

## CASE STUDY: PROTEAM TACTICAL PERFORMANCE

### THE PROBLEM:

Sorgi Sports was providing rehabilitation equipment to individuals across all industries, but they noticed a glaring absence of resources when it came to first responders. In this industry, individuals are highly susceptible to injury, but the assets available left many people with their careers cut short and rehabilitation journeys stunted. Sorgi Sports sought out to create a solution that would bring rehabilitation services to an industry that was severely lacking.



### THE SOLUTION:

Collective Alternative provided invaluable guidance to the owners of Sorgi Sports, enabling them to successfully develop and implement their new company, ProTeam Tactical Performance. By tapping into a niche that had previously been ignored, ProTeam Tactical Performance would unlock new opportunities for first responders and provide an invaluable service to this industry.

With the help of Collective Alternative, ProTeam Tactical Performance expanded their expertise to aid first responders directly. Through extensive branding efforts and relentless digital outreach methods, they successfully launched and have been growing since inception. With a more holistic approach and CA's marketing expertise to support them, ProTeam Tactical Performance has been able to provide a better solution of rehabilitative care and services to first responders nationally.

### THE RESULTS: PROTEAM TACTICAL DECREASED MEDICAL COSTS BY 64% IN ONE YEAR

They saved  
**\$1.5 million**  
in backfill costs

ProTeam Tactical  
Performance initiatives  
reduced average time off  
**by 44%**

Their programs reduced  
the number of surgeries  
needed by  
**over 60%**

After successfully implementing innovative digital marketing strategies for their new division, ProTeam Tactical Performance courageously ventured into unexplored realms and flourished amidst unpredictable circumstances. Consequently, they are now seeking to expand their influence, securing a greater portion of the first responder and emergency service market.

**ARE YOU READY TO BE TAKEN PERSONALLY?**



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today.