



Painted Picture

How The Physio Co will look on 31 December 2012

THE
physio
CO

keeping seniors moving

Painting a picture is bringing the future into the present, so that we can do something about it **now**

The best way to ensure that dreams become reality is to take the vision from our mind and share it with everyone. The following vision is a vivid mental image of what The Physio Co will look like, feel like and act like by 31 December 2012.

Quite simply, **The Physio Co** is the most unique, caring & talked about physiotherapy group in Australia.



The Physio Co on 31 December 2012:

We have provided **100,000** consultations during calendar year 2012. With this achieved, the TPC TALLY is over 250,000 consultations AND is 12.5% of our **10 year goal** to provide **2,000,000** consultations by 31 December 2018.

The Physio Co exists for a very simple purpose: **we love to help oldies stay mobile, safe & happy.**

We are a values-driven organisation — our values are what **set us apart** from others and provide **guidance** for making decisions every day. The Physio Co will achieve our goals by consistently **living by our values**. Any decision, problem or issue will be answered by referring to our values.

Brand Values (What's important to us)

Respect everyone

(We understand that a small thing on our list of priorities may be the ONLY thing that matters to an elderly client). Therefore:

We are always on time

We always do what we say we will do

We always communicate in clear, concise and honest ways

We are generous with our time to help others

Be memorable

(We set high standards, have great attention to detail and like to impress) Therefore:

We are friendly and make positive first impressions

We make people smile with our personal and understanding approach

We take the time to celebrate milestones and successes

We wow people whenever possible

Find a better way

(Complacency is not our thing) Therefore:

We always search for new ways that help our clients, customers and team members

We are committed to constantly improving: personally & collectively

We inspire others by continually finding a better way

Think big, act small

(We are David, not Goliath). Therefore:

We are always prepared to 'give it a go'

We are nimble, flexible and easy going.

We always ask: "what can I do next?"

We all help to achieve our painted picture of the future

Our Services (what we do)

TPC provides physiotherapy assessments, individual treatments, individual exercise plans, group exercise classes, falls prevention programs, pain management programs, women's health services, men's health services, strength training programs, brain training & dementia-specific programs.

Education and advice is provided for client's families, carers and aged care staff in **helping seniors** to move safely, prevent falls and manage pain.

Our clients feel lucky to have TPC helping them. They wish they had us full time — but are thrilled to have us for the time they do.

The TPC team (who we are)

Our **people are amazing!** They are from all over the world and they bring with them many unique life experiences and cultural perspectives. They love to learn, they love to share and they love to listen. Our elderly clients have so much to teach us — hearing about senior people's lives is a real pleasure.

Recruiting and retaining the right team members is a must. We hire, and fire, based upon our values. We know what is important and we do everything to maintain that. We are constantly **looking for the right people** and the right people are constantly looking for us.

90% of our team stay with us for more than 3 years and less than 10% leave annually. Why? Because **they are happy**. Because they are appreciated, rewarded, listened to and respected.

Our Culture

There is a strong **sense of belonging** at The Physio Co. We are all proud to be part of a caring organisation that is making a difference. We are passionate about what we contribute and are committed to helping others improve. We **celebrate our successes**, learn from our failures and enjoy the ride. Our inclusive and successful team culture inspires others to **join in the fun**.

Communication

We are **always clear** with our communication and generous with our time. We ensure our customers and clients understand why we do what we do. **Every person is understood** and provided with the best care possible.

Media

We are **seen as the experts** in helping seniors stay mobile, safe and happy. TPC is mentioned in the media at least once per month in every town or city we service. We are being featured more frequently by regional and national media channels (including the Herald Sun, The Australian, The Courier Mail, Bendigo Advertiser, 3AW, Australian Story & Sunrise). We have been featured for the great outcomes we achieve with our clients, the great team we have and the commitment to our core values. We are the **predominant seniors' health service provider** discussed on social networking websites in Australia.

Systems

Our systems and procedures are **clear and simple**. Even though we have the best people on our team that excel in providing a remarkable service, our systems could easily be run by one of our **100 year old clients!**

Sustainability

Although we are rapidly expanding, we ensure that all of our programs are profitable and sustainable. We allocate **5% of our profits to charities**. We allocate **5% of our profits to making dreams come true** for our loyal team members.



Imagine when our future is now...

TPC - December 31, 2012

We have completed more than 250,000 unique consultations

We provide more than 2,000 consultations every single week

We have more than 50 fantastic team members that are appreciated for the great work they do

We have an amazing rewards program for team members living our values

We have had more than 100 articles written about the great work that we do

We have an annual TPC Team Conference which others wish they could attend

We have award winning programs, and new aged care clients calling us daily

The Physio Co is ranked as a Top 10 employer by BRW

We have helped 10's of 1000's of our clients stay mobile, safe & happy for as long as possible

We have improved the standard of seniors health care forever