

## Secret “weapon” eases the stress of starting a new practice

Before Dr. Rimoun Hanna, DPT could open his own physical therapy practice in Bayonne, New Jersey in 2013, he had to complete a to-do list that was a mile long. Finding the right location where Ignite Physical Therapy and Wellness Center could thrive was the first of many challenges.

“There's so much that goes into setting up a new practice,” says Dr. Hanna, “From choosing a location and scheduling new patients to knowing what insurances to accept, the whole process can be very stressful.”



To ease the stress of a starting a new practice, Dr. Hanna contracted a secret weapon – Lina Rugova. As a health and wellness business management guru, Lina knows the importance helping a new wellness practice become profitable right out the gate.

Lina started by researching the local market and competitors to present marketing strategies to Dr. Hanna. Critical to Ignite's success as a business, Lina put systems in place for on-boarding new patients, billing, and accepting insurances. Details, details, details!

In fact, she processed Ignite's medical billing for a time until they were ready do their own billing in-house. Lina then trained the Ignite staff on best billing practices.

Dr. Hanna credits Lina for really focusing on his bottom line – becoming profitable as a new business. “She's a hard worker, smart, and a good listener. Anytime I needed help, she was available.”

Now Ignite Physical Therapy and Wellness Center is a thriving business that offers a full line-up of wellness services, including physical therapy, acupuncture, and nutrition. Their goal is “to walk the extra mile to meet every patient's need.”

“Just like Lina,” says Dr. Hanna, “She always treats our business like it's her very own business. “

**[Ignite Physical Therapy & Wellness Center](#)**

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