

Beleura Health Solutions Consulting

Client Testimonials

As co-director of a large multidisciplinary practice I always look forward to our meetings with Antony. His common sense and straightforward approach, advice and discussions on the problems and dilemmas facing the business owner in private practice are refreshing and enlightening. Implementing several of his strategies had an immediate positive effect on our business both structurally and financially. As a practice owner you will get more out of a couple of hours talking with Antony than any other course.

Michael Price, Owner/ director, Lake Health Group, Ballarat

It has been great having contact with Antony Hirst over the past few years to discuss not only the most up to date treatment options, but also the commercial realities of physiotherapy.

Antony has also spoken to my employees regarding the importance of being a commercial physiotherapist – all the things you want to tell your staff, but better coming from someone else.

Bernie Simai – Sports Physio Title Holder, ProActive

Antony was an invaluable resource during the research and development phase of our new multi-disciplinary clinic. His combination of physiotherapy knowledge, business acumen and entrepreneurial courage helped steer us in a direction few regional Allied Health practices would have thought possible. We are unendingly grateful for sharing his wealth of experience.

***Alison Russell - APA Sports Physiotherapist
Principal Physiotherapist – Eyre Sports Physiotherapy
Proprietor – Mortlock Clinic – Port Lincoln, South Australia***

Antony, I wanted to pass on my thanks for your time and advice at our recent meeting. Every time I leave a meeting with you I come away with numerous ideas and strategies to improve our business. As physiotherapists, we are not particularly well trained in the finer points of running a business, so your suggestions have helped us vastly improve many different systems and policies. I really appreciate your honesty and willingness to share information.

***Anthony Lance – Principal Physiotherapist,
Southern Suburbs Physiotherapy Centre, East Bentleigh & Parkdale.***

Thank you so much for training our physiotherapists and administration staff on effective product sales / communication techniques. Prior to the session some of our physiotherapists were uncomfortable with talking about price and unsure about how to best promote specific products and services. The session has certainly given us all some fantastic strategies, which has assisted client communication and achieved better management outcomes.

We have learnt that by taking on the approach of outlining the benefits of certain products to the specific client condition it is a WIN WIN WIN situation for all parties. The client comes away with the best possible outcome in managing their condition, the practitioner benefits from incentive driven sales and improved earning capacity, and the business itself benefits from increased revenue generated from product sales.

The session itself was well presented - in a informative and professional manner. Having both Anthony and Lisa present worked really well as the slightly different approaches allowed staff to relate to different ideas and communication styles with clients.

From my point of view as the managing director, this session and general communication with you both has inspired me to make some positive changes. These include;

- Improved product display
- More emphasis on product sales in line with our company mission and vision
- Open communication with staff re business outcomes and expectations
- The introduction of an incentive scheme / bonus structure for staff, which has been well accepted.

Since the session our monthly revenue from product sales has increased by 70%! I would certainly recommend this session to all physiotherapy practices looking to improve patient outcomes, staff satisfaction and their bottom line. Thank you so much!

***Shira Kramer, BeActive Physio Pty. Ltd.
Pahran***

Antony, I wanted to thank you again for sharing your time with us. I think you really hit a chord with our staff and the response has been quite positive. We are now in the process of putting these thoughts into action. I know others have been in contact with you but I just wanted to pass this on personally as well. I look forward to further communication with you.

Michael Bowler - Director - Healthfocus Physiotherapy