



For Immediate Release:

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Local Physical Therapy Provider Recognizes Changing Industry Landscape

--Demand for physical therapists continues to rise as population factors, along with new treatments and techniques, expand the scope of the practice--

READING, PA – June 6, 2008 – Reading-Berks Physical Therapy announced today its new mission to become a leader in the growth of the physical therapy industry by introducing a company-wide quarterly Industry Growth Forum. The company’s 15 physical therapists will be meeting quarterly to discuss how the industry is evolving and looking to future healthcare needs for patients undergoing therapy programs following an injury or a chronic illness. The goal of the Industry Growth Forum is to foresee upcoming changes in the industry to make sure that the services, techniques and equipment that Reading-Berks Physical Therapy provides their patients is always the most progressive in the area.

According to the U.S. Department of Labor, employment of physical therapists was expected to grow 27 percent from 2006 to 2016, much faster than the average for all other occupations. There are quite a few factors that are influencing this number: the increasing elderly population, ongoing identification of chronic conditions, more sophisticated orthopedic and neurosurgical techniques, population geography, and racial and ethnic diversity, just to name a few.

“There are many demographics that are particularly vulnerable to chronic and debilitating conditions that require therapeutic services,” mentioned Steve Hetzel, PT, DPT, ATC and Partner of Reading-Berks Physical Therapy. He continued, “The team at Reading-Berks decided to make it our mission to study environmental factors to make

sure that our practice is always on the forefront of advancing the industry. We have also recognized that the growing interest in the promotion of general health and fitness and we have teamed with our local fitness centers to provide after-therapy fitness programs.”

The Reading-Berks quarterly Industry Growth Forum takes place on the second Tuesday of each quarter. New initiatives and ideas that are generated at the meeting will be posted on their website at www.readingberkspt.com.

About Reading-Berks Physical Therapy:

The mission of Reading-Berks Physical Therapy is to help each and every one of our patients regain optimal physical function following an injury or an illness. We have experienced therapists, and established services and programs to help make sure that each and every one of our patients receives direct, dedicated care. We work with patients to establish goals and timelines to get back to the things they love to do, as quickly, and as effectively as possible. We understand how important it is to be able to count on flexibility with scheduling therapy sessions. At Reading-Berks, we are always able to provide appointments within 48 hours at one of our 8 area locations.

For more information on Reading-Berks Physical Therapy, call 1-800-377-RBPT or visit www.readingberkspt.com.

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