even longer to get in for therapy,” Rose says. “At Athletico, our approach is to get patients in within 24 hours. We see patients immediately and there’s no wait time. Patients want to get better, quicker and faster. With us, they don’t have to wait to do that.”

So, if you do wake up with a back pain, you can go to either one of the local Athletico offices and receive a free injury screen. From that evaluation, the physical therapist will work with you to create a plan for care. The office also can work with your primary provider. “We provide an ancillary service to the physicians,” Rose says. “If they have a long wait period to get in for therapy, we can be a supplement to that. We become an advocate for the patient and we work with them to make sure they are seeing the right people at the right time throughout the duration of their care.”

Every patient who comes into an Athletico Physical Therapy office receives the free evaluation and then a follow-up plan of care. The treatment philosophy is that each patient receives

one-on-one care with the same physical therapist for the duration of their treatment plan. “In many systems, you could be bounced around from therapist to therapist,” Rose says. “With our model of care, we really like to keep that patient/therapist relationship from the very beginning. We see great results with that type of approach.”

Patients are generally seen anywhere from two to five days a week. “Having that familiar face that provides comfort and a plan that is going to get you better is really a nice thing to have going in each and every day,” he says. Patients are also given instructions on what they can do at home to help progress through their treatment. “We find that patients who are committed to a home program tend to do much better.” As a result, each patient receives post-therapy information on exercises that she or he can use to continue therapy work at

home. Patients can return to the clinic at any time to get another complimentary injury screen or just to make sure everything is going well. “We emphasize patient education and the prevention of further injuries,” Rose says.

As an outpatient orthopedic provider of physical therapy services, Athletico takes a patient-centric approach to therapy. “The goal, ultimately, is to provide exceptional and progressive treatment plans that are cost-effective for the patient,” Rose says.

In the Madison market, Athletico has been an active partner in the community, whether it’s involvement with the Madison Marathon, the local rugby club, or youth and club sports organizations. At the Madison Marathon, for instance, Athletico staff were on hand to provide post-race stretching and complimentary injury screens to participants. •

ATHLETICO

PHYSICAL THERAPY

Better for every body.[®]

WHY WAIT?

There are certain things in life that you have to wait for. Feeling better shouldn’t be one of them.

Request your free injury screen today!

Middleton

8391 Greenway Blvd., Ste. 130
Middleton, WI 53562
608-567-3070

Madison

7475 Mineral Point Rd., Ste. 7
Madison, WI 53717
608-216-2701

*Per federal guidelines, beneficiaries of federally funded plans are not eligible for complimentary injury screens.