

**WebPT<sup>®</sup>**

Press Kit

**Media Contact:**

Email: [pr@webpt.com](mailto:pr@webpt.com)

Phone: 866-221-1870, ext. 346

# Our Story

In 2006, Heidi Jannenga, a leading sports physical therapist and clinic director, was looking for ways to improve her clinic's bottom line. After identifying dictation as well as paper documentation management as two of her practice's biggest costs, she started looking for a less expensive documentation solution and enlisted the help of then-boyfriend Brad Jannenga, a seasoned technologist who had experience in software development. Heidi knew she needed something that not only would fit her workflow as a PT, but also would be affordable, easy to use, and a cinch to implement in her clinic. The more Brad and Heidi shopped around, though, the more discouraged they became. That was when they decided to partner and develop her clinic's dream solution. Brad started going to work with Heidi to get an idea of her workflow and documentation needs. In the evenings, the two would regroup and brainstorm on how the software should work. Then, Brad would get to coding and Heidi would get to testing. And piece by piece, WebPT—a web-based physical therapy EMR—was born.

Heidi and Brad officially launched the software in 2008 (and got married). Within three years, their cloud-based idea grew into the leading physical therapy software on the market. Today, as president and co-founder, Heidi leads WebPT's product vision, branding efforts, and company culture, while advocating for the physical therapy profession on a national scale. Since its launch, WebPT has evolved from a startup into one of the nation's fastest-growing privately held companies, providing more than 300 local jobs in Phoenix, while helping more than 65,000 Members achieve greatness in therapy practice.

In addition to offering defensible, compliant, and intuitive documentation, WebPT provides physical therapists, occupational therapists, and speech-language pathologists with intelligent business reporting, interactive and organized scheduling, integrated billing, and one-stop shopping (and saving) with the WebPT Marketplace. And it's all web-based, which means therapists can document, schedule, and bill anywhere, anytime.

Never satisfied with the status quo, we here at WebPT continue to innovate, performing weekly software updates to ensure our Members always get the very latest in technological advancements and compliance solutions. And our Members have a seat at the WebPT development table, so to speak. Within the application, they can submit suggestions and vote on the priority of system updates as well as new features and products. In fact, some of the most meaningful application improvements have come directly from Member suggestions.

Headquartered in the historic Warehouse District in downtown Phoenix, WebPT has been listed on Inc. Magazine's list of the nation's 5000 fastest-growing companies four years in a row. We're also one of the fastest-growing software companies in Arizona and one of the fastest-growing EMRs in the country. Holding true to our startup roots, we value lean business principles, a casual work environment, and collaborative, team-oriented workspaces. Office culture reflects our mission to innovate: we work smart, play hard, and always put our Members first—and that's demonstrated by our 99.99% uptime rate and 99% customer retention rate. We also love dogs, food trucks, flip-flops, and Nerf guns.

# Fact Sheet

With 30% market share, WebPT is the leading rehab therapy platform for enhancing patient care and fueling business growth. Offering scheduling, documentation, billing, outcomes tracking, business reporting, and system integrations, WebPT's robust solution is ideal for every outpatient setting—regardless of staff size, facility type, or number of specialties. WebPT has a 99% retention rate and a 99.99% uptime rate, making it the most trusted and reliable platform in the industry. Launched in 2008 and headquartered in Phoenix, Arizona, the company has ranked on the Inc. 5000 list of America's fastest-growing companies four years in a row.

