

Isn't It Time for a Positive Change?

How is this course unique?

Most courses today merely focus on teaching "techniques" on how to mobilize this, or strengthen that, and yet our industry salaries are NOT increasing and reimbursement is dropping. Until we learn how to get patients and others to perceive our services to be of high value, we will not make more money.



We'll teach you how to **INCREASE THE PERCEIVED VALUE** in those you treat and do business with using both **clinical techniques** and **NON-clinical strategies**. We guarantee that you will make more money, whether as an employee or a private practice owner! The strategies and methods are very simple to apply and work immediately.

How much time is spent on Clinical Techniques?

Nearly 50% of the course covers manual and clinical techniques that produce **instant results**. Your patients will be amazed! All patients want IMMEDIATE results now as their copays and out-of-pocket costs are higher than ever before. They do not want to wait for things. Quite frankly, I'm like that too. I will judge the quality of a company, or the expertise of a service, by how FAST they are able to deliver what I want in the quality I expect.



If you want a patient to pay \$150 for a treatment, you better make it worth it! Patient's **eventually see what you are charging them** and their insurance plan, and draw conclusions whether you like it or not. We are in the age of "consumerism" where people want to know everything. Beware...

Does it really work? Can you really make more money?

Therapists across the country are applying these strategies and **making more money everyday**. Have you wondered how some therapists can choose NOT to be on insurance plans, **command a high fee** for their services, and enjoy a **high standard of living**, while others live paycheck to paycheck?

The instructors and advisors of IndeFree are all **real therapists with real experience** with real successful practices.

Who is the instructor?



James Ko, MPT, is a nationally recognized leader in the private practice, business and clinical world. He is regularly featured in national publications across the U.S. as a leading expert in the field of private practice for physical therapists. He is the senior advisor and head instructor of this program for healthcare practitioners. He's the founder and senior elite therapist for the national Ko Center of Excellence.

He also directs and leads as President of the IndeFree Association. Additional professional experiences include: Executive Ergonomic

Advisor to Circuit City and Viewsonic Corporations, Consultant and Developer of the Rehabilitation Division of Brea Community Hospital, Professional Developer of the Industrial Medicine unit in Walnut, CA, Physical Therapist Contributor and Reviewer of the book, "Atlas of Clinical Gross Anatomy" by Kenneth Moses, MD. Some of his attributes include: Public & Motivational Speaker for 16 years, Missionary to S. Korea, Ecuador, Thailand, Black Belt in Tae Kwon Do for 20 years, Strength & Powerlifter for 14 years, Educator for 14 yrs.

What all comes with the course?

A lot!

- ✓ Step-by-step manual
- ✓ Forms and documents that help you create a better work environment for success.
- ✓ Templates and scripts.
- ✓ One-year support that allows you to call or email one of our advisors at any time.

Intangible Benefits

More than the technical items you will truly benefit from

- ✓ A **renewed sense of passion** and vision
- ✓ **More respect** from patients and physicians, and other staff
- ✓ and much, much more...

I've been practicing for a while, will I learn anything new?

Clinicians practicing over 25 years have attended and say they regret not coming to this course sooner. It really helps to renew the passion for the profession you have dedicated so much of your life to.

It may seem that no one values your services, especially when insurances put a \$0 value on the tools and procedures that we went to school, and paid a lot of money, to learn how to apply. It may seem patients don't value you when they complain about paying a \$15 co-pay every office visit. But the truth is, that's not happening everywhere. There are therapists who **get paid very well** for what they do and experience much respect and appreciation. **You can, too!** Enroll today!