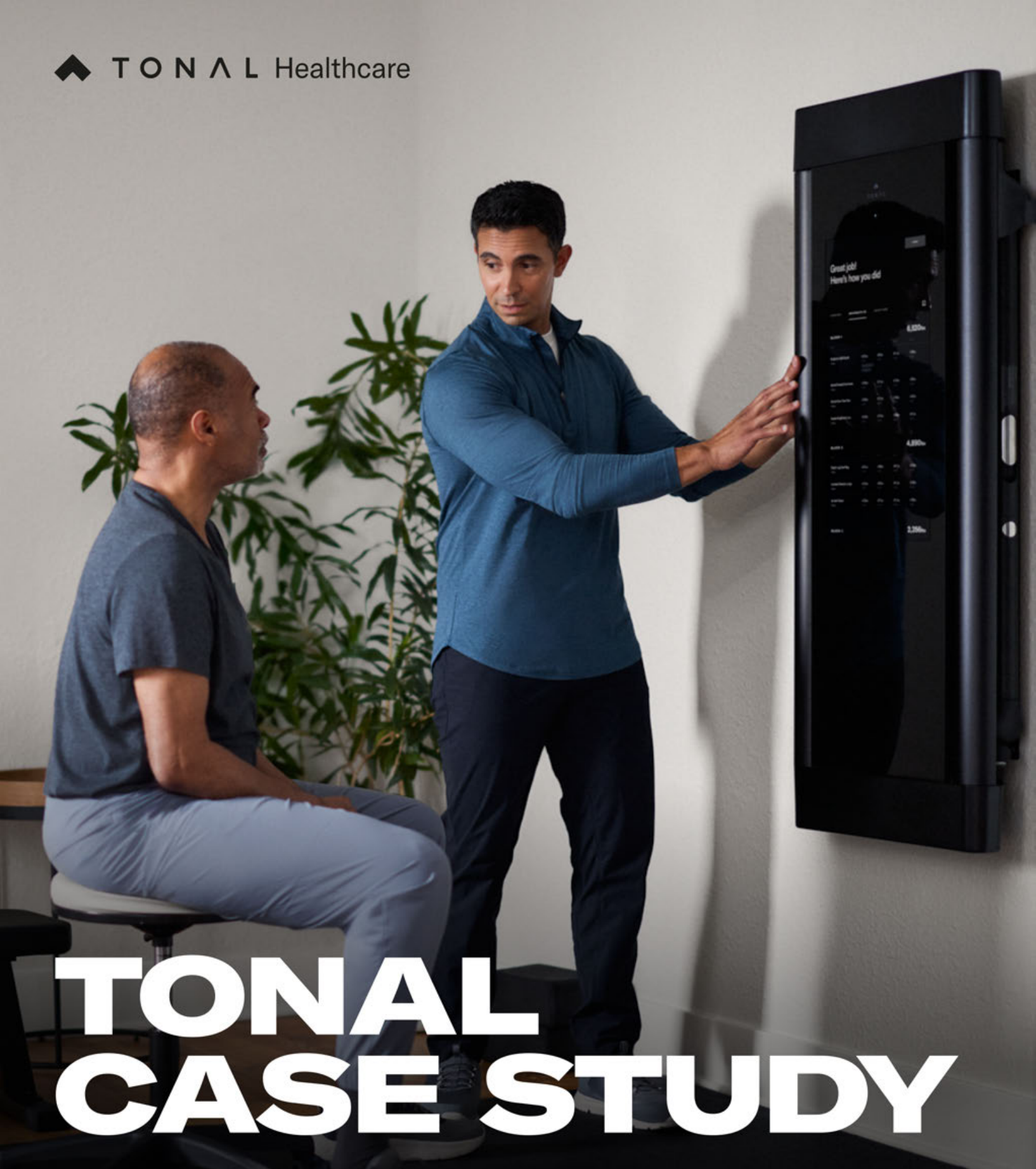
TONAL Healthcare



TONAL CASE STUDY

FROM 1:1 REHAB TO SCALABLE GROUP TRAINING

2025

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01

EXECUTIVE SUMMARY

OPPORTUNITIES WITH TONAL

Physical therapy clinics are evolving.
They need solutions that support precise **1:1 client care**, while also enabling scalable **1-to-many care** that fuels growth.

