

Heather Callahan

FERNIE ATHLETIC THERAPY AND REHABILITATION
901 5TH AVENUE, FERNIE, BC
250.423.4800

The town of Fernie, in the extreme southeastern part of BC, is a mecca for winter activities and sports enthusiasts, and not surprisingly, a healthy number of sports injuries occur here. With little in the area in the way of treatment services for such injuries, Fernie resident Heather Callahan saw an opportunity to start her own business. In less than two years, the demand for her high quality one-on-one athletic care has turned Fernie Athletic Therapy and Rehabilitation into a unique treatment facility for this part of the province.

Heather, a Certified Athletic Therapist, was looking for a change from the work she did with the local ski patrol which was mostly limited to quick assessments and treatments. "Starting my own business was the only way I could gain employment in the field I had invested my university education and experience in, without limiting my growth or income-earning potential," she says. Plus she was driven by that essential entrepreneurial quality: a passion for her work. "I love being able to help people every day, getting to know them and their injuries in order to offer a very personalized and effective service."

Building partnerships with other treatment professionals has proven to be one of the best types of marketing for Heather. She takes the time to get to know other

therapists such as chiropractors and massage therapists, their treatment strengths and techniques. She also tries to observe orthopaedic surgeries from time to time. "Watching the latest techniques of reconstructive surgery on a knee ligament, for example, I can use the knowledge I gain to enhance the way I manage future rehabilitation."

Through a partnership with a local custom foot orthotics fabricator, Heather has taken over the assessment of the feet, posture and gait portion, and is doing the computer scan to create a virtual orthotic before it is made.

Consistent involvement with community groups, local sports teams and clubs adds to her perspective on sports injuries, and to her profile.

The rapid growth and increasing referrals to Heather's business reflect a "simple business plan based on very high quality service," she feels. "The most important thing I've learned is that uncompromising quality is a guaranteed key to success."

"I love being able to help people every day..."



Bernie Palmer

“The most important thing I’ve learned is that uncompromising quality is a guaranteed key to success”