

Imagine a physio
practice where your
client can access
the treatment they
truly need.

About POGO Physio and Our Programs

POGO Physio at Mermaid Waters is a centrally located and multiple award winning Gold Coast physiotherapy and pilates practice.

Since practice inception we have helped over 19,000 clients perform at their physical best. We have helped a wide variety of clients enjoy pain-free physical best performance. Our clients include Australian & World Champions, Olympic medalists, sporting legends, mums and dads, workers, weekend warriors, and even touring rock stars.

As a result of all of our experience we have discovered 3 main problems that our clients experience:

- The **FRUSTRATION** of the pain that just won't go away!
- The **ANXIETY** that comes with not being able to perform at one's physical best.
- The **FEAR** of not being able to do the physical things that one loves to do in life because of pain or injury.

In order to solve our clients problems in a complete and remarkable way we have developed a unique physiotherapy range of services including fixed fee packages aimed at seeing our client's cross their chosen Finish Line. Our process starts with our Discover Recover™ Session.

We believe that all people deserve access to complete and remarkable physiotherapy services. We believe that all people ought to be able to perform at their physical best so that they can enjoy the physical things that they love to do in life: sports, recreation, and exercise.

Whether it be wanting to recover from injury in order to be able to go on the family skiing trip, pick up your young children, compete in a fun run, or play a round of golf, we understand the frustrations, fears, and disappointments that result from being in pain or being injured and not being able to do what you love at your physical best.

POGO Physio has been recognised by the Gold Coast Business Excellence Awards for our customer service and excellence in physiotherapy and pilates services by being awarded several Excellence Awards. POGO was awarded the 'Trades, Professions, and Services Awards' in 2009, 2011, and 2012, and an award in the Wellness category in 2013.

Discover Recover™ Sessions

To ensure our clients get their physiotherapy experience off to the best start possible we've engineered our Discover Recover™ Sessions to ensure that they leave with these important questions answered, an accurate diagnosis, effective treatment, and immediate pain relief.

We insist on our initial physiotherapy appointments being 60 minutes in duration. This is to ensure they are thoroughly assessed, their goals are fully understood, and an accurate diagnosis can be made. We believe any less than 60 minutes initially and important things can be missed.

