

 Life Ready

*One life,  
one pool.*

Physio+Pilates

[lifereadyphysio.com.au](http://lifereadyphysio.com.au)

# Contents

02

05  
Welcome  
to Life  
Ready

06

07  
Our 2017  
Vision

09

10  
The power  
of an  
experience

13

14  
From  
The CEO

15

16  
New  
Initiatives

19

20  
Our  
Creative  
Style

21

24  
Our  
Culture

25

30  
Our  
People

31

32  
Our  
Patients  
(Profile 2)

33

34  
What  
does Life  
Ready  
Mean

37

38  
The  
Future

# We're Life Ready.

You may have heard of us.  
Maybe you haven't.

We're a group of passionate health practitioners dedicated to raising the benchmark in our industry. We believe your experience plays a role in your recovery.

We believe coffee machines should be in every physiotherapy clinic around the country.

We believe that by focusing on every aspect of the health experience and innovating it, we can achieve some amazing outcomes.



Hi!

There is no undo in real life. No reset and no start again. We are all given one life and it's up to us to live it the best way we can.



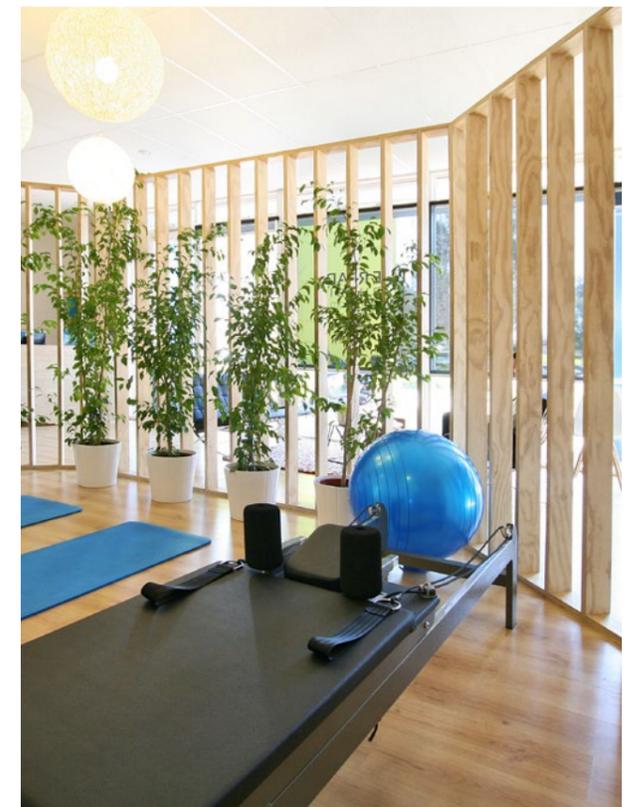
That's what we mean when we say...One Life. One Body. It's more than just a slogan for us.  
**We're all given one body, and it's the only we'll get.**



**One Life.  
One Body.**

At Life Ready, we use this statement because it reminds us of the journey we're all on. We all have dreams and desires for our lives and we believe that you want your tomorrow to be better than your today. Because it's about finding your best quality of life, whatever that looks like.

That's why we started Life Ready – because we want to help you find and live your best quality of life. That life is impacted by your health – and sometimes health takes work. Often, it takes reaching out for help...And always, it takes a commitment to get better and to be better.



**The Life Ready Vision Book is a new initiative for us.**

—  
As we expand into a national health group committed to lifting the benchmark of care and experience in the industry, we needed something to communicate not just what we do but who we are.

What we stand for and the values that make us Life Ready are important in defining our direction. Every goal we set is aligned with those values.



One Life, One Body

Life Ready Physio

06 — 07

# 2017 Vision



**Spread the love and go national.**

We don't want to stay in one state. We want the message of health to be Australia wide.

**Become the educator.**

As part of our care to patients and communities, we need to educate beyond just appointments.

**Physio and Pilates for all.**

No matter what socio economic category you fall into, we want Life Ready to find a way to help.

**Grow well.**

Culture is essential for us in 2017. As we expand and grow, we need initiatives in place to ensure consistency of care.

Passion  
keeps you  
focused when  
the goals seem  
insurmountable.

