

MANUAL THERAPY SPECIALISTS

PR Campaign Plan

PREPARED BY:

HANA MAZUR, LEXI FRICK, AVERY OLSON,
SAMMY KUNODY & LIZ SGRO

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MEET THE TEAM



Lexi Frick

Lexi is a senior public relations major and psychology minor from Southern California. She hopes to continue connecting brands with their public through meaningful engagement, media relations and strategic messaging.



Sammy Kunody

Sammy is a senior public relations major and business minor from Southern California, who aspires to work in Social Media and branding. She has an eye for any avenue she can portray her artistic mindset.



Hana Mazur

Hana is a senior public relations major and sports business minor from Northern California. With a passion for journalism, she is currently seeking out grad school with the intentions of starting in the fall of this year.



Avery Olson

Avery is a senior public relations major and digital humanities minor from Las Vegas, Nevada. She loves to think outside of the box to come up with creative solutions and innovative storytelling methods.



Liz Sgro

Liz is a senior with a double major in advertising and public relations as well as a minor in environmental humanities from Sarasota, Florida. With a passion for networking and science communication, she plans to pursue a career in Corporate Social Responsibility.

SITUATIONAL ANALYSIS

1. Social Engagement



Before: Low engagement, despite posting informative content
How: Analyze engagement patterns and adjust approach
Outcome: Increase in engagement by creating more targeted and interactive posts



Before: Lack of interaction suggested the posts weren't reaching their full potential
How: Implement strategies such as audience surveys and targeted hashtags to increase visibility
Outcome: More interaction and visibility for posts



Before: Limited reach and impact of posts
How: Implementing more effective content strategies will boost online engagement
Outcome: Greater reach and improved engagement across platforms

2. Website Content



Before: Contained grammatical errors and outdated information
How: Regularly review and update content, fixing any grammatical issues
Outcome: More accurate, polished content that reflects a professional brand image



Before: Incorrect content could lead to confusion and misunderstanding of services
How: Ensure content is regularly verified and aligned with the latest services offered
Outcome: Clear, accurate messaging that builds customer understanding and trust



Before: Unpolished content affecting brand perception
How: Edit for clarity, consistency, and a formal tone across all pages
Outcome: Enhanced professionalism, helping to establish a trusted online presence

3. Local Outreach



Before: Current referral partners and strategies are not sustainable
How: Evaluate and expand referral partnerships to ensure long-term sustainability
Outcome: Stronger, more reliable referral channels that support business growth



Before: Needing more consistent clients for current and new company PTS
How: Focus on building relationships with new referral partners
Outcome: Increased overall clientele for each PT



Before: Limited reach in the local community
How: Branch out to local gyms and doctor offices to get more referrals and clients
Outcome: Increased foot traffic to MTS, enhanced online interaction, and a strong local brand presence

RESEARCH

Currently, MTS utilizes a combination of in-person, digital, and social communication strategies:

- **In-person:** The clinic emphasizes face-to-face patient interactions, providing one-on-one personalized care. Networking calls and workshops (e.g., running or golf) are also part of their outreach.
- **Digital:** MTS engages with potential and existing clients through its website, email newsletters, and blog. It offers information about services, patient success stories, and health tips. MTS also uses Instagram tutorials to educate and engage with its audience.
- **Social Media:** Instagram seems to be the primary channel for digital engagement, where Cait and Dave share tutorials and general health-related content. However, social media engagement is weak overall, suggesting a need for improvement in content strategy and audience interaction.
- **Past communications:** Despite using social media ads, past attempts at paid ads (Facebook/Instagram) were unsuccessful, with poor reach and low-quality leads. The engagement on these platforms wasn't high, and the return on investment was minimal.

The current branding is somewhat fragmented and needs refinement to ensure consistency across all platforms and touch points. Here's a breakdown:

- **Consistency:** The messaging around Cait and Dave's mission to provide high-quality, personalized, one-on-one physical therapy is clear, but it might not be fully reflected in all communication channels. The branding could be strengthened through a more cohesive visual identity and a stronger voice across their website, social media, and marketing materials.
- **Immediate Sense:** The branding makes sense for their target audience, but it may not immediately resonate with potential clients who are unfamiliar with the company. They emphasize expertise in complex physical therapy treatments, which appeals to those who have tried other options, but this message could be more prominent and clearer on social media and their website. For example, terms like "go-to" or "last resort" for physical therapy could be emphasized more clearly to build trust with potential patients upfront.

