



## BRIAN HARTZ MPT, DPT

### CANDIDATE FOR PPS DIRECTOR

BRIAN HARTZ, MPT, DPT, STARTED HIS INDEPENDENT PRIVATE PRACTICE, HARTZ PHYSICAL THERAPY, IN 2000 AND HAS GROWN THE BUSINESS TO INCLUDE 4 LOCATIONS IN CENTRAL PENNSYLVANIA AND ALMOST 30 EMPLOYEES. DURING THAT TIME, BRIAN HAS MAINTAINED REMARKABLY LOW EMPLOYEE TURNOVER AND HAS SPOKEN NATIONALLY ON THE TOPIC OF EMPLOYEE ENGAGEMENT AND RETENTION. BRIAN IS PASSIONATE ABOUT PRIVATE PRACTICE PT, EMPLOYEE ENGAGEMENT AND GIVING BACK TO THE COMMUNITY.



### CANDIDATE STATEMENT

***I would like to thank the Nominating Committee for slating me as a candidate for Director of the Private Practice Section (PPS). I am honored to be considered for the position.***

***I started my private practice, HARTZ Physical Therapy, in 2000 with just one employee. Despite an extremely competitive market landscape, I have grown my practice to include 4 locations in Central Pennsylvania and 30 employees. I have been very fortunate to have remarkably low employee turnover over the past 18 years. I am most proud of the fact that I have never lost a physical therapist to one of my competitors. Recently, I have been afforded the opportunity to speak at several conferences, including last year's PPS Conference in Chicago, about Employee Engagement and Retention.***

***In addition to managing my practice, I am also the Chair of the Board of Directors for Schreiber Pediatric Rehab Center, a local non-profit offering outpatient therapy to children. My involvement there in a leadership position has provided invaluable experience working with a board of 25 to oversee the operations of the center as well as achieve full engagement of each board member.***

***As a private practitioner, we must wear many hats. It is not enough to have a PT degree and the knowledge to make patients better. You must have the business acumen to analyze financial statements, manage employees, and make sound business decisions about the future of your clinic(s). At a very young age, my parents introduced me to the business world by giving me an opportunity to oversee the finances and management of an apartment. This sparked an interest in business, which I fostered, through continued business courses in college and beyond. This business background is invaluable each day as I continue to manage***



***and grow my business and will be an asset should I have the opportunity to serve you as Director on the PPS Board of Directors.***

***Today's healthcare landscape is anything but simple. I firmly believe that small businesses have a competitive advantage in this market, as more and more patients take ownership of their medical options and begin to research where they will receive the best care. Our past patients are the best testament to the quality of service we provide. When utilized properly, they can help us spread the word about how we are different (and better) than our (often larger) competitors.***

***I think there are three main facets of each private practice that must be present in order to compete in this crowded market:***

***Clinical and support staff who are engaged and motivated to embrace the company's mission and go above and beyond to ensure the success of the business. Treat your staff as #1 and they will treat your patients that way too. There are many ways to recognize and engage staff members, some better than others.***

***Identify and exploit how we are different than our competitors: Private practitioners will face ongoing challenges as consolidation occurs with private equity firms and hospital-based systems. This continued mass consolidation should be viewed as an opportunity for private practitioners to identify and exploit gaps in customer service or clinic management that can undoubtedly occur in such a large setting.***

***Clinical outcomes data in the top tier of the market: We can claim to be the best, but without market data to back that up, it is just another gimmick. Tracking real outcomes achieved can be the tricky part, but it is an essential part of validating our worth in the healthcare arena.***

***As Director, I plan to bring not only my experience starting a business from scratch and propelling it to a period of sustained growth, but also my unique perspective on employee engagement and retention to better the PPS member's experience. Although this would be my first term on the board, I feel my past experiences have prepared me well for this challenge. I will bring a combination of new ideas and tried and true methods which will help me serve the membership of the PPS. I would be honored to serve you on the Board of the PPS and I humbly ask for your vote.***