The Essential Elements of a Successful Practice in the New Era of Health Care
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Clinic Contaminant #1: Passive Evidence-Based Practice

Those who passively adhere to evidence-based practice:

• Stay up-to-date on the latest research in their areas of practice.
• Regularly attend continuing education and training courses.
• Learn about new, well-researched approaches to evaluation and treatment.
Essential Element #1: Active Evidence-Based Practice

Those who actively adhere to evidence-based practice:

• Stay up-to-date on the latest research in their areas of practice.
• Regularly attend continuing education and training courses.
• Learn about new, well-researched approaches to evaluation and treatment.
• Adopt those approaches—and track and analyze the results.
• Adjust treatment protocols accordingly.
Clinic Contaminant #2: Focus on Quantity

The traditional fee-for-service payment structure financially rewards providers who:

- perform the most expensive modalities (i.e., the services whose associated CPT codes are worth the largest dollar amount), and
- bill for the largest possible quantity of units.
Essential Element #2: Focus on Quality

To prepare for success in a value-driven payment environment, you must—at the very least—start thinking about how you will:

1. ensure you and your staff are delivering valuable care, and
2. prove that value to your payers and the rest of the healthcare community.
Clinic Contaminant #3: Referral-Driven Businesses

When PTs rely solely on physician referrals to drive new business, they:

• Undermine their position as doctorate-level providers and care coordinators.
• Render themselves inaccessible to the growing market of healthcare consumers.
• Reinforce the flawed perception that physical therapists are adjunct providers only.
Essential Element #3: Consumer-Driven Businesses

To capitalize on the growing market of patient-consumers, PTs must:

• Create search-optimized websites for their clinics.
• Take full advantage of the level of freedom allowed by their state direct access laws.
• Add cash-pay services (including wellness services) when it makes sense to do so.
Clinic Contaminant #4: Competition Among Colleagues

When PTs view other providers and therapists solely as competitors, they:

• Isolate themselves from the rest of the healthcare ecosystem.
• Lose out on opportunities to build referral relationships.
• Put patients at risk of achieving sub-optimal outcomes.
Essential Element #4: Cooperation Among Colleagues

Therapists who embrace a team-oriented, patient-centered philosophy of care:

• Demonstrate a strong sense of confidence as the neuromuscular experts.
• Use “what’s best for the patient” as their decision-making North Star.
• Don’t hesitate to pass the ball (i.e., refer a patient to another provider) when appropriate.
Clinic Contaminant #5: Passenger-Seat State of Mind

Historically, PTs have left it up to the healthcare powers that be to define:

• who they are,
• how they can practice, and
• how they are valued.

Thus, compared to their colleagues in other disciplines, PTs are at a disadvantage in terms of:

• reimbursement rates,
• respect and autonomy, and
• regulatory restrictions.
Essential Element #5: Advocacy Activation

PTs can have a hand at piloting the policies that are shaping the future of health care by:

- Getting involved with advocacy organizations.
- Connecting with influencers.
- Contacting government leaders.
- Standing up for our worth.
Thank you for attending.