Here are some lessons learned from their past communication efforts of what worked:

- **Word of Mouth:** A significant portion (30%) of their referrals come from existing patients. This suggests that word-of-mouth marketing is working and that their current patients are satisfied with the care they receive.
- **Email & Newsletter:** Direct communication through emails and newsletters has been effective in keeping patients informed, and these channels could be expanded.

Here are some lessons learned from their past communication efforts of what did not work:

- **Paid Social Ads:** They experimented with Facebook and Instagram ads, but they didn't work as expected. The reach was minimal, and the leads MTS received weren't well-targeted or qualified. The cost per lead was too high, and many of the leads could not afford the services because they didn't have the right insurance or financial flexibility. These results highlight the importance of investing time in understanding their target audience and exploring more personalized, targeted campaigns.
- **Website Issues:** The website had issues like an incorrect address and typos, which could undermine professionalism and trust. These issues need immediate attention to avoid lost business.

RESEARCH

Some of our evaluated obstacles going into this campaign include:

- **Social Media Engagement:** As mentioned earlier, their social media presence is weak. Although they offer Instagram tutorials, they struggle to consistently engage a broader audience. They need a more strategic approach to content creation and community building on social media platforms.
- **Website Functionality Issues:** The website's incorrect address and typos are problematic and can lead to confusion or missed opportunities. Updating and optimizing the website should be a priority to improve their professional image and user experience.
- **Limited Team Size:** With only three therapists currently, MTS is constrained in how many patients they can see, which impacts their ability to grow. The addition of another therapist in March will help, but scaling beyond that may require additional hires and investment in systems to manage growth effectively.
- **Competition:** There are many competitors in the area, including larger chains and smaller boutique clinics. These competitors could potentially draw away some of their target demographic, especially insurance-based services or lower-cost options.

Industry Trends

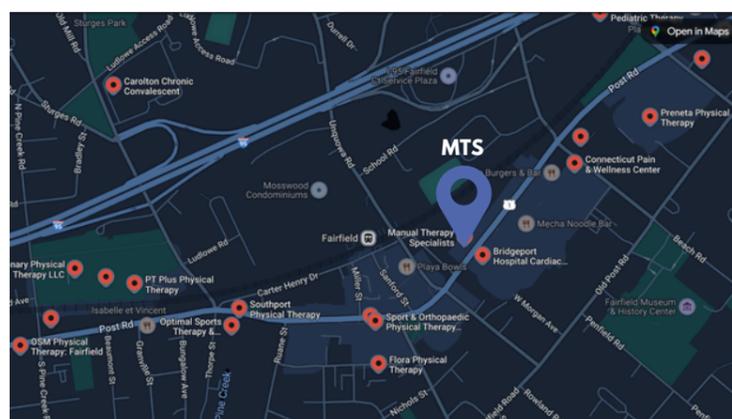
Current trends in the physical therapy industry primarily involve leveraging technology use alongside traditional exercises and massages. For example, adopting telemedicine appointment availability and using AI to personalize patient treatment plans allows for more convenient patient care and a lessened workload on therapists. Additionally, holistic treatments have gained nationwide traction. Many physical therapists are opting to assess the entire patient by taking their mental and social wellbeing into consideration when developing treatment plans.

Location

MTS is located in Fairfield, Connecticut, conveniently located one hour away from Hartford and one and a half hours from New York City. Fairfield is a wealthy city that boasts an average household income of \$149,641. Demographically, Fairfield residents are predominantly white and between the ages of 45-65.

Competitors

There's an abundance of physical therapy offices in the Fairfield area. On Google Maps, 13 clinics appear within a 1-mile radius of MTS. Of those clinics, two of them offer boutique, concierge services similar to MTS. The first of these competitor clinics is Flora Physical Therapy. Located 0.3 miles from MTS, Flora offers pelvic floor, orthopedic injury, and postpartum treatments. The clinic is run by Dr. Meghan Krill, who advertises in-home, in-clinic, and telehealth appointments. Appointments at Flora cost patients \$205 for in-clinic and telehealth, \$5 less than MTS's pricing at \$210 per session. It's worth noting that Meghan is the only PT at Flora, making her availability even less than MTS's. The other competitor clinic is Visionary Physical Therapy. This clinic takes insurance and also offers a subscription model where patients can pay a certain amount of money each month in exchange for a specific amount of sessions. They also offer more high-tech treatment options, including cold and sauna therapies. While they offer a more expansive list of services, the therapists don't have the same quality of training and certifications as Dave and Cait.



