

Member Spotlight

Matthew J. Taylor, PT, PhD

Part 1: Personal Data

Practice, Location: Dynamic Systems Rehabilitation, PLLC, Scottsdale, AZ

Size of practice: Single location, five employees.

Years in practice: Twenty-eight.

Most influential book: Does my Kindle count? It is ergonomically great as opposed to hauling books across country. The “notes” function is a must-have for quotes and bibliographies! Otherwise, Peter Senge’s *Presence*.

Favorite vacation spot: Paris...no contest.

Favorite movie: *Finding Neverland*, starring Johnny Depp. It’s all about telling better stories than what is accepted as the norm...and having fun doing it.

How do you like to spend your free time? With my wife and children or in casual conversation with a few good friends.

Like most about your job: Making new friends every day with those I serve.

Like least about your job: Not enough time to do all the fun projects on the back burners.

Most important lesson you’ve learned: I’m not in charge, but I am expected to do my best to make things better than I found them.

Part 2: Business Philosophy

Describe your essential business philosophy: Real simple...the Golden Rule and capitalism.

Describe your management style: Guide, mentor, and coach.

Best way you keep a competitive edge: The only person I compete with is myself, so coming back to my personal development practice every day keeps me focused on the edges that need attention. If I take care of that process, I am fine.

How do you measure your success? By the quality of relationships in my life.

Goal yet to be achieved: To meet the president by 2012.

Best decision: To convince my wife to marry me.

Worst decision: Buying a home in northwestern Indiana just as the steel industry there died.

Toughest decision: To go to cash practice plus Medicare.

How do you motivate your employees: I don’t. I create a stimulating environment that invites curiosity and growth.

Part 3: Your Practice

If you could start over, what would you do differently? Not worry what others thought and think for myself and the patient.

Describe your competitive advantage: Offer a high-value experience not available anywhere else in my area of 3.5 million people.

Describe your marketing strategy and highlight your most successful action: Ask for and receive referrals from clients so there are no sales or marketing expenses.

What unique programs do you offer that set you apart from the competition? An integrative, mindful approach to



movement and pain management in both individual and group settings in a beautiful, relaxing environment.

What are the benefits of PPS membership to your practice? The camaraderie of peers that get up every morning trying to make things better.

Part 4: The Future

What worries you about the future of private practice? That we will restrict our thinking and potential as leaders in health care by clinging to constrained and tired concepts of human movement and potential. Fear freezes growth and development in individuals and institutions. If we hold onto the image of us as the “exercise” experts, market forces will move toward the most efficient provider—and it isn’t us. The avalanche of complex movement disorders headed our way demands we step up and address problems commensurate with our education.

What are you optimistic about? The potential and creative possibilities of human movement and awareness to bring change and healing to not only individuals, but institutions and communities.

What are your goals for the next year? To complete the curriculum for a certification process in the transformative aspects of physical therapy to directly address the above concerns and realize our fullest potential. I also have a number of book projects to complete.

Where do you see the best opportunities for your practice in the future? In leading the development of group programming to increase accessibility to rehabilitation services and offer affordable options to customers. I also see the development of my faculty to fuel both innovation and new business models that will keep private practice fresh and relevant.

What do private practitioners need to do to thrive in today’s health care environment? I believe if we each embark on a regular practice of movement-based self-development (i.e., not the same old, well-worn ACSM physical “workout”) to enhance our awareness, foster new insight and perspective, and set an example for our employees and patients, things will work out just fine. If we practice as we do because “we must” or “to get paid,” business dynamics will roll right past us and we will be a small fragment of what we can become. ■

Matthew can be reached at matt@myrehab.com.