

Business Spotlight  
Orthopedic Sports Therapy Services  
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If you ask most businesses how they have changed over the years you will most likely hear about a number of phases and evolutions as the business morphed and changed direction. It is especially true in manufacturing and goods providing industries. Service industries are a bit different but most have adopted new technologies to increase revenue and decrease waste.

One long-standing local business has evolved very little over their 30 plus years in business and that suits them just fine. The client focused business model for Orthopedic & Sports Therapy Services (OSTS) is the same today as it was when it opened in 1986. There are no assistants at OSTS as all patients are treated individually by a physical therapist, a rarity for their industry. Independently owned and operated, this kind of patient centered model is becoming harder to find due to the rising costs of doing business.

Mike DelloRusso joined OSTS back in 2001 and could be considered the “newbie” on the team. His colleague, Todd Downer, arrived in 1996 and Terry Camarata began her career with OSTS in 1992! Even the front office staff has tenure rates that exceed 25 years. According to Mike it’s in large part due to the pride the staff takes in how they do their jobs. Something must be right about how they approach business to see those kinds of numbers.

Back in college Mike knew he wanted to work in the health field and was drawn to physical therapy as he enjoyed being able to use the basic rules of science to explain things to the client. He also was quite sure he couldn’t handle sitting behind a desk all day making the field all the more appealing. Mike and his colleagues get a lot of satisfaction seeing their client’s improvements after working with them. “We are able to get people off of crutches, eliminate pain and get them back to work,” stated DelloRusso. “When a really tough case comes in and I can help make that person better, that brings me joy,” added Mike.

The physical therapists need that boost as remaining successful today takes a lot more work than it used to for a small business. Extra hours are devoted to the myriad of documentation insurance providers require for reimbursement. Even the amount of reimbursement is a challenge as small medical facilities don’t have the same negotiating power as their larger counterparts. To offset some of those added costs the professionals at OSTS wear many hats which includes everything from marketing to event planning to laundry.

The business has a second location in Rochester and the two clinics support a variety of community groups including the Somersworth hockey team, the Somersworth Festival Association and the Cocheco Valley Humane Society. After the loss of one of their beloved colleagues in 2013 the group decided to do a 5k in her honor. Jeanne’s Journey 5K is now an annual event with the proceeds going to the two organizations that Jeanne volunteered with; the Somersworth Festival Association and the Cocheco Valley Humane Society.

The team refers to themselves as, “The Can Do Clinic” and I would have to agree, if anyone can they can.