BY PUTTING PATIENTS FIRST AND FOCUSING ON SERVICE AND RESULTS, DR. JUSTIN MARTINDALE AND HIS TEAM AT PROMOTION PHYSICAL THERAPY HAVE ESTABLISHED THEMSELVES AS THE "GO-TO" GROUP IN SAN ANTONIO.

Four years ago, NSIDE featured Dr. Justin Martindale as one of San Antonio's upcoming medical practitioners. After Martindale completed his doctorate in 2007, he made some big plans. One of those plans was “opening three clinics in the next five years.”

No one could really have foreseen the recession that was to follow later on that year. Yet as of 2012, Martindale has three clinics scattered throughout the city. Aside from its North Central location, Promotion Physical Therapy has two other offices— one near SeaWorld and the other in the Medical Center. The office at the Medical Center recently added aquatic therapy for patients who cannot stand the physical strain of therapy on land; that office also added vestibular therapy for those with balance issues due to inner ear problems or post-concussion therapy.

How did Martindale achieve growth when most other people were either downsizing or doing their best to keep their heads above water?

“Two words: service and results,” Martindale says quietly. “I preach this to every single one of my team members. ‘What does this mean, though? What does ‘service and results’ look like to a patient coming through the doors of Promotion Physical Therapy for the first time?’

It has to start with service. Every patient wants to go to a medical practice where the staff is professional, pleasant and knowledgeable, and meets all of their needs. If we do not deliver the service on the initial phone call, we have no opportunity to get them in the door to give them the results they need.

Martindale’s goal is to give each patient an amazing experience. Because the majority of patients are seen more than once, it is important to build rapport and trust with each patient.

“Many times, after our patients have met their goals and graduated from physical therapy, they will just stop by to say hello to our team because they have missed us,” Martindale says. “When that happens, you know that we have succeeded with giving the best service and results—exceeding their expectations.”

Next, Martindale explains how he and his team get such positive results. He personally invests thousands of dollars in each physical therapist he employs. Each physical therapist has five or six times the required education of a therapist, as they all undergo the same rigorous fellowship Martindale undertook: the Fellowship of the American Academy of Orthopaedic and Manual Physical Therapists (FAAOMPT).

Every therapist has either completed this fellowship or is in the process of completing it. Each therapist is also a Doctor of Physical Therapy (DPT), the highest collegiate degree obtainable for physical therapists.

“This advanced education is what allows us to deliver the most effective treatment for all the different diagnoses we treat,” Martindale says. “Caring for people who are broken, hurt and in pain is why I wanted to practice physical therapy. Seeing people walk out of our doors smiling, feeling great and able to get back to what they use to do or can now do— we just helped make their life better! There is no greater reward than that.”

When asked why he is so intent on all of his therapists furthering their education, his reply is simple, but detailed: “The education my therapists receive is not just to put a string of credentials behind their name, but to gain expert knowledge and skills to get our patients better. The physical therapy doctorate and the orthopaedic fellowship are profoundly practical. As a result, our patients receive top-quality care.

“We get better results for our patients, and we can do it in less time than other therapists. If we can get the patient back to their normal lives in fewer visits, then we have saved them valuable time and money.”

This is an important aspect in medicine. A referring physician is more likely to recommend a clinician who can produce positive results in a shorter period of time.

As part of Promotion Physical Therapy’s commitment to service and results, it is important for each patient to be treated by the same physical therapist during each visit.

“We want continuity of care,” explains Martindale, who knows after 12 years of practice that nothing slows the healing process more than not having consistent care by highly skilled physical therapists.

“Consistency in who takes care of the patient is paramount, so we schedule the patient to be seen by the same therapist each visit,” he says. “Our patients come first. That’s why we offer early morning and extended evening hours, as well as weekends, to accommodate their schedules so they can get better faster and live their lives again.”

Martindale also is more concerned about the quality of care each patient receives than the number of patients he can cram into a weekday.

“The day I see that we’re putting our financial gain above that of the patient’s well-being is the day we scale back and I re-examine our priorities,” Martindale clarifies. “Even though I plan on expanding the company, consistent patient care by expert physical therapists with excellent service is No. 1.”

Part of that care is ensuring that patients know exactly what is expected of them, both financially and physically. “We tell them upfront how their insurance will work and what portion they are responsible for,” Martindale says. “This can be very complicated in today’s health care market.”

After the patients are thoroughly evaluated, the therapists explain their goals and objectives on the physical side of their recovery. This is where their expansive education comes into play.

Martindale draws from his own life to give an example of the importance of the education his therapists have. When he was in high school, he played basketball. But in the course of his career, he badly injured his knees. The pain was so bad that at times he couldn’t climb a single flight of stairs. So there he was, a teenager meant to be in the prime of his life, but walking like a geriatric.

For 13 years, he bounced from therapist to therapist, and none of them provided the answer. He finally met a highly educated and skilled physical therapist who explained that the others had been treating his injury incorrectly. Every type of tissue has to be approached differently.

Six weeks after he initially met with this therapist, Martindale was pain-free for the first time in 13 years. It is Martindale’s own success story that drives him to recreate that moment for all of the patients who walk through his doors.

“I want to be the ‘go-to physical therapist’ for all my patients and hopefully improve their lives as much as that one physical therapist changed mine,” he says. “I try to inspire and educate my team so that they can do the same for their patients.”

With six full-time therapists in the three locations, Martindale and Drs. Belrose, Kenroy, Kichura, Martens and Verostick have set Promotion Physical Therapy as the “go-to” group to which more and more specialists are referring their patients.

Learn how Promotion Physical Therapy can help you. Contact the main office at 210-479-3334 or visit www.promotionpt-sa.com.