

RECOGNIZING WRIGHT
PHYSICAL THERAPY

• Mr. RISCH. Mr. President, the people of Idaho are hard workers who dedicate their time, skills, and energy into making Idaho the great State that it is. With such dedication sometimes comes the occasional injury in pursuit of a goal, and, luckily, that is where Bryan Wright, doctor of physical therapy and founder of Wright Physical Therapy, comes in.

No matter one's ailment, Wright Physical Therapy's goal is to provide inspiration and healing rehabilitation to their patients through expert-led sessions, creative treatment plans, and unparalleled service. As chairman of the Committee on Small Business and Entrepreneurship, it is my distinct privilege to recognize Wright Physical Therapy as the Small Business of the Month for July 2018.

Before opening Wright Physical Therapy in Twin Falls ID, Bryan Wright owned and operated a fitness center in nearby Pocatello with helpful guidance from the Idaho Small Business Development Center, better known as the Idaho SBDC. This marked the beginning of a relationship that would help propel Bryan's business career to new heights and enable him to pursue his passion of helping people. After the completion of his doctorate in physical therapy and a move to Twin Falls, Bryan started the process of opening his own practice. The SBDC's assistance throughout the process was instrumental in establishing Wright Physical Therapy. The SBDC provided Bryan with feasibility studies for new locations, paired him with university students to conduct research on growth and progression,

and talked to him about franchise opportunities, organic partnerships, and licensing. The SBDC's assistance paired with Bryan's expertise in his field were key to Wright Physical Therapy's development as a member of the Twin Falls community. Bryan's entrepreneurial spirit spearheaded Wright Physical Therapy's expansion throughout Idaho into Kimberly, Jerome, Wendell, Burley, Idaho Falls, and Shelley, along with the addition of a second Twin Falls location.

Bryan has always been passionate about helping people, but his interest in physical therapy blossomed after his mother seriously injured her knee. His talent for physical therapy and knowledge of the musculoskeletal system was so apparent that, when Bryan accompanied his mother to her doctor's appointments, the physician mistook him for her physical therapist. Although he often works on the knee, he now specializes in the neck and spine. Bryan is the first physical therapist in the Twin Falls area to become a mechanically certified back and neck specialist.

Bryan also has a strong commitment to family values, which is apparent at all of the Wright Physical Therapy locations. Whether it be celebrating a team member's new baby, balancing daddy-daughter day at work, or walking together in a local parade, a focus on family life and values is integral to Wright Physical Therapy's environment. This team-first, family-based mindset creates a welcoming community where patients feel safe and assured that they are in caring hands. This year marks the 10-

year anniversary of Wright Physical Therapy's commitment to innovative treatment.

In addition to practicing physical therapy, Wright Physical Therapy operates three service divisions: WorkWright Industrial Solutions, the W Fitness, and SciAthlete. These service divisions guarantee a holistic approach to body care, including prevention and postcare programs. They strive to make the workplace safer for employees whose jobs require physical activity and optimize physical potential of local athletes. The team at Wright Physical Therapy not only helps patients alleviate their pain, but aim to prevent injuries before they happen.

Wright Physical Therapy's employees positively contribute to society through volunteer work in Idaho and throughout the world. For example, the Wright team volunteered at the 2015 Magic Valley Health Fair where they provided complimentary musculoskeletal screenings to members of the community. They have a unique social mission that involves donating resources, time, and expertise to better the lives of children worldwide.

I am proud to recognize a small business with a purposeful service-based mission. Wright Physical Therapy ensures that Idahoans can get back to work and do what they love. From sports injuries to preventative care, they strive to help all who come through their doors. Once again, I am honored to recognize Wright Physical Therapy as July's Small Business of the Month, and I look forward to watching your continued growth and success. •