Tonal meets both needs.
It delivers personalized digital resistance, 300+ moves, and built-in data capture in a compact design, allowing clinicians to:

- Provide clients personalized strength training more precisely in-clinic.
- Expand into group strength training and memberships.
- Build sustainable new revenue streams without compromising clinical credibility.



APPLICATION FOR 1:1 CARE

Tonal strength training can integrate seamlessly into existing Current Procedural Terminology (CPT) billing workflows. Clinicians can make strategic decisions such as, if appropriate to their practice, billing additional units tied to advanced exercise prescription and documentation support, while reducing time per client to free up capacity for additional visits.

REVENUE POTENTIAL[1]

Scenario	Source of Revenue	Assumptions	Daily Value	Revenue Impact
Incremental CPT Billing For Strength Training w/ Tonal	Insurance reimbursement (e.g., CPT 97110)	3 out 10 clients billed with an additional (1) CPT unit each	~$25 × 3 = $75	**~$19.5K annually**
Clinician Time Saved	Efficiency	Save ~5 mins per client (40 mins/day) → 1 extra client/day	~$100	**~$26K annually**
Total Incremental Revenue	Combination of CPT + time savings	—	—	**~$45.5K annually**

Calculations based on 5 days per week

These projections, and any study examples contained in this document, are not guarantees of actual results and should not be relied upon as promises of specific financial outcomes. Actual results will vary significantly based on numerous factors, including insurance reimbursements, about which Tonal makes no representations. Past performance of other practices does not guarantee future results for your practice. No representation is made that any practice will achieve similar results. You should conduct your own due diligence and consult with qualified financial and business advisors before making equipment purchases or business decisions based on these projections. This information does not constitute financial, business, or investment advice and only includes gross revenue potential not including the cost of Tonal trainers or subscriptions.

APPLICATION FOR 1:GROUP MODELS

Tonal can transform clinic economics. By delivering individualised resistance in a scalable class format, clinics can layer premium group exercise sessions with recurring Tonal training memberships on top of traditional care.

REVENUE POTENTIAL

Scenario	Source of Revenue	Assumptions	Revenue Impact
1 Month Pop-Up Studio	Cash-pay / class drop-in fee	6 Tonals, 5 sessions/day × 7 days/ week (30 days), 75% capacity, $30/class	**~$4,700/week → 30-day pop-up ~$22K/month**
Regular Group Class	Cash-pay / class drop-in fee	6 Tonals, 5 sessions/day × 5 days/ week, 75% capacity, $30/class	**~$3,375/week → $175K annually**
Regular Group Class w/ Membership	Class drop-in fee + recurring membership fee (cash-pay)	6 Tonals, 5 sessions/day × 5 days/ week, 75% capacity Mix: 50% membership / 50% drop-in Membership: 3 sessions/week at $299/month Drop in: $30/class	**~$3,560/week → $172K annually**