RESEARCH

Lessons

Other physical therapists have found success using TikTok and other short-form video platforms to advertise their services by using trends and popular sounds to gain visibility for their brand. Cait and Dave post-exercise tutorials regularly on Instagram Reels. Additionally, other clinics have blogs that answer frequently asked questions, describe industry trends, and debunk PT myths. Cait and Dave have also tapped into this trend.

Constraints

For MTS, a major constraint that prohibits it from growing its success is that they don't take insurance. While this ultimately allows Cait and Dave to offer more comprehensive care to their patients, it acts as a barrier for those who are in search of physical therapy services but rely on insurance to cover the cost.

Another constraint that MTS faces is the inaccuracy and minimal explanation of the business model of the information on its website. Prospective patients will likely experience frustration when navigating the MTS website and being unable to find information about pricing, insurance eligibility, and appointment availability. Additionally, the website contains multiple typos, which presents MTS in a bad light.

The final constraint MTS must navigate is the fact that they only have two PTs (with a third joining soon). Ultimately, Cait and Dave can only see one patient each at a time, which significantly restricts their availability. For some patients, this lack of available appointment slots could be a barrier.

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Opportunities

Fairfield, CT is one of the best places for a business like MTS to thrive. Fairfield residents are affluent and physically active, meaning that there's an entire city of potential clients who can likely afford treatment and might require physical therapy treatments for injuries or general aches and pains. Fairfield is also full of high-end fitness studios and gyms, so by starting to advertise in those places using flyers and posters, MTS can ultimately gain even more visibility.

S.W.O.T. ANALYSIS

Strengths

Cait and Dave's highly specialized expertise sets MTS apart, with both certified in Functional Manual Therapy and Cait in Pelvic Floor Therapy, an uncommon certification in Connecticut. Their one-on-one, holistic approach to PT allows them to provide personalized, high-quality care without the constraints of an insurance-based model. With few competing businesses in the area who share the same certifications, they are the PTs who PTs go to for treatment. MTS has the ideal market for cash-based services, located in a wealthy area with people who prioritize an active lifestyle and don't have money constraints.

Opportunities

There's a huge untapped audience in Fairfield gym-goers. Many fitness enthusiasts would find Cait and Dave's certifications and sports specialties really appealing; they just need to be made aware of MTS and what it offers. Additionally, by sharing MTS's information with doctor's offices and OB-GYNs, doctors will be more likely to refer their patients to Cait and Dave, rather than other physical therapy clinics. A revamp of the MTS website using new messaging, patient testimonies and greater visual appeal would likely compel passive website viewers to become clinic patients. This change in messaging would also strengthen MTS's personal brand and help it stand out from its competitors in the area.

Weaknesses

A lack of social media engagement has made it difficult to attract new clients, and past experiences with paid social ads were ineffective and costly. The absence of strong digital marketing and inconsistent social media presence has led to inconsistent and unreliable referrals. Additionally, the "fee-for-service" model may deter potential clients, perceiving their services as financially inaccessible, even though out-of-network services are available. Finally, inconsistencies on MTS's website, including incorrect location details and typos, could create confusion for potential clients, impacting credibility and easy access to their services.

Threats

The biggest threat to MTS is the amount of competition in such a small vicinity of the clinic. The other clinics in the area offer very similar concierge services at very similar price points, which makes it difficult for MTS to stand out. Additionally, some of these other clinics take insurance in addition to allowing patients to pay out-of-pocket, which offers clients more flexibility in how they pay for their sessions.

