

What You Should Know About Concierge Physical Therapy

More physical therapists are exploring concierge care as a way to blend entrepreneurship with patient-centered practice.

By Ben Coburn

As health care continues to evolve, both patients and clinicians are increasingly seeking alternatives to traditional models – including when it comes to physical therapy. One model gaining traction is concierge physical therapy, a more personalized and flexible form of care that prioritizes patient convenience and access and often operates outside of insurance payment models.

While there are not numbers specific to concierge physical therapy, concierge medicine as a whole is a growth market, according to multiple research firms. Some research even shows double-digit growth predicted for concierge or direct-pay medicine. According to Grand View Research, the U.S. concierge medicine market size is projected to grow an estimated 10.33% from 2025 to 2030.



©2025 by the American Physical Therapy Association. All rights reserved. Originally published in the December 2025 issue of APTA Magazine as: "What You Should Know About Concierge Physical Therapy" by Ben Coburn. For full information (editorial, distribution, and advertising) on APTA Magazine, go to: apta.org/apta-magazine.

At the same time, the demand for physical therapist services is expected to grow significantly over the coming years due to an aging population, as well as a growing focus on health and wellness overall.

But what exactly is concierge physical therapy, and how does it differ from conventional approaches? While concierge physical therapy does not yet have a legal definition, it typically refers to cash-based services that focus on highly personalized care. To better understand the challenges and opportunities that face providers who choose to offer these services, APTA Magazine spoke with four physical therapists involved in concierge physical therapy.

Concierge Physical Therapy: A Shift in How Care Is Delivered

At its core, concierge physical therapy is designed to provide an increased level of accessibility and individual attention. In contrast to traditional clinics — where PTs may have to treat several patients in a short time frame — concierge PTs typically see one patient at a time, often in the patient’s home or office.

For patients, the pros of concierge physical therapy include benefits like flexible scheduling and locations; longer, uninterrupted sessions; more personalized care plans; and stronger provider-patient relationships.

As owner of Absolute Physical Therapy, based in Arlington, Virginia, Bianca Bass, PT, DPT, says she’s seen the benefits for patients firsthand.

“For many of my patients, the concierge model is preferable because they don’t need to leave the comfort of their home, drive back and forth, or be in a crowded place,” says Bass. This model allows for deeper relationships between clinicians and clients, say those who provide such care, as well as more customized treatment plans that fit the patient’s daily life. It can be especially appealing to people with tight schedules, mobility limitations, or a desire for more privacy in their care.

That said, concierge physical therapy isn’t for everyone. For patients, it typically comes at a higher out-of-pocket cost (unless insurance is accepted). But for patients seeking more convenience, personalized attention, and a holistic approach, it can be a powerful alternative to the clinic experience.

“We come to you. You don’t have to interrupt your day for treatment. If that extra time is something that’s valuable to people, then they really dig our model.”



Eric Finger

Eric Finger, PT, MPT, sees a lot of that desire in his practice. Finger, who left a corporate orthopedic practice to launch Move Empower Concierge Physical Therapy, a concierge PT service in Austin, Texas, noticed that some patients just weren’t getting everything that they needed out of the traditional model.

“I was treating a lot of adults who were in a time crunch,” he says of his time working in the corporate setting. “Moms with young kids. Executives in between meetings. Physical therapy was working for them, but it was just a drag on their time.”

Finger, who is a board-certified clinical specialist in orthopaedic physical therapy, found that by bringing therapy to the patient, he could better support

Eric Finger, PT, MPT, left a corporate practice to open a concierge practice.



their goals – without asking them to sacrifice time or comfort. “We come to you. You don’t have to interrupt your day for treatment. If that extra time is something that’s valuable to people, then they really dig our model.”

Building Relationships in a Concierge Model

Of course, home health is hardly new to the profession of physical therapy. What is different about the concierge model is that the health care consumers determine whether these services are provided in their home – not their primary care physician or their insurance carrier.

