

From the Buffalo Business First:

<https://www.bizjournals.com/buffalo/news/2023/12/27/buffalo-rehab-group-expansions.html>

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Health Care

## Buffalo Rehab Group expansions grow business locally – and nationally



Image: Buffalo Business First

Jeffrey Woodrich, president, Buffalo Rehab Group

JOED VIERA



By Tracey Drury – Senior Reporter, Buffalo Business First  
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*Each year, Buffalo Business First celebrates multiple companies of the year for their work in the preceding months – whether it's goals achieved, challenges overcome or even recognition on a national scale. **Buffalo Rehab Group** is one of the 2023 honorees.*

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With 14 offices in the region, Buffalo Rehab Group continued its rapid growth this year, with more to come under a new partnership with two area colleges and a national digital platform.

Founded in 1990, the privately owned practice provides a range of therapy services, including PT, OT and pelvic floor therapy for men and women. With 60 physical therapists on staff, it **ranks No. 3** on the Business First List of Largest Physical Therapy Facilities in Buffalo.

The digital platform offers a unique way to continue that growth outside the region, said Jeff Woodrich, president/CEO and one of four partners in the group.

“We’ve created an app by physical therapists and we’re creating safe exercises to keep people fit,” he said. “It’s a way for you to bring in intelligent exercises, safely into your home to do on demand at your convenience by a trusted provider.”

The Indi app grew out of telemedicine visits during the pandemic, providing a virtual access point for clients. Buffalo Rehab Group is providing services in New York now, with additional self-funded corporate groups coming on board in 2024 that want to provide musculoskeletal health services to their employees.

“Over 50% of companies are self-funded. We are looking to go multi-state with it,” Woodworth said. “When you strain your shoulder at work, the traditional model is to go to WellNow, then to your primary and then to a specialist or PT. We’re looking to put PT right at the front end and help organize them to the right providers at the right time. Better outcomes at a lower cost - that’s the paradigm for where things are going.”

Agreements with two Buffalo colleges for a new partnership is expected to launch in 2024, driving even more growth. The model will bring a new concept of care to the region that’s offered now in just a handful of markets across the country. Woodrich said it will provide new services to area patients while boosting his employment rolls.

Already, Buffalo Rehab Group has been growing by close to 20% year over year and is close to \$20 million in revenue. With about 225 employees, ongoing growth is expected to increase the staff by 10-15% per year.

As for in-person care, the company is eyeing new locations for 2024 at the Wurlitzer complex in North Tonawanda, in the Clarence-Akron area and farther south toward Springville.

“We’re really looking to create a solution for more rural-based populations where the level of care is more scarce,” he said. “That’s where we think this hybrid model will be super effective with virtual and in-person care.”

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### Buffalo Rehab Group

- **CEO:** Jeffrey Woodrich
- **What's happening:** The company expanded with three new sites this year, launched a virtual care app and began a collaboration with two area colleges.
- **Employees:** 225
- **Revenue:** Close to \$20 million



## Largest Physical Therapy Facilities in Buffalo 2023

Physical therapists

<b>Rank</b>	<b>Prior Rank</b>	<b>Name/ prior (*new or not ranked)/ URL</b>
<b>1</b>	<b>1</b>	Visiting Nursing Association of Western New York
<b>2</b>	<b>2</b>	Catholic Health Home Care Services
<b>3</b>	<b>3</b>	Buffalo Rehab Group

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