TARGETED PUBLICS

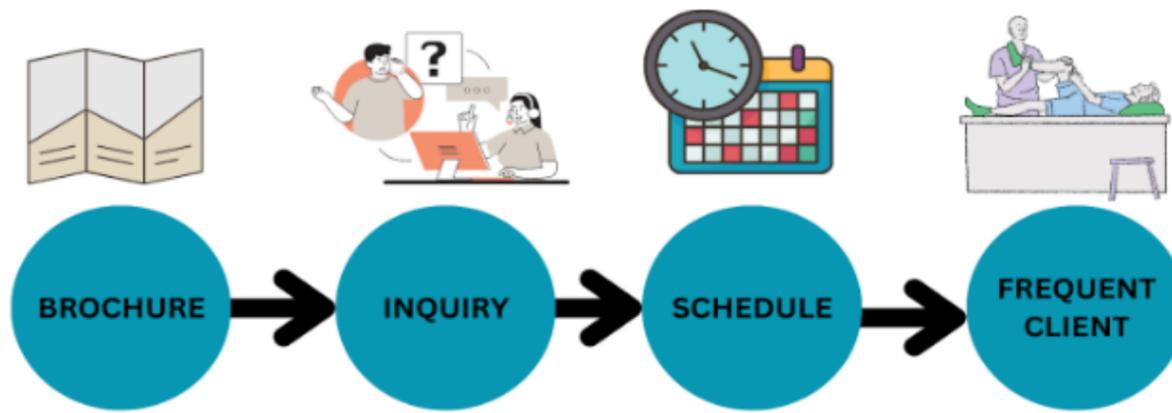
Primary – Fitness Enthusiasts

MTS's overall clientele maintains a generally active lifestyle, making fitness enthusiasts the perfect primary public. Rather than focusing on just athletes, fitness enthusiasts is a more inclusive term to target those keeping an active lifestyle but who may or may not play a sport. This demographic ranges from 40–65 years old, with a slight male majority. They are located in areas that allow them to easily commute to Fairfield, CT. Because the practice is in a wealthier city, this public likely is in the upper-middle-class income bracket. They work demanding or desk-based jobs that give them disposable funding to pay for these programs that help them stay healthy and active. They participate in activities such as CrossFit, physical training, group fitness classes, running, yoga, or playing a sport. This group values holistic wellness, prioritizing their physical health and performance optimization. Fitness enthusiasts may keep track of their fitness and health through wearables like an Apple Watch or Fitbit, using fitness apps like Strava and MyFitnessPal, as well as social media for additional tips and tricks in maintaining a healthy lifestyle.

Secondary – Postpartum Women

Women in postpartum represent a crucial secondary public for MTS, aligning with the practice's holistic approach to wellness. This demographic includes women aged 25–40 who prioritize family health and self-care, seeking to regain both physical and emotional strength after childbirth. They live in or near Fairfield, CT, and prefer convenient, child-friendly locations that offer flexible options like online booking and virtual consultations. They are often part of dual-income households with children, or balancing careers with familial responsibilities. This group experiences issues revolving around postpartum body changes, pelvic health, as well as back or shoulder pain from breastfeeding and carrying a baby. They gravitate toward gentle fitness activities like yoga, pilates, or walking and seek this active community support through mom groups. Highly connected through platforms like Facebook and Instagram, they engage with baby-tracking apps and YouTube for guidance.

GOALS & OBJECTIVES



Goal 1:

Increase each PT's weekly patient load.



Objective 1:

By the end of 2025, each PT (Dave, Cait, and Alex) will have a consistent 20 patients per week.

Goal 2:

Increase high-quality leads that align with MTS's fee-for-service model, attracting clients who value expert, one-on-one care.



Objective 2:

By June 2025, increase quality leads by 40% from their average of six through referral partnerships with doctors and gyms.

STRATEGIES & TACTICS

STRATEGY 1

Deliver pamphlets and flyers to gyms, country clubs and doctor's offices within 30 minutes of MTS

TACTIC 1

Design a pamphlet and flyer for Cait and Dave to hand-deliver through the first week of March

STRATEGY 2

Develop and expand on MTS's social media presence

TACTIC 2

Create a consistent posting schedule and content calendar by adapting MTS's blog posts into Cait and Dave's exercise videos

BUDGET

Printing

For tactic 1, we suggest printing pamphlets and flyers to personally hand out to an array of local companies ranging from gyms and doctors offices. Below outlines the rough estimate of general printing for the front and back of the flyer and brochure as a unit:

- Cost per unit for Tactic 1: \$1.30
- Number of units: ~10 per facility
- Total cost: **~\$572** (\$13.00 per facility and maximum 44 facilities)

Gas

For tactic 1, we suggest taking these printed materials to the facilities in person. This will thus require driving so we wanted to account for gas costs. If all 44 researched facilities were attended, it would take roughly eight hours of driving time going at 35-40mph. With these base assumptions and the current local price of regular gas being \$3.14 per gallon it would be about 12 gallons of gas and, therefore, about **\$37**.

