



DESOTO MEMORIAL HOSPITAL

ARCADIA

DeSoto Memorial Hospital
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W. Reid Lawson, PT, DPT

Reid Lawson, PT, DPT has been a Director of Rehabilitation at numerous Health Care Systems throughout Georgia with extensive experience in program development. Reid has developed, implemented and staffed several programs for large healthcare systems to create new service lines and has been active in community outreach programs. Recently he has been working on Virtual Reality as an adjunctive treatment for those with chronic pain. Always striving for improvement, Reid recently went back and achieved his doctorate in physical therapy and was very active at the state level in Georgia in physical therapy. Currently, Reid has taken on an assignment at the federal level with the Federation of State Boards as a Pro Cert Reviewer for Continuing Education Programs for therapists.

Reid has been married to Ashley Lawson for 26 years. They are the parents of four beautiful children, Caleb, Hannah, Jonathan and David. His wife is also a physical therapist. His daughter, Hannah, is currently in physical therapy school at Armstrong Atlantic in Savannah, Georgia. His oldest son, Caleb is currently employed in Wisconsin but will leave for the navy in their aviation program in the next few weeks. He is a graduate of the University of Georgia and is a mechanical engineer. His two youngest sons are still living at home and are in high school but are soon to be attending college as well.



A unique and individualized experience

DeSoto Memorial Hospital has been your hometown hospital for decades treating Arcadia and surrounding area residents in a family-like atmosphere.

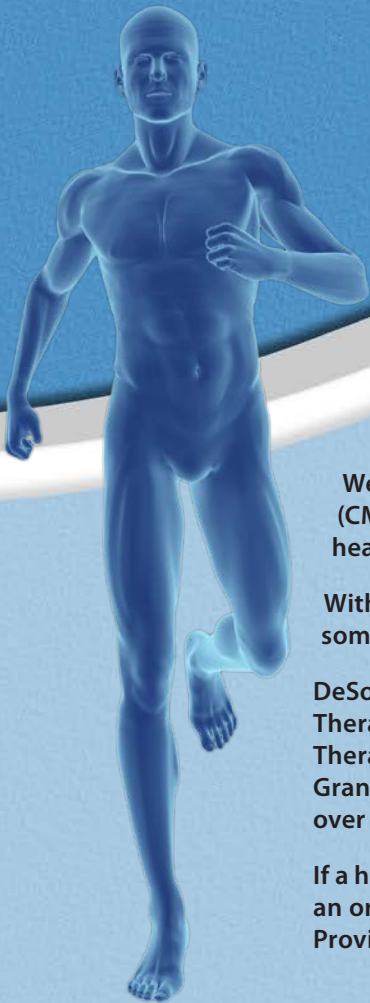
Our skilled and knowledgeable staff work around the clock to provide individualized care to our patients. We not only stand by our mission statement, we live by it. We are, "Dedicated to providing quality care and enhancing the health of our community."

We're proud to have been rated consistently 3 Stars by Centers for Medicare and Medicaid Services (CMS). These scores are based on survey responses given to CMS by actual patients based on their health care related experiences while at DeSoto Memorial.

With the constantly evolving Healthcare model, a ground breaking strategy is being employed by some of the largest healthcare institutions in America, Strategic Partnering.

DeSoto Memorial Hospital has entered into a World Class partnership with Fitness Quest Physical Therapy to guide our Rehabilitation Department. Fitness Quest Physical Therapy has provided Physical Therapy services to SW Florida for over 20 years and are currently the only clinics invited on both Boca Grande and Longboat Key because of their stellar reputation in clinical excellence. With 12 clinics and over 100,000+ patient visits under their belt, their company is the benchmark in the PT industry.

If a hospital wants to bring a 'world-class service' to their community, then a strategic partnership with an organization considered 'world-class' can provide that substantial benefit of a higher level of care. Providing the best care is DMH's goal for all its patients.





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**FUN FACTS, TRIVIA AND
PHYSICAL THERAPY HUMOR**

- 1) How many years of college does it currently take to earn your Doctorate of Physical Therapy?
a) 3 years b) 5 years c) 7 years d) 9 years
- 2) TRUE or FALSE: Current Legislation regarding Physical Therapy allows the patient to select ANY physical therapy clinic of their choice?
- 3) The most successful form of advertising in a Physical Therapy office is:
a) radio b) television c) print ad d) word of mouth

(Hubby) You always carry my photo in your handbag to the PT clinic. Why?
 (Wife) When there is a problem, no matter how impossible, I look at your picture and the problem disappears.
 (Hubby) You see, how miraculous and powerful I am for you?
 (Wife) Yes I see your picture and say to myself, "What other problem can be greater than this one!"

Answers:
 1. (c) On average to earn one's doctorate of PT, a person must attend 7 years of college with courses including Anatomy, Kinesiology, Pharmacology, Differential Diagnosis and Radiography.
 2. TRUE, currently once a doctor writes a prescription for Physical Therapy, the patient can choose wherever they want to go for their therapy. Desoto Memorial Hospital is conveniently located in Arcadia with highly trained Physical, Occupational and Speech Therapists to take care of all of your rehabilitation needs. Make us your choice.
 3. (d) We currently receive 90% of our patients from other patients and doctors' suggestions if you have a great experience with us, please tell your friends, family, and doctor.