

Pelvic Health Practice Builder

TAKE-HOME GUIDE & WORKSHEETS

Your 90-day plan to build a trusted, sustainable
pelvic health service with the BACK4

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START HERE

How to use this guide

This is the take-home companion to the Practice Builder presentation. Work through it in order, one building block at a time, and write directly on the worksheets. Print it, or use a PDF annotation tool.

The goal is to finish with a documented launch plan, active local referral relationships, and a habit of measuring what works, all within your first 90 days.

Our positioning. We don't just introduce practitioners to technology. We help them develop the clinical knowledge, community relationships, patient experience, and business strategy needed to establish and grow a pelvic health service.

The seven building blocks at a glance

#	Block	Key question	You will produce
1	Assess	Where is my practice starting from?	Readiness self-check and roadmap priorities
2	Discover	What does my community need?	Local opportunity map with two priority patient groups
3	Position	How do patients and partners see me?	A patient-first message and brand structure
4	Develop	What does the patient journey look like?	A five-step care pathway for my clinic
5	Connect	Who will collaborate with me?	10–15 referral partners and an introduction package
6	Launch	How do I introduce the service?	A first community education event plan
7	Measure	How will I know what works?	Business and clinical scorecards

Three objectives guide the initiative

For you	For your community	For Winback
Develop a trusted, clinically appropriate, financially sustainable pelvic health service.	Improve awareness of pelvic health, access to qualified professionals, and appropriate referral pathways.	Build long-term practitioner relationships, strengthen the Academy's value, and demonstrate meaningful BACK4 implementation.

BUILDING BLOCK 01

Assess your practice

Start from where you actually are, before thinking about patient acquisition or equipment. Mark each area honestly. The gaps become your first priorities.

Area	Yes	Partly	Not yet	Notes
License and scope. Clinical competencies, pelvic health training, and permitted scope of practice				
Patients. I know my existing patient demographics and services				
Services. My practice already offers pelvic rehabilitation				
Space and privacy. Treatment rooms, staffing, and scheduling support confidential care				
Referrals. I have current referral relationships				
Equipment. I own Winback equipment, or I'm considering adding a BACK4				
Business. My objectives and available resources are defined				

Optional self-score: Yes = 2, Partly = 1, Not yet = 0. My total: _____ / 14

Every **Not yet** becomes a Days 1–30 priority. If scope, training, or referral relationships are gaps, close them before launching a specialized service.

My top three priorities from this assessment

BUILDING BLOCK 02

Discover your community’s needs

Instead of promoting the same services as everyone else, learn what the people around your practice need. These are potential service needs, not automatic indications for Winback treatment.

Community segment	Needs worth investigating	Potential partners
Pregnancy and postpartum	Recovery, pelvic discomfort, return to exercise	OB-GYNs, midwives, postpartum specialists
Perimenopause and menopause	Bladder symptoms, pelvic function, active aging	Gynecologists, menopause clinics
Active women and athletes	Leakage during exercise, pelvic pain, return to sport	Running clubs, gyms, coaches
Men	Pelvic pain, urinary symptoms, post-prostatectomy rehabilitation	Urologists, men’s health practices
Older adults	Bladder control, functional mobility, quality of life	Primary care, senior wellness organizations
Chronic pelvic pain	Complex pain and functional limitations	Pelvic PTs, pain specialists, gynecology

Local research checklist: a 5–10 mile service area, adjusted for local travel patterns

- ☐ Population demographics
- ☐ Existing pelvic health providers
- ☐ Age distribution
- ☐ Referral sources
- ☐ Birth trends
- ☐ Access gaps

My two most promising patient groups, and why

Strongest referral opportunities I see

BUILDING BLOCK 03

Position yourself as a trusted resource

Patients aren’t necessarily searching for TECAR therapy. They’re searching for help with symptoms that affect their daily lives, so lead with their needs.

