

PURPOSE

Revolutionizing the patient-therapist experience with a focus on movement and an eye on health.

CORE VAL

- 1. **Perseverance:**
 - The only way to fail is to
 - Recover quickly
- 2. **Learn Something New**
 - Growing minds inspire
 - Infinite learning
- 3. **Creativity**
 - Think your way into a s
 - Choose nonconformity
- 4. **Step Up**
 - Take ownership for get things done
 - Good is the enemy of g
- 5. **Pay it Forward**
 - Beneficence
 - A rising tide lifts all boa
 - Local responsibility

The Everest Mission

To be the undisputed first choice for physical therapy and health in every community we enter with 2,000 patient interactions per week by December 2027.

STRENGTHS TO LEVERAGE

- 1. Meeting rhythm
- 2. David vs. Goliath
- 3. Direct access
- 4. Mastermind collaboration
- 5. Clinical excellence

STRENGTHS TO DEVELOP

- 1. Clinician specialization
- 2. Hiring and firing based on company culture
- 3. "Mini private practice" clinical model
- 4. Operational efficiency with financial focus
- 5. Management by metrics
- 6. Exceeding patient expectations

SUMMIT Dec. 2027

★ Patient interaction/wk: 2062
 ★ New POC/wk: 145
 ★ Therapists: 34.4

VITAL SIGNS 202

- 1. Profit margin
- 2. Labor rate
- 3. Arrival rate
- 4. Successful DC rate
- 5. PT productivity

Camp 3 2024

□ Patient interaction/wk: 1193
 □ New POC/wk: 85
 □ Therapists: 20

Camp 2 2021

□ Patient interaction/wk: 499
 □ New POC/wk: 49
 □ Therapists: 11.5

Camp 1 2019

□ Patient interaction/wk: 480
 □ New POC/wk: 34
 □ Therapists: 8

Base Camp 2018

□ Patient interaction/wk: 400
 □ New POC/wk: 29
 □ Therapists: 6.7

TARGET MARKET

Active adults wanting to age successfully and enjoy the back 9 of their life by combining conservative care with prevention and maintenance.

POSITIONING

Robbins Rehab will become the first choice for physical therapy and wellness to those looking to avoid the use of medication, injections, and surgery.

BRAND PROMIS

If we can't help you achieve your go we will find you someone who will