**Launched:** 2008

**Management Team:**

Nancy Ham, CEO  
Heidi Jannenga, President and Co-Founder  
Brad Jannenga, Co-Founder  
Darian Hong, CFO  
Robert Rust, CTO

**Number of Employees:** 300+

**Business Category:** Software

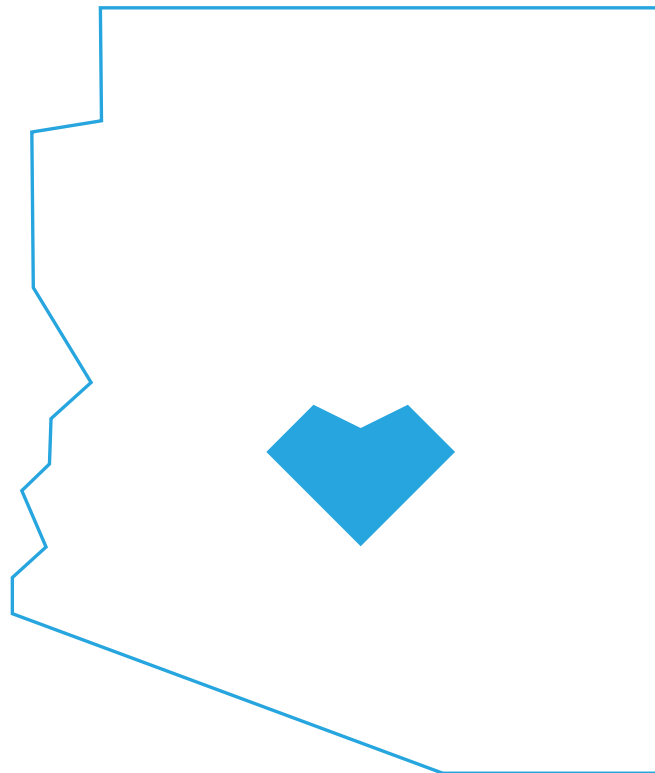
**Industry:** Healthcare Technology

**Headquarters:**

625 S. 5th St. Building A  
Phoenix, AZ 85004

**Media Contact:**

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Phone: 866-221-1870, ext. 346





**Nancy Ham**  
CEO

Nancy Ham joined WebPT as CEO and a board member in 2016, bringing with her a wealth of experience in successfully establishing, developing, growing, and operating private and public healthcare information technology companies. As CEO, she focuses on developing innovative strategies to help guide the company through its next phase of growth.

Prior to joining WebPT, Nancy served as CEO of Healthagen Population Health Solutions, an Aetna company. There, she oversaw several tech businesses, including Medicity, the market leader in clinical data exchange and interoperability. Before that, Nancy was president, CEO, and a director of MedVentive (later acquired by McKesson), a provider of performance analytics that enabled ACOs and payers to manage cost, efficiency, and quality. Her experience also includes executive roles at Sentillion, ProxyMed, Healtheon/WebMD, and ActaMed Corporation. She also spent five years in leveraged finance at GE Capital.

Named by HealthData Management as one of Health IT's 25 Most Powerful Women Thought Leaders in 2016, Nancy holds a bachelor's degree in economics from Duke University and a master's in International Business Studies (MIBS) from the University of South Carolina. In her free time, she enjoys traveling the world, mountain biking, and being outdoors—no matter the season.

 [linkedin.com/in/nancyham](https://www.linkedin.com/in/nancyham)



**Heidi Jannenga** PT, DPT, ATC/L  
President and Co-Founder

As president and co-founder, Heidi leads WebPT's product vision, company culture, and branding efforts, while advocating for the physical therapy profession on a national scale. She co-founded WebPT after recognizing the need for a more sophisticated industry-specific EMR platform and has since guided the company through exponential growth, while garnering national recognition. Heidi brings with her more than 15 years of experience as a physical therapist and multi-clinic site director as well as a passion for healthcare innovation, entrepreneurship, and leadership.

An active member of the sports and private practice sections of the APTA, Heidi advocates for independent rehab therapy businesses, speaks as a subject-matter expert at industry conferences and events, and participates in local and national technology, entrepreneurship, and women-in-leadership seminars. In 2014, Heidi was appointed to the PT-PAC Board of Trustees. She also serves as a mentor to physical therapy students and local entrepreneurs and leverages her platform to promote the importance of diversity, company culture, and overall business acumen for private practice rehab therapy professionals.

