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Becoming a corporate athlete in the business world by turning client's aspirations into reality

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It is well known fact that we now live in an aging population where people are working for longer. Patients want to recover from their injuries quickly, improve their strength, flexibility and fitness levels, and function at a higher level to meet their daily demands. As private practice physiotherapists, we have an ethical obligation to meet our clients' needs. As business owners we need to achieve that profitably by customizing our service provision to meet the expectations of our clients. Creating a positive experience for all those who walk through our clinic doors will develop an organizational culture where patients feel appreciated and valued, and will in turn be walking billboards for our practice and our profession. At the core of each physiotherapy practice, will be a manager who needs the confidence in leadership to streamline the business operations behind the provision of a high value physiotherapy service. Transparency, client engagement and strategic collaboration with fellow professionals in the field are key elements of running a successful business. Further, the wise practice manager will be able to skillfully adjust the business goals and objectives amidst a changing political atmosphere and socioeconomic climate. Financial knowledge incorporating scenario planning and additional revenue channels will serve to ensure that every practice remains profitable with loyal clients at its core.

Biography

Tripti R A Gyan completed her BSc (Hons.) and MSc in Physiotherapy at Coventry University in the UK. She has over 18 years' clinical experience, including 12 years in private practice. She was a member of the Physiotherapy Team at the London 2012 Olympic Games, the 2014 Commonwealth Games in Scotland and is hoping to be part of the 2016 Medical Team at the Rio 2016 Olympics. She is committed to raising the profile of the Physiotherapy profession, and enjoys collaborating with her international colleagues.

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