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02

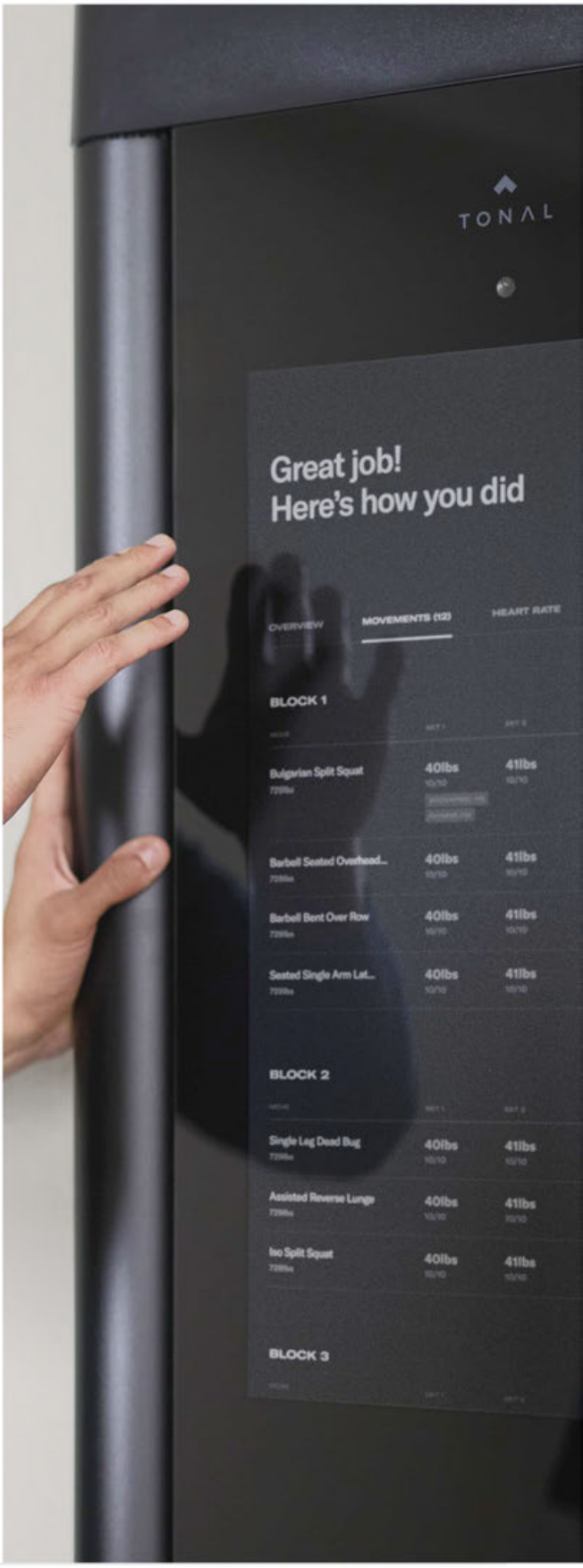
1:1 APPLICATION: INDIVIDUALIZED CARE

HOW TONAL SUPPORTS 1:1 CARE

In traditional treatment sessions, clinicians often rely on resistance bands, free weights, or bodyweight exercises — all of which can limit precision, scalability and take up a lot of space. Tonal solves these challenges by fitting into a compact treatment room with its small footprint while offering the sophistication of a full digital strength system with up to 250 pounds of resistance across 300+ exercises.

With automatic personalized weight recommendations, clinicians can eliminate the guesswork and help ensure clients are working at the right intensity from day one. Tonal's objective data tracking (range of motion, power, time under tension) provides valuable insights for progress documentation and billing support. For tendinopathy rehab, mechanical pain management, or return-to-play testing, clinicians using Tonal's strength training can bring evidence-based insights with a single device.

Ultimately, Tonal helps physical therapists deliver **safer, smarter, and more engaging 1:1 exercise care** — while also improving efficiency and potentially revenue growth opportunities.



CASE STUDY: PREMER HEALTH & PERFORMANCE



Taylor Premer

Cert. MDT, DNSP

PREMER HEALTH
& PERFORMANCE

Business model:

100% cash-pay

- Chiropractic services
- Strength assessments
- 1:1 strength training

Why Tonal:

"I wanted to combine manual therapy, strength training, and movement rehab — not just one piece of the puzzle. I had just left to start my own clinic, and with space at a premium, Tonal's small footprint was a no-brainer."

Experience with Tonal:

"Tonal's load automatically matches the person to provide the right challenge... removing ego and guesswork from the equation."

"It allows me to integrate strength training directly into a treatment-room setting without needing extra space."



How Tonal Supports this Business Model:

- **Space efficiency**
  Multiple gym functions in one compact device, fits seamlessly into small rooms.
- **Premium differentiation**
  Can help justify higher cash-pay pricing in a competitive market.
- **Range of activity**
  Enables progression from rehab → performance → return to sport.
- **Workflow streamlining**
  Auto-load weight matching reduces setup and saves time.