However, Finger also cautions that there’s an added sense of responsibility that comes with entering a patient’s home. “By being invited into someone’s home, they’re showing you they trust you, and you have to act accordingly. But by building that trust, you end up developing some pretty cool relationships.”

Akanksha Sojitra, PT, MS, shares the view that concierge physical therapy is an attractive alternative for certain people. “For patients, the concierge model offers truly individualized, one-on-one care with greater access and continuity and the flexibility to accommodate urgent appointments.”

As the owner of Neev Physical Therapy and Wellness, Sojitra says she has seen an increase in

“For patients, the concierge model offers truly individualized, one-on-one care with greater access and continuity and the flexibility to accommodate urgent appointments.”



Akanksha Sojitra

desire for a more holistic approach to treatment from a few years ago, something she feels the concierge model can more adequately provide than other health care models.

“Longer sessions and a holistic, patient-centered approach allow us to address not just the physical presentation but also the broader biopsychosocial factors that often complicate recovery,” says Sojitra, who is a board-certified clinical specialist in orthopaedic physical therapy. “While not every patient requires this level of care, I find it particularly valuable for complex cases, the kind that can easily fall through the cracks in traditional, high-volume models.”

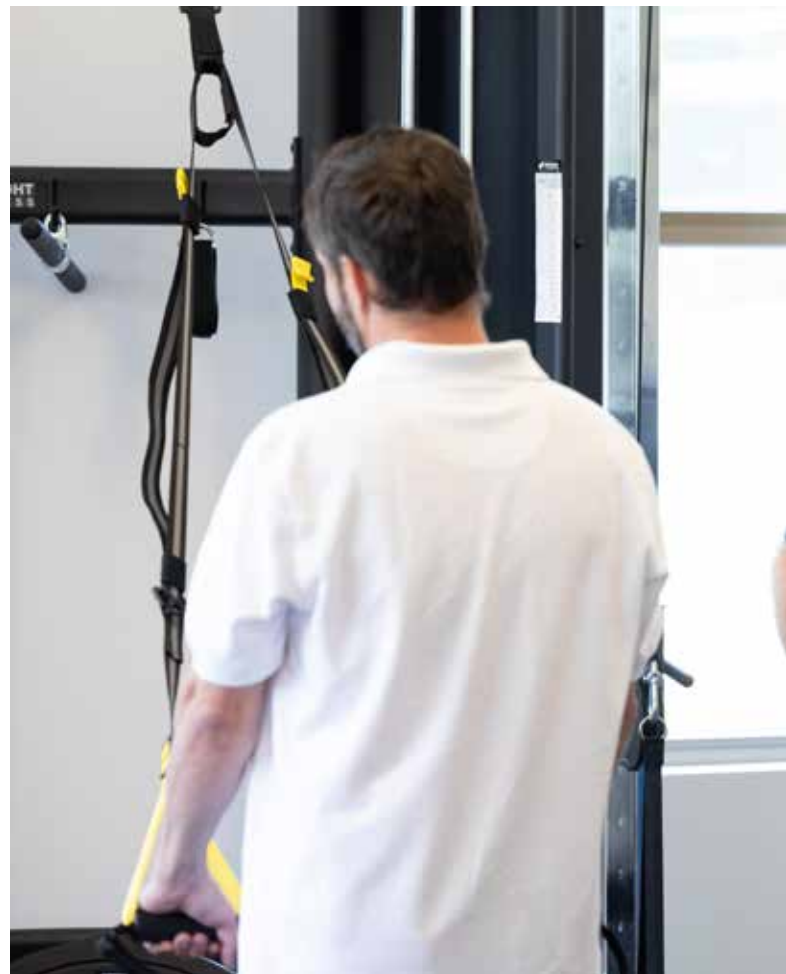
Indeed, Sojitra says this model has allowed her to more fully partner with patients. “It gives me the chance to connect with patients more deeply and create individualized treatment plans that truly make a difference,” Sojitra says. “Patients in this

model aren’t just looking for treatment; they’re looking for a partner in their health journey.”

