

# SHOCKWAVE SURGE



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P T D P T O C S

A PT ENTREPRENEUR'S JOURNEY  
IN EXPLODING CA\$H BASED REVENUE



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## A PT Entrepreneur's Journey in Exploding Cash Based Revenue

It all started almost a year earlier when I was contacted by a forward-thinking PT who responded to a listing, I placed to sell my private practice. She and her partner Joe were interested in growing their company via a combination of startups and acquisitions. My practice would have been an acquisition. At the time, my practice's revenue stream was primarily 3rd party reimbursement (insurance payments).

My wife Kim and I were very excited to meet both Stacey and Joe to get to know them and discover the possibilities of becoming partners in the short to midterm future. The meetings would be separate due to schedules and geography.

We lived in Florida so our first meeting was with Joe and his wife in Saint Simons Island in Georgia which was only a 6-hour drive. We stayed at a beautiful resort called the King and Prince. We learned a lot about Joe that weekend and discovered that he had been on the receiving end years before in the sale of a waste management or a garbage company.

Needless to say, Joe was the financial backer of Stacey and their operation, but more than anything our visions were certainly aligned.

Stacey was pursuing a nursing degree while running a cash-based PT/Wellness practice in Wisconsin because her desire to promote health and wellness was limited as a PT and many of her visions involved providing services that she would be much more equipped to provide with a Nursing degree.

Joe envisioned and supported natural or holistic initiatives in giving the masses improved health and longevity. Kim and I had similar aspirations therefore there was much commonality in our discussions. We also discovered during our talks with Joe the concept of Extracorporeal Shockwave Therapy and the mission of a company called Softwave Tissue Regenerative Technologies.

It became evident that Joe had been an investor in this company and served on the board. This was our first exposure to this technology and in our discussions, we forecasted that in the event of a merger this technology could serve as a catalyst to a new cash-based revenue center.

While our discussions were predicated on partnership in our New York based practice, I had begun to envision operations in my Florida private practice as well.



# I always believed in the concept “Shots on Goal”

In business, I always believed in the concept “Shots on Goal” and that the more you expose yourself to opportunities, whether they work out the way they were intended to or not, something always comes out of it. The more you shoot the better your chances are for scoring. And that’s exactly what happened with the pursuit of partnership with Joe and Stacey.

We did not become partners in the manner in which we set out for. Meetings and negotiations were endearing and amicable but we went our separate ways so to speak.

Insurance based business had progressively become a challenging path for Kim and I and our New York based practice since it’s onset in 2002. It is difficult to build a business in an industry where your revenue sources are so heavily controlled by entities who make one sided decisions. Meaning, unless you are a large company, you have virtually no way to negotiate for higher rates or prevent rates paid to providers from being reduced. At least in New York state and in our experience, this was the case.

Well, in 2022 CMS made cuts to reimbursement for services provided by Physical Therapist Assistants and we were heavily staffed with excellent PTA clinicians. These cuts incinerated our profit margins to the point where we literally had to disrupt the business model that we had known for 21 years in order to survive.

I never thought of our “market” as a market that could have any “cash-based” sustainability. So, I really never went there until it became a matter of life and death. I knew that a “disrupted business model” that could allow for growth and sustainability well into the future would involve significant diversification of revenues.

We could no longer be at the mercy of Insurance companies and we also had an outstanding clinical reputation that we had built throughout our communities.



# Enter Softwave **Extracorporeal** Shockwave Therapy

I decided that it was time to reach out to **Stacey and Joe** to discover the role that Shockwave Therapy could have in my quest to diversify revenue sources and to offer natural technologies to help the people in our communities improve their quality of life. I had always been a hands on, non-modality driven Physical Therapist so incorporating a “modality” into my practice and the new business model would warrant some proven efficacy and sound science because while it sounded refreshing to bring new revenues and profits to my practice, my ability to improve patients’ lives remained at the forefront!!

