APTA Board of Directors | APTA Private Practice

Thurs., May 1, 2025
APTA Centennial Center
Paris Patla Conference Center

Introductions and Welcome

State of Your Profession

May 1, 2025

Kyle Covington, PT, PhD, President - APTA Board of Directors

Your Trusted Leader, Advocate, and Voice

Advancing Policy and Public Awareness	State Advocacy Wins Public Relations Impact
Advancing Knowledge	Perceptions of Physical Therapy by Primary Care Physicians Report New Model for Workforce Planning and Policy
Advancing Leadership	Long COVID Summit Women's Leadership Summit

2024 Wins

Advocacy (National)	Advocacy (State)	Science	Member Value
Medicare Win #1 Reduced Administrative Burden	**Historic Win** Elimination of Restricted Direct Access in All States	**150** ORCHA-Approved Digital Health Apps	**900+** Volunteer Opportunities
Medicare Win #2 Increased Patient Access to Physical Therapists Services	APTA Chapters Fuel **40+ State-Level Wins**	**290+** Clinical Practice Guidelines	Professional Liability Insurance Savings **Up to 29%**
300+ APTA Member Meetings on Capitol Hill	**50,000+** Advocacy Letters Sent	**2,000,000+** New Articles	**Up to $1,300 in Savings** on Top Brands

2024 State Chapter Legislative Wins

DIRECT ACCESS
- Alabama
- Mississippi
- South Carolina

DISABILITY PLACARDS
- Utah
- Wisconsin

IMAGING
- Arizona
- Louisiana
- Tennessee

FAIR CO-PAYS
- Michigan
- Pennsylvania

HEALTHCARE ADVOCACY
- Connecticut
- Illinois
- Louisiana
- Maine
- Michigan
- Tennessee
- Washington

SCOPE OF PRACTICE
- Arizona
- Colorado
- District of Columbia
- Idaho
- Montana

PRIOR AUTH/ADMIN BURDEN
- Mississippi
- Vermont
- Wyoming

Recent National Media Successes

- Associated Press: “Physical Therapy is Best Kept Secret in Health Care” – Dec. 28, 2024
  - 240 media placements, 847 million potential views
- Washington Post: “Early Physical Therapy Key for Concussion Recovery, Study Shows” – Jan. 6, 2025
- New York Times: “You Don’t Have to be Injured to Benefit from Physical Therapy – Dec. 7, 2024