OUTREACH LIST

Detailed list of all potential gyms, country clubs and doctor's offices that can be reached out to - all within a 30 minute radius

GYMS						
Name	Distance from Offi	Address	Priority	Feedback/Notes	Misc	
The J Fitness	18 min drive	4200 Park Ave, Bridgeport, CT 06604	High			
Bum Boot Camp	12 min drive	1939 Black Rock Tpke, Fairfield, CT 0682	High			
Pure Barre	13 min drive	1876 Black Rock Tpke, Fairfield, CT 0682	High			
Orangetheory Fitness	10 min drive	525 Tunxis Hill Cutoff, CT	High			
Orangetheory Fitness	14 min drive	645 Post Rd E, Westport, CT, 06880	High			
The Edge Fitness Clubs	7 min drive	500 Kings Hwy Cutoff, Fairfield, CT 06824	Medium			
Equinox Southport	7 min drive	233 Old Post Rd, Southport, CT 06890	High			
F45	4 min drive	919 Post Rd, Fairfield, CT 06824	High			
StretchLab?	4 min drive	85 Mill Plain Road Fairfield, CT 06824	Low			
Birchwood Country Club	13 min drive	25 Kings Highway South, Westport, CT 06	High			GM: Danny Jones
Mill River Country Club	13 min drive	4567 Main St, Stratford, CT, 06614	High			
Redding Country Club	31 min drive	109 Lonetown Rd, Redding, CT 06896	High			
The Patterson Club	13 min drive	1118 Cross Highway Fairfield, CT 06824	High			
Brooklawn Country Club	13 min drive	500 Algonquin Rd, Fairfield, CT, 06825	High			

DOCTOR OFFICES						
Office	Specialty	Address	Distance from Offi	Office Manager	Priority	Feedback/Notes
Darien Signature Health	conciierge	ATTN: Susan Murphy 53 Old Kings Highway North, Suite 205 Darien, CT. 06820	20 mins	Susan Murphy	High	
Warren Steinberg Practice	conciierge	ATTN: Maxine Steinberg 225 Main Street, Suite 202 Westport, CT 06880	17 mins	Maxine Steinberg		
Conciierge Physicians of Westport	conciierge	ATTN: Scherell Ferrigon 333 Post Road West, Lower Level Westport, CT 06880	14 mins	Scherell Ferrigon		
Wilton Internal Medicine	conciierge	ATTN: Nancy Doyle 2 Kensett Avenue Wilton, Connecticut 06897	21 mins	Nancy Doyle		
Rejuvenating Fertility Center	Fertility	ATTN: Dr. Zaher Merhi, MD, FACOG, HCLD 225 Main St, #101 Westport, CT 06880	15 mins	?		
Illume Fertility	Fertility	ATTN: Cori Cooper 761 Main Avenue, Suite 200 Norwalk, CT 06851	20 mins	Cori Cooper		
Clarity Integrative Medicine	ND	ATTN: Dr. Kellyn Misset 9 Cots St STE 2D Shelton, CT 06484	20 mins	They said to address to Kellyn Misset	High	
Dr. Stephanie Sousa	ND	ATTN: Lori 10 South St, Ste. 205 Ridgefield, CT 06811	40 mins	Lori	Low	
Wellspring	ND	ATTN: Betsy 245 Amity Road Woodbridge, CT 06525	29 mins	Betsy	High	
The Dr. Maura Practice	ND	ATTN: Dr. Maura Henninger, Dr. Shannon Cavanaugh, Dr. Ronak Patel 5 Sylvan Road South Westport, CT 06880	13 mins	Couldn't provide		
The Center	ND	ATTN: Michelle Feeney 2 Corporate Drive, Unit 206 Trumbull, CT 06611	19 mins	Michelle Feeney		
Integrated Health Center	ND	ATTN: Pramila Vishvanath 299 Greens Farms Road Westport, CT 06880	9 mins	They said to address to Pramila Vishvanath		
Natopathic Health and Wellness Center	ND	ATTN: Brian J. Henninger, ND 1305 Post Rd, Suite 301 Fairfield, CT 06824	1 min!	They said to address to Brian Henninger		
Novo Womens Health	OBGYN	2150 Black Rock Tumpike, Suite 201 Fairfield, CT 06825	10 min	No office manager, asked to send address		
Novo Womens Health	OBGYN	ATTN: Dr. Rautkys, Dr. Shapiro, Mrs. Maselli-Luth	16 min	No office manager		
Women's Health Care of Trumbull	OBGYN	ATTN: Lydia 5520 Park Avenue, WP2-700 Trumbull, CT 06611	17 mins	Lydia (won't give out last name)		

