



Accredited
Business
CASE STUDY

Ace Physio and Performance



“Trust for me is probably one of the biggest things when it comes to working with a patient, simply because if they don't trust me, they're not going to trust me working on them.”

Dr. Adrian Cantu

Physical Therapist, Ace Physio and Performance



WEBSITE

WWW.ACEPHYSIOPERFORMANCE.COM

BUSINESS PROFILE

ACE Physio & Performance, PLLC

BBB ACCREDITATION DATE

April 24, 2020

BUSINESS OWNERS

Dr. Adrian Cantu

VIDEO

[Better Business Stories: ACE Physio and Performance, PLLC \(youtube.com\)](https://www.youtube.com/watch?v=...)

About Ace Physio and Performance

[Ace Physio and Performance](#) is a physical therapy practice founded and led by Dr. Adrian Cantu, a dedicated physical therapist with a passion for helping individuals regain their active lives without resorting to pain medication, injections, or surgery. Dr. Cantu's approach to healthcare is rooted in a holistic philosophy, focusing on the overall well-being of his patients.

BBB Accredited since 2020, Dr. Cantu opened his business in Cleburne, Texas four years ago with the mission of saving Texans time and money through preventative care.



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Business Challenge

In the field of physical therapy, trust is paramount. Patients come seeking relief from pain and guidance towards a healthier, more active lifestyle. Dr. Cantu understands the challenges associated with building and maintaining this trust. Patients require privacy and expect honesty when it comes to their condition and treatment options.

A Commitment to Higher Standards

What sets Ace Physio and Performance apart from other physical therapy practices is its commitment to higher standards. Dr. Cantu's dedication to excellence led him to seek BBB Accreditation. His decision was strongly influenced by his upbringing, where his mother always emphasized the importance of checking if a company was BBB Accredited. Dr. Cantu recognized that this Accreditation symbolizes trust and professionalism.



“When it comes to customer service, my philosophy is being honest with my patients. I’d rather let them know what my thoughts are on a specific question versus having something stuck in their mind and not having the answer.”

—Dr. Adrian Cantu



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Impact of BBB Accreditation

Dr. Cantu has embraced BBB Accreditation and its associated services to enhance the reputation of Ace Physio and Performance. The BBB Accreditation Seal prominently displayed on his website acts as a visual testament to the practice's commitment to excellence. Dr. Cantu says it distinguishes his business from others, assuring potential clients that they are dealing with a reputable and trustworthy healthcare provider.

The extra steps and rigorous standards required for BBB Accreditation have not gone unnoticed. Dr. Cantu believes that this effort, beyond what is necessary for other online platforms, adds to the credibility and trustworthiness of his practice. It demonstrates to his patients that he is willing to go the extra mile to ensure their well-being.

“BBB Accreditation sets you apart from other companies. It’s something you want to have in your back pocket. My Accreditation shows that I’ve taken that extra effort.”





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Final Results

The impact of BBB Accreditation on Ace Physio and Performance has been significant. Dr. Cantu recognizes that potential patients often discover his practice through word of mouth. He says BBB Accreditation has amplified his brand awareness, attracting patients who value trust and credibility in their healthcare providers. Additionally, positive BBB reviews have played a crucial role in building patient trust. Dr. Cantu explains that patients who have read his reviews have expressed their confidence in his services, knowing that they are making an informed choice when they seek his care.



“I’d say one of the biggest things, is if you’re not a member of BBB, definitely consider it. It’s only going to help your business and the community.”

Learn how BBB Accreditation can help
differentiate your business.

[BBB.org/Get-Accredited](https://www.bbb.org/Get-Accredited)