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Private Practice Section, APTA
Attn: Awards Committee

I am writing to support the nomination of SPEAR Physical Therapy for the 2016 Jayne L. Snyder Award. SPEAR PT has made a uniquely positive impact on the profession of physical therapy. They have elevated the reputation and exposure of the private practice physical therapist on a state, regional and national level.

SPEAR was the first physical therapy private practice to ring the bell at the New York Stock Exchange when on May 4th 2016, during small business week, they were featured live on MSNBC. This nationally covered event put private PT practice in the spotlight.

The next week SPEAR was covered in the New York Post for its unique style of democratic leadership, again putting physical therapy and private practice on a platform seen by millions.

SPEAR strives to spread their unique focus on skills that create great leaders, through their award winning SFLP program (SPEAR Future Leader Program) that teaches therapists the skills to be successful in Management, Leadership, Operations, Financials, business development and marketing strategies. This program was recognized by SmartCEO magazine as an engine of growth as SPEAR was awarded the Future50 fastest growing private companies in New York.

Not content to keep this success to themselves, SPEAR aims to be a resource to fellow private practitioners both locally and nationally:

This year SPEAR President Dan Rootenberg was asked to be the keynote speaker at the first Peer2Peer Network meeting in DC hosted by the Private Practice Section of the APTA where he had the opportunity to spread these ideas throughout the national PT community. Dan was also in the pilot group in 2015 helping to develop the Peer2Peer concept. This further demonstrates how SPEAR is at the forefront of the field, desiring to elevate the profession. Last year Dan was a featured speaker at the COPA practice growth event at the Jacob Javitz Center in NYC on how to grow your private practice.

Dan has been active for years at the state level as well helping to bring issues important to the PT community to the attention of fellow private practitioners as well as legislatures. Dan served two consecutive terms as the vice-chair of the NY state SIG the AIPT (alliance of independent PT practice owners). His contributions were recognized at the NY state level, on May 1st Dan was awarded the 2016 NYPTA Leadership Development award.

In addition to leadership, SPEAR also has a very intense clinical focus and is a leader in the field. In 2013, Columbia University presented SPEAR with the Leadership in Clinical Education award, given to the top tenth of 1% of all PT practices in the New York Metro area. SPEAR prides itself on their clinical mentoring program, as well as their monthly manual therapy workshops. These group sessions allow therapists to hone their clinical skills through a collaborative learning approach, with an emphasis on striving toward growth and clinical excellence.

Every team member at SPEAR lives and breathes their SPEAR-IT values and strives to provide a personalized experience with clinical excellence and 5-star customer service. As a group, they have been able to impact the lives of over 10,000 New Yorkers this year across their 9 Manhattan locations. Since its

founding in 1999 by Dan Rootenberg and David Endres, SPEAR Physical Therapy has become one of the faster growing outpatient physical therapy providers in New York City.

The culture at SPEAR is one of the many characteristics that sets it apart from its competitors. Their clinics revolve around their SPEAR-IT values, which are Service, Passion, Empathy, Accountability, Respect, Integrity and Teamwork, and these are embedded into everything that they do. For instance, SPEAR demonstrates service and passion for physical therapy through its participation in several charity organizations and community outreach programs. To name a few, they have raised funds for the NY Arthritis Foundation, the Muscular Dystrophy Association, and for the Memorial Sloan Kettering Cancer Center. They have also participated in numerous wellness fairs to educate the community on how to prevent injuries and to raise awareness for the physical therapy profession as a whole. In addition to service and passion, SPEAR encourages teamwork by placing an emphasis on mentoring and staff development. A significant amount of investment goes into every new physical therapist where they are paired with an experienced colleague and meet regularly to discuss patient cases, review educational material, and practice manual therapy techniques. The goal of their mentorship program is to provide support and promote both the personal and professional growth of everyone on the team.

I am not the only one who has recognized SPEAR's exceptional achievements. Inc. Magazine recognized SPEAR's dedication to its patients when they were named one of Inc. 5000's fastest growing private businesses in 2010, 2012 and 2013. SPEAR has also been included on Smart CEO's Future 50 list of fastest growing companies in the region the last three years, and was selected by Chase Bank for their national ad campaign, Mission Main Street. Of the 4 million small businesses serviced by Chase, just seven were chosen to appear in this campaign. Of the seven businesses, SPEAR was the only healthcare company.

I give SPEAR my full endorsement for the Jayne L. Snyder Award. Please feel free to reach out if you need any further information.

Sincerely

Alan Balavender
President, PTSMC