CASE STUDY: EXCEL REHAB & SPORTS



David Bright

MPT, CMT

EXCEL REHAB & SPORTS
Physical, Occupational and Hand Therapy

Business model:

Hybrid (cash pay + insurance)

- Insurance-billed therapeutic exercise
- Cash-pay wellness and performance training packages

Why Tonal:

Excel Rehab wanted a tool to bridge the gap between rehab and performance—something versatile enough for therapy but sophisticated enough to help clients transition to independent strength training.

How Tonal Supports this Business Model:

- **Client experience**

Advanced modes (Chains, Eccentric, Smart Flex) deliver a robust, engaging experience.

- **Workflow streamlining**

Objective data simplifies documentation and billing with insurance.

- **Range of activity**

Supports clients from rehab → independence and wellness.

- **Space efficiency**

Combines strength training + analytics into one compact system.

Experience with Tonal:

"I feel like Tonal has helped us the most in identifying the precise amount of resistance for our patients—knowing exactly how much resistance they are truly using—and being able to show them that progress."

"The ability to add Chains, Eccentric modes, and all of those features creates a better opportunity for patients to have a more robust exercise experience than just using bands or basic tools we used in the past."

"It's much more sophisticated than all the other equipment we have in the clinic. Tonal is the only tool we have that can measure power and give us analytics, which is a big advantage."

"Tonal has been helpful for all of our patients, but especially in the later stages of rehab where we want more challenging and functional exercises. As patients near the end of therapy, we can use Tonal to simulate home use and coach them toward more independence."

"It also lets patients see that we're raising the bar — doing more challenging things — and moving toward a wellness approach in the future."

CASE STUDY: INTENTIONAL FITNESS



Jazz Lewis

MSS, FRC, TP

INTENTIONAL FITNESS

Business model:

100% cash-pay

- 1:1 rehab and performance training
- Focus on advanced training methods with measurable outcomes

Why Tonal:

Intentional Fitness was looking for a modern, data-driven tool that could deliver client engagement, performance insights, and advanced contraction modes—all within a boutique, cash-pay clinic model. They wanted a platform that gave both clinicians and clients more autonomy in the rehab-to-performance journey.

How Tonal Supports this Business Model:

- **Premium differentiation**

Positions as a cutting-edge, boutique provider helping to justify top cash-pay rates.

- **Space efficiency**

Delivers full rehab + performance functionality in a compact footprint.

- **Range of activity**

Enables client progression from rehab protocols into performance training.

- **Workflow streamlining**

Auto-load weight matching and data tracking simplify clinician workflow.

- **Patient experience**

Data insights and advanced modes improve engagement and trust.

Experience with Tonal:

"The on/off switch on the handles was huge. Being able to get clients into position [first], then turn on the load, makes training safer and smoother."

"The ability to leverage different contraction modes—involuntary eccentrics, isometrics at end range—has been super helpful."

"Clients like data analytics and especially the representation of fatigue—it gives them insights they wouldn't normally see, sometimes surprising them with how much they were actually doing."



03

GROUP APPLICATION: DROP-IN & MEMBERSHIP MODELS

HOW TONAL SUPPORTS GROUP MODELS

Facilitating group sessions in a PT or performance clinic has traditionally meant a trade-off: more clients per hour, but less personalization and more logistical challenges. Tonal removes that compromise by delivering **individualized resistance and progress tracking** for each participant, all within a scalable group format.

With **adaptive resistance and stored profiles,** every client in the room can train at their own level while one clinician oversees the group. Tonal's digital system automates weight adjustments, logs performance data, and ensures safe loading, freeing the clinician to focus on coaching and engagement.

This combination of personalization and scalability allows clinics to expand beyond traditional 1:1 sessions into **small group training, packages, and memberships.** The result is a modern, engaging experience for clients and **a recurring revenue engine** for clinics—without the significant footprint or cost of a full gym.