Future Potential Among Current Challenges

Expanding our Roles and Scope

- Primary Care (State Wins / Specialization)
- Imaging and Disabilities

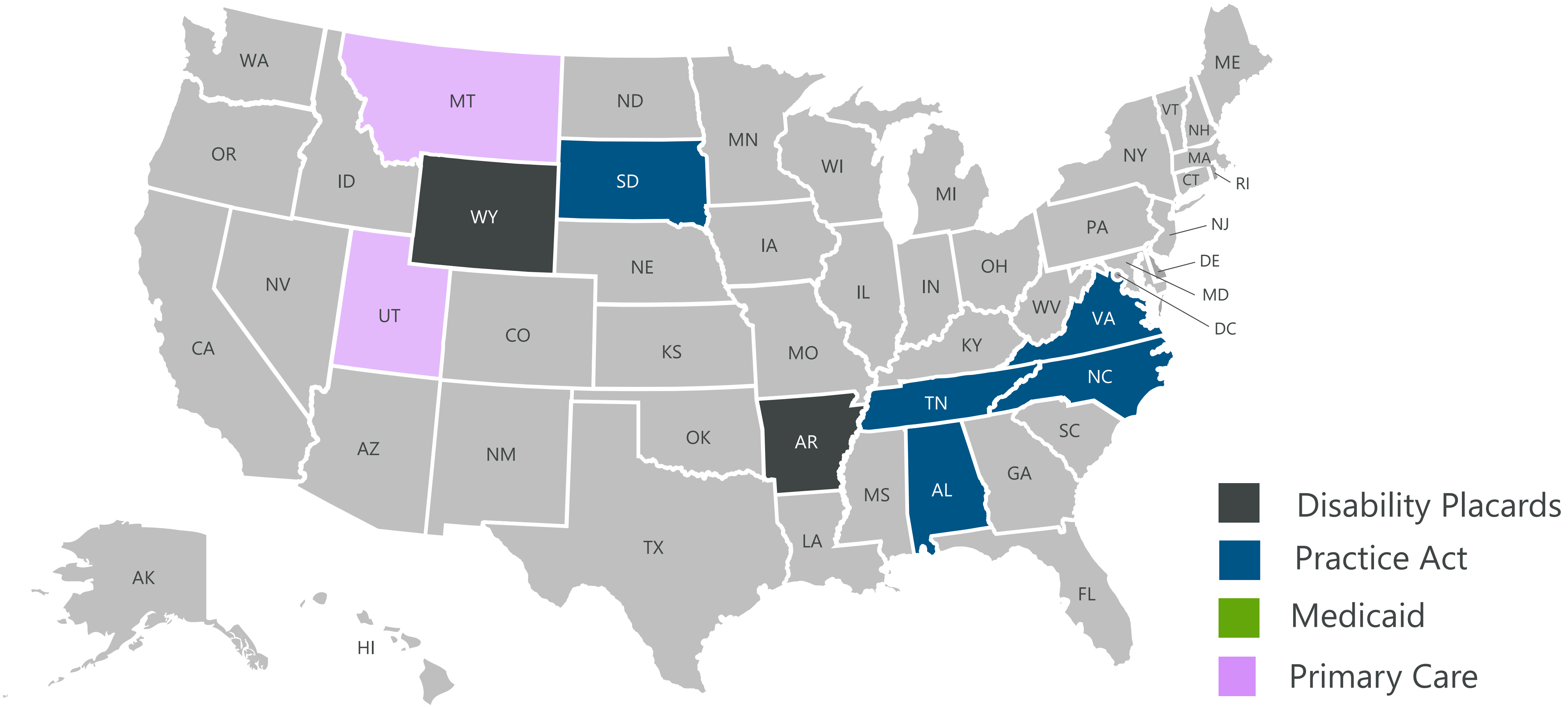
Extending our Reach

- Collaboration with PCPs
- Digital as Extension of Practice

Evolving our Practice

- MSK / Ortho Foundations but Emerging Practice Areas
- New Payment Trends and Models

2025 State Legislative Actions




APTA STATE WIN
APTA Utah
APTA Utah Advocacy Win:
PTs as Primary Care Providers
Have questions or want to learn more?
Contact us at advocacy@apta.org.


APTA STATE WIN
APTA Montana
APTA Montana Advocacy Win:
Workers' Compensation
Have questions or want to learn more?
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Progress on Priorities

51

Direct Access

All 50 states and the District of Columbia have direct access (Alabama and Mississippi moved from limited to provisional status in 2024

13

Imaging Authority

States that now allow physical therapists to ordering limited imaging services

39

Compact Authorization

States that have passed legislation to authorization participation in the PT interstate licensure compact

