

***THE PROBLEM  
WITH PHYSICAL  
THERAPY AND  
HOW TO SOLVE IT***

**[www.Tagajo.com](http://www.Tagajo.com)**

# The Problem

Physical therapists have become trapped in the midst of increasingly unrealistic productivity standards and insurance requirements. The bar for escaping this environment is high because the only way out is to start your own cash business or switch careers. This is unrealistic for the majority of physical therapists. A significant portion of the general population continues to not recognize or understand the value of good physical therapy. This also makes it harder for struggling physical therapists to grow their caseload outside of a big clinic or hospital system that is dependent on physician referrals.

# The Solution

## **Improve physical therapists job experience**

- Better pay
- Remove productivity requirements
- Remove insurance requirements
- Decrease dependency on physicians
- Fast documentation and chart reviews

## **Give all physical therapists the freedom to go off and do their own thing**

- Offload website/digital presence creation & management
- Offload marketing
- Offload sales
- Offload scheduling, collecting payments

## **Make the value of physical therapy visible to everyone**

- Fully leverage patient direct access
- Increased presence of community/mobile physical therapy
- Increased physical therapy role in preventative care
- Automatically summarize the value of every physical therapy visit

# How We Will Do It

## **Step 1: Lead Generation** (~3 – 6 month timeline)

- We will start by offloading patient marketing – the most costly and time consuming step of growing a patient caseload.
- We will find patient leads and match them with mobile physical therapists looking for more patients.
- At this time, the physical therapist will still handle their own sales, scheduling, collecting payments, and making their value visible to keep patients coming back.

## **Step 2: Marketplace** (~6 – 12 month timeline)

- We will be releasing a digital marketplace for physical therapists as independent contractors.
- A physical therapist will go on the app and create a profile and verify proof of physical therapy licensure and liability insurance.
- They will update their profile and add their patient preferences which will become immediately visible to the public.
- We will drive patient traffic to the marketplace where patients will be able to browse and schedule with physical therapists.
- All scheduling, payment, messaging will be handled through the app.

### **Step 3: Documentation Engine (~ 12 - 18 month timeline)**

- We will be releasing a documentation engine built into the platform that is as fast as possible for both documentation and chart reviews.
- It is smart enough to help guide reasoning so you can immediately understand patients and make clinical decisions.
- The documentation engine will capture all value you are providing and summarize it for patients after every visit
- Your documentation will sell your value, you won't have to
- You will be able to document on any device that has an internet connection.