Heidi was a collegiate basketball player at the University of California, Davis, and remains a lifelong fan of the Aggies. She graduated with a bachelor's degree in biological sciences and exercise physiology, went on to earn her master's degree in physical therapy at the Institute of Physical Therapy in St. Augustine, Florida, and obtained her doctorate of physical therapy through Evidence in Motion. When she's not enjoying time with her daughter Ava, Heidi is perfecting her Spanish, practicing yoga, or hiking one of her favorite Phoenix trails.

 [twitter.com/heidijannenga](https://twitter.com/heidijannenga)

 [linkedin.com/in/heidijannenga](https://www.linkedin.com/in/heidijannenga)



**Brad Jannenga**  
Co-Founder

Brad Jannenga is the co-founder of WebPT, the leading web-based EMR solution for the rehab therapy community. He was honored with Ernst & Young's 2013 Entrepreneur of the Year award and the Phoenix Business Journal's 2013 Tech Titan award. In 2012, Brad earned HealthData Management's EHR Game Changer Award and made Phoenix Business Journal's Top 40 Under 40 list.

While at the helm of WebPT, Brad led the company through several significant milestones, including back-to-back appearances on Inc. 500's list of the fastest-growing companies in America and a partnership with Silicon Valley-based venture capital firm, Battery Ventures.

Prior to WebPT, Brad held a series of key roles in several successful technology companies, both in Silicon Valley and in the Valley of the Sun. Committed to giving back to the community, Brad mentors local entrepreneurs, works with several nonprofit organizations, and serves on the boards of Seed Spot and ASU's W. P. Carey Entrepreneurship program.

Passionate about the revitalization of the historic Warehouse District, Brad is a proponent of adaptive reuse and historic preservation. He's dedicated to putting Phoenix on the technology innovation and startup map and is actively working to establish a collaborative entrepreneurship network and a vibrant downtown tech community. Brad is a proud dad, an aspiring triathlete, and a certified archery instructor.

 [twitter.com/bjannenga](https://twitter.com/bjannenga)

 [linkedin.com/in/bradjannenga](https://www.linkedin.com/in/bradjannenga)



**Darian Hong**  
CFO

Darian Hong joined WebPT as chief financial officer (CFO) in 2016. In this role, he is responsible for all financial and corporate planning matters and oversees the operational excellence, human resources, and facilities departments. He brings to the table a solid background in financial and operational management and a track record of success.

Prior to WebPT, Darian was the CFO of Velocify, a high-growth sales automation SaaS leader that quadrupled in both revenue and employee count during his tenure. He also was CFO of AT&T Interactive, an industry leader in local search products and services that boasts nearly \$1 billion in revenue and a position on the comScore Top 50 list of elite digital media properties. After beginning his career at AT&T, Inc. as a member of its flagship Leadership Development Program, Darian spent nearly 10 years with the company in various general management, network operations, and financial management roles. Previous to that, he held product line management and sales positions at Spirent Communications, Harris Corporation, and Eaton Corporation.

Darian holds an MBA from the University of Southern California and received a bachelor's degree in economics from the University of California, Irvine.

 [linkedin.com/in/darianhong](https://www.linkedin.com/in/darianhong)



**Robert Rust**  
CTO

Robert Rust joined the WebPT team as chief technology officer (CTO) in 2015. An experienced information systems leader, Robert has extensive software development experience with businesses ranging from startups to Fortune 500 companies. At WebPT, Robert is responsible for all technology aspects, including development, quality assurance, project and release management, and infrastructure.

Robert spent seven years as the director of software development at Global Healthcare Exchange and three years as the vice president of Engineering at Trueeffect in Colorado. His talents in management leadership, project management, and software development are second to none. Robert embraces a proactive change agent mindset as he implements lean development methodologies, builds highly effective teams, scales operations, and drives business value through software. Robert holds a bachelor's degree in management information systems from the University of Arizona.

