

Contact: Debbie Lindaberry . 610-220-3702  
debbie@medkita.com

**FOR IMMEDIATE RELEASE**

## **Former Philadelphia 76ers president Pat Croce re-enters physical therapy world with Medkita**

*As a PT veteran and former owner of his own highly successful multi-state sports medicine practice, Croce aims to help PT practices run efficiently and profitably*

**PHILADELPHIA, Pa. (January 9, 2011)** — Pat Croce pioneered sports medicine in the 1980s, building an empire of 40 centers across the U.S. before pursuing other passions. But his heart never left the field. And now he's back—to help others succeed.

"PT has been my heart for a long time; it's where I got my start. And frankly it's hard to watch so many businesses falter thanks to the economy," Croce said. "That's the catalyst for my new business venture."

That new venture is [Medkita](#), a physical therapy consulting company created to help PT practices improve their business' efficiency and increase profits in a challenging economy that's changed the healthcare game. With its revolutionary Clinic Efficiency Assessment, Medkita evaluates operations by focusing on the 5 C's of profit management—Costs, Coding, Collections, Compliance, and Customer Service—and recommends and helps implement solutions that are key to the clinic's survival and success.

"These businesses are operating in a time of decreased reimbursement, increased expenses, exhaustive paperwork, and competition, and they're watching profits disappear," Croce said. "It shouldn't have to happen!"

Led by CEO Debbie Lindaberry, PT — a leader in outpatient management, clinical services, compliance and therapy billing for the past 22 years — [Medkita](#) offers a unique perspective to PT practices with vast expertise and experience in streamlining business operations, billing, and patient care while significantly reducing costs and increasing revenue.

"Our main goal is to help these practices reach their highest potential so they can take their physical therapy practice to the next level," Lindaberry said. "We're so confident we can help clinics make or save at least the cost of the CEA, if we don't, the clinic won't have to pay. How's that for a win-win?"

### **ABOUT MEDKITA**

Medkita is a physical therapy consulting company with over 5 decades combined experience in outpatient physical therapy that specializes in the establishment, improvement and management of outpatient physical therapy clinics, and maximizing the success of physical therapy practices nationwide. Its revolutionary Clinic Efficiency Assessment (CEA) focuses on the 5 C's of practice management: Coding, Collections, Customer Service, Costs and Compliance. For more information on Medkita, visit [www.medkita.com](http://www.medkita.com)

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