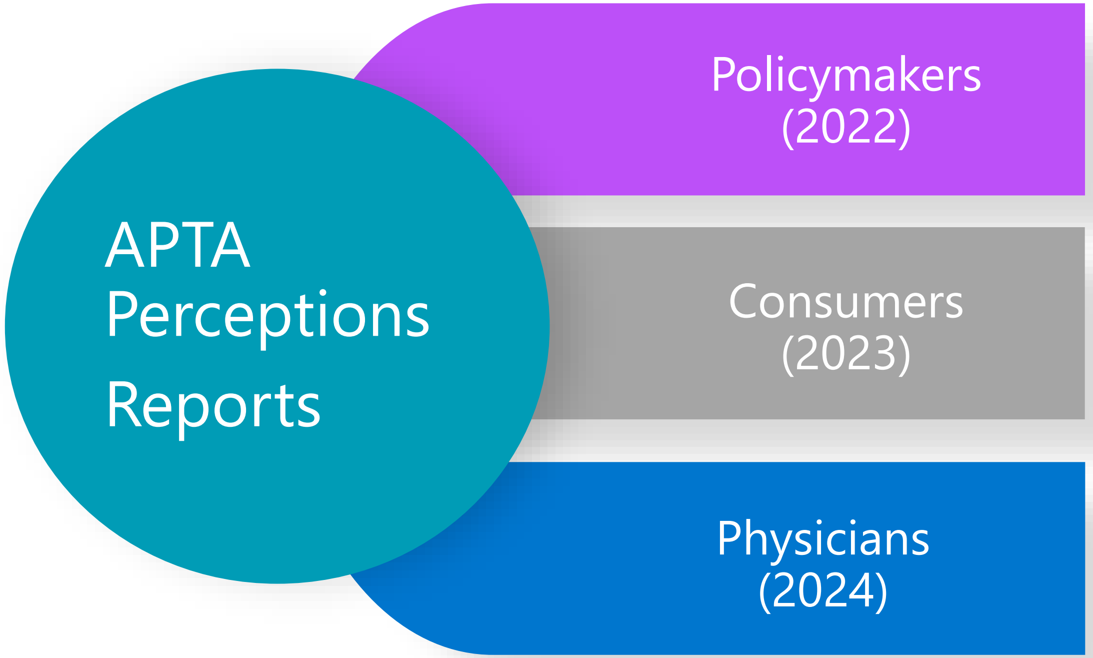
12

Disability Determinations

States that allow physical therapists to determine disability for driving placards or other authorities

*APTA also is investigating expanded prescription authority – building on work in UK and Australia

High-Level Findings From Primary Care Physician Research



Physician Perceptions of Physical Therapy

- 95% of PCPs view the profession very positively
- 92% of PCPs trust the care PTs provide
- 51% of PCPs are eager to refer more patients
  to physical therapy
- **96% of PCPs believe collaborating with PTs would benefit patient care**

Digital Health – Physical Therapy by Physical Therapists

- Digital Transparency Campaign - PT must be provided consistent with standards of practice and term and title protection (April 15, 2022)
  - Over 40 Companies Presently Signed On

- Digital Foundational Paper
  - The Digitally Enabled Physical Therapist: An APTA Foundational Paper

- Expanded Telehealth Access Act
  - H.R. 2168/S. 3193: Would add PTs and PTAs, occupational therapists, occupational therapy assistants, speech-language pathologists, and audiologists as permanent authorized providers of telehealth under Medicare beyond the PHE.

- Remote Therapeutic Monitoring Codes:
  - PTs can now bill five remote therapeutic monitoring (RTM) codes related to cost, set-up, and monitoring of devices that measure patient therapy adherence and therapy response.

- Evaluation of Virtual MSK Solutions by Peterson Health Technology Institute
  - Determined that PT guided solutions perform best

