PRO SPORTS MEDICINE

PERFORMANCE • RECOVERY • OPTIMIZATION

HEALTHCARE · CLINIC

PRO Sports Medicine

Sports medicine, regenerative care and health optimization clinic in Tempe, Arizona — the clinical home base of the PRO brands.

Live

Investor & partner overview · 2026



OVERVIEW

At a glance

PRO Sports Medicine (formerly Arizona Sports Medicine) is an education-first sports medicine clinic in Tempe, Arizona. It brings injury care, diagnostic ultrasound, regenerative medicine, rehabilitation and health optimization under one roof, so patients get a coordinated plan instead of bouncing between providers. Its mission: Understand more. Treat smarter. Perform better.

2022
Founded as Arizona Sports Medicine

12+
Clinical service lines

Tempe, AZ
Single clinic location

5★
Patient review themes: avoided surgery, clear explanations

PROBLEM

The problem

- Active patients with tendon, joint and overuse injuries are often pushed toward surgery or passed between specialists.
- Regenerative, peptide and hormone options are hard to find with real clinical oversight and evidence-based guidance.
- Most clinics stop once the injury improves; few address body composition, metabolic health and long-term performance.

SOLUTION

Our solution

- One coordinated clinic: diagnose, treat, rehabilitate and optimize in a single care plan.
- In-office diagnostic and image-guided musculoskeletal ultrasound for faster, more precise decisions.
- Non-surgical and minimally invasive options (PRP, PRP with A2M, TENEX, needle tenotomy, shockwave).
- Structured long-term programs (PRO Foundations) with connected devices and 30/60/90-day reviews.

PRODUCT

Products & services

- Sports medicine & injury care
- Musculoskeletal ultrasound (diagnostic & guided)
- Regenerative medicine: PRP, PRP + A2M, plasma-based procedures
- TENEX & needle tenotomy
- Shockwave / EPAT
- Physical therapy & rehabilitation
- Peptide medicine & free peptide consultations
- Hormone health
- Weight & metabolic health (PRO Foundations)
- PRO Lab Panels
- IV vitamin therapy
- Ketamine services (screened indications)

HIGHLIGHTS

Signature offerings



Shockwave / EPAT

Noninvasive acoustic-wave treatment for chronic tendon and soft-tissue pain, paired with rehab.



Performance & optimization

Body composition, metabolic health, recovery and long-term performance.



Longevity & healthy aging

Education-driven programs grounded in lab assessment and lifestyle.

HOW IT WORKS

The PRO approach

01

Understand

History, symptoms, prior care and functional goals.

02

Diagnose

Exam, musculoskeletal ultrasound and imaging when appropriate.

03

Treat

Individualized plan based on diagnosis, evidence, preferences and risk.

04

Optimize

Restore function and address long-term health and performance.

MARKET

Who it serves

Athletes, weekend warriors and active adults in the Phoenix metro area with injuries, chronic tendon or joint pain, or performance and healthy-aging goals — athletes and non-athletes alike.

MARKET SIZE

5.23M

Phoenix-Mesa-Chandler metro residents, July 1, 2025. Source: U.S. Census Bureau, Vintage 2025 population estimates.

BUSINESS MODEL

How it makes money

- Insurance-billed medical visits and procedures.
- Cash-pay procedures and programs (regenerative, shockwave, IV, peptides, labs).
- PRO Foundations membership: $29/month or $299/year; connected Hume device kit $750.
- Physical therapy.
- Cross-sell to PROpeptides and PRO Therapeutics.

TRACTION

Where we are today

- Operating clinic in Tempe since 2022 (Arizona Sports Medicine, now PRO Sports Medicine).
- Accepts a range of insurance plans plus cash-pay programs; many patients can book without a referral.
- Online booking through DrChrono; patient records via OnPatient; Wallet-pass appointment reminders via Reminder Pass (live Nov 2026).
- Five-star patient reviews highlighting avoided surgery, thorough evaluations and personalized plans.

COMPETITION

Why we win

- Orthopedic surgery groups — PRO offers non-surgical first options.
- Physical-therapy-only clinics — PRO adds diagnosis, imaging and procedures.
- Med spas and wellness clinics — PRO adds sports-medicine credentials and clinical oversight.

GO-TO-MARKET

How we grow

- Education-first content: Learning Center, peptide, longevity and weight-loss guides, student resources.
- Free peptide consultations that convert to patients.
- Athlete relationships (professional paintball and local athletes) and provider-training network across Phoenix.
- PRO Insider email list and cross-referral with PROpeptides.

FOUNDER

Who is building it

Phil Veatch, MS

FOUNDER, CEO & MANAGING MEMBER, PRO VENTURES

Healthcare entrepreneur building a portfolio of clinical, consumer-health and software companies, including PRO Sports Medicine, PROpeptides, PRO Therapeutics and Reminder Pass.

2015 M.S., A.T. Still University

2020 Founded Optimize You

2022 Launched Arizona Sports Medicine

Now PRO Sports Medicine brand; Reminder Pass appointment passes live (Nov 2026)

- Founded Optimize You (2020) and Arizona Sports Medicine (2022), now PRO Sports Medicine in Tempe
- Launched PROpeptides and the PRO Therapeutics supplement line, and built Reminder Pass, a Wallet-pass SaaS now live in production
- Led the medical side at BackFit Health + Spine; his redesigned therapy protocols were adopted across BackFit clinics
- Trains Phoenix-area providers in musculoskeletal ultrasound, PRP, A2M and ketamine-assisted physical therapy
- Primary medical provider for the Seattle Uprising professional paintball team
- Physician assistant by training: M.S., A.T. Still University (2015); B.S. Exercise Science, Eastern Washington University; post-graduate orthopedic and spine training at The CORE Institute

THE ASK

Partner with us

Seeking partners to add providers and service capacity, expand cash-pay programs, and evaluate additional locations.

USE OF FUNDS

- Additional providers and front-desk capacity
- Equipment and expanded regenerative services
- Marketing for cash-pay programs

CONTACT

Let's talk.

PRO Ventures LLC · Tempe, Arizona

Reach us through the contact form at the PRO Ventures site.

Visit website ↗ prosportsmed.com

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