

How Muscle Activation Techniques[®] Boosted This Physical Therapist's Rates to \$200/Hour*

4 Minute Read

*Individual results and rates will vary. MAT[®] does not guarantee employment or hourly rates.



About Shannon Maixner
fitnessfocus.me/staff

SHANNON MAIXNER HAS BEEN A PHYSICAL THERAPIST FOR NEARLY 30 YEARS, AND SHE'S SEEN THE INDUSTRY'S BIGGEST CHALLENGES FIRSTHAND.

"I was just talking with a physical therapist that has had his own practice for the last

21 years, and he's now shutting it down because of insurance reimbursements," Maixner says.

"They're telling us that we can only see patients for X amount of visits, or a certain amount of money is all that they'll reimburse us for."

Rehab therapy claim reimbursements are declining across the industry, and many physical therapists struggle to negotiate with low-paying insurers. Today, in order to keep growing, independent practices increasingly must appeal to clients who pay out-of-pocket.

But how do you set yourself apart from the competition and offer those clients value they can't get anywhere else?

Maixner faced the same problem. She has owned her own physical therapy practice in the Minneapolis-St. Paul area for about 15 years. Like many physical therapists, she was looking for a way to grow her business.

What she found was an exciting new set of therapy techniques to improve outcomes for her clients, set her apart in a crowded marketplace, and build her practice to the point of having a long waiting list.

Searching for an entirely new approach.

Maixner attended a fitness conference in Chicago with a few friends. There, she first heard of

Muscle Activation Techniques®, a unique process for assessing and correcting muscular imbalances, joint instability, and range of motion limitations.

That's when she met Greg Roskopf, the founder of MAT®. He was at the conference giving demonstrations of the groundbreaking techniques he invented.

"We stopped and heard Greg. He talked to us and encouraged us to give this a try," Maixner says.

Roskopf explained how the loss of muscle contraction results in a decreased range of motion and diminished physical performance.

Because an individual's range of motion can indicate which muscles have decreased contractibility, it's possible to improve joint stability by reactivating those muscles so that they contract properly.

Discovering the MAT® advantage.

MAT® never uses heat, foam rolling, kneading, or other methods to try to lengthen or change the muscle.

Instead, a MAT® Certified Specialist is trained to use range of motion tests to identify the muscles that aren't receiving neural input, then apply precise force to reactivate those muscles, recover efficiency, and restore function.

Right there at the conference, Roskopf gave her a live demonstration of this powerful approach.

"With very few exceptions, MAT® has provided more positive results to our clients than any other technique I have witnessed during my time in the wellness industry."

—Shannon Maixner, PT, MATRX, CSCS

"He worked on my friend, who couldn't straighten her knee out because of an ACL injury. She hadn't had full extension for 20 years, and her doctors were saying that they needed to go in and remove the scar tissue," Maixner says.



GREG ROSKOPF
Founder of MAT®

EXECUTIVE SUMMARY

92%

of practitioners say that **MAT®** gives them a **UNIQUE SKILL SET** in the marketplace.

85%

say they enjoy the **HIGH POSITIVE CLIENT OUTCOMES** that **MAT®** gives them.

70%

of practitioners charge between **\$70 AND \$150 AN HOUR FOR A MAT® TREATMENT.**

*Based off of a MAT® community-wide survey completed in May 2019. Individual results and rates will vary. MAT® does not guarantee employment or hourly rates.

But unlike surgical options, the unique and patented MAT® approach is a completely non-invasive way to help people with acute and chronic muscle pain. It's intended to provide relief even if all other methods have failed.

"Greg worked on it for five minutes, and she had that range of motion," she says. "In minutes, she had full extension."

She and her friends were immediately intrigued. "We decided that all of us needed to go and get trained in MAT®."

"More positive results than any other technique."

While taking the Specialist Program, Maixner learned the unique MAT® techniques to identify restrictions in joint instability relating to muscle tightness and weakness.

"When executed correctly, the techniques developed by MAT® make a difference to the physical well-being of our clients," Maixner says.

Once she started applying the MAT® techniques at her own practice, she immediately noticed a difference in how effectively she was able to help her clients. Her business expanded.

"What's exciting for me is to see my practice grow," she says. "Seeing the results that I'm getting, other people are seeing the results as well, and they're talking about it. My business is 90% referrals, based on word-of-mouth. It has just catapulted my practice."

**Helping her clients.
Future-proofing her practice.**

Maixner says that she has never seen another method that produces such positive benefits. "Muscle Activation Techniques® has positively

impacted the lives of my clients more than any other tool I have used in my 27 years of providing client services," she says.

She was also happy to discover that she earned back her return on investment with remarkable speed. "My ROI on the specialist program took less than 6 months, because I was established as a physical therapist and so I already had people coming through," she says.

Many physical therapists like Maixner are looking for new techniques not only to improve positive client outcomes, but also to give them a unique skill set. Standing out from the competition in a crowded marketplace helps them to bring in more business and raise their rates.

MAT® by the numbers:

According to a 2019 survey, 92% of practitioners say that MAT® gives them a unique skill set in the marketplace. 85% say they enjoy the high positive client outcomes that MAT® gives them, and 70% of practitioners charge between \$70 and \$150 an hour for a MAT® treatment.

"I currently charge \$200 per hour for my services," Maixner says, and other MAT® Specialists at her practice charge \$90 per hour. "Right now, four MAT®

Specialists work here. Another one is joining us in September, so that'll be four. We're continuing to grow because of the demand," she says.

As her client waiting list expands, she's more optimistic than ever before about the future of her practice. "More people understand what MAT® is, and more people out there talking about the changes that they've seen in their body and how they're able to get back to doing

the things that they love," Maixner says. "We have had several clients drive from hundreds of miles away for treatments at our facility. They just keep coming through the doors." ■

"When executed correctly, the techniques developed by MAT® make a difference to the physical well-being of our clients,"

—Shannon Maixner, PT,
MATRX, CSCS



Find out how you can become a Certified MAT[®] Specialist.

Talk to an admissions representative today about getting certified in Greg Roskopf's Muscle Activation Techniques[®].

GET STARTED