Press Kit

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Our Story

In 2006, Heidi Jannenga was a leading sports physical therapist and director of a multi-site clinic in Tempe, where her responsibilities included P&L and bottom-line goals. As she began searching for ways to improve her clinic’s bottom line, she identified dictation and transcription as two of her practice’s biggest costs and set out to find a more cost-effective solution. As it turned out, there wasn’t anything PT-specific or web-based that fit her needs. So, she enlisted the help of a seasoned technologist to build her dream solution.

After completing market research, Heidi and her co-founder realized that 80% of physical therapists were in the same position she was in—still using pen and paper for documentation. That’s when they knew they were hitting on a real, widespread need. It took approximately 10 months to develop a beta product, at which point Heidi started using the application in her clinic. She and her co-founder gathered feedback from the staff and worked to enhance the product accordingly. And piece by piece, WebPT—a web-based rehab therapy software—was born.

The software company officially launched in 2008, and within three years, it had grown into the leading rehab therapy software on the market—an industry position it still holds today. WebPT is also one of the fastest-growing software companies in Arizona and the fastest-growing EMR software company in the country. Today, the company serves more than 75,000 providers and 10,000 clinics.

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, outcomes tracking, analytics, a home exercise program, patient engagement tools, and external software integration capabilities. And it’s all cloud-based, so therapists can document, schedule, and bill anytime, anywhere.

Never satisfied with the status quo, the WebPT team continues to innovate, performing weekly software updates to ensure our Members always get the latest in technological advancements and compliance solutions. Our goal is to empower our Members to deliver high-quality, high-value care amid the ever-evolving healthcare environment. And our Members always have a seat at the WebPT development table. We make it a priority to actively seek out Member feedback and put that feedback into action. In fact, some of the most meaningful application improvements have come directly from Member suggestions.

Today, Heidi continues to serve WebPT as president and co-founder, leading the product vision, branding efforts, and company culture—all while advocating for the rehab therapy profession on a national scale. As a company, WebPT is committed to embodying the tenets of conscious capitalism—a philosophy rooted in treating everyone (Members, employees, board members, vendors, partners, and investors) as true stakeholders in the business.

Headquartered in the historic Warehouse District in downtown Phoenix, WebPT has appeared on Inc. Magazine’s list of the nation’s 5000 fastest-growing companies five years in a row, earning the company a spot on Inc.’s elite “Honor Roll.” 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 a 30% market share, WebPT is the leading rehab therapy platform for enhancing patient care and fueling business growth. From scheduling, documentation, and billing to outcomes tracking, business reporting, patient engagement, and software integrations, WebPT is the ideal solution for outpatient therapy organizations of all sizes and specialties. With a 99% retention rate and a 99.99% uptime rate, WebPT is the most-trusted and most-reliable solution 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 for five consecutive years and on Deloitte Technology’s Fast 500™ for one year.

Launched: 2008

Management Team:
Nancy Ham, CEO
Heidi Jannenga, President and Co-Founder
Darian Hong, CFO
Robert Rust, CTO
Rick Pharr, VP of Operations
Ted Stokes, VP of Billing Services
Shawn McKee, VP of Marketing
Adam Ross, VP of Sales
Brian Allery, VP of Employee Success and Administration
Russell Olsen, VP of Innovation and Product Management

Number of Employees: 300+

Business Category: Software

Industry: Healthcare Technology

Headquarters:
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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.

twitter.com/nancyjordanham  linkedin.com/in/nancyham
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.

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

[Heidi Jannenga’s contact information]

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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.
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 Trueffect 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]
Rick Pharr joined WebPT in 2017, bringing with him more than 20 years of software experience from several different industries. He’s worked with startups, PE-backed companies, and public corporations and has led teams of all sizes. In his role at WebPT, Rick leads all aspects of the company’s operational activities and oversees all customer service-related departments, including the support and training teams.

Prior to joining WebPT, Rick was the chief operating and customer officer of SmartVault, a high-growth document management and client portal SaaS organization that tripled in size during his tenure. There, he was responsible for all customer-facing departments, including sales, services, onboarding, and customer success. Prior to SmartVault, Rick was the VP of customer enablement and IT for SMT. There, he transformed the family-owned business into a fast-growing professional organization that sold for $500 million. Before that, Rick oversaw the enterprise security and compliance technical support teams for Symantec and led various R&D functions, global support, and IT groups for BindView Corporation.

Rick graduated with honors from the University of Phoenix as a double major in business management and information systems. A self-proclaimed “foodies,” Rick also enjoys listening to music, going to the gym, and spending time with his family.
Ted Stokes is the vice president of the WebPT Billing Service, which provides revenue cycle management (RCM) services to help Members manage the accounts receivable (AR) process. He leads a team of experienced billing success managers, collectors, and billers who combine their expertise to offer Members a full-service billing option.

Ted has more than 20 years of healthcare leadership experience in the physical therapy and durable medical equipment (DME) industries, including an extensive background in operations, revenue cycle management, project management, and business integration. Prior to joining WebPT, Ted held various leadership roles at Apria Healthcare, including vice president of billing center operations, area operations manager, region revenue manager, and branch manager.

Ted earned a bachelor’s degree in managerial economics from the University of California, Davis. In his free time, he enjoys golfing, cheering on the Diamondbacks, and hanging out with his daughter.

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Shawn McKee is the vice president of marketing at WebPT, where his responsibilities include positioning WebPT as an innovator and thought leader in the healthcare technology industry as well as driving company growth through demand generation, Member marketing, and advocacy initiatives. He leads a team of award-winning marketing and design experts to deliver a superior customer experience for both WebPT Members and prospects.

