



Elevation Athletics

Physical Therapy & Performance

Movement is Medicine.



Vivid Vision 2027

► Snapshot

It's **December 31st, 2027**, and Elevation Athletics is widely recognized as the best Physical Therapy practice in Fort Worth.

We elevate the healthcare experience by promoting an active lifestyle in our clients' lives so they can enjoy life to the fullest—generating a generational ripple effect for active living and functional wellness. By putting as much emphasis on physical training as physical therapy, **Elevation Athletics is changing the narrative of what healthcare *should* look like.**



► Core Values



We Try Harder

We put in the effort to find solutions, achieve goals, and lead clients by example.

We Take Extreme Ownership

We raise the bar by holding ourselves and each other accountable to the highest performance standards.



We Do Dope Shit With Dope People

We do the things that make life worth living so we're always fueled to serve at a higher level.

We Go Farther Together

We commit to self-improvement to elevate ourselves, each other, and the team.





► Culture

We change lives. Our unparalleled level of patient care stems from within: Team members are genuinely invested in guiding our patients toward better health and actively set a positive example for those in their care. Our culture code is built on the same principles of presence and support, fostering an ecosystem of encouragement and celebration amongst colleagues and friends.

We push each other to excel and exceed our own limiting beliefs. Open and honest conversations hold us accountable to results while staff meetings, provider training sessions, and one-on-ones ensure we're all dialed into the vision.

We have a good time. *We may be colleagues but we're all really gym buddies.* Laughs and jokes on the turf get us pumped for the day, transitioning to quarterly hangouts to celebrate the wins and building momentum for our annual team retreats.

We live better. Our specialty is helping clients regain their strength and vitality to live life to the fullest, and we want our team to do the same. We practice what we preach. Team members honor their positions as role models, prioritizing their own health and wellness by working out, eating right, and sleeping well. *Everyone is entitled to a better quality of life.* Team members have unlimited PTO and are encouraged to take at least one business day off each month and enjoy a vacation twice a year.

We believe professional growth is vital. We provide an annual stipend for professional development and support team members in achieving necessary certifications, training, and extended education to uplevel.

We elevate from within. Existing team members are always considered for new or higher positions before external recruitment.



► The Dream Team

Dr. Ryan Perez, Founder & Owner, is the visionary of our organization. He carries the torch for our business model, developing an empowered team that changes lives and positions us for greater growth. The **Clinical Director** is our integrator who manages the team and ensures they're equipped with the knowledge, skills, and resources to be successful within their roles. They ensure we deliver transformational patient outcomes and lead discovery calls for prospective patients. Our expanded team of **physical therapists**, CrossFit and functional fitness instructors, and ACL, pelvic floor, and geriatric care specialists are the best at what they do, supported by additional **specialists** who help clients on an as-needed basis. The **Office Manager** sustains our steady success by overseeing all administrative tasks and skillfully managing patient inquiries. External teams of professionals and partners are contracted to provide various elements and business needs as we scale.

► Core Business Activities

Elevation Athletics elevates the healthcare experience by focusing on long-term health and wellness goals. **We work with our clients to reduce pain and promote positive health changes so they can continue living an active lifestyle and enjoy life to the fullest.** Our 1:1 doctor-to-patient ratio guarantees individualized care for every one-hour visit, supported by between-visit accountability through 24/7 access to our specialists. Clients are accompanied home with personalized emails of custom set/rep plans and videos of exercises after every visit.

We've reformed the outdated healthcare model to put health and wellness first. *We don't cover up symptoms with pharmaceuticals, we treat the root cause with hard work.* Our small group strength training services, mobility recovery programs, older adult strength and conditioning classes, nutrition services, and remote training programs are led by physical therapists and trainers specialized in overcoming limitations. **The body follows where the mind leads.** Headspace is everything. Our community offers a built-in accountability group led by friendship, support, and enough collective elevation to inspire generations of healthier living.



► The Healthcare Hub

“Is this a gym or a physical therapy clinic?”

It's both. Our expanded healthcare hub in Fort Worth brings the best of both worlds to provide the most holistic care for our clients. **If walls could speak, ours would tell stories of grit, determination, and teamwork.** Client success journeys, Google reviews, and plaques of partnering healthcare brands create a motivational atmosphere as high-octane music pumps through the open gym area. *We've got all the bells and whistles.* Barbells, kettlebells, and dumbbells ring through the gym area during training sessions, softened by the rhythmic whirr of cardio machines and squat racks being put to good use. Pristine treatment and therapy rooms offer a reprieve from the energy, offering a serene space for specialized care. Our retail corner is always fully stocked with supplements and merch to help clients maintain—and rep—extreme ownership of their health between visits.

► Sales & Marketing


Countless client transformation stories are all the marketing we need. **Our community is overflowing with natural excitement and goodwill, inspiring everyone to elevate with us.** Network referrals from physicians, orthopedic surgeons, and gyms expand our reach, ensuring we're helping all the right people.

For anyone who needs that extra push, we're everywhere. Our experiential and educational blog posts and social media content keep us top of mind while free workshops and injury screens build trust within the local community. Targeted marketing campaigns, Google ads, and quarterly discounts for teachers and veterans eradicate any lingering justifications for holdouts.



► Buzz Around Town

We don't care about great PR, we care about what our team and customers have to say. Team members frequently rave about finding their dream job in an orthopedic/sports physical therapy practice. *The level of care and service we provide, along with a focus on work/life balance, offers an unprecedented level of fulfillment within our industry and beyond.* They love working here so much that they do all the hiring for us, naturally attracting perfect-fit recruits like it's part of their job. The positive ripple effect is obvious. Customers are quick to vocalize about the exceptional service they receive and even quicker to post a Google review recognizing us as the best program in the city.

A dark blue t-shirt with white text is the central focus. The text reads "Where Athletes Rehab", "elevationathleticspt.com", and "@elevationathleticspt". A large blue geometric shape, resembling a triangle or a trapezoid, is overlaid on the right side of the image, partially covering the t-shirt and extending to the bottom right corner. In the background, there are blurred images of dumbbells.

Where Athletes Rehab
elevationathleticspt.com
@elevationathleticspt

▶ Giving Forward

We continuously enrich our local community by hosting free workshops and sponsoring local events and competitions at our favorite gyms, fitness centers, and small business partnerships.



Move



► Founder Feeling

I didn't get into being a clinician to open a practice, I got into being a clinician to help people. **The traditional healthcare system is broken.** It doesn't serve clients any more than it does the clinicians offering their care. **When I started this business I wanted to help clients regain their lives, but I also wanted to save clinicians in the process.** The two are not mutually exclusive: creating a culture and business where PTs can provide cutting-edge rehab plans without limitations naturally provides the best client experience. **Elevation Athletics is proof.** *Insurance companies know nothing about patient care.* By giving therapists and specialists the complete freedom to change clients' lives for the better, we've changed the narrative—and the standard—of what healthcare should look like.

We're the premier rehab service for the active person. Our method may not appeal to everyone, and that's totally okay. This is for the people that want to do something different and finally found it within our community. *Like I did.* **This is for the people looking to set a new standard—of healthcare, of wellness, of life.**

If you feel called to elevate with us, reach out.



Elevation Athletics
Physical Therapy & Performance