



Building a High-Performance Sports Clinic in Australia

Dr Josh Nelson (B.ChiroSc, M.Chiro, ICCSP, TPI MP3)

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Goals for today...

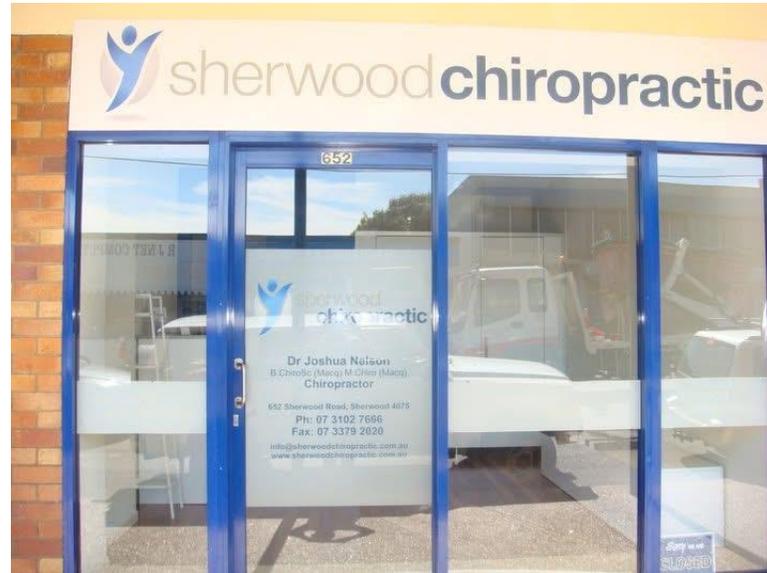
- **Growing a strong MD team**
- **Strategies for success in a Sports Chiropractic clinic**
- **How we utilise technology to improve outcomes**
- **Lessons learnt over the past 20 years in practice**

Dr Josh Nelson (Chiropractor)

- FICS/AICE Sports Chiropractor
- Owner/Principal - Thrive Health Co. (large MD practice in SEQ), CORE GOLF Injury & Performance, and Thrive Practice Mastery (Coaching & Mentoring)
- Teaching staff for the Titleist Performance Institute (TPI) and Central Queensland University (Masters of Chiropractic)
- Author of a number Sports Chiropractic related articles across a number of Golf & fitness publications
- Provided Sports Chiropractic across many professional sports including Golf, Rugby, Ironman Triathlon, Swimming, Basketball.



How it Started vs How it's Going...





What does a Sports Chiropractic patient require?

- Someone to focus on joint mobility dysfunctions
- Someone to focus on tissue extensibility issues
- Someone to focus on Sensorimotor control patterns
- Someone to focus on Sports specific strength/power and optimal performance

- *Do you do it all yourself? Or do you divide and conquer?*

Benefits of creating a high performing Multi-disciplinary team

- Each practitioner can focus on what they are best at or most passionate about
- Patients love the ability of practitioners to communicate their case when co-managing care
- Constantly learning from different professionals and modalities (both through individual cases and PD)
- Ability to refer in-house when the patient isn't responding as expected and learn from the experience
- You don't have to be an expert at everything!



Benefits of Technology in a Sports Chiropractic Clinic

- Provides a WOW experience and brings a sense of professionalism (NP SMS, Recalls, Physitrack exercises, AI management plans and progress reports)
- Increasing objective data to assess outcomes (Posture/functional movement imaging, dynamometers, plates etc.)
- Improves team communication and culture (Slack, WhatsApp, Asana)
- Sports specific assessments (gait/running analysis, V1 Golf etc.)



Clinical Pearls from many failures...

- Every patient interaction is an opportunity to make a positive difference in that person's life
- Listen to the patient's goals and 'wants' and try to marry this with what you believe they need
- If you are going to do everything yourself, make sure you charge accordingly!
- Create an enviable team and culture that others would dream of joining!
- If you don't have a team in-house, find the best practitioners in your community and set up rock solid referral relationships with them!
- Every visit should include a combination of joint, soft-tissue, and motor control work focusing on the entire chain and not just where they are sore!
- Listen much more than you speak and always be up to learn something new.
- Communication is everything (whether that be with your team or your patients)!!!
- *What do I look for in a practitioner when hiring...?*





Thank you!

- **General:**
josh@thrivehealthco.com.au
- **Coaching/Consulting/Mentoring:**
josh@thrivepracticemastery.com