



I talk to David every day. I consult with him on any number of business issues and problems that I might be facing. Everything from sales to business decisions, to financial challenges in my practice. The Growth Solutions Team has a collaborative approach, that has been invaluable to my success.

DR. MARC GULITZ
PRESIDENT & CEO MID-ATLANTIC SPINAL
REHAB & CHIROPRACTIC



CLIENT PROFILE

Mid-Atlantic Spinal Rehab & Chiropractic is headed up by President and CEO Dr. Marc Gulitz. Founded in 2012, they are one of the fastest growing practices in the region. Working alongside a patient's primary physician, their approach increases positive recovery outcomes. The practice recently expanded to a second location also in Baltimore and are currently working to increase patient volume at the new location.

CLIENT CHALLENGE

Dr. Gulitz moved to Baltimore in 2012 from Las Vegas. As a transplant to the area, and just opening his practice, he had little experience with sales, marketing, and the day-to-day operations of running a business. He strived to have comprehensive patient care driven by excellent customer service, yet he soon realized he was 'treading water' with his business tactics. "I wasn't enjoying my business working 80 hours a week," stated Gulitz, "I may have even been losing money." While he admits that he had issues growing the practice, he didn't think he needed a coach.

RECOMMENDATIONS & SOLUTIONS

PHASE 1: PATIENT DEVELOPMENT

- Establish a target demographic for patients and referral partners
- Create an effective marketing campaign to build relationships
- Develop a value message and delivery processes
- Identify a repeatable sales process for effective conversations for new patient acquisition

PHASE 2: TEAM DEVELOPMENT

- Identify future key positions for team expansion
- Create recruiting systems to attract high caliber candidates
- Interview, evaluate and test all applicants
- Hire, negotiate salary and develop effective on-boarding for key positions within the expanding company

PHASE 3: TEAM TRAINING, ACCOUNTABILITY, SYSTEMS & PROCESS DEVELOPMENT

- Team development training for key positions (marketing, collections, customer service, patient care)
- Clarify roles and responsibilities for each position
- Develop a system of accountability and measurement to quantify results against expectations
- Customer service training for patient-facing team members
- Sales training for business development team
- Create a process for billing, collections and internal controls
- Recruit future team members for continued growth in patient base

RECOMMENDATIONS & SOLUTIONS CONTINUED

PHASE 4: REPLICATION

- Identification and evaluation of new markets
- Site evaluations and negotiations
- Identify and rate acquisition opportunities
- CFO advisory review for capital needs
- Strategy before and after grand opening(s)
- Contract, lease and construction negotiation and monitoring for future sites
- Cash flow monitoring, systems testing and corrections
- Management across multiple locations

RESULTS

“Initially, I started working with them to help me with my sales approach and help me grow my business.” Almost immediately, Gultiz increased the conversion rate on his sales calls. “I was challenged to see things differently. We put systems in place to standardize and streamline patient care. He helped me recognize that this is a business.” Eventually realizing that “David was delivering incredible value to my practice.”

The results speak for themselves:

PHASE 1: PATIENT DEVELOPMENT

- Month over month doubling of patient visits
- Solid base of approximately 3,000 patients
- Developed partnerships with attorneys and medical practices for referrals, which currently averages 75 per month

