BUSINESS ORGANIZATION APPLICATION

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Pain & Movement Solutions, Owner
Wife to Wes
Mom to Bridger (10), Riley (8), Sienna (5)
Peer2Peer Member, 2020
SD APTA Federal Affairs Liason &
Reimbursement Committee

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History

2012 - Opened in Belle Fouche, SD

2019 - SD Physical Therapist of the Year

2020 - Joined Peer 2 Peer

2021 - Implemented Traction: EOS

2022 - Opened in Sturgis, SD

2023 - Sturgis New Small Business of the Year

2023 - Opened in Rapid City, SD

2024 - South Dakota Woman Owned Small Business of the Year

2024 - Nominated for the Rapid City Elevate Emerging Business of the Year Award

2025: West Rapid & Custer openings!

MY

WHY

EOS
A PROVEN SYSTEM

- Set of timeless business principles and real-world tools that help Entrepreneurs get what they want from their businesses
- Simplifies operations
- Optimizes your people, processes, and execution
- Your business becomes a transparent, self-sustaining organism
- Consistently helps companies achieve more revenue growth & profit
- Delivers a better balance of life to company team members
- Applies to big and small businesses, any industry

EOS MODEL

- Provides a visual illustration of the 6 Key Components of any business that must be managed and strengthened to be a great business.
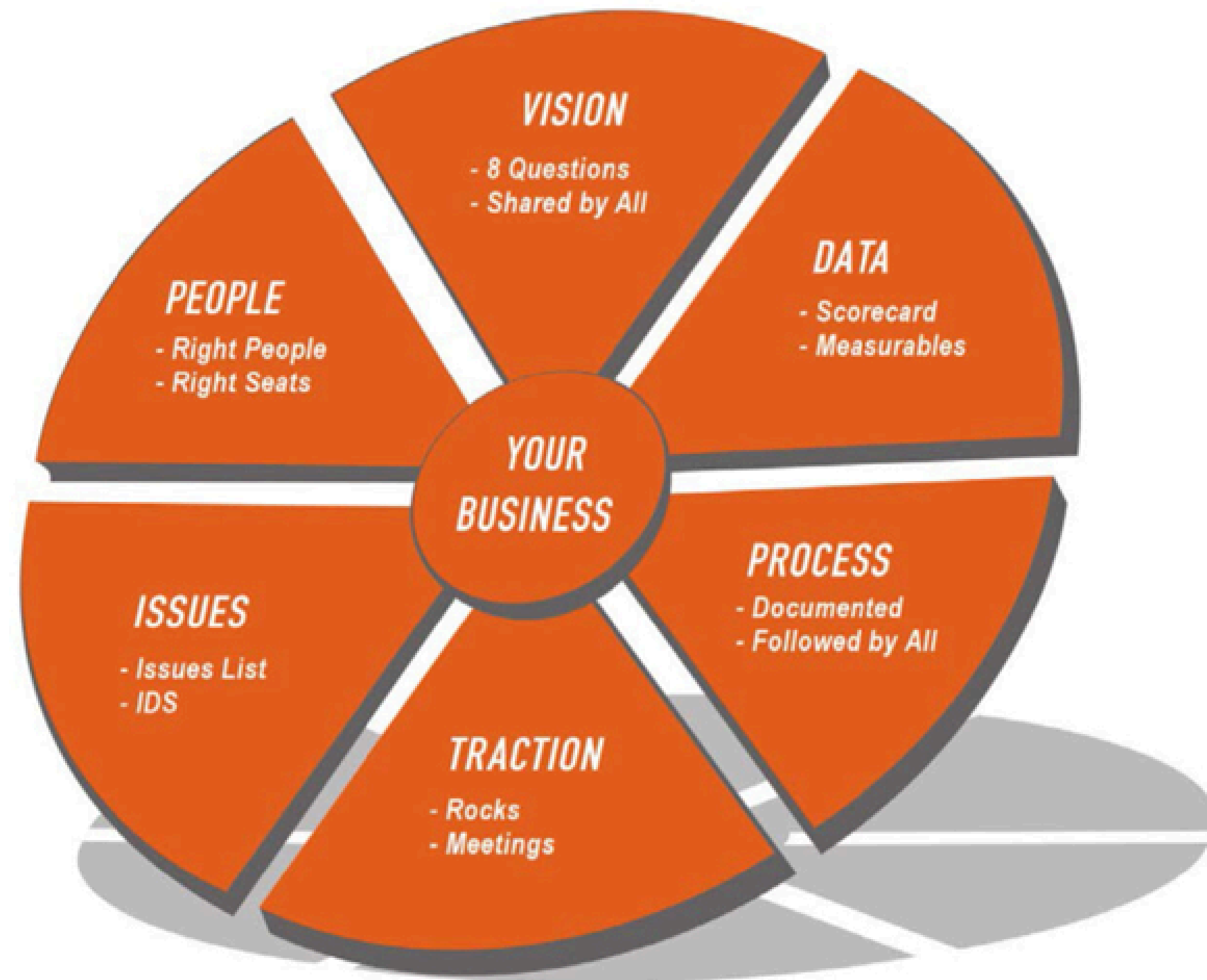
THEY SEE ME ROWIN'
THEY HATIN'

