



PHYSIOTHERAPY ► MASSAGE THERAPY ► CHIROPRACTIC



VIVID
VISION
2024

SNAPSHOT

It is December 31st, 2024 and, three years after committing to our core values, PROTx has grown in every way.

We now have multiple locations allowing more Nova Scotians, in a growing number of communities, access to the vibrant team at PROTx. Our schedules are full of deeply loyal clients who easily see the value of the PROTx culture and how it benefits themselves, their families, and their communities.

Most importantly, we have established continuous and substantial community impact. It's clear that our expansion has been driven by a commitment to our team, our communities, and to **improving the quality of life for those we serve.**

VALUES



We Believe In Client-Centred Care

We put the client's needs first by providing the highest quality care that is compassionate, impactful, and fully accessible.



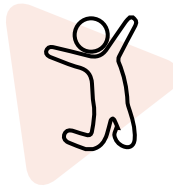
We Are Community-Focused

We support our communities through active participation and funding community initiatives.



We Are Team-Committed

We recognize the strength that comes only through working as a team and supporting each member so everyone can maximize their personal contribution.



We Are ProFunErgetic

We have a fierce pride in that which makes us unique, fostering an atmosphere that is all at once professional, fun, and energetic!



“

First who, then what,”

— Jim Collins

TEAM

Step into any PROTx clinic and you will immediately be welcomed by a smile from the heart of our business: the administrative team. They will assist you with compassion and efficiency and guide you throughout your client experience.

Our clinicians are best in class. In addition to offering the highest quality of care in their respective professions, they also ensure each client has access to the skills of their fellow professionals to the benefit of all. The reputation of PROTx is now well established and health care professionals, as well as support staff, are eager to join the team.

Our Leadership Team is fearlessly consistent in its style of guidance, support, and

encouragement. Adherence to established processes and dedication to a culture founded on the core values guides all decision-making.

Our Founder oversees the execution of the company's vision by remaining fully engaged and having a pulse on the culture throughout the network of clinics.



“

*No one cares how much you know,
until they know how much you
care.”*

—Theodore Roosevelt

CULTURE

As a team, we thrive on change and recognize its value in allowing us to adapt and progress. As individuals, we flourish in our commitment to healthy lifestyles. At the heart of our culture is compassion: for ourselves, our coworkers, and our community. PROTx stands out among others for a culture that values positive impact above all else.

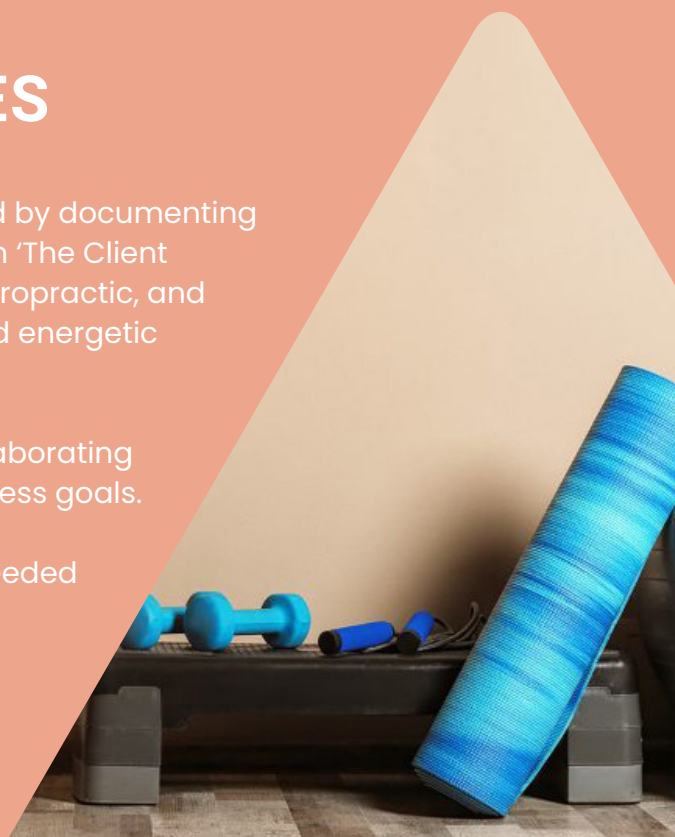
Our core values are the foundation of our culture. The commitment to form a team based on their alignment with our values has proven invaluable. Team members consistently demonstrate their ability and desire to be client-centred, team-committed, community-focused, and ProFunErgetic!

