

BacktoHealth ready to flex its muscles

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AFTER spending the first seven years building its foundation, BacktoHealth (M) Sdn Bhd, the local licence holder of musculoskeletal rehabilitation and treatment centre DBC, is ready for more action.

The company, which currently has four DBC branches in Malaysia, aims to set up at least four more over the next 12 months.

"We are looking at several areas, including Kuala Lumpur, Petaling Jaya, Penang, Johor, Kuching, Kuantan and Klang," BacktoHealth chief executive officer Wee Hock Kee told Business Times in an interview.

The company is in talks with several investors on its expansion plan, whereby it plans to have minority stakes in some of the new outlets.

Finland-based DBC, short for Documented Based Care, was founded in 1997. It has

qualified physiotherapists, specialised trainers and equipment to treat patients with chronic back pain and sports injury.

"Unlike other treatment and rehabilitation centres, we treat our patients using evidence-based approach. This means, everything we do, the process and the results, are documented and clinically proven.

"So far, more than 83 per cent of our patients have experienced pain reduction

and functional restoration," Wee said.

BacktoHealth's customers are mainly those who suffer from slipped disc, have lower-back pain, or neck, shoulder or knee injury.

Wee said the initial years of BacktoHealth have been challenging as its main source of income is derived from patient recommendations from specialists, general practitioners, and others in the industry.

Although DBC offered doc-

umented and evidence-based treatment, it was hard to convince doctors as the technology was still very new then, Wee said.

Nevertheless, the hard work has paid off. Today, it has treated more than 3,000 patients and with more outlets coming into the picture, the number could easily double in the next few years.

"The business is much easier to run these days. The awareness is there," said Wee.



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