Finger agrees. He says that the connections he’s developed over the past six years are part of what keeps him excited to practice. “I really have been able to build relationships through my work that are meaningful and a lot of fun. And I’ve met some really incredible people along the way.”

The Concierge Experience: Convenience, Efficiency, and Direct Access

Another distinction from the regular clinic model can be seen through how concierge physical therapy is paid for. Many concierge providers operate in a cash-based model, either charging a monthly subscription for unlimited access or selling packages of sessions up-front.



This eliminates the need for insurance billing, often reducing administrative overhead and enabling PTs to spend more time with each patient. However, concierge care doesn't always mean cash only.

Sean Lordan, PT, DPT, founder of Concierge Physical Therapy, a Massachusetts-based clinic, which he now co-owns with his wife Brooke, started his practice as a solo cash-based clinician. But as his business grew and expanded into multiple brick-and-mortar clinics, he made a strategic pivot to accept insurance.

“When I first started out and was visiting patients’ homes, the most common question I got was, ‘Do you take my insurance?’” Lordan says. “No matter what level of affluence my patients were at, that was always the first question.”

For Lordan, who is a board-certified orthopaedic clinical specialist, the decision to accept

insurance came down to scaling his business, but he didn't want to quit calling himself a concierge PT. In fact, he says he wants to redefine the term concierge itself. To him, it's less about payment and more about experience.

“I describe concierge physical therapy as the level of service you provide. To me, concierge means you're treated like you're at the Ritz-Carlton.” This distinction matters, especially as more practices blend traditional and concierge elements in an effort to meet patients where they are.

Sojitra also tends to view the term concierge flexibly. “When I say ‘concierge,’ it doesn't necessarily mean patients are outside the insurance system; most of my patients actually have insurance. For them, concierge care often means convenience, efficiency, and direct access.”



Sean Lordan, PT, DPT, runs a concierge practice that also accepts commercial insurance.

“I describe concierge physical therapy as the level of service you provide. To me, concierge means you're treated like you're at the Ritz-Carlton.”



Sean Lordan



Bianca Bass, PT, DPT, says her patients prefer the concierge model for its convenience.

She says that, over time, her business has evolved. “At this point, the majority of my caseload falls under this concierge model. Early on, it was a smaller part of my work, but over time, word of mouth and patient demand have made it the dominant part of my practice,” says Sojitra.

She adds, “I think that shift speaks to how much patients value high-quality, individualized care delivered in a way that respects their time and needs.”

Challenges of the Concierge Model

For PTs, the model offers autonomy and the chance to build deeper clinical relationships, but it also comes with challenges — one of the most common being potential patients not wanting to pay in a cash or subscription-based plan.

Bass sees this as an unfortunate part of operating in a concierge model, but one that comes with the territory. “I get several phone calls a month asking me if I accept insurance. And unfortunately, I have to decline seeing these people,” says Bass. “Either because they only want physical therapy covered by commercial insurances or because they have Medicare and I am not allowed to work with them. It is a catch-22.”

“... They only want physical therapy covered by commercial insurances or because they have Medicare and I am not allowed to work with them. It is a catch-22.”



Bianca Bass

More About Concierge Health Care

Concierge health care, also known as concierge medicine, is a model of primary care where patients often pay a monthly or annual fee directly to their physician in exchange for enhanced access, personalized attention, and a more convenient health care experience. The fees can range widely, depending on the level of service and demand.

Unlike traditional primary care practices, concierge practitioners typically care for a much smaller number of patients. This reduced caseload allows them to spend more time with individual patients and provide services such as same-day appointments, longer visits, direct communication via phone or email, house calls, or virtual consultations. The goal is to create a more intimate, proactive, and relationship-driven approach to health care.

Services offered in concierge practices usually include routine physical exams, chronic disease management, preventive screenings, lab work, and treatment of minor urgent issues. In contrast to standard primary care, concierge care generally does not accept health insurance. However, patients still need insurance to cover specialist visits, hospital stays, emergency care, surgeries, and prescription drugs.