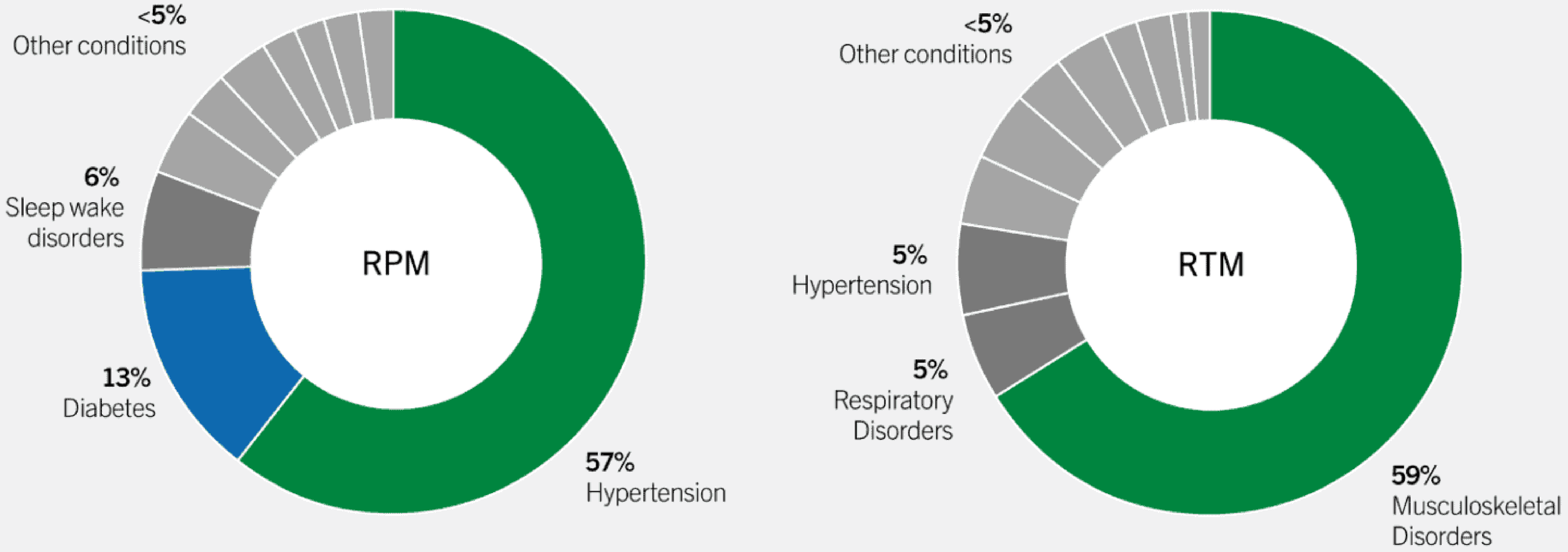
WORLD ECONOMIC FORUM

PHTI CATEGORY-LEVEL RATINGS FOR VIRTUAL MSK SOLUTIONS

● Positive ● Moderate ● Negative
● Higher Clinical Evidence Certainty ○ Lower Clinical Evidence Certainty

	Clinical Effectiveness	Economic Impact	Summary Rating[b]
App-Based Exercise Therapy[a] Dario, Kaia	**Results:** Improves pain but not function; not substitutable for in-person PT **Evidence Certainty:** Lower	N/A Pricing data not available	**Evidence supports broader adoption depending on price, particularly for patients with lower-acuity MSK conditions**
Physical Therapist–Guided Solutions[a] Hinge, Omada, RecoveryOne, Sword, Vori	**Results:** Improves both pain and function; comparable to in-person PT **Evidence Certainty:** Lower	Decreases net spending relative to in-person PT with savings from avoided care	**Evidence supports broader adoption**
RTM-Augmented PT Solutions[a] Limber	**Results:** May perform better than in-person PT alone **Evidence Certainty:** Lower	Increases net spending; savings from avoided care are less than added RTM billing	**Ongoing evidence generation needed; may justify broader adoption for patients with higher-acuity MSK conditions**

Hypertension, diabetes, and musculoskeletal disorders alone account for **nearly three quarters of Medicare remote monitoring services.**



APTA Future of Rehab Therapy Summit 2025

July 9 & 10

Washington DC and Alexandria VA
Omni Shoreham Hotel and
APTA Centennial Center

Featuring **Dan Staats, PT, DPT** — physical therapist, entrepreneur, and *Shark Tank* winner

Other Topics: AI & Data, Navigating FDA, Non-Linear Career Path
Collaborative Leadership Panel

State of Private Practice

Goals

- Snapshot of our profession and practices through a broader lens
- Challenge-confirm what we believe to be true
- Use information to guide but not constrain strategy