 [linkedin.com/in/robert-rust-58a5371](https://www.linkedin.com/in/robert-rust-58a5371)



# Awards

WebPT has ranked on Inc. Magazine's list of the nation's 5000 fastest-growing companies four consecutive years in row. This honor places WebPT among an elite group of independent businesses.

Here are a few other awards we've been honored to receive along the way:

## WebPT

- Governor's Celebration of Innovation - Judges' Choice, AZ Tech Council, 2016
- Arizona Most Admired Companies' Leadership Excellence Award, AZ Big Media, 2016
- Impact Award, Greater Phoenix Chamber of Commerce, 2016
- Inc. 5000, 2016, 2015
- Arizona's Most Admired Companies, Best Companies AZ, 2016, 2015, 2014, 2013
- Best Places to Work, Phoenix Business Journal, 2016, 2015, 2013, 2012, 2011
- Inc. 500, 2014, 2013
- The Valley's Healthiest Employers, Phoenix Business Journal, 2015, 2014
- Top Companies to Work for in Arizona, Careerbuilder, 2014, 2013
- Most Innovative Company of the Year: Bronze, Best in Biz, 2013
- Most Innovative Tech Company of the Year, American Business Awards, 2012
- Fastest-Growing Companies: Silver, Best in Biz, 2012
- Spirit of Enterprise Award for Emerging Entrepreneurship, W. P. Carey School of Business, 2011
- Innovator of the Year, Arizona Governor's Celebration of Innovation, 2010

## Heidi Jannenga

- Top Tech Exec Awards – Tech Innovator Finalist, Phoenix Business Journal, 2016
- Most Admired Leaders, Phoenix Business Journal, 2015
- AzPTA Physical Therapist of the Year, 2015
- ATHENA Businesswomen of the Year Award Finalist, 2015
- 50 Most Influential Women in Business, AZ Big Media, 2014

## Brad Jannenga

- Ernst & Young's Entrepreneur of the Year, Mountain Desert Region, 2013
- Tech Titan, Phoenix Business Journal, 2013
- 40 Under 40, Phoenix Business Journal, 2012
- EHR Game Changer, Health Data Management, 2012

# WebPT Team Commitments

Our culture developed organically, and we attribute much of our success to the core values we created and work hard to nurture and preserve. Here, we're all about continually moving toward wellness and holding one another accountable for adhering to our eight team commitments:

**Service: Create Raving Fans**

We all have different roles to fill, but we're united behind a singular mission: empowering our Members to achieve greatness in therapy practice.

**Work Ethic: Be Rock Solid**

We definitely value hard work. More than that, though, we value smart work—work that is innovative, creative, and brilliant.

**Accountability: F Up; Own Up**

We're humans, not robots—which means mistakes are bound to happen. What will not happen is passing bucks, pointing fingers, or covering our you-know-whats.

**Community Outreach: Give Back**

We know how fortunate we are to be in the position to give back, and that's why we make it a point to pay it forward.

**Attitude: Possess True Grit**

Even when things don't go according to plan, we maintain the passion, determination, and can-do attitude necessary to right the ship and get things back on course.

**Resource Efficiency: Do Más With Menos**

WebPT started lean—with three employees in the back room of a coffee shop—and we never want to lose touch with our bootstrapped roots.

**Personality: Be Minty**

We're all about spirit, spunk, and collaboration—and of course, fresh breath never hurts. That kind of energy is contagious, and Members appreciate our service-with-a-smile approach.

**Health and Wellness: Live Better**

Rehab therapy is all about improving quality of life, and so are we. That's why we encourage our employees to make healthy choices for their minds, bodies, and souls.

# Media Inquiries

For media inquiries, quotes, high-resolution images, or additional information about the company, please contact:

Email: [pr@webpt.com](mailto:pr@webpt.com)

Phone: 866-221-1870, ext. 346

Find us online at **[webpt.com](http://webpt.com)**

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