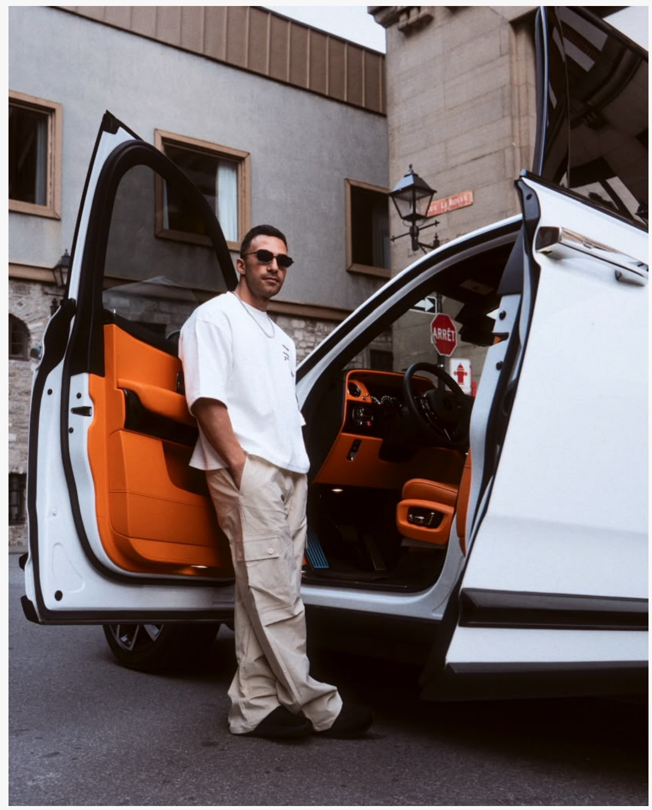
Level 1 Physical Therapy Highlights Growth Strategy Built on Long-Term Commitment and Operational Excellence

Founder and CEO Sam Dehko outlines the company's continued focus on scalable clinical systems, advanced rehabilitation technologies, and sustainable expansion.



MICHIGAN, FL, UNITED STATES, July 9, 2026 /EINPresswire.com/ -- Level 1 Physical Therapy, a rehabilitation company founded by entrepreneur Sam Dehko, is highlighting its continued growth strategy and long-term commitment to expanding patient access to evidence-based physical therapy services.

Founded in 2018, Level 1 Physical Therapy has focused on building a healthcare organization supported by operational efficiency, patient-centered care, advanced rehabilitation technologies, and scalable clinical systems. As the company looks toward its next phase of development, leadership says its strategy will remain centered on sustainable growth rather than short-term expansion.

Founder and CEO Sam Dehko attributes the company's development to a business philosophy based on long-term commitment to a single industry, continuous operational improvement, and disciplined execution.

"I've always believed one of the biggest mistakes entrepreneurs make is constantly chasing whatever industry is making money at the moment," said Dehko. "By the time many people enter that market, the opportunity has already changed. Instead of following trends, I committed to mastering one industry and building a long-term competitive advantage."

That approach has shaped the development of Level 1 Physical Therapy from its earliest stages.

Building a Foundation for Sustainable Growth

Since its founding, Level 1 Physical Therapy has worked to strengthen its internal operations while expanding treatment capabilities and investing in systems designed to support future growth.

The company's strategy emphasizes the importance of creating infrastructure before pursuing expansion. According to Dehko, growth in healthcare requires more than opening additional locations or increasing patient volume. It requires reliable internal processes, strong clinical standards, efficient operations, and systems capable of maintaining quality as an organization develops.

"Our goal has always been to improve every year," Dehko said. "Growth becomes much more sustainable when it's supported by strong systems and consistent execution."

The company's development has included a continued focus on evidence-based care, operational efficiency, and rehabilitation technologies designed to support patient outcomes. Level 1 Physical Therapy says these priorities will remain central as it evaluates future growth opportunities.

For Dehko, the strategy reflects a broader belief that lasting competitive advantages are built through consistency and specialization.

Rather than moving between industries based on changing market trends, Dehko chose to focus on healthcare and build expertise within the rehabilitation sector. That decision became the foundation of his entrepreneurial career and the long-term strategy behind Level 1 Physical Therapy.

Early Challenges Help Shape Company Operations

Like many growing healthcare organizations, Level 1 Physical Therapy faced significant operational and financial pressures during its early years.

Insurance reimbursement delays created cash-flow challenges while the company continued providing patient care and managing ongoing expenses including payroll, rent, equipment, and other operating costs.

