



The Staff of Regain Physical Therapy



Pittsford area. However, at least 30 percent of the patients are from outside Pittsford due to referrals and word-of-mouth.

Heather Nichting has worked

in the physical therapy field for the last 11 years. She graduated from Nazareth in 2003 and followed her passion of helping others by becoming a physical therapist. "Helping people is in my DNA," she says.

The focal point of beginning the practice was to spend more time with patients. The one-on-one care has been a goal of Nichting since she got into the field. With a team of six employees including Michael, Heather brings compassion, patience, and empathy to each client in order to help them achieve their goals. Private treatment rooms are available

for all patients in order to keep a patient's experience both comfortable and confidential. Each client can trust that their session with any therapist of the practice is as private as they want it to be.

Within their office is a bulletin board of thank you postcards from satisfied clients. "The real measure of satisfaction is the number of referrals from current and former patients, and from that measure alone I know the clinic is doing something right," Michael says.

The visibility of the firm has been helpful, the owners say. The location on Monroe Avenue took some remodeling however the proximity to the canal has helped the business. With the amount of traffic on the canal path, having a health care practice nearby has been beneficial to community members.

The Nichtings enjoy golfing and hanging out with their friends, however, their real joy comes from helping their patients. Both look forward to going to work every day to inspire their patients and to be inspired by them.

# BUSINESS beat

By: Kerry Feltner



Iowa natives Heather and Michael Nichting and their dogs Peppy and Scotty have lived at 85 Country Club Drive for the past eight years.

Heather owns Regain Physical Therapy PLLC—which markets itself as Regain Physical Therapy & Wellness—a 7,000 square foot space on Monroe Avenue.

The business idea began as a dream on a notepad. Not finding the right form of

care in previous practices, Heather Nichting knew it was time to strike out on her own. For Nichting, physical therapy is less about the economics of patient-after-patient and more about personalization. "We believe if we can provide excellent and effective treatment coupled with a comfortable spa-like setting, patients will naturally follow," she says.

After developing a business plan, the practice was opened on September 4, 2012. Due to the growth of the business, in March Mike left his career at M&T to join Heather by managing the business side of the company.

Patients range in age and rehab needs. Regain's therapists treat a variety of conditions. Some of the most common conditions are:

- Strokes and other neurological problems
- Back and Neck Pain
- Limitations in joint range of motion
- Industrial and Work related injuries

- Sports and recreational injuries
- Post-operative orthopedic patients

Many times a person will have an ache or pain for years and after hearing about us from a friend or family member will finally decide to call us and address the issue," Heather Nichting says. "We love to see patients take control of their health because we provide the tools for them to heal themselves."

The couple moved to Rochester nearly two decades ago to follow Michael's work opportunity. The Rochester community has been supportive of the business, most especially the



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