TIMELINE

MARCH 2025

MONTHLY CONTENT CALENDAR

CONTENT TYPE

- Exercise Tutorial
- Client Testimonials
- Staff Spots
- Blog Post

PLATFORMS

Instagram Feed
Instagram Story
Website
Facebook

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Exercise Tutorial	4	5 Staff Spot	6	7 Blog Post + story announcement	8
9	10 Exercise Tutorial	11	12 Client Testimonial	13	14 Blog Post + story announcement	15
16	17 Exercise Tutorial	18	19 Staff Spot	20	21 Blog Post + story announcement	22
23	24 Exercise Tutorial	25	26 Client Testimonial	27	28 Blog Post + story announcement	29
30	31 Exercise Tutorial					

TIMELINE

APRIL 2025

MONTHLY CONTENT CALENDAR

CONTENT TYPE

- Exercise Tutorial
- Client Testimonials
- Staff Spots
- Blog Post

PLATFORMS

Instagram Feed	
Instagram Story	
Website	Facebook

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Client Testimonial	3	4 Blog Post + story announcement	5
6	7 Exercise Tutorial	8	9 Staff Spot	10	11 Blog Post + story announcement	12
13	14 Exercise Tutorial	15	16 Client Testimonial	17	18 Blog Post + story announcement	19
20	21 Exercise Tutorial	22	23 Staff Spot	24	25 Blog Post + story announcement	26
27	28 Exercise Tutorial	29	30 Client Testimonial			

TIMELINE

MAY 2025

MONTHLY CONTENT CALENDAR

CONTENT TYPE

- Exercise Tutorial
- Client Testimonials
- Staff Spots
- Blog Post

PLATFORMS

Instagram Feed	Website	Facebook
Instagram Story		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Blog Post + story announcement	3
4	5 Exercise Tutorial	6	7 Staff Spot	8	9 Blog Post + story announcement	10
11	12 Exercise Tutorial	13	14 Client Testimonial	15	16 Blog Post + story announcement	17
18	19 Exercise Tutorial	20	21 Staff Spot	22	23 Blog Post + story announcement	24
25	26 Exercise Tutorial	27	28 Client Testimonial	29	30 Blog Post + story announcement	31

TIMELINE

JUNE 2025

MONTHLY CONTENT CALENDAR

CONTENT TYPE

- Exercise Tutorial
- Client Testimonials
- Staff Spots
- Blog Post

PLATFORMS

Instagram Feed
Instagram Story
Website
Facebook

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Exercise Tutorial	3	4 Client Testimonial	5	6 Blog Post + story announcement	7
8	9 Exercise Tutorial	10	11 Staff Spot	12	13 Blog Post + story announcement	14
15	16 Exercise Tutorial	17	18 Client Testimonial	19	20 Blog Post + story announcement	21
20	21 Exercise Tutorial	22	23 Staff Spot	24	25 Blog Post + story announcement	24
22	23 Exercise Tutorial	24	25 Client Testimonial	26	27 Blog Post + story announcement	28
29	30 Exercise Tutorial Evaluate Campaign					

EVALUATION PLAN

Goal 1

Increase each PTs weekly patient load

Objective 1: By the end of 2025, each PT (Dave, Cait, and Alex) will have a consistent 20 patients per week.