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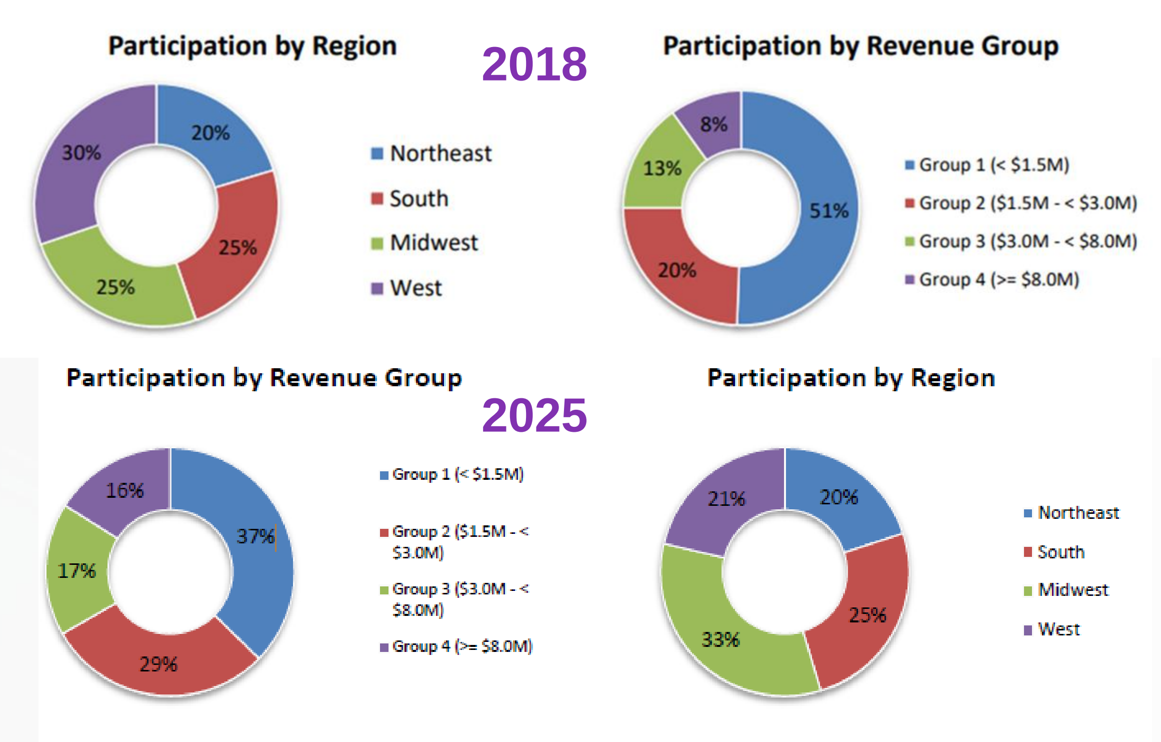
Longitudinal Health Status of our Member's Businesses

KPI	Median						
	2017 (n=106)	2018 (n=172)	2019 (n=155)	2021 (n=227)	2022 (n=118)	2023 (n=99)	2024 (n=75)
Visits/New Patient	11.06	11.16	11.39	11.62	12.12	12.21	11.96
Procedures/Visit	3.75	3.65	3.64	3.68	3.65	3.78	3.73
Procedures/Clinical Hour	4.24	4.00	4.03	4.19	3.97	4.31	4.49
Revenue/Clinical Hour	$111.41	$115.03	$114.81	$117.89	$108.78	$119.96	$122.66
Visits/Clinical Hour	1.17	1.16	1.14	1.15	1.10	1.19	1.20
Visits/Total Hour	1.03	1.07	1.03	1.03	0.98	1.03	1.07
Arrival Rate	89.8%	89.8%	88.2%	87.9%	87.8%	88.6%	88.8%
Cost/Visit	$82.77	$84.17	$85.19	$83.75	$91.59	$86.98	$89.94
Revenue/Visit	$95.94	$96.58	$95.98	$97.63	$100.25	$99.97	$102.18
Net Income %	10.6%	12.0%	12.5%	12.2%	7.2%	12.7%	11.3%
Direct Access New Patients Percentage				10.0%	19.5%	20.2%	15.9%

