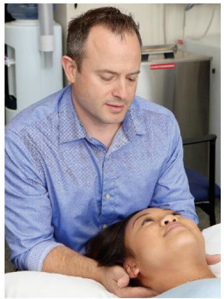
OrangeLife
WINTER 2017 ISSUE #16 MAGAZINE

Five Years of Healing: Physical Therapy and Sports Medicine Centers

BY: MARKUS SANTIAGO

If you've ever sustained an injury, then you know what an unpleasant experience the recovery process can be. Those who need rehabilitation after such an injury will find solace at Physical Therapy and Sports Medicine Centers (PTSMC) of Orange. There you will find experienced physical therapists trained in the latest techniques in the field, a state-of-the-art exercise space and a capable leader to facilitate it all. His name is Anthony Ciaburri, a doctor of physical therapy with 20 years of experience in the field.

After graduating from Southern Connecticut State University with a degree in Athletic Training and Sports Medicine, Anthony completed his clinical work to obtain his doctorate in facilities all over Connecticut. Shortly after completing his degree in Physical Therapy from Sacred Heart University, Anthony took a job with Physical Therapy and Sports Medicine



Anthony Ciaburri and Jasmine Lumasag

Centers of Westbrook. It was there he demonstrated his capability in the field and decided to pioneer a new branch for the company in Orange as a Partner and Director of his own clinic. The Orange office was the twelfth to open; its success, and the success of the other PTSMC clinics, led the way for seven more offices to open across the state. PTSMC now has 19 clinics operating throughout Connecticut.

"We start up in every town that we don't currently exist and try to become part of the culture of that town. We want to be known as the place in town that you'll enter and always see at least one familiar face," Anthony says, clearly feeling part of the community of Orange.

The office boasts a thriving customer base, a team of four highly trained physical therapists, and an availability to accommodate any new customer. "You can call me and we'll get you in that day. We try to get patients in as soon as possible," Anthony promises.

Physical Therapy and Sports Medicine Centers of Orange operates on a "patient-centric" model. This means that customers who seek out their services are guaranteed no more than a 24-hour waiting time from the time a call is placed to the office to their scheduled appointment.

"No one is ever here because they want to be, they're here because some injury or ailment has led them to our door," says Juliann Chacko, Assistant Director of the Orange office. Physical Therapy and Sports Medicine's Orange office wants their patients, all of whom come to them in a time of need, to feel comfortable in their care and not have to wait to receive the treatment they need.

Not only will patients not have to wait longer than twenty-four hours for an appointment, but once they get to the office, they will be embraced by capable hands: literally. "We are manual therapists; we use our hands," Anthony expresses, highlighting the importance of a healing touch when recovering from an injury. These therapists will not simply monitor a patient's exercise routine and send them on their way. They will perform an initial consultation in order to cater to the individual patient's needs and set up a treatment routine, all while making them feel like they're the only patient in the practice.

WHAT'S NEW SINCE OPENING

Anthony Ciaburri credits the success of his business over the past five years to his amazing staff consisting of four full-time therapists, multiple aides, and two front desk employees. Having started out with only himself and one other employee, Anthony admits that he would not be able to sustain the level of business he has today without his current team. Most importantly, he's hired people with a wide range of skill sets in order to treat many different types of injuries, "I've diversified my staff. We can treat anything from head to toe."

Anthony has also participated in many community events in order to publicize his practice. He's given talks at the Rotary Club of Orange and attended events like the Cohen and Wolf Cinco K De Mayo Road Race and the Orange Economic Development Business Expo. It is here that he can get the word out about the great work that Physical Therapy and Sports Medicine Center does. He credits events like these, referrals from doctors, and the company's Public Relations team, headed by Peter Decoteau, for the growth of his client base in the five years since the opening of the Orange branch.

Just because his business is successful, does not mean that Anthony is willing to get comfortable in his formula for success. He operates on a philosophy of clinical excellence, in other words, making sure that no one in the office stagnates in terms of their growth.

Back row, left to right: Nick Almonte, PT, DPT; and Juliann Chacko, PT, DPT, OCS
Front row, left to right: Katy Sullivan, PT, DPT; and Anthony Ciaburri, PT, DPT, ATC/L

"We all need to be able to progress," he stresses. This is why Anthony and Physical Therapy and Sports Medicine Centers of Connecticut is dedicated to providing continuing education to its employees in the most recent innovations and techniques in the field of physical therapy.

Whether it be new evaluation techniques, corrective exercises, or new stretching techniques, Anthony and his employees are always learning new ways to treat clients.

WHERE THEY'RE HEADED

Anthony has high hopes for the future of Physical Therapy and Sports Medicine of Orange. "I want to be able to offer more services like yoga, tai chi, massage therapy, and golf training in order to further provide a great experience for my patients," he expresses hopefully. Being able to provide these services to new and existing patients could revolutionize the way this office runs. In addition to the already stellar service provided to its patients, being able to branch out in new ways could keep this company on its upward path of success.

After five years of practice in Orange, personal journey his business has brought. When first starting the business, he felt overwhelmed with the daunting task in front of him, a feeling many new business owners can relate. With help from his staff, the community, his family, and the great company that stands behind him, Anthony has struck a perfect work/life balance that allows him to be 100% dedicated to his patients.

If Anthony's determination is any indication of the future of his office, then the future looks very bright for them indeed. Juliann Chacko puts it simply, "Anthony is very dedicated to this office, and it's contagious." ■

Physical Therapy and Sports Medicine Centers of Orange is located at Suite A8 in Spring Brook Common, 240 Indian River Road, Orange, CT 06477. Call 203-298-9828 to set up an appointment today!