

MORE THAN medicine

By Waechter Consulting Group



FYZICAL®

Therapy & Balance Centers

DeZavala - Shavano Park - Stone Oak - South San Antonio

This feature is unique in that we're talking about not one, but four FYZICAL locations in the San Antonio Area Region. Dr. Paul Cink is the Area Representative and will share with us the foundation of the FYZICAL mission, what drives the team's passion and what's coming up in 2026!

Dr. Cink is a Board Certified Otolaryngologist and the owner of the FYZICAL DeZavala location. Other clinics include Stone Oak, Shavano Park and South San Antonio. With more coming soon!

Thanks for taking the time Dr. Cink. To start, [tell me about FYZICAL and what makes it unique](#).

Fyzical Therapy and Balance Centers are a national network of physical therapy clinics that specialize in balance therapy alongside traditional orthopedic and neurological rehabilitation. Fyzical is recognized, in particular, as a leader in balance and vestibular rehabilitation, helping patients with dizziness, vertigo, and fall risks. These areas are often underserved in traditional physical therapy clinics.

These clinics use advanced diagnostic tools and proprietary protocols, including state-of-the-art equipment like Safety Overhead Support (SOS) systems, which allow patients to safely practice balance without fear of falling.

Each patient receives a customized treatment plan tailored to their unique needs and goals. There is no "one-size-fits-all" approach. Instead, therapy is highly individualized.

Comprehensive services include – vestibular rehabilitation, orthopedic rehab, neurological therapy including stroke, Parkinson's, Alzheimer's, neuropathy, long Covid, Multiple Sclerosis, etc. Pelvic health therapy is in increasing demand for both women and men. Additionally, fitness and wellness programs are offered at many locations. Fyzical's philosophy is to treat the whole person, not just the injury.

Their programs aim to restore function, improve mobility, and enhance overall well-being, helping patients "Love Their Life" again.

Fyzical operates as a franchise model, so each center is locally owned and operated, allowing for more personalized service and community connection. Therefore, as a nationally recognized company with over 600 locations nationwide, Fyzical combines the resources of the national network with the expertise and care of local providers.

In summary, Fyzical offers a unique approach to therapeutic needs and a comprehensive, patient-centered path to better movement and quality of life.

I love the focus on balance and I think it's something people take for granted, especially in terms of how it can relate to mobility and longevity. And the offering of so many other services enables FYZICAL to meet the needs of every patient.

What is the passion driving the care FYZICAL provides patients?

The passion driving the care at FYZICAL is rooted in our philosophy to treat the whole person, not just the injury. FYZICAL'S mission is to restore function, improve mobility, and enhance a patient's overall wellbeing. Our slogan of "LOVE YOUR LIFE" again speaks deeply to our patients who are truly trying to regain independence, confidence, and quality of life. Our therapists are sincerely passionate about empowering patients and supporting them through every step of their recovery journey. Our commitment goes beyond physical rehabilitation. We are ultimately trying to help patients reconnect with life activities that matter the most to them!

That connection to purpose is so important in motivating patients to put in the work. Kudos on continuing to focus on overall well-being and not getting caught up in the grind that other specialties have fallen victim to in healthcare.

We know there are five FYZICAL locations in the San Antonio Area Region and you're the Area Representative. What exactly does that mean?

The "Area Representative" is a designation that FYZICAL corporate gives to an individual or entity that has purchased a territory to "represent" to the corporate company. This representation involves developing that territory with new clinics. There are specific marketing requirements and support the AR needs to do to ensure the success of the territory and its ultimate growth. ARs have special meetings with other ARs throughout the country as well as with corporate headquarters. ARs are thought to be the special "spearheads" of overall company growth.

Sounds like a big role! Given that FYZICAL is one of the nation's fastest growing physical therapy franchises, having an Area Representative seems like a great way to provide collaboration between the locations. **Knowing that all of the locations have a focus on balance, do any of the FYZICAL locations also offer unique services?**

All of the FYZICAL locations offer comprehensive orthopedic services for sports injuries and chronic physical dysfunctions. Some of the unique services that several clinics offer are: pelvic health therapy, occupational therapy, neurological dysfunction therapy for conditions such as stroke, Parkinson's disease, Alzheimer's disease, neuropathy, long Covid, and Multiple Sclerosis, balance and vestibular rehabilitation for patients with dizziness and vertigo and those with fall risks, and fitness and wellness programs.

How do you think FYZICAL is different from other physical therapy clinics?

FYZICAL seems to be completely different from traditional outpatient physical therapy clinics. Our main differentiator is our national recognition for balance and vestibular rehabilitation. 30-35% of adults in the US report problems with dizziness and vestibular dysfunction. This huge population is in desperate need of therapy for these symptoms. FYZICAL is dedicated to serving this demand with specified programs tailored to each patient's particular needs.

Additionally, we take great pride in our approach to treating the whole patient to improve their overall quality of life!

I love that patients can find the exact therapy they need and stay within the FYZICAL family of providers. **In closing, do you all have anything coming up in 2026 that you'd like to highlight?**

FYZICAL is always seeking new and better ways to treat patients' concerns and keep people moving. Beyond the usual physical and occupational therapies we currently use, we continue to explore new methodologies including extended health and wellness strategies. These may include therapeutic yoga, stretch, massage, and fitness programs. Patients are usually frustrated when they reach their insurance limits on their plan of care. Therefore, we are constantly looking for ways to help patients maintain the progress they have made during their treatment plan. Discounted cash-based programs can help patients maintain their level of movement and greatly enhance their quality of life!

Thank you for sharing so much great information about what makes FYZICAL Therapy & Balance Centers unique in their approach to patient care.



Waechter Consulting Group is committed to providing new and established medical practices with customized business development strategies which grow patient volume and optimize business performance.