Finish Line™ Programs

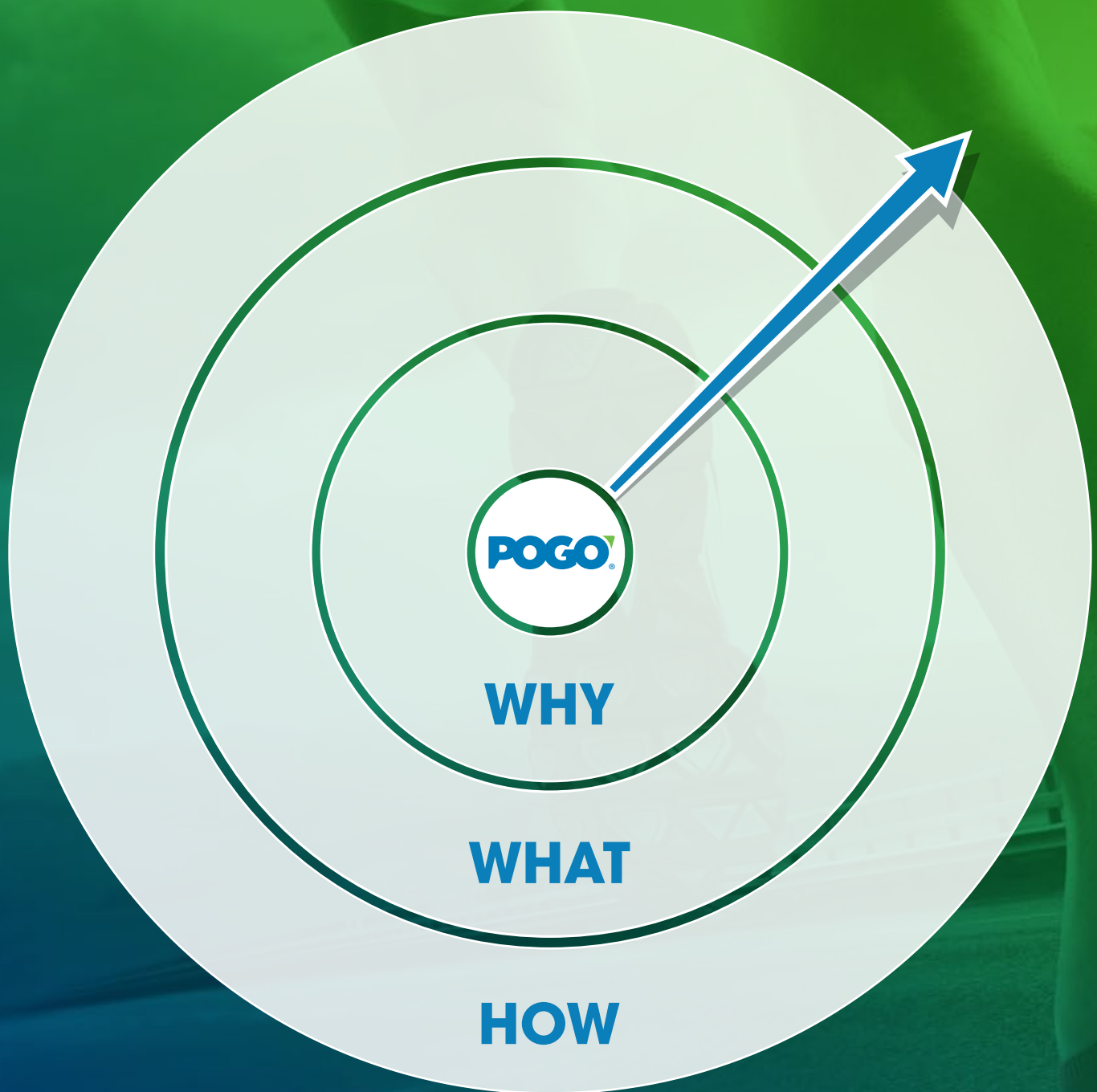
We know that trust takes time to develop between therapist and patient. We also know how frustrating it can be when there is seemingly 'no end' to physiotherapy. We believe transparency and shared agreement about a set finish date for physiotherapy is vital. To ensure our clients experience this we have designed a suite of physiotherapy services, some of which have a set end date. We call this 'end date' their Finish Line.

We've found that the best physiotherapy is goal oriented. Once they choose a Finish Line, we will then partner with them to ensure they cross it!

There two Finish Line choices:

- **To fully rehabilitate their injury.** A complete rehabilitation allows the individual to get back to doing the physical things they love to do. We have two Finish Line Programs available for this type of client depending on what best suits their treatment needs.
- **To get out of pain.** This client simply wants to get out of pain. The client has no interest in complete rehabilitation. Their sole interest is in fast pain relief. For this type of client we have a short program to meet their desired outcome.

The POGO Golden Circle



WHY:

We exist to help people perform at their physical best so they can do the physical things they love to do!

WHAT:

Physiotherapy, Pilates, Remedial Massage, Podiatry, and associated services.

HOW:

Everything we do is based around our 3 founding core values:

