

WebPT[®]

Press Kit

Our Story

In 2006, Heidi Jannenga, a leading sports physical therapist and multisite clinic director, was looking for ways to improve her practice's bottom line. After identifying dictation and paper documentation management as two of her business's biggest costs, she started looking for a less expensive solution to documentation. As it turned out, there wasn't anything PT-specific or web-based that fit her needs. So, she enlisted the help of seasoned technologist, Brad Jannenga, to build her dream solution.

After completing market research, Heidi concluded that 80% of physical therapists were in the same position she was in—still using pen and paper for documentation. That's when she knew she was 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 Brad 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. Within three years, the cloud-based idea grew into the leading physical therapy software on the market. Today, as co-founder and Chief Clinical Officer, Heidi advises on the company's strategic direction and product innovation, while advocating for the rehab therapy profession on an international scale. Since its launch, WebPT has evolved from a startup into one of the nation's fastest-growing privately held companies, employing more than 500 people, while helping more than 85,000 Members run better, more efficient practices and improve care delivery.

In addition to offering defensible, compliant, and intuitive documentation, WebPT provides physical therapists, occupational therapists, and speech-language pathologists with intelligent business and compliance reporting, interactive and organized scheduling, integrated billing software and revenue cycle management services, built-in patient outcomes tracking, patient-facing marketing and home exercise software, and one-stop shopping (and saving) with the WebPT Marketplace. And it's all web-based, which means therapists can securely manage their patients and practices anywhere, anytime.

Never satisfied with the status quo, the WebPT team continues to innovate, performing weekly software updates to ensure 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.

WebPT continues to drive the rehab therapy industry forward through education and research, including producing a comprehensive annual report highlighting the demographics, trends, challenges, and opportunities that are shaping the rehab therapy industry. The State of Rehab Therapy provides data and analysis capable of driving meaningful change throughout the entire industry.

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 seven consecutive years in a row—earning it a spot on the prestigious Inc. Honor Roll—and ranked on the Deloitte Technology Fast 500 list in 2016. We're also one of the fastest-growing software companies in Arizona and one of the fastest-growing EMRs in the country, with hub locations in California, Minnesota, Maine, Georgia, Virginia, Massachusetts, and Colorado.

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 99.9% uptime rate and 99% customer retention rate. We also love dogs, food trucks, flip-flops, and Nerf guns.

Fact Sheet

With a 40% 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 99.9% 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 seven consecutive years and on Deloitte Technology's Fast 500™ for one year.

Launched: 2008

Management Team:

Nancy Ham, CEO
Heidi Jannenga, Co-Founder and Chief Clinical Officer
Darian Hong, CFO
Robert Rust, CTO
John Wallace, Chief Business Development Officer of Revenue Cycle Management
Rick Pharr, VP of Operations
Ted Stokes, VP of Billing Services
Adam Ross, VP of Sales
Brian Allery, VP of Employee Success and Administration
Russell Olsen, VP of Innovation and Product Management
Shawn McKee, VP of Marketing
Ben Barron, VP of Business Development

Number of Employees: 500+

Business Category: Software

Industry: Healthcare Technology

Headquarters:

625 S. 5th St.
Phoenix, AZ 85004

Hubs:

Upland, CA
Boston, MA
Denver, CO
Oakdale, MN
McDonough, GA
Newport, VA
Saco, MN

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Nancy Ham

CEO

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Nancy joined WebPT 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. She has led WebPT through several major achievements, including a host of product innovation rollouts, two significant acquisitions resulting in the addition of two new product lines, the expansion of the WebPT team into new geographical locations, and an investment from Warburg Pincus—one of the top private equity firms in the world.

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. Prior to that, Nancy was president, CEO, and a director of MedVentive (later acquired by McKesson), a provider of performance analytics that enabled accountable care organizations (ACOs) and payers to manage cost, efficiency, and quality. Her experience also includes executive roles at Sentillion, ProxyMed, Healtheon/WebMD, and ActaMed Corporation as well as five years in leveraged finance at GE Capital.

