

1c. Take inventory of Your Region

When interviewing people in your community find answers to these questions?

1. What do you hear patients complaining about?
2. What do you hear referral sources complaining about regarding physical therapy?
3. What problems exist regarding physical therapy services?
4. What mistakes do physical therapy facilities in the area seem to be making?
5. What type of service, specialty, or feature is needed and in demand?

Source	Information
Other physical therapists employed in your area	
PT Private Practices	
Hospital Administrators or Referral Coordinators	
Orthopedists	
Primary MD's	
Local Business Owners	

Pastors/Churches	
Senior Center Coordinators and Seniors in the area	
Attorneys	
Coaches	
Medical Directors	
Other	

Go out and talk to the people in the area you are considering a practice and get a feel of their needs and problems. If you can establish a service that offers solutions to those problems and needs, you are on your way to carving a niche that is in high demand!