CASE STUDY: ALECK PAIN TO PERFORMANCE



Jake Aleck

DC, CSCS

Business model:

100% cash-pay

- New Patient / Onboarding Session (45 min)
- One-on-One Sessions (45 min)
- Group Sessions (45 min):
  - Drop-in: $38
  - 8-session package: $250
  - 3 sessions/week membership: $299/month

Why Tonal:

Dr. Jake Aleck first tried Tonal using a home unit and quickly saw the impact it could make in client care. Starting with 1:1 integration in the treatment room, he experienced how Tonal improved precision, engagement, and outcomes.

From there, he recognized the potential to scale into group training and membership models, using Tonal to deliver personalized resistance in a group format without compromising clinical credibility or client experience. The clinic scaled from **1 Tonal to 7 units in practice**.

Experience with Tonal:

"In our gym specific model, I can find any person off the street and without knowing them a bit and be able to do the Tonal assessment with them and put them through the safest, most efficient, and greatest workout for that person on day one"

"Tonal allows us to offer more challenging, engaging training that patients view as true performance care—not just therapy."

"Tonal is the best. When you know how to utilize all the features, finding a way to use it with any patient is seamless."



CASE STUDY: ALECK PAIN TO PERFORMANCE

WEEKLY REVENUE POTENTIAL (MIXED MODEL)

- **Capacity:** 6 Tonals (for group classes) × 5 sessions/day × 5 days/week = 150 sessions/week
- **Mix:** 50% membership / 50% pay-per-class
- **Membership price:** $299/month capped at 3 sessions/week (~$25/session; ~$74/week per member)
- **Pay-per-class price:** $30/session with 75% attendance (25% no-show)

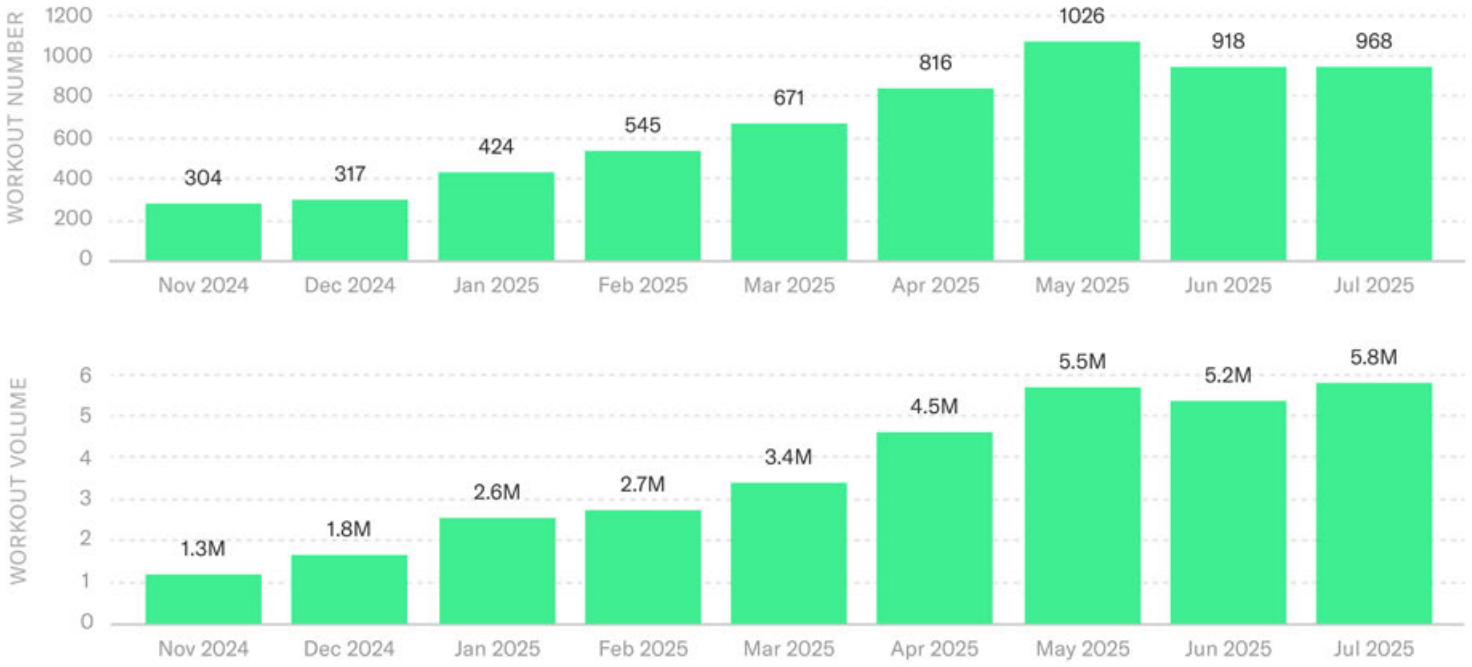
Revenue Stream	Mix	Avg Price / Session	Sessions / Week	Attendance w No Show / Week	Weekly Revenue	Annual Revenue
Membership	50%	$25	75	75 clients (100% capture for membership)	**$1,875**	**$97.5K**
Pay-Per-Class	50%	$30	75	56 clients (75% show / 25% no-show)	**$1,688**	**$87.8K**
Total	—	—	75	~131 clients/week	**~$3,563 / week**	**~$185.3K annually**