"There were times when nearly every dollar we had went directly toward keeping the business operating," Dehko said. "There were moments when I genuinely felt like I could lose everything I had worked for."

Rather than changing industries or abandoning the company's long-term plans, Dehko focused on improving internal processes and developing stronger systems.

Those early experiences influenced the company's current emphasis on operational discipline and long-term planning. Dehko says the challenges reinforced the importance of building an organization capable of navigating difficult periods without losing sight of its larger objectives.

"Those experiences taught me resilience, patience, discipline, and the importance of continuing forward when things become difficult," he said.

As the company continued developing, leadership focused on refining organizational processes and creating a stronger operational foundation.

Today, those principles continue to influence the company's approach to hiring, clinical operations, technology investments, and strategic planning.

Operational Excellence Remains Central to Expansion Strategy

As Level 1 Physical Therapy evaluates future expansion, the company says operational excellence will remain a key component of its growth strategy.

The organization continues to invest in systems intended to improve efficiency while maintaining standards of patient care. It is also focused on advanced rehabilitation technologies and evidence-based treatment approaches that can support its broader clinical objectives.

According to the company, the goal is not expansion for the sake of expansion. Instead, Level 1 Physical Therapy is working to create scalable infrastructure capable of supporting sustainable growth across future locations.

For Dehko, this strategy reflects a simple principle: strong businesses are built through continuous improvement.

He believes entrepreneurs often spend too much time searching for the perfect industry or emerging opportunity rather than developing exceptional capabilities within the field they already understand.

"When someone asks what you do for a living, I believe they're asking the wrong question," Dehko said. "It's not what you do—it's how you do it."

That philosophy has become an important part of Level 1 Physical Therapy's organizational approach.

Dehko believes that nearly any profession can create meaningful opportunities when approached with discipline, specialization, and a commitment to becoming exceptional. Within Level 1 Physical Therapy, that mindset is reflected in the company's focus on strengthening systems, improving clinical operations, and preparing the organization for long-term development.

Company Plans Continued Investment in Technology and Clinical Systems

Over the next several years, Level 1 Physical Therapy plans to continue investing in operational innovation, rehabilitation technologies, and research-backed treatment solutions.

The company's long-term objective is to develop into a widely respected rehabilitation organization by continually improving patient care, strengthening clinical operations, and building systems capable of supporting continued expansion.

Leadership says future growth decisions will be evaluated according to the same principles that have guided the company since its founding: operational readiness, sustainable development, and a commitment to quality.

The company also intends to continue exploring technologies and treatment approaches that can enhance rehabilitation services and support improved clinical outcomes.

For Dehko, the next stage of growth is a continuation of the strategy established during the company's early years.

"Too many people spend years searching for the perfect business," Dehko said. "I believe you can become successful in almost any profession if you're willing to become exceptional at it. Stay focused on becoming great instead of constantly chasing the next opportunity. Consistency, discipline, and long-term commitment almost always outperform short-term excitement."

A Broader Entrepreneurial Perspective

Outside of healthcare, Dehko has also developed an international career as music producer and DJ Dehko.

Although healthcare operations and music production are very different industries, Dehko says both require many of the same qualities, including creativity, consistency, discipline, and continuous improvement.

He views the two pursuits as complementary rather than competing.

The structure and discipline required to operate a healthcare company influence his approach to creative projects, while music and production provide opportunities to think differently about innovation and business development.

Despite operating across different fields, Dehko says his approach remains consistent: commit to the work, improve continuously, and avoid making decisions based entirely on short-term trends.

That philosophy continues to guide Level 1 Physical Therapy as the company prepares for its next phase of development.

With continued investment in clinical systems, operational infrastructure, rehabilitation technology, and patient-centered care, the company says it remains focused on creating a foundation capable of supporting sustainable long-term growth.

For Dehko, the strategy is ultimately about building lasting value through specialization and execution.

As healthcare continues to evolve and new technologies reshape rehabilitation services, Level 1 Physical Therapy plans to remain focused on improving its systems, expanding its capabilities, and strengthening the patient experience.

About Level 1 Physical Therapy

Level 1 Physical Therapy is a rehabilitation company dedicated to expanding access to high-quality physical therapy through operational excellence, advanced treatment technologies, and evidence-based care. Founded in 2018 by Sam Dehko, the organization is focused on building scalable clinical systems that support sustainable growth while continually improving patient outcomes.

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