Stacey presented the Physics and Physiology to me and I discovered the popularity of this technology amongst very credible professionals and organizations. One professional that stuck out for me was Dr. O’Malley with Hospital for Special Surgeries who had utilized the Softwave device on injured NFL and NBA athletes for the better part of a decade.

I also read numerous success stories throughout Europe and Stacey herself had tremendous success with Softwave Therapy. Joe is a visionary of a holistic approach to not only lifespan but healthspan!!!

**It was not an “insurance covered” treatment approach so that allowed me to design exclusive cash-based programming.**

## The Profitable Path Forward

It wasn't as simple as deciding to bring this amazing technology to my practice. Being an avid consumer-based marketer my entire career, I knew that I couldn't just put a machine in my office and people would flock in. So, in order for this to work optimally I would need good videos and a magical ad strategy.

I did have one huge advantage in that both of my son's JT and Justin were amazing video producers and editors. But a set of great videos need to be put in front of the right people so I had to find a very skilled ads team to make this a huge hit.

There are hundreds of individuals and companies all over the internet promising "20 new leads in your door", "Thousands of new revenue in X number of days", and ads of the sort. I actually tried working with a couple and it failed miserably. In a short period of time, however, I finally found and assembled my dream team and this team that I have garnered are so specifically successful with this one niche the results have been mind boggling.

In fact, in my very first month implementing Shockwave Therapy in my New York practice I spent \$4500-\$5000 and generated a whopping \$40,000 in new revenue. So, the very first month out of the gate I paid for well over 20 months of the Softwave Machine payments!!! I remember saying, "I can't lose on this investment."



Well, this Machine combined with what I call my “dream team” Ads playmakers, added such a significant cash-based revenue center for my New York practice that I entered into a similar deal to bring this technology to my Florida practice which quickly **added another \$20,000+/month in revenue for part time work!**



# All things **lead to** New Things

When you develop an opportunity into a successful program, revenue on the spreadsheet isn't the only benefit of implementing the new initiative. All programs lead you to new people, new ideas, new initiatives, program maturity and continued development.

In fact, **I am predicting that this e-book will lead me to help Physical Therapists, Organizations, and patients all over the world.** There will likely be PT Entrepreneurs and larger organizations who would like help in bringing Shockwave Therapy to their centers and in developing sales programs.

Softwave, which originally was targeted to be an exclusive, cash-based revenue center for my practices has now been developed into several **"hybrid programs"**. These have been monumentally beneficial and far reaching to the people of our communities.

## **Hybrid Programs**

These programs were born out of my own data analysis and specifically predicated on the ability to help more people in our communities with more comprehensive care, **increasing total revenue**, and improving the average hourly revenue generation by all providers.

You see, there were many patients who came in and purchased “high-ticket” Shockwave packages and when I finished the miraculous shockwave treatments, I found myself feeling like I just gave that patient an “incomplete” effort because there were other skills, I had developed over the years that could have added benefit, but they were here for shockwave only.

So, I was on a flight to Florida one day and designed our first hybrid program, “Foot Rejuvenation” and to this day remains the champion of all programs and I teach this to other Physical Therapists who join the Softwave revolution! It was and still is a huge hit!

What I found out was that there are thousands of people out there with a plethora of foot issues that have gone unimproved for months and years.

The **Foot Rejuvenation Program** was designed to provide patients with the cash based (Shockwave treatment) in the beginning of a treatment session and then 2 units of insurance-based treatment (Soft tissue work, joint mobilization and distraction, flexibility, and proprioceptive) to finish out the encounter.

This program allowed for a more comprehensive 30-minute treatment with best patient outcomes also more revenue (and more importantly PROFIT for the company. **In my experience, the complete rejuvenation programs are an outstanding add on or upgrade for the patient.** Shortly following Foot Rejuvenation we added Back Rejuvenation!

# Average Hourly Revenue Generation and Profit Sharing

Improving hourly revenue generated per provider (PT's & PTA's). can be far and wide reaching for any company and can have significant implications on overall sustainability especially in companies who are heavy with insurance reimbursement. It can also lead to additional earning potential for the team of providers.