"If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time."
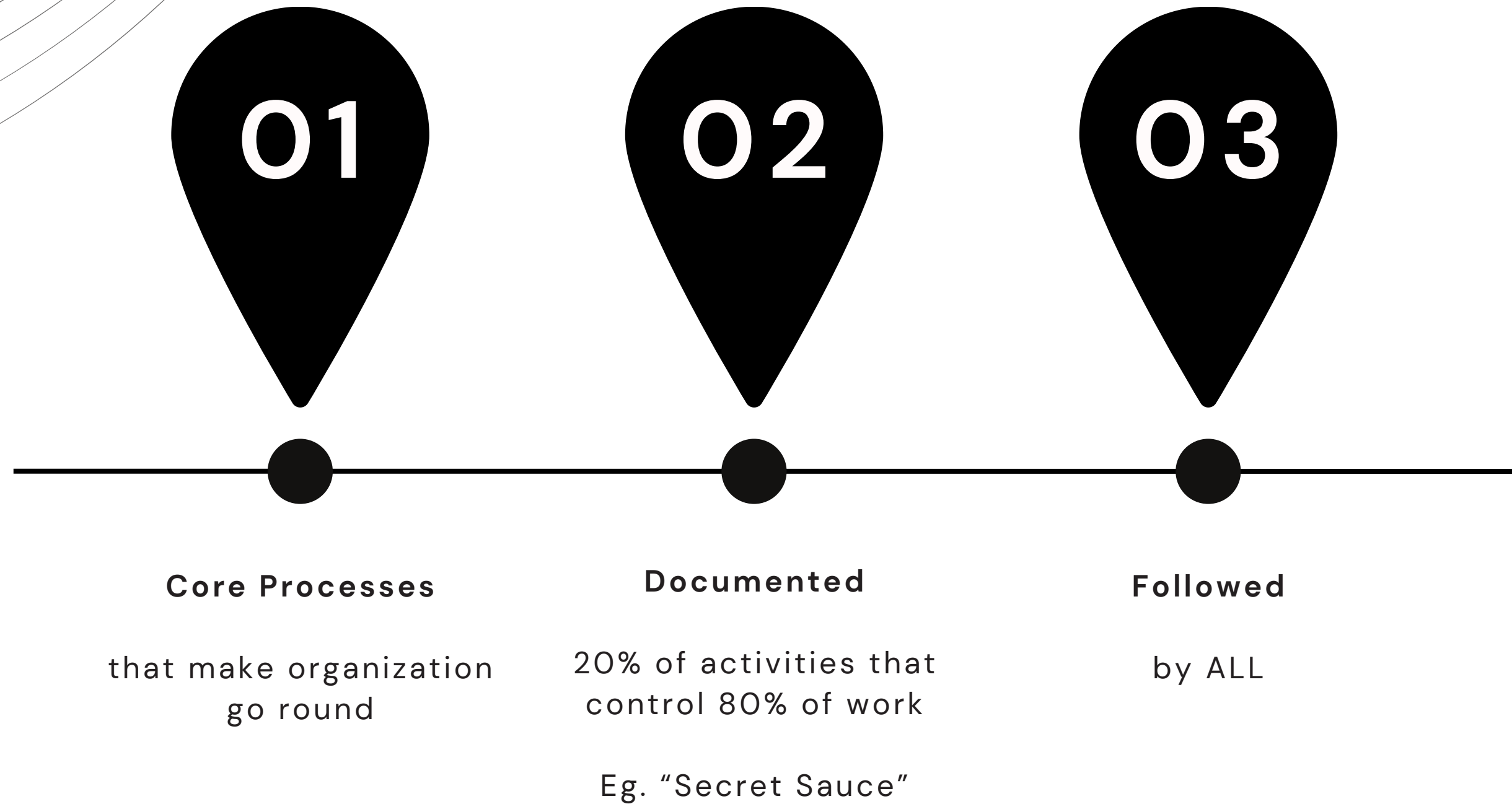- Patrick Lencioni

- 8 questions
- Shared by ALL
- Tool: VTO

THE EOS MODEL™

THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

VISION

CORE VALUES	1. 2. 3. 4. 5.	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: $ Profit: $ Measurables: What does it look like? • • • • • • • • • • • • • •
10-YEAR TARGET™		

MARKETING STRATEGY	Target Market/"The List":
	
	Three Uniques:
	   1.
	   2.
	   3.
	
