



“Stronger Every Day”

PT Matters

Winter 2008

A Publication of McDonald Physical Therapy & Sports Rehabilitation Center

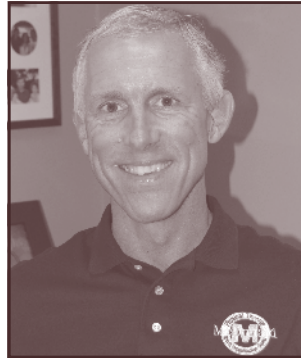
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A Message from Fran

As I sit here on this rainy day, thinking about what to say in our 20th year newsletter, I feel very thankful and a little surprised. I never anticipated how blessed I would be and how much my life would be touched by everyone I have come to know. At times, I am overcome by a sense of deep gratitude to all of the patients, physicians, caseworkers, staff, friends, and families that I have worked with over these twenty years.

As I think back, our clinic began with the help of a special old friend, a new friend, and some long term co-workers who believed in the dream of establishing an independent private practice physical therapy clinic devoted to overwhelming patients with exceptional service. Our patients became our promoters because of the unique service we provided. What started out as a dream has become a reality beyond my imagination with the help of so many.

Twenty years ago, my wife Maura and I moved to South Bend from Illinois where I was working 6 days a week from early morning to late at night, trying to run a physical therapy practice with three satellite clinics, located about an hour apart. The challenges of running an expanding business and trying to balance a family at the same time were overwhelming. Maura and I struggled with the lack of time I was spending with our family. Our daughter, Mara, was 3 years old, and our son Michael had just been born. Having been brought up with a strong belief in the importance of family and balance, I realized I was failing to live up to the philosophy I had learned and always preached to family and friends.

The suggestion to start over and move to South Bend (where Maura & I had met) was made by several of our college friends. One of my closest friends, Jim Shea, whom I respected and admired a great deal, was more influential in our decision to begin a new life in South Bend than he could have ever imagined. He has continued to play a major role in our success and for all of his help, guidance, and friendship I am extremely grateful.

“If you have performed surgery on any patients who have also been to physical therapy, and are still no better, send those patients to me!” This was the initial request given to local physicians in an effort to encourage them to send patients to our new physical therapy clinic. The physician who had the greatest impact on the early success of our practice was an orthopedist named Stephen Mitros, MD.

Coincidentally, while developing my practices in Illinois, I hired a physical therapist who was from South Bend’s Memorial Hospital. While I was researching which physicians to speak to regarding physical therapy, I asked him whom he would recommend. His first recommendation was Steve Mitros. I also asked a friend and former professor at Notre Dame, and he, too, recommended Steve Mitros!

Fran's Message (CONTINUED FROM PAGE 1)

I called Steve, and Maura and I set up a lunch to meet with him and his wife Janet. During that lunch, Steve said he would send me a few tough cases. As the patients improved, the word of our success with challenging injuries started spreading to other physicians. Gradually, our reputation began to grow with the help of physicians like Steve and initial patients like Nancy, Frances, Maritza, Reda and Jim who were leaving our clinic excited about their newfound freedom from pain and limitations. Our little practice, which had operated without a front office person for 5 months, was now able to hire Sandy Leslie, who became the front office superstar. Barb Knutson and Karen Lemmon joined as part-time physical therapists, and we were off and running. Sandy, Barb, and Karen contributed immensely to our long-term success.

I would have never guessed, while working in the basement of a small building on Monroe Street that our practice would grow from a small, 815 square foot space to one of 14,000 square feet in 20 years. My original plan was for my three co-workers and I to give patients great personal care, resolve with them their frustrating, painful conditions as quickly and thoroughly as possible, and live happily ever after in that small basement space. Obviously, plans are made to be broken!

A good business is like a person's life; it requires a great deal of hard work, sweat, tears, laughter and strong commitment of all involved. We have a wonderfully, dedicated staff who truly strives to put our patient needs first. Ten of our staff members have been with us for over ten years! Each of these people, two being my brothers Doug and Gerard, have contributed a great deal to our success.

I am very grateful to all the physicians, caseworkers, and companies who have supported our efforts and given us tips along the way. I am grateful to Jim Moriarty, MD of the University of Notre Dame and Pat Leary, MD for including me in the weekly orthopedic gatherings where local physicians meet to share opinions on extremely challenging cases. Much gratitude also goes to Jim Moriarty, Annie Kleva, and the ND administration for inviting us to have a satellite on the Notre Dame campus. Being on-site at Notre Dame, serving students and staff and the Notre Dame Community has truly added a new dimension and value to our practice.

That's our story in a nutshell. Thanks again to everyone who has been to our clinic and felt strongly enough to choose McDonald Physical Therapy for their orthopedic, sports, spine, and work injury needs.

I am also so thankful for my family and friends who helped me realize that my work (though I love it) is important but not more important than being a good father, spouse, family member, and friend. I wish you all Happy Holidays and, most especially, some time to enjoy your family and friends!

Francis McDonald, PT, SPT

Come celebrate with
us as we mark
20 years of serving
the community.



Monday, January 12, 2009
12:00 – 2:00 pm and
5:00 – 7:00 pm
1005 Hickory Road,
South Bend, Indiana

Light refreshments will be served.

"Stronger Every Day"

Congratulations to our 10, 15 and 20 Year Employees



From left to right: Doug McDonald, Karen Lemmon, Denise Louderback, Heather Etner, Fran McDonald, Sandy Ohime, Jo Ravelo, Gerald McDonald, Pam Walkowski, Ken Mack.

The Top Ten Reasons to Choose McDonald Physical Therapy

1. Patients are seen until they achieve maximum results, often even when they are no longer covered by insurance.

The cost of a visit at McDonald Physical Therapy is one third the cost of other neighboring physical therapy practices based on data from a third party survey.

2. 98% of McDonald Physical Therapy patient surveys report that patients would return if in need of future physical therapy.

McDonald Physical Therapy has served over 35,000 patients.

3. Patients are offered an opportunity to schedule their initial evaluation appointment within 24 to 48 hours of contacting McDonald Physical Therapy.

4. McDonald Physical Therapy is the only clinic that is open 7:00 AM – 8:00 PM Monday through Thursday and 7:00 AM – 5:00 PM Friday, enabling patients to come before or after work/school.

5. McDonald Physical Therapy patients begin their session within five minutes of their scheduled appointment time.

6. McDonald Physical Therapy therapists regularly communicate with referring physicians, serving as physician/ patient advocates to ensure quality care and follow up.

7. Patients are scheduled with one therapist to provide consistency of treatment.

8. The patients at McDonald Physical Therapy are treated in a positive and caring family environment.

9. Patients see results quickly which often makes it possible to avoid other more invasive forms of treatment (surgery).

The average recovery time at McDonald Physical Therapy is 9 visits. Other practices range from 12 to 16 visits.

10. McDonald Physical Therapy PTs and PTAs are given several months of therapy training, similar to a residency program followed up with mentoring and continuing education.

**Easy access parking*

McDonald Physical Therapy is an Independent Patient-Centered Health Care Facility with a Sustained Commitment to Excellence.



20th
ANNIVERSARY
1989-2009

Merry Christmas
&
Happy Holidays

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