

PROFESSIONAL PROFILE

All-Care Physical Therapy Opens New Manchester Location

By Sandra Potts

Joan Yorke knew physical therapy could be better than what she had experienced. Her step-son Michael, a practicing, licensed physical therapist, agreed with her. He had also seen the need for improvement in various aspects of the physical therapy industry. Joan's unsatisfactory experience and Michael's determination to improve therapy for his patients became the impetus for All-Care Physical Therapy Center's establishment.

All-Care Physical Therapy Center, a unique six-year-old company, is primarily owned by Michael Yorke and family operated with offices in Whiting, Brick, Toms River, Barnegat and their newest location in Manchester. Michael works with his brother, Jim, and his parents Jim and Joan Yorke, in addition to a talented staff of physical therapists, physical therapy assistants, aides and clerical staff.

From the warm, inviting reception areas to the spacious and neat treatment floors, each All-Care office location offers a spa-like atmosphere designed with patient comfort in mind.

"A patient that is comfortable has a much better rehabilitation outcome," explains Michael.

The philosophy clearly goes beyond the aesthetics of the facility. All-Care's approach to therapy is patient-focused with the intent of making therapy productive, progressive, and comfortable. All-Care stresses hands-on manual therapy with consistent patient/therapist interaction. This allows therapists to better customize treatment programs to the specific needs of their patients. This personalized attention improves patient comfort-levels which in turn improves the overall outcome of therapy.

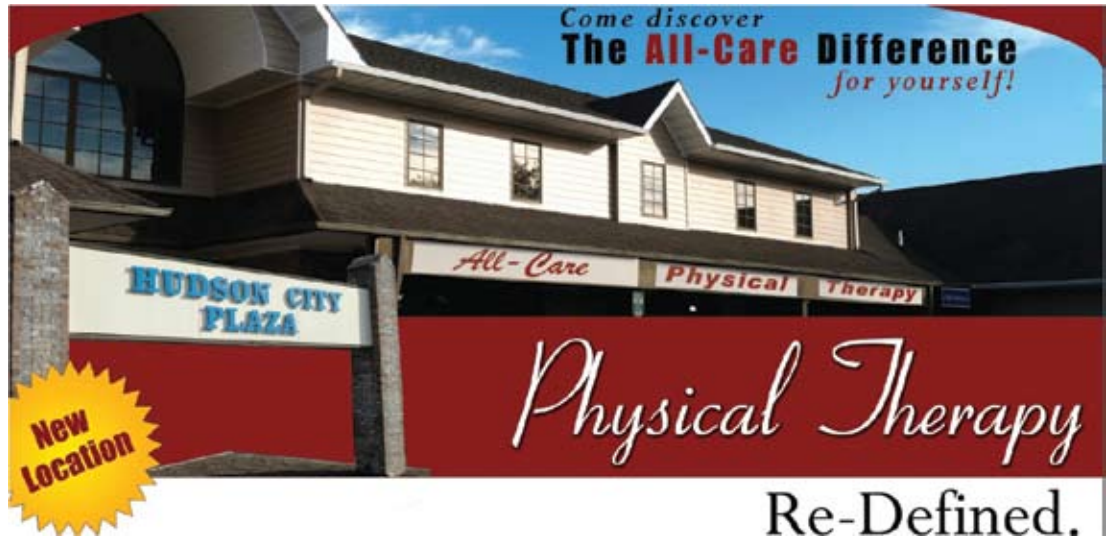
Being owned by a practicing physical therapist is the reason for this novel approach. Michael is always looking first at what helps the patient the most. This in turn guides the way he structures the business. The organization and personality of All-Care is not built upon a corporate regimen, but upon the patient-first mission of hands-on therapy.

Most people assume the old adage, "No pain. No gain," to be true of physical therapy. However, Michael says, "In general, nothing we do should cause pain. You're here for the exact opposite reason. Pain is a physiological response to tissue damage. Any physical therapy activity that elicits pain should be avoided."

This innovative pain-free approach to physical therapy, coupled with the one-on-one attention from personable licensed physical therapists supports the rapid physical and emotional rehabilitation.

All-Care believes that all aspects of the physical therapy experience are important. Whether it's a private therapy room, spacious open floor plan that allows for a more thorough evaluation and treatment, a willingness to listen and adapt to a patient's needs, or simply the polite staff, all contribute to patient satisfaction. Based on patient surveys, nearly all, 99.7 percent of patients, would recommend All-Care to family and friends while 98.2 percent said their experience at All-Care was exceptional compared to care they had received previously at other companies.

The individual patient comments are



(Top) All-Care Physical Therapy has five office locations including Whiting, Brick, Toms River, Barnegat, and its newest location in Manchester's Hudson City Plaza. (Right) Warm, inviting reception areas set the stage for All-Care's spa-like therapy environment.



even more telling. It's not unusual for patient feedback to reflect that of former patient Fran F. who said, "I have never met such caring people in my life...I feel like they became my family and I will miss everyone."

"As therapists we believe it's our privilege to treat patients. We believe we are only as good as what our patients say about us," says Michael, acknowledging the survey results. He adds, "We want to thank them for spreading the word."

Indeed, patient recommendation has helped build the business from the beginning. All-Care opened in 2005 in a relatively small space in Whiting. At that time, Michael was the only therapist on staff. Patients completing their rehabilitation programs were just as satisfied then as they are now. The word spread quickly which lead to exceptional results. After five months in business, All-Care's increase in patients required a move to a bigger facility and additional staff. And the trend continues.

To serve the growing number of patients, All-Care added offices in Brick, Toms River, Barnegat, and this Monday, October 24th, they celebrate the Grand Opening of their fifth and most recent expansion in Manchester. All-Care Physical Therapy Center treats patients of all ages for a

wide variety of injuries, including those relating to sports, work, motor vehicle, and orthopedics. The frequency and duration of visits varies by the individual and the specific condition being treated, but typically patients meet with their therapist two to three times a week for four weeks or longer. The specifics of any treatment program are determined after an initial evaluation with the therapist.

Individuals are required to have a prescription from their doctor to be seen by a physical therapist and in some cases, a formal referral to meet the requirements of the insurance carrier. All-Care is an in-network provider for most major insurance companies and in some cases can treat as an out-of-network provider. The center's billing department can answer specific payment and insurance inquiries.

For more information about All-Care Physical Therapy, visit their Web site at www.allcarePTC.com, or call one of their five conveniently located offices as follows: Whiting, located at 67 Lacey Road, 732-849-0700; Brick, 74 Brick Boulevard, 732-451-0010; Toms River, 600 Mule Road, 732-505-1300; Barnegat: 849 West Bay Avenue, 609-660-1900; Manchester: 2102 Route 70, 732-657-7900.

855-3ALLCARE

Now Introducing Hand Therapy



Celebrating six years of business, All-Care Physical Therapy is family owned and operated. Physical therapist and primary owner of All-Care Michael Yorke (left) works with brother Jim (right), and parents Jim and Joan Yorke (not pictured).