	Proven Process:
	
	Guarantee:	

PROCESS

01

02

03

Core Processes

that make organization
go round

Documented

20% of activities that
control 80% of work

Eg. "Secret Sauce"

Followed

by ALL

PROVEN PROCESS

01	FIRST POINT OF CONTACT
02	ARRIVAL PROTOCOL
03	INTAKE PAPERWORK
04	INITIAL EVALUATION
05	FOLLOW UP TREATMENTS
06	PROGRESS ASSESSMENT
07	SCHEDULE
08	FINANCIAL EXPERIENCE
09	PATIENT ENGAGEMENT
10	CUSTOMER ACQUISITION

RIGHT PEOPLE- RIGHT SEATS

- GWC

PEOPLE ANALYZER™

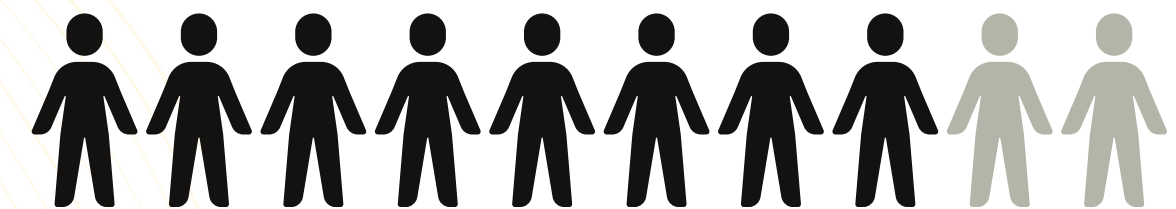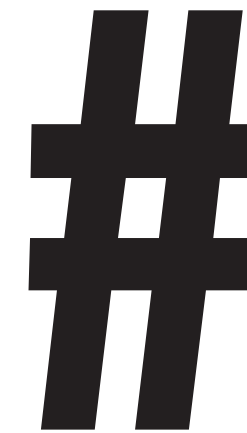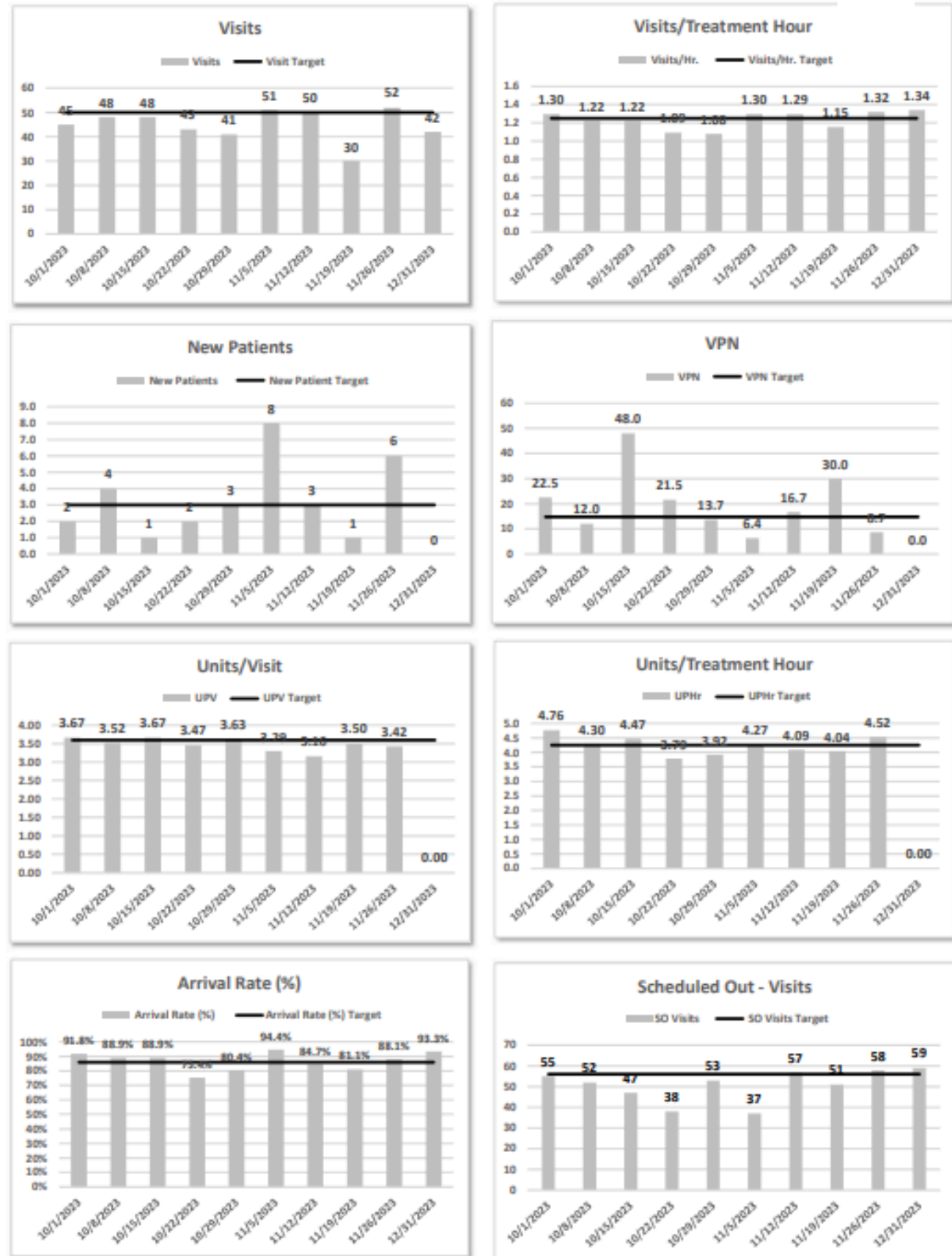| NAME	CORE VALUE	CORE VALUE	CORE VALUE	CORE VALUE	CORE VALUE	Gets It	Wants It	Capacity
Sally Jones								
John Smith								
George Wilson								
THE BAR	+	+/-	+	+/-	+/-	Y	Y	Y

