

BUSINESS OF THE YEAR

'Healthcare can still be really personal'

Norwell Chamber recognizes Peak Physical Therapy

By James Kukstis
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Peak Physical Therapy & Sports Performance has been named Business of the Year for 2017 by the Norwell Chamber of Commerce.

In business for the past nine years, since opening in Norwell the business has added locations in Scituate, Hanover, and Hanover and employ 32 individuals over the four offices.

"We've been providing what I think is a very valuable service to the community for the past nine years," said Eric Edelman, owner of Peak Physical. "That's always been my goal. Healthcare is changing, it's getting harder and harder to give one-on-one individualized care, but I've strived to keep it very patient-centric."

The Chamber's board of directors made the decision during its April meeting after soliciting written nominations from the

SEE HEALTHCARE, B4 community.

"Peak Physical therapy has been a pillar of the community," said Norwell Chamber of Commerce President Susan Solis. "They've worked hand in hand with Norwell athletics and the schools."

Edelman and his staff recently formed a Partnership Program with local sports teams, working to "improve sports outcomes,

reduce sports-related injuries and educate area communities on safety and maximum performance."

In addition to the standard offerings of a physical therapy studio, Peak Physical offers a wide variety of additional services, from fall prevention and aquatic therapy to sports therapy and treatment for temporomandibular disorder, a condition characterized by pain and dysfunction in the jaw and surrounding muscles.

"I've specifically wanted to expand our base and what we can do, so that we can offer that much more to the communities we serve," Edelman said. "I don't know if that's part of why we were chosen, that we can just offer so much. If it's a muscular-skeletal condition, or even beyond that, there's a good chance we can be helpful."

Edelman said the company strives to provide a positive experience for both patients and the staff.

"I didn't have to compromise our patient care or a quality work environment," Edelman said. "I really like to give our employees a really good quality working environment."

He said since moving to Norwell and opening a business in the town nine years ago, it's been valuable to be a part of the business community.

"We deal with so many people here from typical resident to business

owners," he said. "It's been really great to network. I find it's a great environment for that. It's a small town where businesses want to work together. They want to be friendly to each other and promote each other. I've loved that."

As the business attracted more clients from a broader area, it became necessary to open new locations.

"I never intended to have more than one office, it's all happened very naturally," Edelman said. "We're just offering more of what we do and we haven't changed our philosophy one bit."

Edelman said he was surprised to be chosen as Business of the Year.

"I'm very happy and humbled by the honor," he said. "It was great to be chosen. I didn't see anything like that coming, but what it makes me feel really good about is that I've stuck to my guns about running the practice a certain way despite the pressures from insurance limitations and all the other things. I've really strived to do it the way I want to."

Working in small towns and providing an individualized service is in keeping with the company's mission.

"Healthcare can still be really personal," Edelman said. "We still provide that. We're in a day and age where it's become a little less personal and it's getting harder and harder to be so. I like people to know that it's still

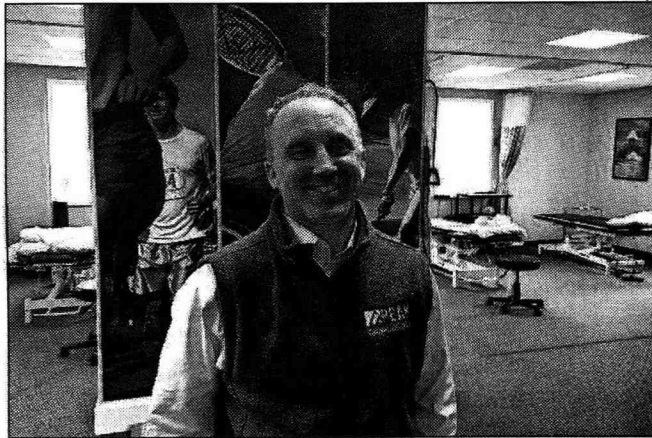


can be done in a warm, inviting atmosphere, and that our therapists really care. You're not just a number; you're not just in and out to drive up a count."

Peak Physical Therapy, along with the Chamber's honorees for Citizens of the Year, Roger and Connie Hughes, will be honored at The Barker Tavern in Scituate Thursday, May 18. Cocktail hour with cash bar begins at 6 p.m. followed by a buffet dinner. Price per person is \$60. Register to attend the dinner online at norwell-chamberofcommerce.com/ or send checks to: Norwell Chamber of

Commerce, P.O. Box 322, Norwell, MA 02061. RSVP deadline in May 13.

—Follow James Kukstis on Twitter at @MarinerJamesK.



Eric Edelman, owner of Peak Physical Therapy, the Norwell Chamber of Commerce's Business of the Year.

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