INTEGRATING PILATES INTO THE PHYSICAL THERAPY PRACTICE
Dawn-Marie Ickes/Cabot

Dawn-Marie Ickes MPT
Dawn-Marie Ickes, MPT is co-owner of Core Conditioning. She holds a B.S. in Biology from Loyola Marymount University and a Masters in Physical Therapy from Mount Saint Mary's College.

She is PMA Gold Certified in Pilates and was elected to the first national board of directors for the Pilates Method Alliance in 2001. She is a licensed physical therapist who has been teaching workshops in the areas of pediatrics, prosthetics and woman's health for the past 9 years in addition to developing educational programs for health care professionals integrating Pilates and rehabilitation. Her clinical experience includes Pre and Post natal rehabilitation, pediatric orthopedics, neurology and sports medicine. She has been published in a variety of Physical Therapy related publications and presented nationally since 1997. She is an active member of the APTA, IADMS and the PMA. She has lectured both nationally and internationally on the topic of Pilates for rehabilitation (topics include: Pilates for pre-natal and post-partum, for dancers, for lumbar and shoulder dysfunction and more).

COURSE DESCRIPTION: This course is designed to assist physical therapists in determining how to best integrate Pilates into their private practice. Introducing a Pilates facility as an adjunct to your current PT practice can be a very profitable business decision. It can be of tremendous benefit to you as the owner, but, also, to your patients and clientele. The importance of understanding the many facets of this type of hybrid business structure will be addressed.

COURSE OBJECTIVES:
• Participants will receive a brief review of basic business principles as they relate to the emerging field of integrated wellness.
• Instruction will cover the various ways Pilates can be introduced and maintained into an existing PT practice.
• Utilization of Pilates as part of an integrated treatment plan for a variety of different populations.
• The benefits of creating an additional profit center and maximizing the cross marketing opportunities in this type of hybrid business structure.
• Pricing strategies, marketing techniques and success measurement tools will be addressed.

COURSE OUTLINE:
• 9:30-11:00, Applications for Integrating Pilates into an existing P.T. Practice
• 11:00-12:30, Strategies for Pricing, Marketing and Evaluation of the Success of a P.T. Practice Model References
BIBLIOGRAPHY: