

## Physical therapy firm stretches out to Wichita, Springfield

BY DAVID TWIDDY | STAFF WRITER

Athletic & Rehabilitation Center is expanding its presence regionally by opening full-service clinics in Springfield and Wichita and beefing up its employee wellness programs.

The two additions — the Springfield office opens Oct. 17, and the Wichita location is expected to open in late November or early December — will bring the Overland Park-based physical and occupational therapy provider to 11 clinics in Kansas and Missouri.

“We really focus on the employer-driven market segment,” CEO Matthew Condon said. “Now that we’ve gone from being a local company to being a regional company, we’ve allowed our clients to drive us to the markets where they feel there’s a need for our services.”

The new clinics will add five jobs



Condon

each and could lead to additional support jobs in the Kansas City area, he said.

The company, which employs 85, also runs two sports performance academies and two in-house corporate clinics.

Condon said ARC’s ongoing relationships have kept it busy. He expects the pace to pick up as ARC works with more companies to develop employee health management and wellness programs.

“The down market has actually worked positive for us in the sense that employers have really evaluated their medical teams more aggressively,” he said.

Overland Park-based Haake Cos., a unit of Marsh & McLennan Agency LLC, is among those that have asked for ARC’s help with its wellness program.

For several years, Haake had a wellness program, but it wasn’t designed to provide definitive information about whether employees were improving health, said Tracey Goold, Haake’s director of human resources. That made it hard to determine where to provide incentives and gave Haake little leverage in negotiating with insurers on rates.

Since June, ARC has done quarterly biometric screenings of Haake employees, measuring health in 10 areas and assigning a label of red, yellow or green.

“I don’t necessarily know where everybody falls, but we do get an overall idea of where people are falling as a company, and then we offer incentives to get people to get all 10 of their screening scores in the green,” Goold said. “It’s opened up a lot of people’s eyes.”

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