In my New York based company, the Medicare cuts to PTA's was a significant hit with adjusted "allowed charges" leading to hourly revenue generated to **under \$85.00**. Even private insurances had PT's and PTA's capped at around \$100 of potential hourly revenue generating capacity in our upstate NY market (when other factors are accounted for (missed appointments/weather etc.) the average hourly generated revenue for the full work week is reduced even further.

With the Shockwave Therapy programs, whether exclusively shockwave or hybrid in nature, **all providers are now able to generate a minimum of \$280/hr**. You can see, Shockwave Therapy in any capacity can help the financial sustainability of any practice.

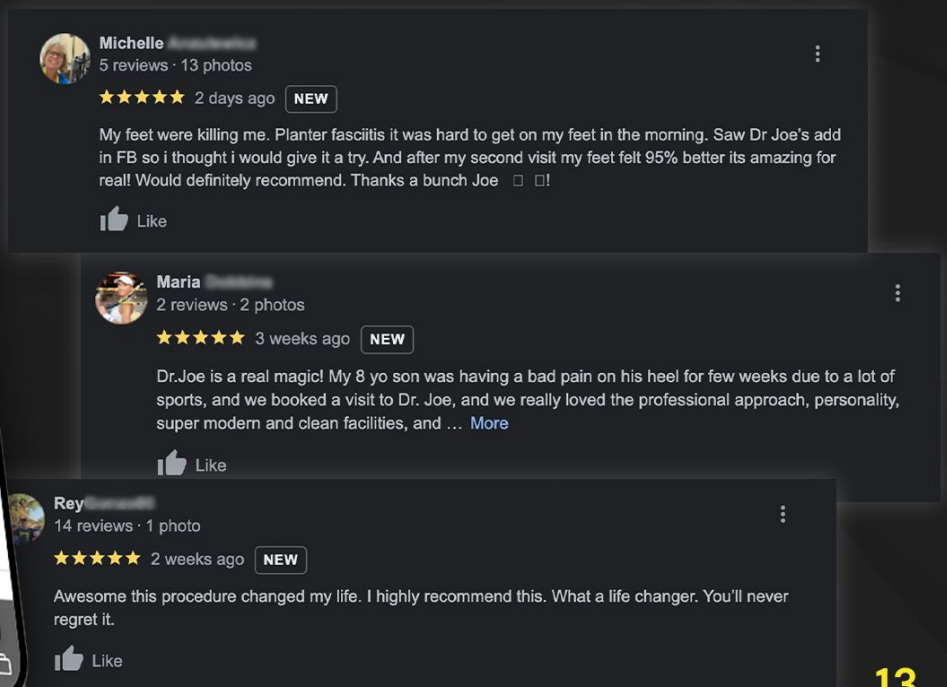
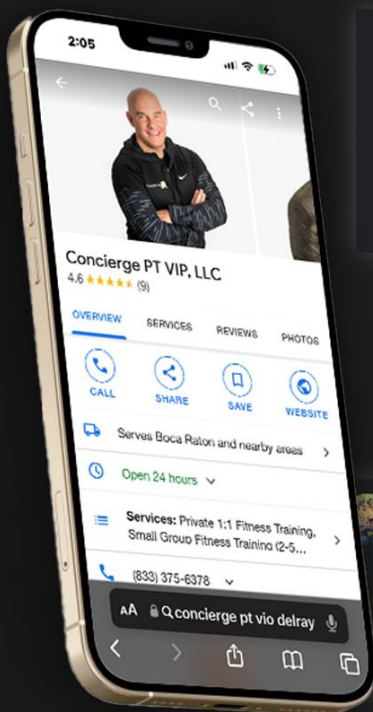
In addition, the profit margin increase allows for a small bonus per encounter for the providers implementing the specialty services which in turn allows them to **increase their hourly income respectively**.