Key Vital Signs

- Revenue/Visit
  - 2018: $96.58
  - 2024: $102.18
  - Increase: $5.60 (5.8%)
- Cost/Visit
  - 2018: $84.19
  - 2024: $89.94
  - Increase: $5.75 (6.8%)
- Net Income
  - 2018: 12%
  - 2024: 11.3%
  - Decrease: 0.7% (5.8%)



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Key Drivers of the Key Vital Signs

Revenue

- Procedures/Visit
  - 2018: 3.65
  - 2024: 3.73
  - Increase: 2.2%
- Visits/NP
  - 2018: 11.16
  - 2024: 11.96
  - Increase: 0.8 (7.1%)

Cost

- Visits/Total Hour
  - 2018: 1.07 (8.56 pts/8hrs)
  - 2024: 1.07 (8.56 pts/8hrs)
- Visits/Clinical Hour
  - 2018: 1.16 (9.28 pts/8hrs)
  - 2024: 1.20 (9.6 pts/8hrs)

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Costs-What Else?

2018

Practice Metrics per FTE — **Table 15**
Visits per Clinical Support/Administrative FTE*

	Visits per Clinical Support FTE	Visits per Administrative FTE	Visits per Clinical Support/Admin FTE
All Participants	8,864	3,664	2,521
Region			
Northeast	11,958	4,264	2,696
South	6,786	3,498	2,334
Midwest	11,808	3,381	2,890
West	6,711	3,636	2,250
Group Size			
Group 1 (< $1.5M)	7,662	3,709	2,509
Group 2 ($1.5M - < $3.0M)	10,141	3,669	2,679
Group 3 ($3.0M - < $8.0M)	9,608	3,147	2,210
Group 4 (>= $8.0M)	9,287	4,215	2,669
Care Model			
Model A	21,908	3,986	3,530
Model B	6,116	3,765	2,072
Model C	24,959	3,473	3,284
Model D	7,865	3,334	2,183

2024

Practice Metrics per FTE — **Table 14**
Visits per Clinical Support/Administrative FTE*

	Visits per Clinical Support FTE	Visits per Administrative FTE	Visits per Clinical Support/Admin FTE
All Participants	6,674	3,958	2,968
Region			
Northeast	6,269	4,626	3,757
South	7,241	4,174	3,232
Midwest	6,949	3,622	2,685
West	6,085	3,591	2,366
Group Size			
Group 1 (< $1.5M)	6,833	3,756	3,097
Group 2 ($1.5M - < $3.0M)	6,810	4,263	2,868
Group 3 ($3.0M - < $8.0M)	7,994	3,909	3,288
Group 4 (>= $8.0M)	5,680	3,912	2,540
Care Model			
Model A	NA	4,218	4,191
Model B	6,410	4,221	2,394
Model C	6,743	3,583	3,372
Model D	10,594	3,677	2,880

Health of the Workforce

Vacancy

Employee Category	2023	2024
PTs	14.1%	13.5%
PTAs	12.5%	13.0%
Support staff	6.1%	5.3%
Total	10.0%	9.5%

	PTs		PTAs		Support Staff		All Employees	
	2023	2024	2023	2024	2023	2024	2023	2024
Northeast	11.4%	11.8%	32.9%	34.2%	12.9%	15.0%	15.3%	16.3%
South	11.8%	13.6%	12.9%	15.6%	8.2%	7.2%	10.6%	11.5%
Midwest	6.4%	8.2%	6.2%	7.7%	6.0%	5.4%	6.3%	7.6%
West	17.5%	17.2%	24.3%	22.5%	7.6%	7.1%	14.2%	13.5%
Multiple	15.7%	13.9%	8.2%	9.2%	5.6%	4.7%	9.4%	8.4%