DATA

SCORECARD

- Keep a pulse on your business
- Identify 5-15 measurables
- Track consistently on weekly basis
- Helps you predict the future more accurately

MEASURABLES

- Every person in the company has their own Number
- Accountability – very clear what we are looking for them to do

PAIN & MOVEMENT
SOLUTIONS

Weekly Key Performance Indicators (KPIs)
Clinician

PROVIDER DASHBOARD: WEEKLY

Visits
Visits — Visit Target
45, 48, 48, 45, 41, 51, 50, 30, 52, 42

Visits/Treatment Hour
Visits/Hr. — Visits/Hr. Target
1.30, 1.22, 1.22, 1.00, 1.00, 1.30, 1.29, 1.15, 1.32, 1.34

New Patients
New Patients — New Patient Target
2, 4, 1, 2, 3, 8, 3, 1, 6, 0

VPN
VPN — VPN Target
22.5, 12.0, 48.0, 21.5, 13.7, 6.4, 16.7, 30.0, 0.0, 0.0

Units/Visit
UPV — UPV Target
3.67, 3.52, 3.67, 3.47, 3.63, 3.38, 3.20, 3.50, 3.42, 0.00

Units/Treatment Hour
UPHr — UPHr Target
4.76, 4.30, 4.47, 3.75, 3.97, 4.27, 4.09, 4.04, 4.52, 0.00

Arrival Rate (%)
Arrival Rate (%) — Arrival Rate (%) Target
91.8%, 88.9%, 88.9%, 72.4%, 80.4%, 94.4%, 84.7%, 81.1%, 88.1%, 93.3%

