

# USER PROFILE



## DEMOGRAPHIC

On-Site Mobile Physical Therapy has two target users. For simplicity, we will refer to the different user profiles as "Factory" and "Corporate" employees.

The factory employee is a 44 year old individual with a physically demanding job. This individual typically works in a factory setting where they are constantly on their feet, performing fast paced, repetitive movements that can lead to chronic overuse injuries. This individual may have received their high school education but does not typically have postsecondary education. The average income for this individual is between 24-38k per year.  
<https://bit.ly/3cSBfCS>

The corporate employee is a 44 year old individual typically working in an office setting and is required to sit for many hours of the day. This person is susceptible to chronic low back and neck pain from prolonged sitting. They may also experience wrist/hand injuries from repetitive computer or phone related tasks. This person is college educated and receives an annual salary of approximately 60k.  
<https://www.careerbliss.com/rtp/salaries/>  
<https://www.bls.gov/cps/cpsaat18b.htm>



## PSYCHOGRAPHIC

While the daily responsibilities of these employees may differ, the way that their work influences their well being can be rather similar. Injuries can affect both employees and have negative consequences pertaining to job stability and economic hardship. These individuals are hardworking and efficient with their time, and appreciate a team-like environment where they support and encourage one another. In many cases, these individuals are willing to sacrifice their physical well being in order to support their families, or to retire financially sound at a later time. These employees feel the stress of productivity demands and yearn to be recognized for their efforts and rewarded with promotions. When an injury occurs, these individuals may be prescribed pain medications to allow them to continue to work through pain. This process has the potential to prolong their injury by not appropriately resting and rehabilitating, but can also have the potential to lead to addiction.



## THE SOLUTION

A mobile physical therapy practice that is able to visit their job site 1-2x per week and provide physical therapy interventions to reduce their immediate pain and create a plan for a longer term solution.



## FEATURES/BENEFITS

1. Short-term pain relief through pain modulating interventions.
2. Long-term pain relief through exercise prescription and/or referrals to traditional PT.
3. An hour of stress free environment where they can refresh for the remainder of their workday.
4. Communication with empathetic physical therapists who can help build an individualized plan for success.
5. Convenience of providing these service at their work, during work hours as opposed to neglecting their physical health altogether, or having to travel to PT outside of work hours, typically during rush hour.
6. The contracted business does not have to provide physical space or equipment upkeep of an in-house clinic.



## UNMET NEED

In both instances, these employees experience pain from chronic repetitive or overuse injuries. This pain affects their ability to perform work related tasks and subsequently, their job stability.