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Chiropractic clinic aims to flatten fees

Health • With Sandy location, no-insurance service has three Utah spots.

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A new chain of chiropractic offices, whose operators aim to make care more affordable, has opened its third Utah location, in Sandy.

Utahn Trevor Williams, who recently acquired the Utah franchise rights to The Joint — the chiropractic place, said he also plans to open another office, in Draper, within the next several months as he continues to roll out the concept along the Wasatch Front.

“We’re planning on opening approximately 12 locations during the next year, so we will be expanding in Utah at the rate of about one new office a month,” Williams said.

Williams, who previously owned a real-estate brokerage with offices in several Western states, said he decided to invest in The Joint and become a regional developer after studying recent trends in medical care.

“What I believe is happening is there are a growing number of people who are increasingly interested in taking a more natural approach to their own wellness efforts,” Williams said. “And this new business model seemed a perfect fit to address the changes that are taking place.”

The Joint’s clinics operate by offering a no-appointment-necessary, flat-fee service, said John Leonesio, founder of the national company that has 30 locations in 15 states. He anticipates the company will have more than 100 franchise locations operating by the end of the year.

Leonesio is known for having founded several health-club chains, including the Scandinavian Health Spas, which he sold to Bally. He is most recognized, though, as the founder and former CEO of Massage Envy, a chain that



Steve Griffin | The Salt Lake Tribune Trevor Williams, right, is joined by Dr. Lisa Royer in their soon-to-be opened Sandy location for The Joint, a growing chain of chiropractic offices.

claims 500 or so locations nationwide.

He said many of the ideas he used to develop The Joint concept came from his work in the fitness and massage industries.

“[Chiropractic] is very similar to what is offered in the fitness industry, except it had an insurance component. And with many insurance companies now tightening the reins on alternative health-care services, it just seemed natural to see what we could do to simplify things.”

The Joint clinics do not take health insurance, but an initial visit is about the cost of a health-insurance co-pay, Leonesio said.

“Our offices offer flat-rate services and let customers come in as needed,” he said. “We are not changing the way chiropractors treat their patients, we are just changing the way the industry deals with them.”

Williams said an initial visit to the Sandy clinic at 9129 S. Village Shop Drive will cost \$19. Subsequent visits can be purchased on a monthly membership plan that includes four visits for \$49. “A patient can come in during the month whenever [as] needed, or as the doctor recommends.”

Veteran chiropractor Lisa Royer, who recently moved from Iowa to the Salt Lake City area, said she will be tending to patients at the new office and hopes to acquire an ownership interest in the Sandy location.

“I really wanted to be involved with a clinic that was more user friendly,” she said. “And I am looking forward to the opportunity it will give me to get involved in the community and help educate people about their wellness and health-care options.”

In addition to the new Sandy location, there are The Joint clinics in Sugar House and Cottonwood Heights.

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