PHASE 2: TEAM DEVELOPMENT

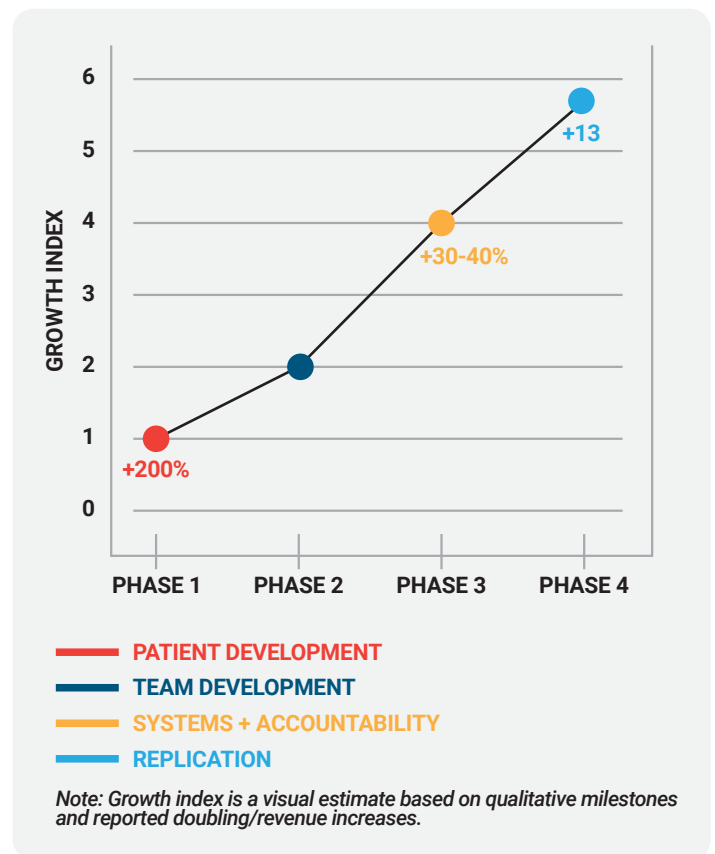
- Repeatable systems developed for hiring and training new staff
- Defined roles and developed new positions within the practice

PHASE 3: TEAM TRAINING, ACCOUNTABILITY, SYSTEMS & PROCESS DEVELOPMENT

- Improved customer service
- Developed systems focused on patient collections, resulting in increased collections 2-3x year over year
- Business has doubled every year since working with the Growth Solutions Team
- 2017 will yield 30-40% increase in revenue (due to expansion and ramp up at second location)

PHASE 4: REPLICATION

- 2017 expanded to a second location with 13 total employees



READY TO LEARN MORE?

Mid-Atlantic Office: 443.501.2201

Central Kentucky Office: 859.559.0100

office@GSTeammail.com

GrowthSolutionsTeam.com



THEN	GST FOCUS	NOW
<p>Founder-led Baltimore chiropractic practice working long hours, still developing sales, marketing, operating systems, and leadership structure.</p>	<p>Patient development, referral strategy, team building, training, accountability, billing/collections systems, and multi-location replication.</p>	<p>Mid-Atlantic Spinal Rehab & Chiropractic operates a 19-location Central Maryland platform across Baltimore City, Baltimore County, Anne Arundel, Harford, Montgomery, and Prince George's Counties, with same-day appointments, walk-ins, 24/7 call answering, attorney priority scheduling, chiropractic care, corrective exercises, and physical therapy services.</p>

STARTING POINT

Dr. Marc Gulitz founded Mid-Atlantic Spinal Rehab & Chiropractic in Baltimore in 2012. In the early growth years, the practice had strong clinical ambition but needed stronger business infrastructure. The founder was working long hours, patient volume was still developing, and the business needed reliable systems for sales conversations, referral relationships, hiring, patient experience, collections, and leadership accountability.

GST ENGAGEMENT

Growth Solutions Team helped turn the practice from a founder-dependent clinic into a replicable business. The initial focus was patient development: defining target patients and referral sources, building relationship marketing, sharpening the practice value message, and improving conversion conversations. The next stage centered on team development, including recruiting systems, defined roles, onboarding, and training for marketing, collections, customer service, and patient care. GST then supported replication: evaluating markets, planning sites, negotiating leases, monitoring cash flow, and building management practices across locations.

GROWTH SINCE THE ORIGINAL CASE STUDY

The original case study documented rapid early results: patient visits grew month over month, collections improved two to three times year over year, referral relationships produced steady monthly patient flow, and the practice expanded to a second location with 13 employees by 2017. Today, Mid-Atlantic Spinal Rehab & Chiropractic has scaled well beyond that early footprint. Its website lists 19 locations throughout Central Maryland, including Baltimore City, Baltimore County, Anne Arundel County, Harford County, Montgomery County, and Prince George's County. The organization also highlights same-day appointments, walk-ins, Spanish-language accessibility, attorney priority scheduling, and integrated chiropractic and physical therapy services.

BUSINESS IMPACT

GST's work helped convert early entrepreneurial energy into a repeatable operating model. The core outcome was not one new location; it was a system for growth: referral development, clear roles, measurable accountability, improved collections, team training, and a disciplined process for opening and managing additional clinics. That foundation allowed the practice to grow from a local startup into a regional healthcare platform.



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