Instead of leading with	Lead with
<i>“Now offering Winback pelvic floor therapy.”</i>	“Your pelvic health matters at every stage of life. Learn how personalized pelvic rehabilitation can support comfort, confidence, and movement.”

Your brand structure

Layer	Role
Your clinic	Primary patient-facing brand and trusted care provider
Pelvic health service	Clear, patient-centered specialty offering
Winback BACK4	Technology, clinical education, and practice-development support

Introduce Winback second, as technology that qualified clinicians may incorporate into an individualized treatment plan. **Your practice owns the patient relationship.**

My patient-first headline (lead with the symptom or goal, not the device)

My service described in one sentence a patient would understand

BUILDING BLOCK 04

Design the patient journey

Move beyond isolated sessions. A structured care pathway helps patients know what to expect and helps you track progress.

Step	What it covers	In my clinic (who, where, how long)
1. Confidential consultation	Understand concerns, goals, history, and appropriate referrals	
2. Clinical evaluation	Validated measures and pelvic health assessment within your scope	
3. Personalized care plan	Education, pelvic floor rehabilitation, movement, behavioral strategies, and adjunctive technology when indicated	
4. Progress reviews	Reassess symptoms, function, adherence, tolerance, and patient-reported outcomes	
5. Long-term self-management	Home strategies, appropriate follow-up, and return-to-activity guidance	

Evidence note. Research on TECAR includes some promising short-term postpartum discomfort findings. It does not establish that Winback alone cures incontinence, prolapse, endometriosis, or other pelvic conditions. Pelvic floor rehabilitation should remain evidence-based and individualized.

Winback education can cover clinically appropriate uses of TECAR, hands-on applications, and Care+ programs such as Pelvic+ and Mom+, subject to current device instructions, applicable indications, contraindications, and your qualifications.

BUILDING BLOCK 05

Build your referral ecosystem

Identify about 10–15 potential partners whose patients may benefit from a coordinated pelvic health pathway. The goal isn't asking for patients. It's showing how your practice contributes to better coordinated care.

Partner types to consider: OB-GYNs and midwives, urology, primary care, pelvic PT specialists, fitness and Pilates, community groups.

#	Partner / organization	Type	Contact	Intro sent	Meeting
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

My introduction package

- ☐ Practitioner biography
- ☐ Services and referral criteria
- ☐ Evidence-based educational material
- ☐ A clear contact pathway

BUILDING BLOCK 06

Launch through community education

Start with education rather than an aggressive sales campaign. Host a Pelvic Health Awareness & Education Event at your office, a private, sensitive version of the Winback Open House model.

Event title	Date and time	Target patient group

Choose a theme

- ☐ Pelvic Health Beyond Pregnancy
- ☐ Pelvic Health for Runners and Active Women
- ☐ Menopause, Movement & Pelvic Wellness
- ☐ Men's Pelvic Health: Breaking the Silence

Sample event flow

- ☐ A 20-minute educational presentation
- ☐ Discussion of common pelvic health concerns
- ☐ Introduction to treatment options
- ☐ Non-intimate Winback demonstration, when appropriate
- ☐ Confidential consultation scheduling

Prepare

- ☐ Monthly education calendar
- ☐ Event toolkit
- ☐ Patient handouts
- ☐ Referral-partner invitations

Avoid: public pelvic assessments, promises of symptom resolution, or any suggestion that attending an event substitutes for medical evaluation.

BUILDING BLOCK 07

Measure what matters

Keep two separate scorecards: one for practice development and one for clinical outcomes. Record the numbers at Day 30, Day 60, and Day 90.

Practice development scorecard

Measure	Why it matters	Day 30	Day 60	Day 90
Qualified inquiries	Is community awareness generating interest?			
Consultations booked	Is interest turning into appointments?			
Evaluation-to-plan conversion	Are appropriate patients starting care?			
Referral sources	Which partnerships are productive?			
Revenue and contribution margin	Is the service sustainable?			
Patient retention	Are patients engaging with the plan?			

