

# 2020 EXISTING BUSINESS OF THE YEAR

## Blue Valley Physical Therapy



<b>Owner</b>	<b>Ann Todd-Cooper and Ryan Klusman</b>
<b>Nature of Business</b>	<b>Physical &amp; Occupational Therapy (Healthcare)</b>
<b>City, County</b>	<b>Overland Park, Johnson</b>
<b>Website/Email</b>	<b>www.bluevalleypt.com/info@bluevalleypt.com</b>
<b>Structure</b>	<b>LLC</b>
<b>Began</b>	<b>1996</b>
<b>Employees</b>	<b>121</b>
<b>KSBDC Consultant</b>	<b>John Addressi</b>

B V P T

BLUE VALLEY PHYSICAL THERAPY  
& SPORTS MEDICINE



Growing up on a farm, Ann Todd-Cooper was no stranger to hard work. Her father was an entrepreneur and Todd-Cooper regularly attended stockholder meetings as a child. She credits her time on the farm as a strong influence in her decision to take control of her future and pursue owning her own business.

Todd-Cooper and her business partner, Ryan Klusman, started Blue Valley Physical Therapy (Blue Valley PT) in 1996. With four clinics in Overland Park, Olathe, and Westwood, Blue Valley PT specializes in diagnosing musculoskeletal injury. They provide a variety of services ranging from aquatic rehabilitation and certified hand therapy to post-operative rehabilitation and sports medicine. With clinicians coming from a variety of physical therapy schools throughout the U.S. with varying interests and specialties, Blue Valley PT is able to provide a comprehensive treatment approach to solve a myriad of challenges their clients experience. Providing high quality customer service is serious business for Blue Valley PT.

"Our product is the patient experience. We watch our product very closely and are constantly looking at ways to improve it," said Todd-Cooper. "We meet with our employees not just annually but quarterly so that we can give employees feedback on how they are doing on the patient experience product. We are proactive and encourage our employees to develop professionally to better serve our patients."

When Todd-Cooper and Klusman were looking to grow their business and open additional locations, they turned to the Kansas Small Business Development Center at the suggestion of their clinical director, Melissa Church. While they were eager to expand their business, they expressed concerns about being a small business in a sea of corporate-owned physical therapy companies growing in the Kansas City area.

"These corporate-owned companies had almost unlimited budgets and were coming into town, acquiring small practices and smartly keeping the acquired practice's name, to appear local," said Todd-Cooper. "As small business owners, we did not have those deep pockets to compete at the same level. Could Blue Valley PT expand in this landscape where there was more and more competition? We needed to be smarter as mistakes could be devastating."

With the assistance of Kansas SBDC advisor John Addressi, Blue Valley PT was able to determine the best locations to open two additional clinics, putting their total number of clinics now at four. Additional assistance from Addressi included working with Blue Valley PT to put together a three-year financial projection. This helped Blue Valley PT strategize and plan for long term financial success and set reasonable goals and expectations. Despite having already owned two clinics when they approached the Kansas SBDC, Todd-Cooper and Klusman revisited business basics when working with Addressi, learning what they could do to improve their odds of achieving their goals.

Blue Valley PT soon saw tremendous success. They opened their third clinic in 2016, which was profitable within six months of opening, with sales up nearly 29% from the previous year, allowing them to bring on several new part-time and full-time employees. With the rising success of their third clinic, Todd-Cooper and Klusman opened a fourth clinic in 2018. Things are looking bright, and more growth and success is expected for 2020. Although Blue Valley PT has already opened two new clinics, they don't plan on stopping there.

"My business partner Ryan and I always say that as long as we are having fun, we are going to keep going," said Todd-Cooper. "We would like to continue to grow the practice and hopefully within five years we can grow from 4 clinics to 6-7 clinics. We are also always open to and searching for ways to expand our current services."

What has Blue Valley PT taken from this experience? Todd-Cooper has a few words of advice for anyone looking to grow and expand their business. "Hang on. Sometimes the things that look like they are going to sink your business will open other doors that will drive your business. Be smart and plan. Work hard and sacrifice early for long term rewards. Be honest, fair, reasonable, and treat others well. Of course, use all resources available to you including your SBDC!"



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