



MAINE STRONG  
**BALANCECENTERS**  
Specialty Physical Therapy

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May 13, 2025

Senator Bailey, Representative Mathieson and honorable members of the HCIFS committee,

I'm Jason Adour: Physical Therapist (PT), resident of Cape Elizabeth, Maine, and business owner of Maine Balance Centers. We provided specialized physical therapy for balance rehabilitation and fall risk reduction with clinics in Scarborough, South Portland, Saco, and Westbrook, Maine.

I was the only employee when I founded our practice in 2015. I did not have any ability to negotiate my fees with insurance companies when I started my practice. I now have 30 Physical Therapists on staff, and I still cannot negotiate my rates - despite working with a consultant and attempting to do so as recently as this year. I'm asking you to support LD 1785 but **with an amendment** to broaden it to cover all independent practices, regardless of size. My understanding is the only entities that might have any negotiating power with insurance carriers are hospitals and maybe national corporations.

Our own history makes the case clear. By 2018, we had built a seemingly thriving practice - seven physical therapists delivering thousands of clinically excellent visits to some of the most deserving Mainers. But behind the scenes, in order to simply break even, I carried a full 40-hour clinical caseload and then ran the business on top of that - working 60+ hours a week. I tinkered with everything to improve this over the years. But, despite running a clean, efficient operation with guidance from multiple experienced business mentors, the numbers still didn't add up to a sustainable model.

As a result, I decided to expand, to make our small margins stronger in the aggregate, and in 2022 we opened our 2nd and 3rd locations. This has been a successful strategy. However, the absence of reimbursement increases that meet increasing costs has continued to be a problem despite this move.

To provide evidence of this, I submit that each of our clinics is a small business. They have their own Profit and Loss accounting (P&L) that we follow. In our original location, which the expansion helped so much, our rent has gone up 56% over that last 10 years. The landlord citing increasing prices on his end for providing and maintaining the space. As a result, the same pressures are at play and in need of a relief strategy to ensure the continued existence of practices like ours. Size will only get us so far.

When I speak with my staff about the challenges we face, I often use this analogy: "Imagine we run a bakery instead of a physical therapy practice. We make the best chocolate chip cookies in town. The ovens are always on and at capacity, the demand is high, and we are beloved by the community. But like any small business, our costs keep rising - rent, utilities, ingredients, and wages are going up. In a normal market, we'd do what any responsible business would: reluctantly increase our prices to keep up with the cost of doing business. But here's the problem - unlike a bakery, we don't get to set our prices. No matter how high our costs climb.

*We pride ourselves in being honest and authentic in our interactions and we strive to make everyone who comes through our door, no matter their challenges... STRONG!*



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In sum, the model that we use now, wouldn't work for a beloved bakery and is not sustainable for beloved physical therapy practices. Importantly, I think helping independent practices is a win-win for all the stakeholders: specifically, it allows for innovation, cost savings, the best jobs, and better outcomes for patients. All of which I'm happy to elaborate on if there is a need.

To reiterate - I'm asking you to support LD 1785 but **with an amendment** to broaden it to cover all independent practices, like ours, regardless of size. Thank you for your consideration. Do you have any questions?

Sincerely,

Jason Adour, PT, DPT, GCS  
President, Founder

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