# Softwave–Shockwave brings additional revenue sources

Any time you have a digital / online presence promoting an incredible and exciting service such as Softwave–Shockwave Therapy, other people will find you for other traditional and non–traditional services you may offer and of course happy new customers themselves will bring you other new customers by nature.

I am personally passionate about metabolic health, successful aging, disease prevention, and longevity. There have been many people who have come to my practice for Shockwave Therapy who also have unresolved metabolic health issues and I have sold many metabolic health coaching packages as it relates to that population.

PT's can expand on this concept for additional skills and programs they offer.

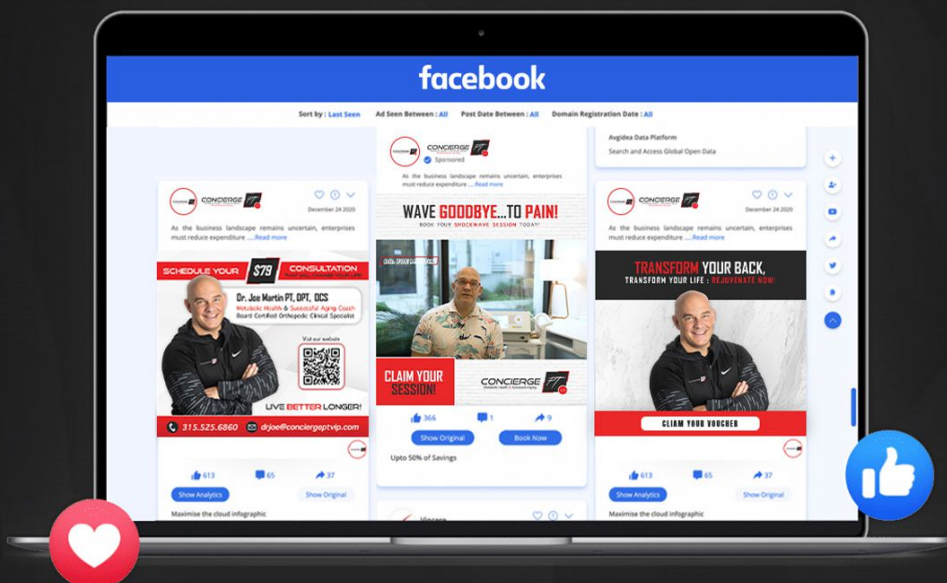


# TWO Major Silver Linings of Facebook and Instagram ads for Softwave–Shockwave Therapy:

1.) It brings MANY new people through your door that most likely wouldn't have come and you can measure this after a period of time just by reviewing and analyzing your new patient data.

There will be a percentage of people who will purchase Shockwave packages and for those who can't or won't invest in it, you will likely convert them to regular –traditional PT patients.

(Insurance based is typically a no brainer and for exclusively cash-based practices they can purchase a lower priced solution that you can offer for their particular condition; not to mention related product sales)



2.) You aren't seeing people for free. I did this for a long time and it brought many people through the door, but we also took up many "revenue producing slots" and basically traded those for no revenue production.

So, 99% of people (leads) are more than willing and able to pay a consultation fee. We started with \$49 and ended up landing at \$79. Consultations can be structured many different ways. If you schedule 20-minute Shockwave consultations at \$79 (3 per hour) you are generating \$237.00 for that hour without a single sale. Depending on how much ad spend you commit, you will easily generate \$50,000 to \$80,000/year for one clinic just in consultations alone.



## From “Seeing it to Believing it” to “Sharing it and Selling it”

Even with all the professional sports organizations and universities adoption of Softwave, FDA clearances, mounting peer reviewed literature, and the reported history of success in Europe and the US there is nothing more substantiating than seeing the success of ESWT with your own clinical eyes and the amazement, joy, and hope of your own patients.

In my experience, Does EVERYONE get better? NOPE! Do most people benefit? YES! Are there seemingly miraculous transformations, Oh my Lord – YES!!