01

—  
Our  
Values

*Passion*

**The power  
of an**

**Experience**



—  
Studies have proven that the environment in which you receive rehabilitative care impacts the rate and speed of your recovery.

—  
We create environments that maximize patient care to speed up rehabilitation timeframes that get our patients ready for whatever life throws at them.



It's not just about treating symptoms.  
We are proactive in our treatment  
and approach for lasting health.

*Proactive*

02

—  
Our  
Values

From the CEO

Hi.  
I'm Ben Trinh.

Six years ago,  
we founded Life  
Ready with a  
dream to change  
the industry.

Founder & CEO: Life Ready  
Health Group



My personal email is  
[ben@lifereadyphysio.com.au](mailto:ben@lifereadyphysio.com.au)

—  
if you ever want to reach  
out to me in person.

Some time and a few locations later, we're a step closer to realizing that dream. Life Ready is not just about the numbers and growth. It's about reaching people and welcoming them into a community where we care about our bodies enough to keep them well. Every physio we employ shares this same passion – the bigger our team gets, the more we realize that the shared culture and values are essential to the consistent Life Ready experience in every location.

My commitment to you is that we are always working to keep that consistency strong. This year that will see me move to Melbourne to help launch Life Ready on the east coast of Australia. I'm excited about what this means for the brand and I can assure you – a Life Ready booking is more than just a physio appointment – we want to help you get better, stay better and be ready for everything life throws at you.

Ben Trinh



## Going National

We are launching in Melbourne!



A brand new website and education hub to help existing clients as well as those who have never stepped into a clinic learn about their bodies, injury prevention and overall health.

## The Education Hub

## A New Look

We are entering a new season for the company and as such, we've brought on some of the most brilliant minds in the country to help re-imagine our clinic design experience. The result will be exciting.



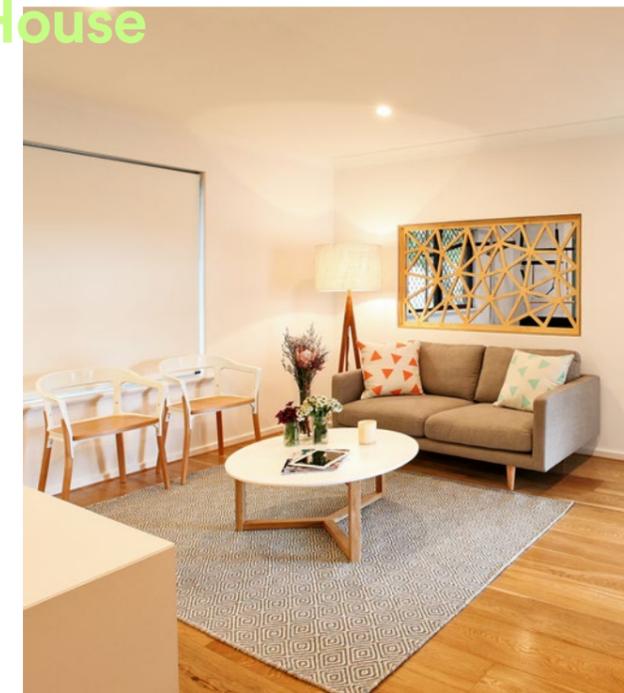
In 2017, here's just a few initiatives that we're excited to share with you.

# 2017

# A few initiatives.

We are excited to be launching 'Open House' an initiative designed to open our doors to people who normally can't access private physiotherapy services.

## The Life Ready Open House



## The Life Ready Academy

With over 60 physiotherapists as a part of the Life Ready Group, we will access the collective intelligence with weekly peer-to-peer group education meet ups, accredited internal learning programs for our physios to attend, and technology assisted training via video calls and support for difficult cases.

What keeps a job interesting is the people - We build trust with genuine relationships.

03

Our Values

*Genuine Relationships*

## Our Creative Style

For the thousands of clients who walk through our doors every month, Life Ready is more than just an appointment because we recognise that physiotherapy is more than just a pain relief – It's an investment into your best quality of life.

Our creative style is evident across our website, interior fitouts and brand touch points.



Fun  
Innovative  
Creative  
Adventurous  
Calming  
& Elegant  
Not Medical  
Wow  
Friendly  
Cool

—  
We take that investment seriously. Because we care about you finding your healthiest, fittest, strongest and most mentally tenacious you.