Nancy is deeply engaged in promoting innovation in healthcare through her board of directors positions at Blue Cross Blue Shield of Arizona, Arizona Commerce Authority, and Power Wellness, a medical fitness company. Additionally, she serves on the advisory boards of two venture capital firms (HLM Venture Partners and LRVHealth) and participates in direct investing. She enjoys connecting with others in the industry as an active member in YPO Healthcare and finds mentoring rising talent—especially women focused on careers in healthcare IT—to be both rewarding and impactful.

Nancy has twice been named one of Health Data Management's 25 Most Powerful Women Thought Leaders in Health IT, and she was named a Woman of the Year by the American Business Awards. Companies led by her have been consistently recognized for excellence from groups such as Gartner (Cool Company, Magic Quadrant), Microsoft (HUG Award Winner), and KLAS (Category Leader and Most Improved Vendor).

Nancy holds a bachelor's degree in economics from Duke University and a master's degree 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.



Heidi Jannenga

PT, DPT, ATC

Co-Founder and Chief Clinical Officer



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As co-founder and Chief Clinical Officer, Heidi advises on the company's strategic direction and product innovation, while advocating for the rehab therapy profession on an international 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. She has previously served on the PT-PAC Board of Trustees and has been a mentor to physical therapy students and local entrepreneurs. She also leverages her platform to promote the importance of diversity, company culture, and overall business acumen for private practice rehab therapy professionals.

In 2015, Heidi was named the AzPTA's Physical Therapist of the Year, and in 2018, she received the APTA's Marilyn Moffat Leadership Award. She also was recognized as one of Health Data Management's Most Powerful Women in Healthcare IT and received a Lifetime Achievement Award from the American Business Awards. She also was honored as the Ed Denison Business Leader of the Year at the Arizona Technology Council's Governor's Celebration of Innovation.

Heidi is a proud member of the YPO Scottsdale Chapter. She serves on the boards of numerous organizations, including the Arizona Science Center, the Institute for Private Practice Physical Therapy, Conscious Capitalism AZ Chapter, Greater Phoenix Economic Council Healthcare Innovation, and the Arizona Community Foundation.

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.



Darian Hong

CFO

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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

CTO

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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.



John Wallace

PT, MS

**Chief Business Development Officer of
Revenue Cycle Management**

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John Wallace, PT, MS, has more than 35 years of experience in private practice orthopedics as well as acute hospital, acute rehab, home health care, skilled nursing, sub-acute care, and sports medicine. He currently serves as the Chief Business Development Officer of Revenue Cycle Management at WebPT. He has been invited to speak at numerous national healthcare events on the topics of payment policy, compliance, practice management, and rehabilitation economics and is a coding and payment policy consultant to several APTA components. He also serves as an alternate to the AMA RBRVS Update Committee. Additionally, John has held positions with the APTA Board of Directors, the Foundation for Physical Therapy, and the California PTA.



Rick Pharr

VP of Operations

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

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 "foodie," Rick also enjoys listening to music, going to the gym, and spending time with his family.



Ted Stokes

VP of Billing Service

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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.



Adam Ross

VP of Sales

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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.



Brian Allery

VP of Employee Success and Administration



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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.



Russell Olsen

VP of Innovation and Product Management

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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.



Shawn McKee

VP of Marketing

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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.



Ben Barron

PT

VP of Business Development



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Ben Barron, PT, joined WebPT in 2019, bringing with him extensive experience and a proven track record of success in business development. In his current role, he works closely with WebPT's CEO, Nancy Ham, and VP of Sales, Adam Ross, to further WebPT's strategic partnerships across the industry.

Born and raised in Jackson, Mississippi, Ben is a graduate of Boston University, where he earned a bachelor's degree in health studies and a master's degree in physical therapy. Over the course of his 15-plus years in the industry, he has spent time in the world of education, early intervention, and inpatient rehab—and he's spent the last decade in outpatient orthopedics.

Prior to joining WebPT, Ben was a Partner and Director of Business Development at ProEx Physical Therapy until 2017, when he and his partners completed the sale of their 18-clinic practice to Professional Physical Therapy. Following the sale, Ben served as the company's Director of Mergers and Acquisitions. During his time at ProEx, Ben was instrumental in creating Collectivity Billing, a nationwide outsourced revenue cycle management company. He served on the executive team of Collectivity for nearly four years.