Evaluation: Track weekly appointments through patient scheduling history. Compare and keep track of weekly averages to ensure a steady increase.

Goal 2

Increase high-quality leads that align with MTS's fee-for-service model, attracting clients who value expert, one-on-one care.

Objective 2: By June 2025, increase quality leads by 40% through referral partnerships with doctors, gyms, and country clubs to ensure clients know the company model

Evaluation: Establish a baseline number of quality leads and track monthly lead generation through referral sources - Intake forms identify referral sources.

MOCK-UPS: FLYER

MTS
MANUAL THERAPY SPECIALISTS

"We are the PTs who PTs go to"

 1300 Post Road, Suite 103
Fairfield, CT 06824


**David Potucek, PT,
MSPT, CFMT
Orthopedic
Specialist**


**Caitlyn Hauswirth-
Vairs, PT, DPT, OCS,
CFMT, CF-L1 Pelvic
Health and
Orthopedic specialist**


**Dr. Alex Blank, PT,
DPT, OCS, CFMT**

 203 557 9111

 www.manualtherapyspecialists.com



ABOUT US

At Manual Therapy Specialists, we treat each patient like family, offering personalized care that goes beyond the conventional. If traditional therapy or surgeries haven't worked, our specialized approach targets the root cause of discomfort with tailored solutions for successful recovery. We focus on one-on-one attention to address each patient's unique needs and goals, providing the personalized care they deserve.

OUR CARE APPROACH

Tailored Care: We customize treatment to each patient's needs and goals.

Long-Lasting Results: By addressing the root cause, we help patients heal and stay better.

Experienced Team: With 35+ years of combined experience and over 1000 hours of continuing education, our team provides expert care.

One-on-One Attention: Each patient receives personalized evaluation and treatment.

Proven Results: For those who've exhausted other options, our approach delivers successful outcomes.

Empower your patients with recovery that goes beyond the ordinary—partner with Manual Therapy Specialists.

WHAT WE TREAT

- Orthopedic conditions (Arthritis, Tendonitis, Bursitis, Sports Injuries, Hyper mobility Spectrum Disorder, Pre and Post-Surgical, Lumbar and Pelvic Pain, Thoracic Pain, Cervical Pain, Hip, Knee, Ankle and Foot, Shoulder, Elbow, Wrist/Hand).
- Pelvic Health (Urinary Incontinence, Fecal Incontinence, Dyspareunia, Pelvic Pain, Pelvic Organ Prolapse, Overactive Bladder, Diastasis Recti, Endometriosis, Vaginismus, Pudendal Neuralgia, Pregnancy, Postpartum).

MOCK-UPS: INFO BROCHURE

DISCOVER THE DIFFERENCE

-  **Movement Patterns**
Determine how the way you move, sit, and stand impacts your symptoms.
-  **Mobility**
Lack of mobility can create compensations and pain.
-  **Muscle Usage**
Lack of strength, endurance, and control can lead to strain and injuries.
- Hands-on Treatment**
Specialized manual techniques to accelerate your recovery. 
- Education**
Empowering you with the knowledge and tools to help yourself. 
- Specific Exercise Program**
No two people are the same, so why should your exercises be? 

YOUR HEALTH IS OUR PRIORITY



Contact Us

www.manualtherapyspecialists.com

203 557 9111

1300 Post Road, Suite 103
Fairfield, CT 06824

@manualtherapyspecialists

MTS

RELIEVE YOUR PAIN,
MOVE WITH JOY

ORTHOPEDIC AND
PELVIC FLOOR
PHYSICAL THERAPY IN
FAIRFIELD

Manual Therapy
Specialists

Why Choose Us?

All too often, we see people get hurt and only get back to 80%. They sprain their ankle, and now it doesn't bother them to walk...but they can't run. Their doctor clears them to return to exercise...but now they pee a little every time they jump.

We know how to get you over the final hurdle so you can excel at what you are passionate about, symptom-free.



David Potucek,
PT, MSPT, CFMT
Orthopedic Specialist



Caitlyn Hauswirth-Vairs,
PT, DPT, OCS, CFMT, CF-L1
Pelvic Health and Orthopedic specialist



Dr. Alex Blank,
PT, DPT, OCS, CFMT

CHECK US OUT!