The main benefits of concierge health care include faster access to care, fewer delays, longer and more thorough appointments, and a deeper doctor-patient relationship. Patients often feel their concerns are heard more fully and that they receive more tailored advice and preventive care. According to a 2024 *Journal of Family Medicine and Primary Care* article, "A Literature Review on the Impact of Concierge Medicine Services on Individual Healthcare," a majority of studies have found that concierge medicine enhances patient satisfaction.

Some of the downsides of concierge care include the cost for patients. This can be a significant barrier, especially for those without disposable income. Additionally, not all areas have concierge doctors, and some people may find the model ethically troubling if it contributes to wider disparities in health care access. An article from the University of Pennsylvania Leonard Davis Institute of Health Economics, "Concierge Medicine Drives Higher Health Costs Without Extending Lives," cited a 2025 *Journal of Health Economics* study outlining potential drawbacks of concierge medicine: "If society prefers to increase health care access to people in worse health and those living in lower-income areas, then concierge medicine harms equity objectives."

There is also an undeniable risk to branching out on your own in any business, but particularly in the health care space. Thinking back to his decision to leave his corporate job, Finger acknowledges, "Giving up a steady paycheck and benefits can be scary." Still, he believes the pros outweigh the cons. "The opportunity to feel truly valued in my work is something I couldn't pass up."

It can also demand adaptability. Treating people in their homes means PTs must think on their feet and creatively use the environment around them, often changing from client to client.

"You have to think like an entrepreneur and know how to sell your services. I've done it for 12 years; I'm better at explaining the value we add to somebody's life now. But it's not an easy skill to build."

— Sean Lordan

"If a patient has a pool, I figure out how to incorporate that into treatment," says Finger. "You come to realize you can still do really effective work without a \$50,000 piece of equipment on each side of your shoulders."

Another consideration for providers looking to make the leap to concierge care is understanding that concierge physical therapists wear many hats. In addition to clinicians, they are marketers, salespeople, and customer relations specialists.

“You have to think like an entrepreneur and know how to sell your services,” says Lordan. “I’ve done it for 12 years; I’m better at explaining the value we add to somebody’s life now. But it’s not an easy skill to build.”

Starting a Concierge PT Practice: Advice From the Pros

Finger also stresses the importance of developing an entrepreneurial mindset. “I’ve always had the entrepreneurial bug, and I’ve never been risk-averse, which was critical in taking the leap to start my own practice,” he says.

For clinicians considering adding a concierge component, Finger adds that knowing your worth as a clinician is a must. “You have to know what

value your services bring and how to articulate that,” says Finger.

Sojitra says, “My advice would be to start by clarifying your ‘why.’ If you’re drawn to concierge care, it’s usually because you want to treat patients with more time, depth, and autonomy, so keep that mission at the core.”

Lordan agrees and points out that it’s also critical to understand your patients’ “why.” “It’s important to understand what our patients actually want versus what we as PTs think they want,” Lordan says. “Because there is often a disconnect between the two.”

Gaining experience before testing the concierge waters is highly recommended. Many concierge PTs accumulate years or even decades of experience in the clinic setting before branching out on their own. To Bass, a certain level of knowledge is a must. “If you are fresh out of school, you should not be a concierge PT. Patients are looking for someone with experience, so you need to take at least a few years to learn how to become an effective practitioner.”

Ultimately, the decision must be a personal one for both the clinician and patient. Finger says he tries to take a balanced look at the pros and cons of the concierge model and knows it’s not for everyone.

“I think you really have to ask yourself if this is the model you want to perform care in. Are you nimble enough to work on the fly, and are you able to know your value in a cash-based model?” He asks. “For me, it’s worked out and allowed for some great relationships with patients, but it might not be for everyone.” ■

Ben Coburn is a member communications specialist at APTA and a contributing editor to APTA Magazine.



To view this article online, complete with clickable links to all resources, scan the QR code or visit apta.org/apta-magazine.