Reason for Opening

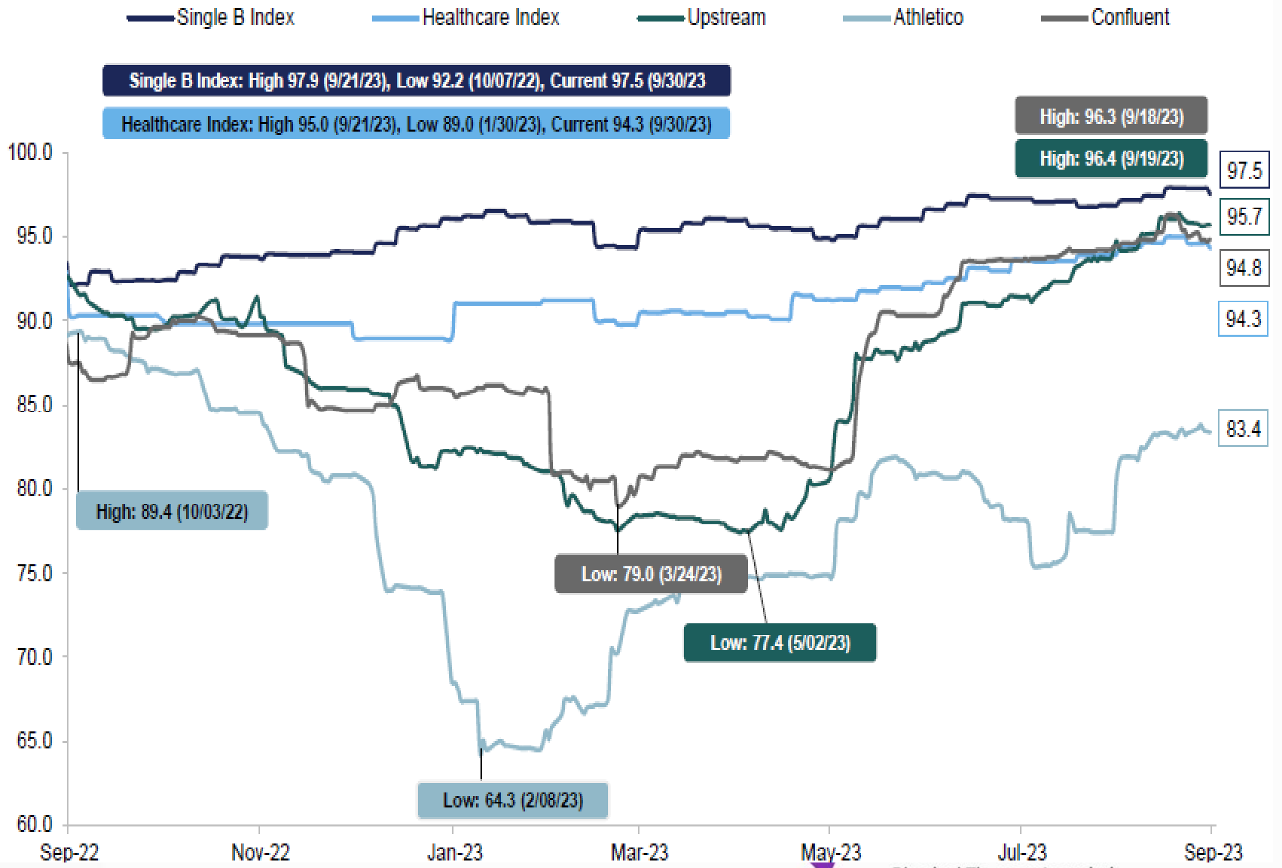
Ranking	Company Growth	Relocated	Better Pay	Changed Profession	Employee Reduced Hours	Retired Early	Work/Life Balance	Other
First	12.3	7.8	8.7	1.3	0.4	1.1	3.6	2.7
Second	4.5	7.6	7.2	1.3	4.7	1.8	5.2	1.3
Third	1.8	5.4	5.4	1.6	3.4	2.9	6.3	2.5
Total	18.6	20.9	20.4	4.3	8.5	5.8	15	6.5