Prior to joining WebPT, Shawn built and grew marketing functions at several fast-growth software companies in the health and healthcare industries. He previously was the director of demand generation at CareCloud—one of the fastest-growing practice management software companies in the US—where he played a key role in driving triple-digit, year-over-year growth. He also held leadership roles at Cohealo, a medical equipment sharing platform for hospitals, and eDiets, a health and fitness subscription software.

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Adam Ross joined WebPT in 2017, bringing with him more than 20 years of experience working in the technology industry. Adam is known for his ability to align an organization to a vision and strategy; identify and execute the right go-to-market strategies; and lead the charge in generating growth.

In his role at WebPT, Adam oversees all sales activity, including cross-selling, upselling, and enterprise-level opportunities. He also manages the sales team, developing and mentoring top talent to creatively negotiate deals that’ll generate long-term profitability for the company.

Previously, Adam was the SVP of sales at ClearVoice, Inc., where he led all sales activities. He also was the SVP of sales and business development at Infusionsoft, Inc., where, over the course of his two-year tenure, he helped the company grow to more than $20 million in revenue. Adam was also the channel chief for NetSuite, Inc., where he and his team built the first global SaaS VAR channel, resulting in more than $18 million in revenue in under two years. As a national sales director for Sage Software, Adam oversaw the revenue production for the company’s $100 million CRM division. Lastly, Adam was one of the first 20 employees at SalesLogix, where—in the span of five years—he helped take the company from $0 to more than $108 million in revenue; achieve a successful IPO; and complete an acquisition.

When he’s not leading sales at WebPT, Adam enjoys spending time with his wife, Luanna, and their three children in Scottsdale, Arizona.

linkedin.com/in/acrossaz
Brian Allery joined WebPT in 2016, bringing with him more than 20 years of progressive and comprehensive experience in the areas of operations, shared services, finance and budgeting, information systems, human resources, benefits administration, and supply chain and facilities management.

An Organization Development Certified Professional (ODCP), Brian has held executive positions in several companies—most notably Rural/Metro Corporation, a public company where he served as senior vice president and chief administrative officer.

Brian graduated from Ashford University with a bachelor’s degree in organizational management. He’s also a certified fitness trainer and injury specialist and an avid gym rat. In his free time, Brian competes in endurance cycle events to raise money for such causes as MS research and diabetes and HIV prevention. He also volunteers at Arizona’s only dedicated Rottweiler rescue, Rotten Rottie Rescue.

linkedin.com/in/brianallery
Russell Olsen joined WebPT in 2017. In his role, he is responsible for category design, product management, user experience, and product discovery—as well as applying disruptive innovation approaches to accelerate growth while solving customer and market problems. Russell brings with him deep experience in both healthcare and growth companies; over the course of his career, he has delivered innovations impacting millions of lives.

Prior to WebPT, Russell was Vice President of Offering Management at Truven Health, an IBM Company. There, he led the integration of Watson and machine learning into the Truven payer portfolio. Prior to Truven, Russell inspired the creation of—and then launched—Watson Care Manager for IBM Watson Health across multiple markets. While at IBM, Russell also led many research initiatives and directed them to achieve commercial outcomes. Additionally, Russell led innovation and product management for Phytel, where he developed and orchestrated a product portfolio that resulted in the company’s growth and emergence as a market leader in provider-led population health as well as its ultimate acquisition by IBM Watson Health. Before that, Russell led MDdatacor to apply its NLP technology insight in support of PCMH and physician quality reporting. He began his career at Ernst & Young, supporting financial audits of Fortune 500 companies.

Russell graduated from Brigham Young University with a degree in electronics and information technology. He is passionate about disruption, behavior change, habit design, and integrated care models. He also has more than 10 years of experience as a youth basketball and soccer coach.
Awards

WebPT has ranked on Inc. Magazine’s list of the nation’s 5000 fastest-growing companies for five consecutive years. This honor places WebPT among an elite group of independent businesses collectively known as the “Inc. 5000 Honor Roll.”

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

WebPT

- Phoenix Business Journal ACE Award Winner and Innovator of the Year, 2017
- Inc. 5000, Honor Roll, 2017
- Inc. 500, 2014, 2013
- Golden Bridge Awards, Customer Service Department of the Year, 2017
- 100 Best Companies in Arizona Award, Best Companies AZ, 2017
- Better Business Bureau’s Torch Award for Ethics, 2017
- Deloitte’s Technology Fast 500, 2016
- 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
- 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: Bronze, 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
Awards

Nancy Ham
- Stevie Awards for Women in Business, Silver, Female Executive of the Year, 2017
- AZHiMSS, National HIT Week Celebration Recognition, Exemplary Leadership and Innovation in healthcare IT, 2017
- AZ Big Media, Most Influential Women in AZ Business, 2017
- Outstanding Leadership and Innovation in Health IT, HIMSS, 2017
- Most Influential Women in Arizona, AZ Big Media, 2017
- Health IT’s 25 Most Powerful Women Thought Leaders, Health Data Management, 2016

Heidi Jannenga
- Spirit of Enterprise, National Founder of the Year, 2017
- Ernst & Young, Entrepreneur of the Year Desert Mountain Region Finalist, 2017
- Phoenix Business Journal, Top Tech Exec Awards, Tech Titan Winner, 2017
- AZ Big Media, Healthcare Leadership Awards finalist, 2017
- Most Powerful Women in Healthcare IT, Health Data Management, 2017
- Outstanding Woman in Business, Phoenix Business Journal, 2017
- American Business “Stevie” Award – Bronze for Woman of the Year, 2016
- 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
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.

**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.

**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.

**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

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