



How do your options stack up?

Use this worksheet to compare your options of ApexNetwork Franchise vs. starting up a clinic on your own.

ASSETS	ApexNetwork Franchise or Partnership	Independent Clinic Owner
YOUR POSITION <i>Owner/operator independence</i>	✓	
NATIONAL TRAINING PROGRAM <i>Proven system for owners, managers, PTs and front desk staff</i>	✓	
MENTORSHIP OF KEY BUSINESS METRICS <i>Operations team reviews and reports insights and guidance on your weekly and monthly business metrics</i>	✓	
TRAINING IN DEVELOPMENT <i>Team committed to training and assisting with development and growth opportunities</i>	✓	
PROFESSIONAL MARKETING <i>Experienced team helping you plan and execute tailored campaigns to grow your business</i>	✓	
GRAPHIC DESIGN <i>Highly trained designers that create custom literature and artwork to help brand your business</i>	✓	
WEBSITE + SOCIAL MEDIA <i>Large presence across multiple platforms to help engage your community and patients</i>	✓	
CREDENTIALING + INSURANCE CONTRACT NEGOTIATION <i>Dedicated rep to ensuring highest rates possible</i>	✓	
TRADEMARKED INDUSTRIAL REHAB SYSTEM <i>Predeveloped relationships, testimonials, system of ACOMP program</i>	✓	
BILLING + COLLECTIONS <i>Outperforming other national providers</i>	✓	
PURCHASING POWER <i>Strong network of 3rd party vendors for purchasing equipment and software at discounted rates</i>	✓	
GROWING NATIONAL BRAND <i>Have power in numbers</i>	✓	