When Ben isn't leveraging his knowledge of practice ownership and mergers and acquisitions to help WebPT's strategic partners achieve greatness in practice, you can find him gardening, traveling around New England to his watch his children's hockey and soccer games, or volunteering for Camp Dream Street, an organization that helps children with disabilities experience the joy of summer camp.

Awards

WebPT has ranked on Inc. Magazine's list of the nation's 5000 fastest-growing companies for seven consecutive years (since 2012). 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

- National Customer Service Association All-Star Awards: Team of the Year (100+ employees), 2019
- American Business Awards: Company of the Year, Silver, 2018
- American Business Awards: Customer Service Department of the Year, Bronze, 2018
- American Business Awards: Human Resources Department of the Year, Silver, 2018
- American Business Awards: Marketing Department of the Year, Silver, 2018
- BBB International Torch Awards, August 2018
- Demand Gen B2B Marketing Exchange, Killer Content Awards Finalist, 2018
- Entrepreneur Top 150 Company Cultures (Large Company), 2018
- Forbes Inner City 100, September 2018
- Golden Bridge Awards: Company Growth of the Year, Bronze, 2018
- 100 Best Companies in Arizona Award, Best Companies AZ, 2017
- American Business "Stevie" Awards: Silver for Branded Content and Bronze for Customer Service, 2017
- Arizona's Most Admired Companies, Best Companies AZ, 2017, 2016, 2015, 2014, 2013
- Better Business Bureau's Torch Award for Ethics, 2017
- Golden Bridge Awards, Customer Service Department of the Year, 2017
- Phoenix Business Journal ACE Award Winner and Innovator of the Year, 2017
- The Valley's Healthiest Employers, Phoenix Business Journal, 2017, 2015, 2014
- Arizona Most Admired Companies' Leadership Excellence Award, AZ Big Media, 2016
- Best Places to Work, Phoenix Business Journal, 2016, 2015, 2013, 2012, 2011
- Deloitte's Technology Fast 500, 2016
- Governor's Celebration of Innovation: Judges' Choice, AZ Tech Council, 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
- Fastest-Growing Companies: Bronze, Best in Biz, 2012
- Most Innovative Tech Company of the Year, American Business Awards, 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

- American Business Awards: Woman of the Year, Silver, 2018
- Health Data Management: Most Powerful Women in HIT, 2018
- Women Tech Council: Executive Excellence Award, 2018
- AZHiMSS, National HIT Week Celebration Recognition, Exemplary Leadership and Innovation in healthcare IT, 2017
- AZ Big Media, Most Influential Women in AZ Business, 2017
- Most Influential Women in Arizona, AZ Big Media, 2017
- Outstanding Leadership and Innovation in Health IT, HIMSS, 2017
- Stevie Awards for Women in Business, Silver, Female Executive of the Year, 2017
- Health IT's 25 Most Powerful Women Thought Leaders, Health Data Management, 2016

Heidi Jannenga

- UC Davis Outstanding Alumna, 2019
- American Business Awards: Lifetime Achievement Award, Silver, 2018
- Arizona Technology Council: Ed Denison Business Leader of the Year, 2018
- AZ Big Media, Healthcare Leadership Awards finalist, 2017
- Ernst & Young, Entrepreneur of the Year Desert Mountain Region Finalist, 2017
- Most Powerful Women in Healthcare IT, Health Data Management, 2017
- Outstanding Woman in Business, Phoenix Business Journal, 2017
- Phoenix Business Journal, Top Tech Exec Awards, Tech Titan Winner, 2017
- Spirit of Enterprise, National Founder of the Year, 2017
- American Business "Stevie" Award, Bronze for Woman of the Year, 2016
- Top Tech Exec Awards, Tech Innovator Finalist, Phoenix Business Journal, 2016
- ATHENA Businesswomen of the Year Award Finalist, 2015
- AzPTA Physical Therapist of the Year, 2015
- Most Admired Leaders, Phoenix Business Journal, 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.



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:

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