CORE BUSINESS ACTIVITIES

PROTx clinics enjoy the efficiency that has been achieved by documenting and simplifying our processes, one of which is our proven 'The Client Journey' process. Our core services of physiotherapy, chiropractic, and massage therapy are provided in a professional, fun, and energetic environment.

Clients are active in their recovery, contributing and collaborating with our professionals to achieve and surpass their wellness goals.

We ensure that our clients have the tools and support needed and are empowered to live their best lives.



CLINICS

Nova Scotia is our home, and we operate efficient and thriving clinics that buzz with a professional and buoyant atmosphere. After a seamless check-in experience from our welcoming receptionists, physiotherapy clients proceed into an open-concept rehabilitation area. There, the physiotherapy team will guide them through their treatment while they enjoy an exchange of banter and laughter with others in the shared space. If the client has come for chiropractic work or massage therapy, they'll be directed to one of the treatment rooms to receive one-on-one care.

Our expansion strategy is centred around clinic capacity. Once a clinic is operating at 80% capacity, we expand to support the demand. We grow strategically, opening a new clinic within an overlapping geographic catchment area allowing for both increased capacity and expanded community impact. This ultimately increases location and scheduling accessibility for the clients while supporting the operations of the existing clinics.



COMMUNITY ENGAGEMENT

PROTx's unique culture serves as a pillar within each community we serve. As a result, our clients are passionately loyal and provide more than 50% of our new clients through personal referrals. Many of them are heads of households who are so delighted by their results that they bring the whole family in!

We host both in-person and virtual community education sessions and have a library of educational videos and blog posts

that position us as an authority in the field. We engage with clients and community through newsletters, post-discharge follow-ups, and annual wellness checks. Our team sends thoughtful notes to clients to follow up with them after successful discharge from care, as well as for life events such as birthdays, graduations, and anniversaries, and clients are touched that we remember the things that matter to them most.



The measure of your life will not be in what you accumulate, but what you give away."

— Dr. Wayne Dyer

FINANCIALS

This concentrated period of growth has been fruitful. In 2024 our topline revenue has grown substantially and we have successfully achieved our profit margin goals. While a majority of our revenue is still through professional services, we have also grown the bracing and product division of the company. The greatest measure of our financial success is that we are able to offer best-in-class employment opportunities and are well on our way to our ambitious goal of \$250,000 in community impact.

COMMUNITY IMPACT

At PROTx, we give without expectation, and we focus on the local community first. Our financial contributions have made a considerable impact on the lives of the people around us. But our ethos really comes alive when we get boots on the ground. We've adopted a highway and regularly go out there as a team to pick up litter and do our part to restore the land. When trail building initiatives come up, we're the first in line, ready to get sweaty and share some laughs while we help create an environment that supports active living.

We know that not everyone in the community can afford our services, so we've worked diligently to build a financial accessibility program. People who require our help have the opportunity to return to being fully engaged in their professional and personal lives and are able to contribute to their families and communities.

We have established a scholarship program for community members (including our team) who are choosing to pursue further education in one of our core service fields. Successful recipients hold core values that align with ours and pledge to continue to live those values as they pursue further education within a healthcare field.



FOUNDER FEELING

Dan Purcell

Founder

Success is about the TEAM, and I'm so proud of what we have accomplished.

This work is incredibly meaningful, and that meaning is derived from the lives that we're able to improve.

It is everyone working harmoniously together that makes it all possible. Clinicians, receptionists, clinic assistants, clients, and community liaisons all synergizing their strengths is what makes us an unstoppable force, greater than the sum of its parts.

Our team members deserve credit for embracing change, and I am happy to see that everyone on the team has benefited from it. Looking toward the future, **we will continue to grow our impact from a place of compassion and community focus.**