

Long Island Healthcare Entrepreneur to Open New York's First fit20 Studio in Miller Place

Founder of 23-location physical therapy practice adds international strength-training franchise to portfolio, with first New York studio planned for fall 2026

MILLER PLACE, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [fit20 USA](#) announced today that Long Island physical therapist and healthcare entrepreneur Giovanni "Gio" Dinsay, PT, has signed a [franchise](#)

agreement and secured a lease to open fit20 Miller Place at 691 Route 25A, Miller Place, NY 11764, with an anticipated opening in the fall of 2026.



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The approximately 800-square-foot studio will introduce fit20's highly personalized approach to strength training to New York for the first time, while also providing a real-world example of a strategy fit20 USA believes could help drive the brand's continued national expansion: experienced healthcare and wellness operators adding fit20 as a complementary business within their existing portfolios. Dinsay has owned Within Normal Limits Physical Therapy since 2009, growing the organization to 23 locations. His Miller Place physical therapy practice is

located at 691 NY-25A, Store 15, placing his established healthcare operation and new fit20 business in the same Miller Place plaza.

For fit20 USA, that combination makes the company's first New York franchise particularly significant. "Gio is exactly the kind of franchise partner we want to grow with," said Dr. Ben Litalien, CEO of fit20 USA. "He has spent years building a successful healthcare organization, developing relationships in his communities and understanding firsthand how important strength is to long-term function. Now he is adding fit20 as a separate recurring revenue business that complements that expertise. Opening our first New York studio with an operator of Gio's caliber is exciting for Miller Place, but it also demonstrates the kind of opportunity we

believe exists for healthcare and wellness entrepreneurs across the country.”

From Rehabilitation to Lifelong Strength: Dinsay’s background creates a natural connection between two distinct stages of health and wellness. Physical therapy can help patients recover function following injury, surgery and other physical limitations. But completing physical therapy does not eliminate the lifelong need to build and maintain strength. fit20 is designed to address that broader, ongoing need. Members train by appointment with a certified fit20 trainer using a highly personalized progressive resistance method built around slow, controlled movement and sufficient recovery. The signature fit20 approach requires one focused 20-minute strength-training session per week, making it particularly accessible to people who recognize the importance of strength training but may not want, enjoy or have time for a traditional gym experience.

“As a physical therapist, I have spent my career helping people recover, regain function and return to the activities that matter to them,” said Giovanni Dinsay, PT, owner of fit20 Miller Place. “What attracted me to fit20 was the opportunity to address another part of that journey. Strength needs to be maintained for life. fit20 gives me the opportunity to bring a highly personalized strength-training model to the Miller Place community while adding a new and complementary business to the organization I have been building since 2009.”

The Miller Place studio will serve adults throughout the surrounding North Shore and Brookhaven communities, including people seeking to become stronger, maintain their independence, support healthy aging and make strength training achievable within busy lives.

An 800-Square-Foot Model With a Larger Growth Strategy:



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Gio Dinsay, PT

The Miller Place project also demonstrates one of the characteristics fit20 USA believes makes the concept particularly attractive to existing business and healthcare operators: its compact physical footprint. The planned fit20 Miller Place studio occupies approximately 800 square feet, illustrating how the concept can potentially fit within existing healthcare, wellness, mixed-use and retail environments without requiring the large real-estate footprint traditionally associated with fitness facilities.

The healthcare-to-fit20 model is not entirely new to the U.S. system. fit20's Traverse City, Michigan studio is also owned by a physical therapist, providing an established example of a healthcare professional operating fit20 as a distinct strength-training business. "Healthcare professionals understand better than almost anyone what the loss of strength can mean for mobility, function and independence," said Dr. Ben Litalien, CFE, Owner and CEO of fit20 USA. "At the same time, many healthcare business owners are looking for opportunities to diversify

beyond models that depend primarily on treatment volume and insurance reimbursement. fit20 creates a distinct business opportunity centered on long-term strength and recurring membership relationships. Gio saw how naturally that could complement what he had already built, and we believe other sophisticated healthcare and wellness operators will see it too."

fit20 USA is actively seeking qualified single-unit franchise partners, including physical therapists, healthcare and wellness professionals, entrepreneurs and experienced business operators. "We are looking for more Gios," Litalien said. "Not every fit20 owner needs a healthcare background, but Gio demonstrates what can happen when an experienced operator recognizes that strength isn't simply a fitness category. It affects how people age, work, recover, remain independent and participate in their lives. There is an enormous population that needs to get stronger but doesn't



Gio Dinsay, PT during his fit20 workout



fit20 USA Training Studio

necessarily see itself as the traditional gym consumer. That's the opportunity we're building around."

Coming to Miller Place Fall 2026:

fit20 Miller Place is expected to open in the fall of 2026 at 691 Route 25A, Miller Place, NY 11764. The studio will begin building its Founding Member community ahead of opening, with additional announcements regarding pre-opening opportunities, introductory sessions and the official grand opening forthcoming. Residents interested in becoming among the first to experience fit20 in New York can join the [fit20 Miller Place Founding Insider list](#).

About fit20 USA:

Headquartered in Fredericksburg, Virginia, Franchise Well Fitness is the Master Franchisee for fit20 Group BV, a Dutch fitness franchise company headquartered in Hattem, Netherlands (www.fit20.com). fit20 is an international personalized strength-training concept built around highly focused, progressive resistance training and sufficient recovery. Members train under the guidance of certified fit20 trainers in a private, appointment-based studio environment. The fit20 method is designed to make effective strength training accessible to people who want to become stronger and support long-term function, independence and quality of life without adopting a traditional gym lifestyle. fit20 USA (fit20us.com) is expanding through franchising and is seeking qualified single-unit and multi-unit operators in select markets across the United States. To learn more about opening a fit20 franchise, visit fit20usfranchise.com.

Rebecca Church

fit20 USA

+1 540.930.9939

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