SWOT Analysis Assignment

Rocky Mountain Therapy

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Marketing 1030-003 Introduction to Marketing

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**Company Description**

**Company History:**

Rocky Mountain Therapy Services, Inc. began operations in 1983 under the direction of Paul Wortley. Over the past 27 years the company has grown from one physical therapy clinic located in Utah to multiple operations in several western states. Rocky Mountain Therapy Services is unique in its management approach in that the company is owned by physical therapists that are all practicing clinicians. This translates into a company that is up to date on the latest treatment approaches as well as the current changes is health care coverage and costs.

**Owner(s):**

Paul Wortley, President and Ty Berrett, Chief Operating Officer

**Products/services offered:**

Rocky Mountain Therapy Services owns and operates physical therapy clinics around the **western** region of the United States. Each clinic offers **outcome** based intervention designed to treat a wide range of orthopedic, musculoskeletal, and spine injuries. These injuries may be the result of home, sports, or work related accidents. For many people, therapy is the necessary step in the recovery from surgical procedures such as injury repairs or joint replacements.

In addition to providing state of the art physical therapy, Rocky Mountain Therapy Services offers many specialized services for hand injuries, chronic tension headaches/cervical neck pain, and industrial accidents. Professionals certified and trained in their areas of expertise deliver these services.

They offer specific services in head and cervical pain, certified hand therapy, orthopedic/spine therapy, join replacement, pool therapy and overall wellness. They also offer industrial rehabilitation services and training for safety. Along with these services you can purchase ice pack systems to be in therapy and rehabilitation.

**Number of employees:**

Company-wide there are around 300 employees. This would include doctors, therapists and administrators.

**Location:**

Rocky Mountain Therapy Services has locations throughout the western region of the United States. There are multiple locations in Colorado, Oregon, Texas, Utah and Washington State.

We have chosen to focus on one of their Utah locations. It is located at 3725 West 4100 South in West Valley City, Utah just East of the Granger Medical Clinic. This clinic focuses on the following services:

* Musculoskeletal/Orthopedic/Spine Therapy
* Sports and auto injury rehabilitation
* Joint Replacement Rehabilitation
* Sports conditioning
* Wellness programs
* Sports Therapy

**Business hours:**

Their hours of operation are as follows:

Monday, Wednesday and Friday 6AM to 6PM

Tuesday and Thursday 8AM to 3:30PM

**Contact Information:**

For the West Valley Clinic you can call 801-679-0123.

The people that are running this location are Jerry Geurts (PT, ATC, Directior), Braden Taylor (MPT, ATC), Keith Ludwig (MPT), and Kristin Nielson-Jones (MORT, CHT).

**SWOT Analysis List**

**Strengths:**

1. Financially Rocky Mountain Therapy has minimal debt and a positive cash flow.
2. 25 years in business, preferred provider.
3. Central Administration: Therapists can focus on their clients and not worry about the business aspect of their company.
4. Centralized Billing: billing Company that is more productive than out sourcing their billing.
5. Corporate Marketing
6. Customer service oriented: Positive environment, client first attitude, low wait time.
7. Quality Control: Peer reviewed charts which are used as a marketing tool.
8. Records that track their efficiency which helps make business decisions.
9. Highly Educated Therapists.
10. Pro-Active: look at the trends and do not react.

**Weaknesses:**

1. Finding Staff
2. Marketing
3. Accuracy with insurance information
4. Client Satisfaction is at about 90%
5. Competition: intermountain Health Care (a non-profit organization)
6. Location of out of state clinics
7. Facilities equipment
8. Rely heavily on internet for filing purposes
9. Outside accounting vs. internal

**Opportunities:**

1. Electronic documentations in all clinics
2. Improve server quality for internet programming
3. Improve locations
4. Internal control
5. Explore out of state clinics to expand
6. Open up private practice physical therapy clinics in small towns
7. Market on the radio, T.V, billboards etc.
8. Become the therapist for local high school and collegiate programs.

**Threats:**

1. Competition within industry. Competing against non-taxable hospital chains that have a huge marketing budget.
2. Insurance reimbursement is lowering significantly.
3. Other health care professions that focus on sales and marketing such as chiropractic clinics.
4. The Economy
5. Higher deductible is putting more pressure on clients and making it un-affordable in some situations.
6. Insurance is collecting premiums to discourage use of therapy.
7. Co-pay is rising
8. Competitive pay: cost of school vs. income
9. Health care cost and benefits for employees and 401k flex spending
10. Theft: specifically embezzlement

**Recommendations**

**First Recommendation:**

The first area in which I would look to improve would be their marketing strategy. Their service, therapists and knowledge of therapy is second to none. The problem is more people hear other companies such as sports med, and intermountain health care a lot more. They should put their ads on the radio, the T.V and at local high school sporting events to let people know of how great they really are.

**Second Recommendation:**

The second area that they should look to improve within the next six months is their facilities equipment. They have the equipment that allows them to help all different types of injuries but it is out of date. If they were to provide newer equipment it would attract more people as well as provide an environment that feels more cutting edge.

SWOT Analysis Sources

*Rocky Mountain Therapy Services*. Rocky Mountain Therapy Services, 2010. Web. 8 Sept. 2012.

Geurts, Jerry (Director). Personal Interview. 9 Sept. 2012.