One of the most significant cases for me personally was a woman who was unable to walk barefoot in her home for **25 years** until she tried Softwave Extra Corporeal Shockwave Therapy.

In **2 sessions**, she was able to walk barefoot again. She was blown away in amazement. (So was I, but I was able to say “Of course you can walk barefoot again” 😊) Seriously though, it’s ok to share amazement with your patients and there will be cases where clinicians will not even believe what the patient is reporting.



In another recent case I treated a woman who suffered with constant **Sciatica for 6 months straight** and Just the **consultation and shockwave demonstration treatment she walked out completely pain free.** She was in shock! There are so many stories like this!

My most successfully treated diagnoses on a frequent basis with Softwave are **heel pain, Achilles tendinopathy, Plantar Fasciitis, Chronic lower back pain, and Knee pain.**

Neuropathy patients (Diabetic, Idiopathic, Chemotherapy Induced, or otherwise) are some of the most prevalent customers looking for relief. Many of them have tried Gabapentin and creams with little success and some have used red light therapy with reports of "some benefit." Most are looking for non-invasive solutions without side effects and would be happy with even a 50% reduction in symptoms if it would last.

I never tell anyone how long it will last because I just don't know. It is a very promising treatment and there are different schools of thought on the optimal number of shocks and energy (intensity) levels utilized. Some clinicians have what they see as "optimal protocols" developed by experience over time.

**One of the features I like the most about Softwave:**  
**It is a natural treatment without negative effects on tissues or bodily organs that can be a risk with other treatments being offered for all of these conditions.**

My clinical experience administering this technology (In 2 separate practices) has been tremendous with Softwave– Shockwave Therapy alone and also in combination with other traditional skilled physical therapy methods.

**Patient outcomes have been excellent and new cash flow has been transformational.**

My positive experience with Softwave – Extracorporeal Shockwave Therapy led me to becoming a **national distributor** for Softwave TRT. At the time I became a distributor, there were 1200+ Softwave devices throughout the country comprising primarily of Chiropractic offices, professional sports teams and organizations, reputable educational institutions, and podiatry and urology practices (for the tremendous applications and advances in Pelvic and Sexual Health).

**This technology will be a game changer for Physical Therapists** all over the country and Physiotherapists throughout Canada and quite frankly, all over the world in time. What I am very excited about as an entrepreneur is that Softwave gives a new vehicle for other Physical Therapists to finally venture out on their own and **create a life of abundance for their families!**

In addition, it can help many of our cherished colleagues (MD's, NP's, and PA's) implement such a transformational technology within their own practices. **In the end, Patients and Providers win!**

# In Summary

Shockwave Therapy is advertised in many different formats so it is **important to distinguish and know what device is actually Extracorporeal Shockwave Therapy**. Any established PT company or an individual PT looking to take the leap to private practice **can add clinical value and accelerate revenues** very quickly with the implementation of a Shockwave Therapy strategy.

There are many marketing companies and individuals all over the internet promising a windfall of patient leads and new revenues. I have been blessed to have locked in to my “dream team” who deliver me leads a kin to just turning on a faucet....it’s that quick and that predictable. **The value of having the right people, precise programs, and reliable technology in place is critical to success** and my dream team works in many geographical locations but we do offer exclusivity so we can only work with one company in most markets.

One of my biggest recommendations is to PT’s who are on the fence and who have been dreaming of opening their own practice to enjoy the freedoms of Entrepreneurship; Shockwave can take a single PT from \$75-\$85,000/year to **\$250,000/year** almost instantly and THAT is powerful and life changing! Between my New York and **part time Florida practices** alone Shockwave will deliver \$600,000 in NEW revenues and beyond! Thanks to Softwave – Extracorporeal Shockwave Therapy!!

# THANKS FOR READING!

SCAN THE QR CODE TO VISIT MY WEBSITE AND  
**EXPLODE YOUR REVENUE WITH SHOCKWAVE!**



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