How Tonal Supports this Business Model:

- **Space efficiency**
Multiple Tonals fit into group space, enabling high throughput in a compact footprint.
- **Range of activity**
Seamless bridge from chiropractic rehab → strength → performance care.
- **Workflow streamlining**
Auto-load + individual profiles allow one coach to manage multiple clients.
- **Client experience**
Premium, personalized feel in both 1:1 and group settings.
- **Revenue opportunity**
Memberships + packages add recurring cash-pay revenue (~$120K/year uplift).

CASE STUDY: ALECK PAIN TO PERFORMANCE

TONAL UTILIZATION: MONTHLY WORKOUTS & VOLUME (NOV 2024–JULY 2025)



CLINIC PERFORMANCE GROWTH SUMMARY (NOV 2024–JULY 2025)

Metric	Nov 2024 (Launch)	July 2025	Growth	Notes
Monthly Sessions	~300 total → ≈15 sessions/5-day week (≈2.5 per unit)	968 total → ≈48 sessions/5-day week (≈8 per unit)	↑ 218% over 9 months	*Clinic operates **6 Tonals** in group space*
Volume Lifted	1.4M lbs	5.8M lbs	↑ 4.1x	*Demonstrates sustained patient engagement & strength progression*

CASE STUDY: TONAL TRAINING LAB

Reason for launching

The Tonal Training Lab pilot was launched in January 2025 to test the scalability of Tonal-powered group training in a boutique studio format. The goal was to validate whether consumers would pay for Tonal-based classes, assess utilization patterns, and measure the revenue potential of a group/membership model outside of a traditional PT clinic.

Business model:

- Pop-up studio with 8 Tonals, 4 classes/day and 7 days/week.
- Pricing aligned with boutique fitness:
  - Drop-in via ClassPass credits (≈$30/class)
  - Direct signups for recurring packages
- Operated as a cash-pay fitness studio with no insurance billing.

How Tonal Supports this Business Model:

Space efficiency
8 Tonals created a full boutique strength studio in a small footprint.

Range of activity
Tonal can extend beyond PT into group fitness and wellness.

Workflow streamlining
Adaptive resistance + profiles allow 1 coach to manage up to 8 clients.

Client experience
High engagement (NPS 87.3, 91% return intent) validated consumer demand.

Revenue opportunity
~$22K/month ~$270K annualized revenue potential from an 8-unit studio.

Client Feedback/Satisfaction:

- 100% of participants found workouts effective.
- 91% said they'd return 1x/ month
  - 49% 2x/mo
  - 36% 3–4x/mo
  - 3% 5–6x/mo; 3% 7–8x/mo; 1% 8+x/mo
- 55% of Tonal Training Lab responses said they'd pay $30+ per class, and 71% $20+



CASE STUDY: TONAL TRAINING LAB

REVENUE POTENTIAL

Metric	Value
Tonals per Studio	8
Classes per Day	4
Days Pop-Up Open	30
Average Class Capacity	75%
Price per Class	$32
Total Revenue (30 Days)	**$22,824**



