

PE Outpatient Physical Therapy Case Study



Private equity firm evaluates market expansion into the outpatient physical therapy market

Objective

Research, profile, and prioritize outpatient physical therapy expansion opportunities in seven U.S. states as part of a private equity client’s post-LOI diligence

Approach

Using open source and primary research, BCE evaluated the targets, key competitors, and overall market opportunity across priority states through a set of growth criteria. Additionally, BCE developed a customized excel comparison tool to analyze each state’s market opportunity across weighted categories including market size, market growth, compensation, competitive intensity, and reimbursement and regulatory dynamics.

Outcome

BCE’s analysis of the outpatient physical therapy market provided strategic and tactical recommendations for adjacent market expansion (including state prioritization and acquisition & organic growth recommendations). Additionally, BCE shared the market comparison tool with the client as an ongoing resource to assist adjacent market growth strategy development.