Scheduled Out - Visits
SO Visits — SO Visits Target
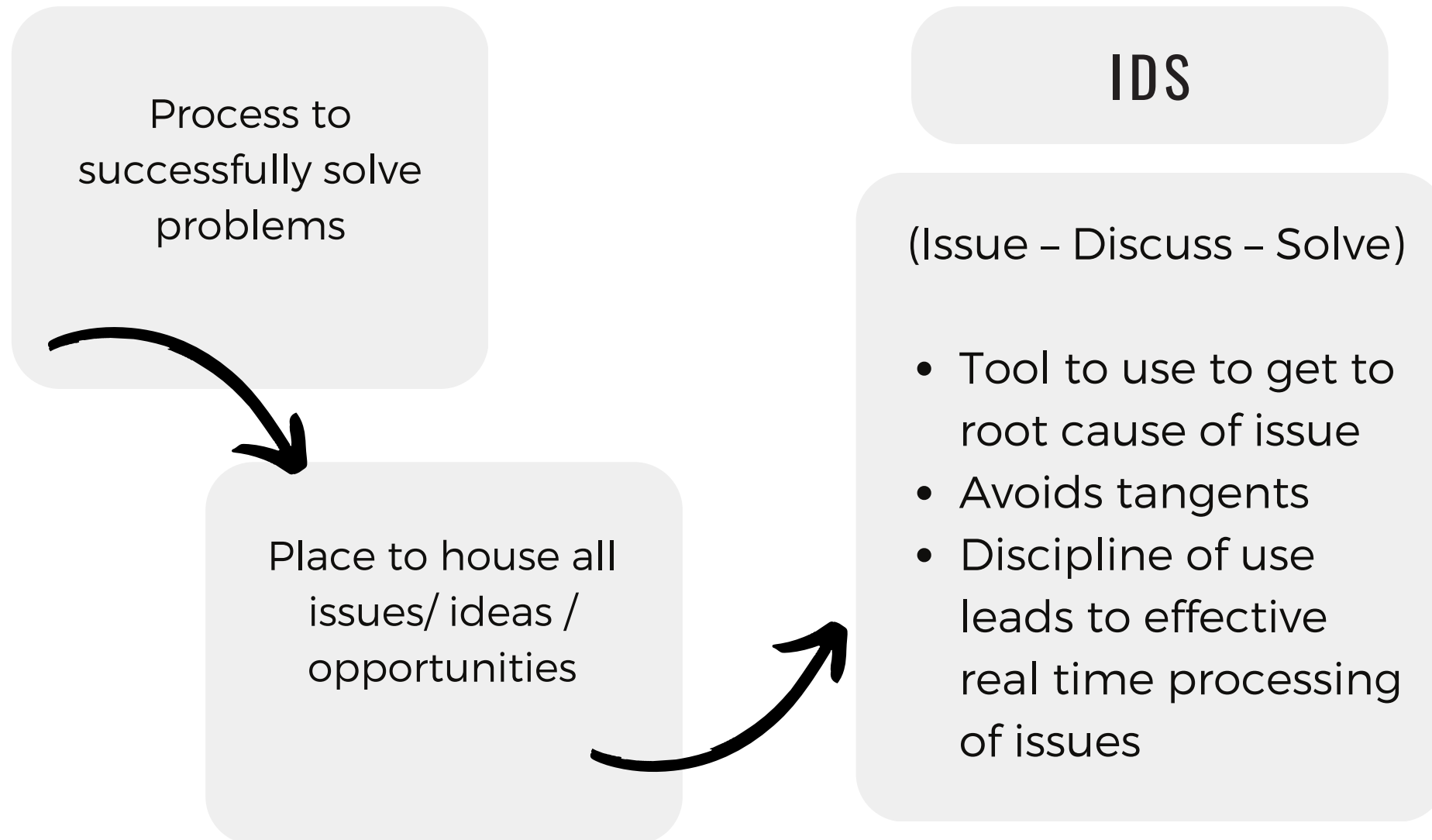55, 52, 47, 38, 53, 37, 57, 51, 58, 59

SCOREBOARD

- 8150 Advisors

TRACTION

- Rocks – Top Priorities of the Business
- Meeting Pulse – used to gain control
- Work on Your Business Regularly
- Everyone has a number
- Results Generate Traction

ISSUES

Process to successfully solve problems

Place to house all issues/ ideas / opportunities

IDS

(Issue – Discuss – Solve)

- Tool to use to get to root cause of issue
- Avoids tangents
- Discipline of use leads to effective real time processing of issues

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THE LEVEL 10 MEETING™

The Weekly Agenda

Day: _____   Time: _____

Agenda:

Segue	5 Minutes
Scorecard	5 Minutes
Rock Review	5 Minutes
Customer/Employee Headlines	5 Minutes
To-Do List	5 Minutes
IDS	60 Minutes
Conclude	5 Minutes

    Recap To-Do List
    Cascading messages
    Rating (1-10)

TRACTION

GET A GRIP ON YOUR BUSINESS

GINO WICKMAN

Traction

Book Summary

"Your business is an entity in and of itself... to find success, you have to turn it into a self-sustaining organism."

- Gino Wickman

READINGRAPHICS
Ideas Come Alive

OUR TRACTION

- Bettered Operations
- Solidify Processes
- Open communication
- Create Visibility to the business for our whole team
- Everyone knows what the plan is and where the business is headed
- Helped company grow
- Every Team member is doing their part to work towards achieving goals

Special thanks to my Peer2Peer Group and
Steve Stalzer, & Mike Osler at 8150 Advisors