1. Be Excellent in Delivery
2. Make Our Customer the Hero
3. Value What We Do

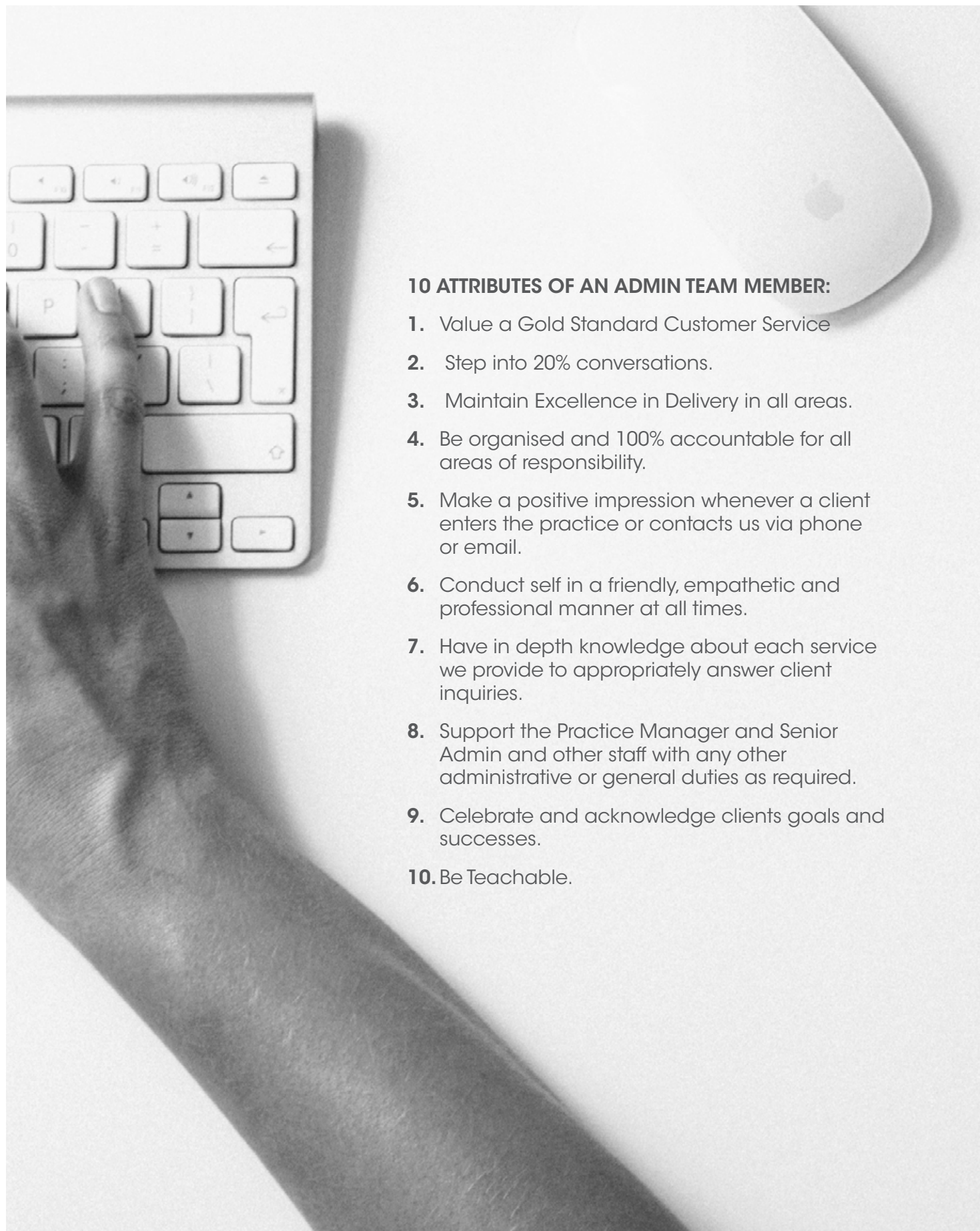
KNOWN FOR:

- A) Discover Recover™ Sessions: we provide our clients with an accurate diagnosis through our 60minute initial appointments, getting their recovery off to the best start possible.
- B) Finish Line™ Programs: our industry first fixed fee unlimited access 2, 6, & 12 week Finish Line™ Programs allow our clients to access the care that they can most benefit from, while enjoying certainty of outcome, time to get there, and spend.
- C) Wellness Boosters™: another industry first allowing our clients to stay at their physical best through fixed fee monthly access to our services.

POGO Physio Expectations



10 Attributes of a POGO Admin Team Member



10 ATTRIBUTES OF AN ADMIN TEAM MEMBER:

1. Value a Gold Standard Customer Service
2. Step into 20% conversations.
3. Maintain Excellence in Delivery in all areas.
4. Be organised and 100% accountable for all areas of responsibility.
5. Make a positive impression whenever a client enters the practice or contacts us via phone or email.
6. Conduct self in a friendly, empathetic and professional manner at all times.
7. Have in depth knowledge about each service we provide to appropriately answer client inquiries.
8. Support the Practice Manager and Senior Admin and other staff with any other administrative or general duties as required.
9. Celebrate and acknowledge clients goals and successes.
10. Be Teachable.