01

We are a movement and a family passionate about providing the very best quality of care and changing our industry.



We retain a passion to help more and more people get back to living a better, stronger and happier life.

02



03

We focus on individual and collective learning within an innovative environment – we must always improve.

04

Work is never a chore because we are family.



# Our Culture

Life Ready is a business built on culture and run on values. Our commitment to raising the benchmark in the industry and delivering the best health experience in the country is evident in our hiring process.

Instead of well crafted, consultant driven phrases, when it comes to our culture, we decided to ask our staff define it. Here's what they said.



05

We must lead with confidence and humility.

We all play a part and for us to be better, we must all evolve together.

04

Our Values

Embrace  
&  
Drive  
Change

*Drive Change*

# Jakub Chudy

Managing Partner

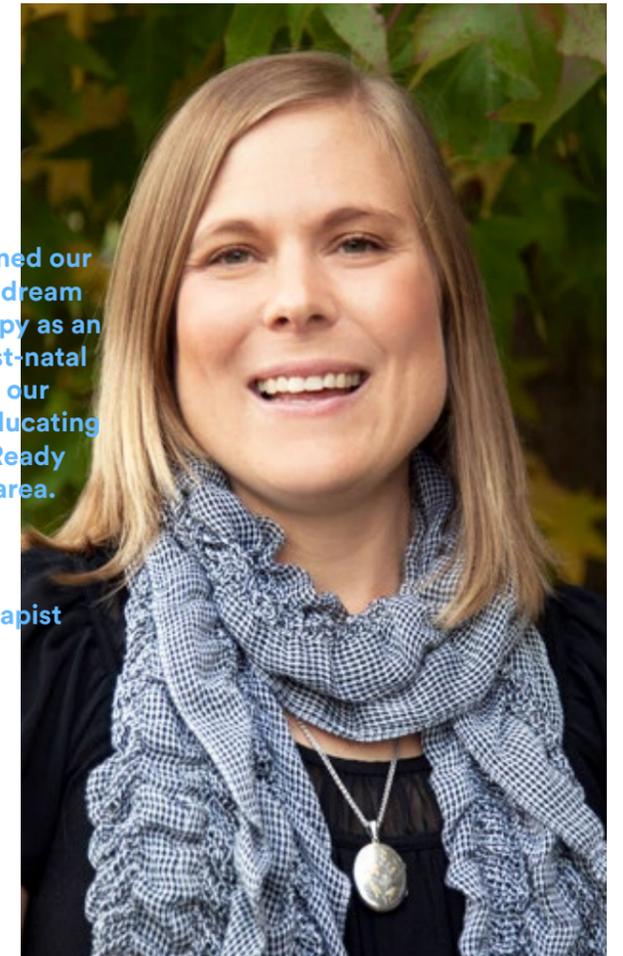


Why we love Jakub.

His resilience, hard work, passion and relentless commitment to his team and clients see him go over and above consistently, and in just 12 short months, he has grown his clinic from a team of two to now nine.

# Kate Fosdike

Physiotherapist



Why we love Kate.

Four years ago when she joined our team, Kate shared with us a dream to help position physiotherapy as an essential part of pre and post-natal care. Today, she operates as our women's health specialist educating all our physios on how Life Ready can continue to help in this area.