Clinical outcomes scorecard

Measure	How I will track it
Condition-specific validated symptom questionnaires	
Patient-specific functional goals	
Pain scores	
Quality-of-life measures	
Adverse events and reasons for discontinuation	

Revenue growth is never proof of clinical effectiveness.

GROW RESPONSIBLY

Four guardrails for every practice

Check each marketing piece, event, and patient conversation against these before you use it.

Stay within your scope

- ☐ My license and training cover every service I offer
- ☐ I follow current Winback device instructions, indications, and contraindications

Make careful claims

- ☐ No material promises symptom resolution
- ☐ Winback is described as one tool within an individualized, evidence-based plan, not a stand-alone cure

Protect privacy and dignity

- ☐ Consultations are confidential
- ☐ No public pelvic assessments at events
- ☐ Feedback and performance data are consented and de-identified

Support medical evaluation

- ☐ I refer appropriately when needed
- ☐ Events and materials never imply they substitute for medical evaluation

YOUR FIRST 90 DAYS

Your 90-day action plan

Check off each action and add a target date. Each phase ends with a concrete outcome.

Phase 1: Build the foundation	Days 1–30	Target date
☐ Complete the practice readiness assessment		
☐ Analyze local pelvic health needs		
☐ Select two initial patient populations		
☐ Define services, safety standards, and care pathways		
☐ Identify 10–15 potential referral partners		
Outcome: A documented practice launch plan		
Phase 2: Activate the community	Days 31–60	Target date
☐ Introduce the service to existing patients		
☐ Meet priority referral partners		
☐ Publish educational content		
☐ Host the first pelvic health awareness event		
☐ Begin tracking inquiries and consultations		
Outcome: An active local education and referral pipeline		
Phase 3: Measure and optimize	Days 61–90	Target date
☐ Review patient engagement and outcomes		
☐ Evaluate referral and consultation conversion		
☐ Assess treatment capacity and economics		
☐ Collect consented feedback		
☐ Plan the next 90-day growth cycle		
Outcome: A repeatable, data-informed growth model		

THE BACK4 BUSINESS CASE

Build your own business case

BACK4 offers hands-on, hands-free, and active applications across multiple service areas. For a suitably trained clinic, pelvic health can be one part of a broader rehabilitation and wellness strategy. Build an individual financial model before any equipment investment.

Illustrative monthly scenario

Input	Example	My numbers
Monthly consultations	20	
Appropriate plan conversion	50%	
New patients (consultations × conversion)	10	
Average completed visits per new patient	5	
Net collected revenue per visit	\$100	
Illustrative monthly revenue from a new patient cohort	\$5,000	

Illustrative only. This is not a forecast or a Winback-specific outcome. It assumes all modeled visits are completed and collected; actual revenue may span multiple months. It excludes equipment, labor, marketing, overhead, cancellations, and other costs.

What my model must also include

Factor	My estimate
Actual patient demand	
Clinical appropriateness	
Treatment capacity and staffing	
Acquisition costs (equipment, marketing)	
Overhead and cancellations	
Reimbursement or cash-pay rules	

YOUR NEXT STEP

Start with a conversation

The greatest opportunity isn't simply adding another treatment. It's becoming a trusted resource that people in your community know they can turn to.

Five questions to explore

1. What pelvic health services are you currently offering?
2. What needs are you seeing within your community?
3. Who are the local professionals you could collaborate with?
4. How can we help you create a patient-centered pelvic health program?
5. Where could Winback technology fit into your clinical and business goals?

Winback Academy: your pathway after the course

Education	Implementation	Community development	Growth mentorship
Pelvic Health Course, continuing education, clinical competency, and appropriate use of Winback	A 30-day onboarding process to build a practical clinical service and business plan	Referral introductions, education events, and local patient awareness	Monthly business reviews, clinical support, and measurement of progress

Schedule your 30-minute development consultation

calendly.com/tripeakathlete/consultation

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