

***Eccentron Helps  
Create a Profitable  
Cash Pay Business  
For Momentum  
Sports Medicine  
and Wellness***

---





Marla Tappy, a physical therapist in the rural ranching and farming community of Sterling, Colorado, wanted to create something different. After working in traditional physical therapy clinics and experiencing the frustration associated with insurance billing, she decided to broaden the scope of her new PT/Sports Medicine clinic to include transitional rehabilitative fitness programs and a medically-supervised fitness club. From there, Momentum Sports Medicine & Wellness was born. And what a success it has become.

## 60-80 Eccentron Sessions Per Week

Today, Momentum Sports Medicine & Wellness is a bustling clinic. Attracting a steady stream of hundreds of cash-pay clients. Key to Momentum's success has been Marla's integration of the BTE Eccentron into her practice. Marla says the machine is rarely idle; it goes all day long. She describes three avenues that generate revenue with Eccentron:

- 1 It is used by nearly all of her lower extremity physical therapy cases;
- 2 Punch cards sales for use of the machine;
- 3 And as an add-on to medically-based fitness gym memberships

Marla estimates 30 people use the machine weekly on average, and most come two to three times per week, so Eccentron is utilized for 60-80 sessions every week.

"I like to say it works you out from your toes to your belly button, because it really does activate the entire kinetic chain." Marla adds. "I haven't had a bad experience yet. I don't have a single client that hasn't had positive results."

But Momentum's success did not happen overnight. Marla put together a unique strategy for building and growing her business. She shared with us how she got to where she is today.

*WITH ITS UNIQUE AND ENGAGING EXERCISE EXPERIENCE, I SAW IT AS A CASH COW. IT'S RARELY IDLE. IT GOES ALL DAY LONG*

## Building a Cash Pay Business

In conceiving her new clinic, Tappy decided to go with a cash only business model. She wanted to eliminate the costs and time associated with billing insurance and pass the savings on to her clients. The challenge would be convincing her community this business model was better for everyone.

"Clients generally don't have a good understanding of exactly what their insurance is going to cover," Tappy said. "Then they are shocked and disappointed when they see a bill from therapy due to unmet deductibles, high co-pays, or the percentage of the bill they are obligated to pay, based on their policy." Patients get blindsided by these bills long after they have attended the therapy sessions, after insurance has paid what is allowed.

"I call it the Home Depot mentality; fix it yourself," Marla says. "I had to convince the community to not rely on insurance and instead take charge of their own well-being. Once they realized that I would charge the same or less as their copays, and it wouldn't go against their deductible, it was easy, and my results are huge."

In Tappy's model, patients, clients and members choose from a cash-pay menu and they know exactly what their bill is at the end of the treatment. Unlike the insurance model, patrons of Momentum are also not bound to preset visit limits, and referrals from a physician are appreciated but not required. Monthly memberships, punch cards, and payment plans for long term post-surgical rehab cases are also available.

*ONCE THEY REALIZED THAT I WOULD CHARGE THE SAME OR LESS AS THEIR COPAYS, AND IT WOULDN'T GO AGAINST THEIR DEDUCTIBLE, IT WAS EASY, AND MY RESULTS ARE HUGE.*



## Better Patient Results and a Cash Cow

In today's healthcare climate, it only makes sense to provide people with the tools to help themselves. Tappy says, "You have to empower patients to take more personal responsibility for their orthopedic health and fitness levels, so they can get better and stay well." Her clinic is a resource center and a facility that allows her clients to perform most of their programs independently with access to assistance and feedback from a PT or PTA as needed.

With this as her philosophy, Marla knew she wanted the best equipment for Momentum Sports Medicine and Wellness. So she called BTE, and learned about Eccentron, the eccentric resistance strength trainer with objective measures and results tracking. Eccentron gives users both immediate information and progressive feedback on their strength and muscular control. Marla was intrigued and went to Denver to try out Eccentron herself.

Tappy says, "The first time I tried the Eccentron, I was frustrated by my inability to master the eccentric control and precision necessary to achieve a 'good score'. I had always considered myself relatively fit and athletic, but the Eccentron really pointed out my imbalances from side to side, as well as my functional deficits in particular portions of my range of motion."

Tappy continues, "Eccentron doses or tests you prior to setting you up for a workout, so it's safe for just about anyone to use. After you have performed 3 workouts with scores above 74% accuracy, it re-doses and progresses you accordingly. I realized Eccentron has the potential to produce great results by maximally challenging the patient in a controlled fashion. With its unique and engaging exercise experience, I saw it as a cash cow."



# Work with Athletes, Elderly and Injured

Momentum Sports Medicine and Wellness developed diverse offerings for a wide range of clients from athletes and fitness enthusiasts to the injured and elderly.

"Because we live in a sparsely populated area, we need to serve everyone. We can't have a niche," explains Marla. "Eccentron works for all these different populations and is the centerpiece of equipment in the gym."

Marla works extensively with high school and college athletes in the area. "We use Eccentron to work the lower extremities for athletes who are fine tuning their game. Eccentron complements their regular strength training programs and makes them a notch better. We can vary the speed and intensity for focus on the little things. It's also a great tool to use when returning an athlete to sport following an injury because of the ability to control every aspect of the workout. Smooth sequential absorption of force from the forefoot to the hip is necessary to succeed on the machine. It takes coordination and can be exhausting if high demand activity is the intended goal."

Marla says the Eccentron is also a perfect tool for patients not only with lower extremity orthopedic issues, but for strengthening patients with back pain and neurological challenges such as Parkinson's or multiple sclerosis. Because she can manipulate how the machine is used, it can be modified to challenge any individual.

"I received a call last week from an orthopedic surgeon who just completed a three-week post-operative visit on a 44-year-old patient of mine following bilateral total knee replacements. He said, 'My patient has full range of motion and a normal gait pattern. What are you doing out there?' I told him 'It's Eccentron.' The versatility of the machine allows for a quick, yet subtle, transition from passive range of motion activities to progressive eccentric strengthening," Marla explains.

Leveraging the unique capabilities of the Eccentron and promoting her patient-friendly cash pay model, Momentum Sports Medicine & Wellness continues to grow. Helping members of the community return to function more fully post-injury, and empowering them to maintain control over their well-being over time.

---

*AN ORTHO SURGEON WHO COMPLETED A THREE-WEEK POST OP ON A 44 YEAR-OLD PATIENT FOLLOWING BILATERAL TKAs ASKED, 'MY PATIENT HAS FULL RANGE OF MOTION AND A NORMAL GAIT PATTERN. WHAT ARE YOU DOING OUT THERE?' I TOLD HIM 'IT'S ECCENTRON.'*