Our People

# Meet 3 of our finest

# people

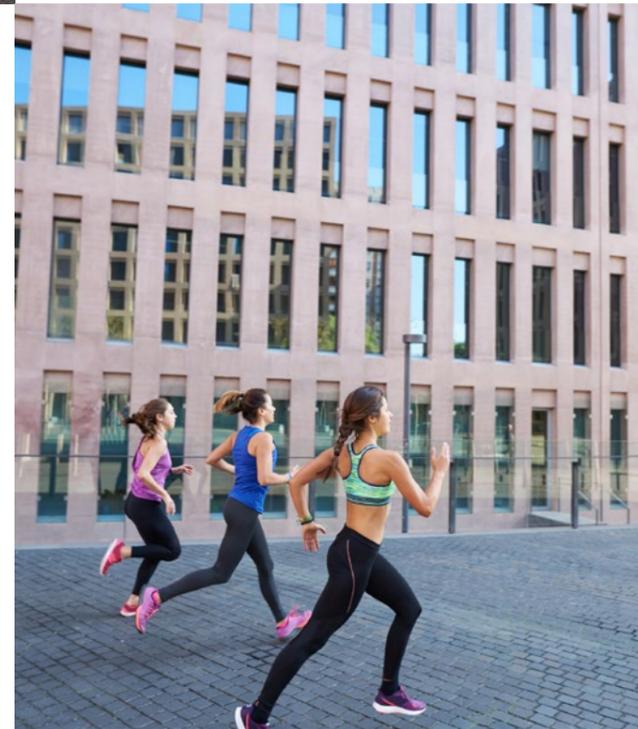
# Meagan Gianni

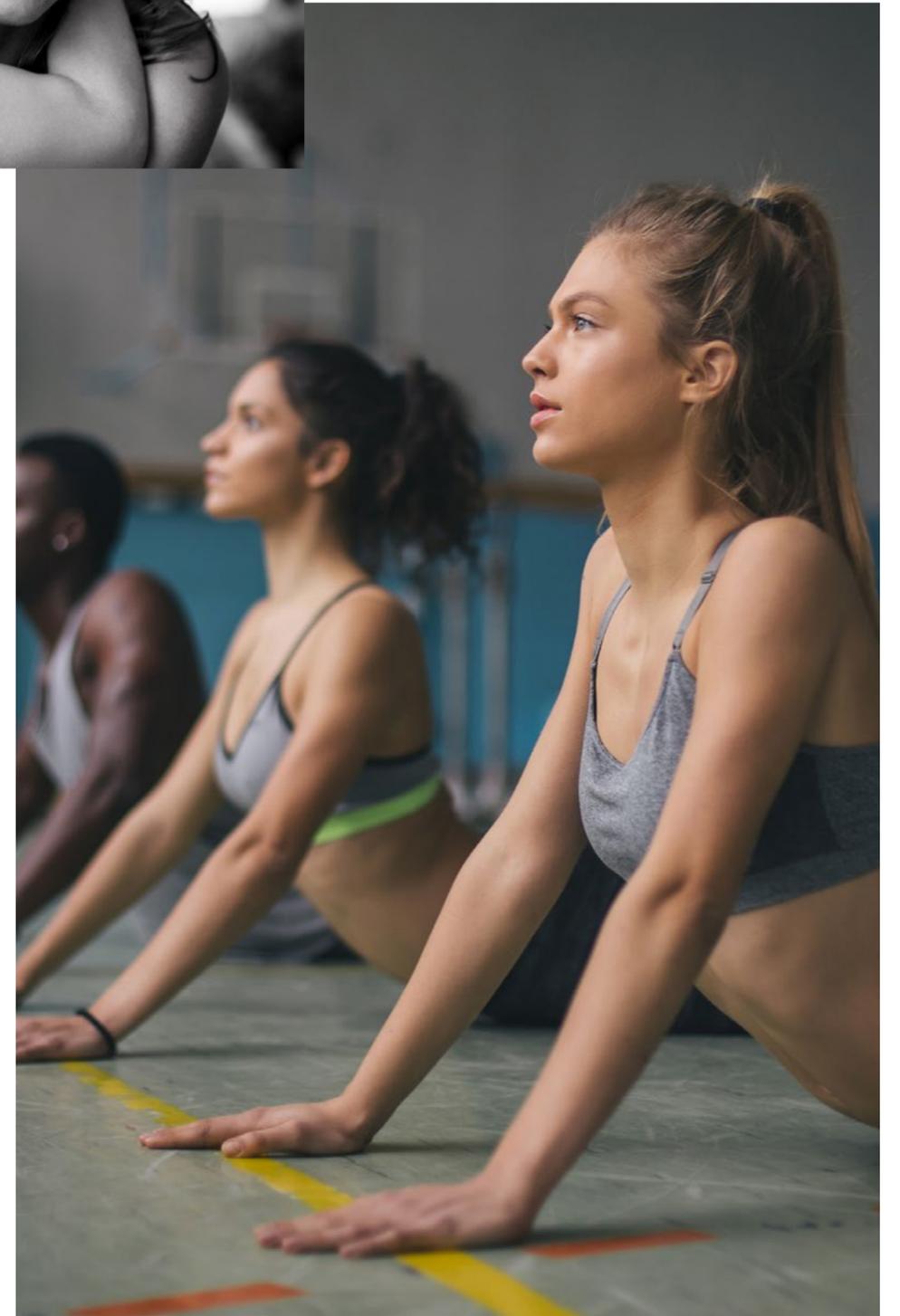
Admin

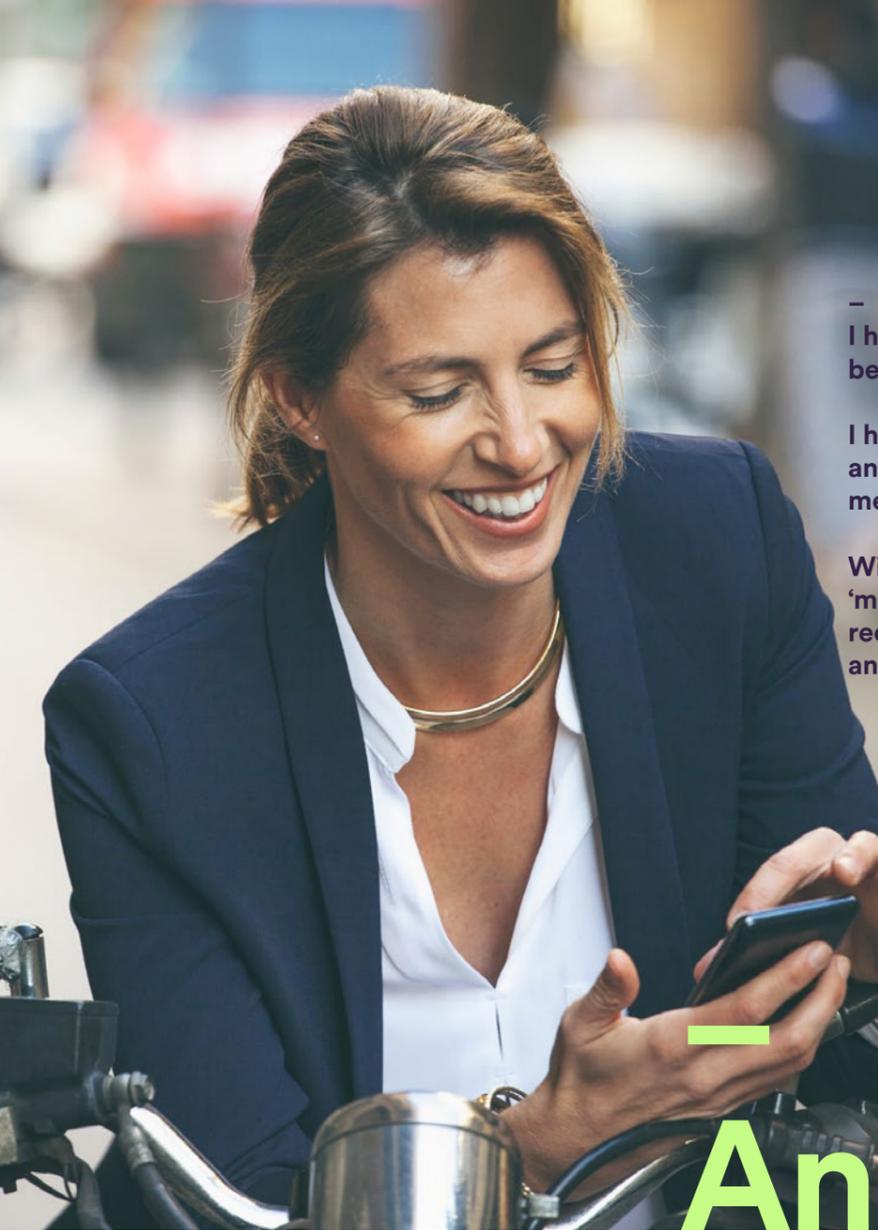


Why we love Meagan.

Meagan's loyalty, passion and commitment to customer service embodies everything we want Life Ready to be. She goes beyond her role to bring happiness and ease to the lives of those she sees every day. We feel like we constantly learn how to treat better by just watching Meagan.







