



CLIENT SPOTLIGHT:



BACKGROUND

At McKinley Plowman, we love helping our clients build their successful and thriving business, and recently we've had another success story – The Physio Rooms Woodvale. Dave Makinson and Ash Dobson opened their doors on 6th June 2018 at 2 Lyell Grove, Woodvale, and have seen a steady increase in patient numbers since then. Predominantly focusing on people with musculoskeletal symptoms, The Physio Rooms also treats those with persistent pain and has a special interest in women's health conditions. Clinical Pilates classes are also held at their practice, proving to be a big hit with the local community.

We sat down with co-owner Dave Makinson to ask him all about his business...

WHAT MOTIVATED YOU TO GO INTO BUSINESS?

After working alongside each other for around 5 years, we realised we have very similar values when it comes to patient care and following evidence-based practice. We wanted to create a business that was at the heart of a community and could provide exceptional patient care to everyone who attended. By having our own business, we could be in the driving seat when it came to provision of services and types of treatment offered which fits in with our clinical ethos.

WHAT'S WORKING WELL IN YOUR BUSINESS?

Our patient numbers are steadily increasing so this is hopefully an indication that we are providing a valuable service to our patients. We also feel that providing excellent patient care and support is helping in establishing our business as part of the local community, which we love being involved in. Beyond patient care we are trying to put into place as many systems as possible to ensure that each day flows smoothly. As Physiotherapists we tend not to have any formal business training so upskilling ourselves has been and will continue to be something that we need to work on.

WHAT AREAS CAUSE YOU CONCERN IN YOUR BUSINESS?

At the moment we don't have any major causes for concern. However, as I am sure that a lot of new business owners can relate to, we sometimes find it difficult to plan ahead and make accurate projections. Despite steady growth we are still a little hesitant in being confident when projecting numbers for the next 3-6 months because it is such a new business. In the coming months, we also will be looking to hire staff, an area which we have little experience, and no doubt much to learn.



WHERE DO YOU SEE THE MARKET IN YOUR INDUSTRY?

The physiotherapy industry remains an area of high demand amongst the community. In 2013, the Australian Physiotherapy Association predicted annual growth of 4.8% p.a. between 2013-2018. As of 2014, there are more than 27,000 physiotherapists registered in Australia, generating \$272 million in profit that year. There is no indication that the steady growth rate for physiotherapy is set to drop or change in the coming years.

WHAT DO YOU ENJOY MOST ABOUT RUNNING YOUR BUSINESS?

We both enjoy the decision making side of things. It's great to have control over the direction in which you want to drive the business. Ultimately, our aim is to provide a great service to all of our patients and so every decision we make is geared towards allowing this to happen.

HOW HAS MP+ HELPED YOU ACHIEVE YOUR GOALS?

MP have been there from the very start. We first met with Ben in March 2018 and he helped to setup up our company structure and family trusts. Without that advice and guidance it would have been very easy to make some poor decisions for the start with regards to company structure. We have also been set up seamlessly with Xero and Receipt Bank which are great tools for Ash and I to keep on top of the accounting side of things. As mentioned earlier, Physiotherapists don't tend to get any formal training in business and certainly not accounting so having the guidance of Ben and now Claire has been great.

WHAT DO YOU ENJOY DOING OUTSIDE OF YOUR BUSINESS?

Dave enjoys spending most of his time with family, including his two and a half year old son and 1 month old daughter. As many parents could relate to, this is great fun but leaves little time for much else! Ash and her partner Matt enjoy going catching up with friends and family, camping trips, taking their dog out on adventures, and planning their next holiday – snowboarding!

ANY SPECIAL OFFERS YOU'D LIKE OUR READERS TO BE AWARE OF?

We have a gap free offer that we will be running in December 2018. This essentially means that a new patient to the clinic can access an initial consultation and there will be no out of pocket expense after their health fund payment. For those without private cover we will provide the same initial consultation for \$42.25 which is half of the usual \$85 cost.

ANY OTHER THOUGHTS?

Our overall experience of starting our own business has been exciting and rewarding from the beginning. We knew there would always be (and will always be) hurdles, but we've found it possible to take on these challenges and come out with positive results each time. Having Ben, Claire and MP there from the beginning has made this possible and having them behind us through developing our business has been the support we have needed. We look forward to exciting things to come as we continue to grow!