Imagine a physio practice where your client can access the treatment they truly need

An environment where accessing this treatment is not limited by what the client can afford.

An environment where your clinical treatment recommendations can be adhered to and not limited by the affordability of access.

An environment where your clients can at last get the very best of what physio has to offer, unrestrained by the cost of attending session to session care.

Imagine a practice where your clients experience incredible results, no longer hamstrung by the costs of session to session care.

Imagine a practice where your initial consultations are no longer rushed.

The good news such a practice, and clinical environment does exist.

Looking for the Best & Brightest

We are at all times on the lookout for the best and brightest physiotherapy talent to join our growing team.

We are a little different in how we do things, and just like dating we are pretty fussy.

We have found that one of the most important steps in getting to know each other is giving you an insight into what we 'are like' as people and a practice.

As a team we share the below traits. If you cannot relate to these traits than a career with us is probably not your next career move, rest assured there is a position out there with 'your name on it'.

However if you identify with the below team member traits we'd love to hear from you.

Team Member Traits

Our team members:

- Like to be challenged (have an aversion for comfort).
- Like to do work that matters.
- Insist on having daily fun (if it is not fun we are going home!).
- Love making our client's day.
- Enjoy the challenge of delivering work with excellence.
- Have a genuine love for people.
- Enjoy sweating five times per week or more.
- Enjoy the pursuit of physical best performance.

The Ideal POGO Physio Client

Our Ideal Client

While it would be nice to help everyone we recognise that there are simply not enough hours in the day to help everyone. In helping over 19,000 Gold Coast residents since practice inception in 2006 we have been able to profile what we term our ideal clients.

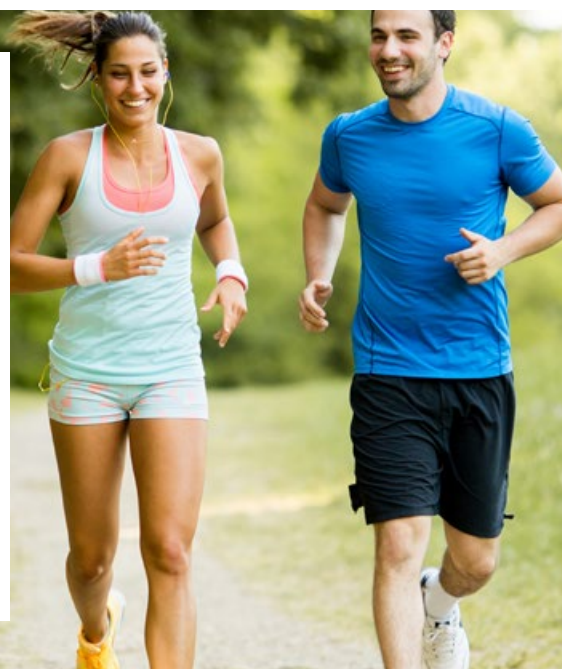
Our ideal clients share three common characteristics

- Sweat at least 5x a week

- Values being at their physical best
- Has an event on their calendar

If a potential client does not identify with the 3 characteristics of our ideal client than that is OK. They may in fact be better to seek the physiotherapy services of another practice.

If they require a hand with seeking the best alternative in their area we are happy to assist them.



The 10 Step Application Process

Step 1: Submit Your Interest

Step 2: 10 Minute Phone Chat

Step 3: Complete Your Career
Application & Personality Profile

Step 4: Meet-n-Greet Interview (30mins)

Step 5: Deep Dive Interview

Step 6: Core Value Interview (60mins)

Step 7: Clinical Exam* (60mins)

Step 8: Reference Checks

Step 9: Letter of Offer

Step 10: Signing of Contract

Your first day!

*For clinical positions only.

THE PHYSICAL PERFORMANCE SHOW

Tune into *The Physical Performance Show* podcast as POGO Founder Brad Beer deconstructs physical best performance with some of the worlds best and most inspiring performers.

Find The Physical performance Show on
itunes or at www.pogophysio.com.au

POGO[®]





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Open early til late

7:30am-7pm weekdays,
Saturdays 8:00am-1:30pm

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