I have been amazed at all that has been achieved for me.

I have a chronic back condition and have been on many strong medications to ease this.

With Luke's positive outlook and 'magic' hands, I have drastically reduced nearly all of my medications and am walking unaided.

# Ann

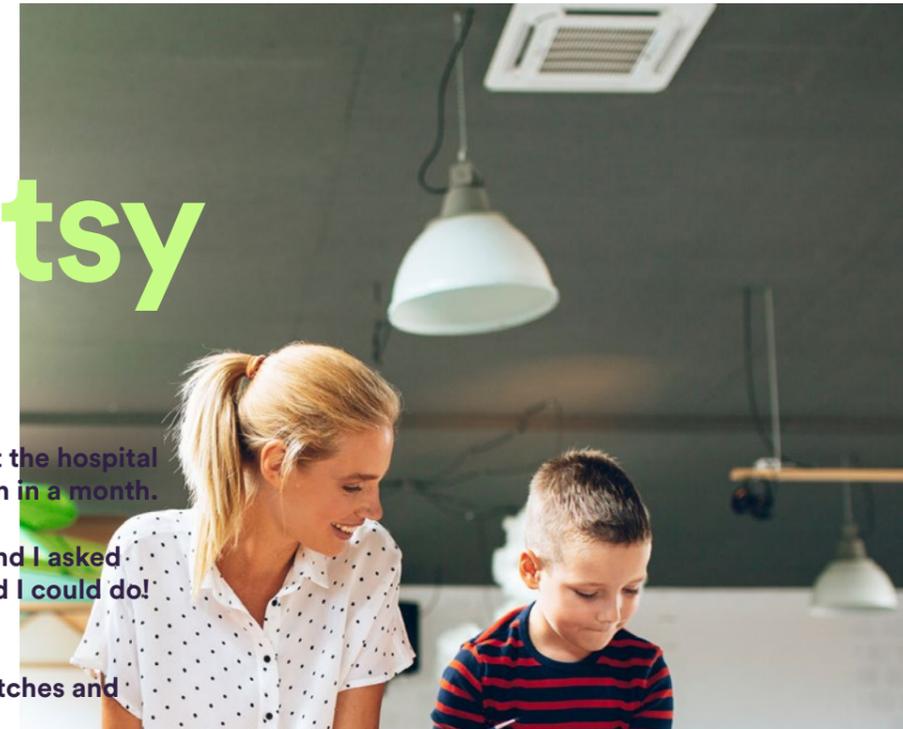
# Meet three of our favourites.

# Patsy

I broke my hip and the specialist at the hospital told me not to walk on it and return in a month.

A month later it was no different and I asked about physiotherapy, which he said I could do! I have not looked back since.

Shane fixed my hip, got me off crutches and walking properly so quickly.



# Bill

After suffering pain in my shin for years, it got to the point where I couldn't run easily around the park.

I would get this pain more often than not. Knowing I want to run but also knowing I'm going to be in a heap of pain, you kinda lose the motivation to put the shoes on.

The Life Ready team were great. They listened and we got to work on solving the problem. Turns out the problem wasn't my foot but my hip/butt.

After this I began doing the exercises prescribed and soon got back into running. I ran my first half marathon in early June 2016. With no pain. None!



What we mean when we say "Life Ready"



# It's simple. Be ready for anything life throws at you.

Our job is to get you ready for your next vacation, adventure and work day.

There are many reasons that you might walk into one of our clinics, but at the core of your request, you want to get your body 'life ready' and that's our commitment: to help you get there.

Meagan



05

—

# Our Values

*Family*

We take care of our own.  
We are family here.

## Vision — We the leader

To be the industry leader and global benchmark in physiotherapy & Pilates businesses.

## Mission — Raise the bar

We will grow a brand that represents the national benchmark in physiotherapy businesses. We pursue growth but not at the expense of clinical standards and we do not have to be the biggest, but we do need to be the best.

# Vision Mission



—  
17 | 18

For  
we  
live  
one  
body

Thanks  
For Reading

One  
life,  
one  
body.



Physio+Pilates  
[lifereadyphysio.com.au](http://lifereadyphysio.com.au)