Health of Industry

Stock Performance

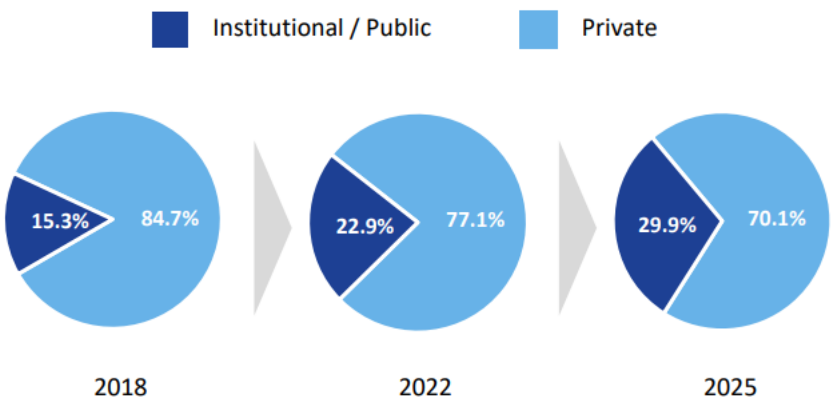
	USPH	ATIP	Multi-Site Index [1]	S&P 500
LTM	(33.6%)	(75.4%)	(12.6%)	3.0%
2025 YTD	(24.5%)	(60.5%)	(10.2%)	(12.1%)

Loan Performance



Consolidation

Institutional / Public versus Private Ownership[1]



Health of Our Industry

Upside

- Expected market growth to $70.7B by 2029 (5.4% CAGR)
  - Aging population
  - Increase in chronic conditions
  - Growing preference over opioids

Risk Factors

- Staffing shortages
- Wage inflation
- Interest rate uncertainty
- Reimbursement challenges

Martin Healthcare Advisors

Creating Value Today for a Profitable Tomorrow

FORTUNE BUSINESS INSIGHTS

Payer Challenges

FIRST OPINION

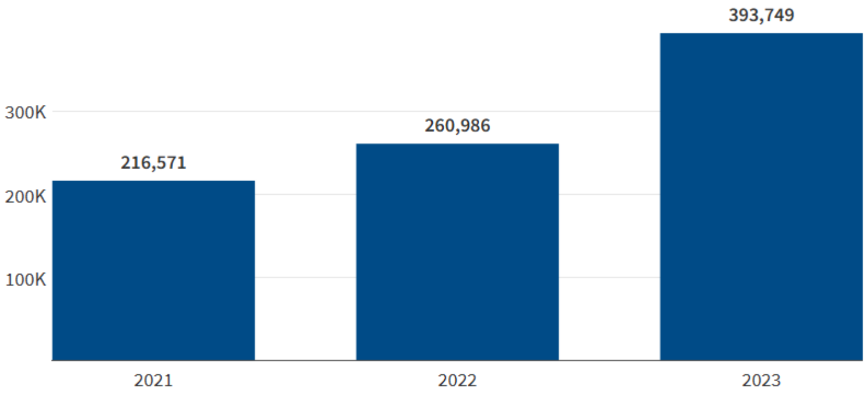
Unnecessary insurance claim denials compromise patient care and provider bottom lines

By Michael J. Alkire May 1, 2024

Reprints

CMS Completed Just Under 400,000 Prior Authorization Reviews for Traditional Medicare in 2023

Reviews completed during the fiscal year

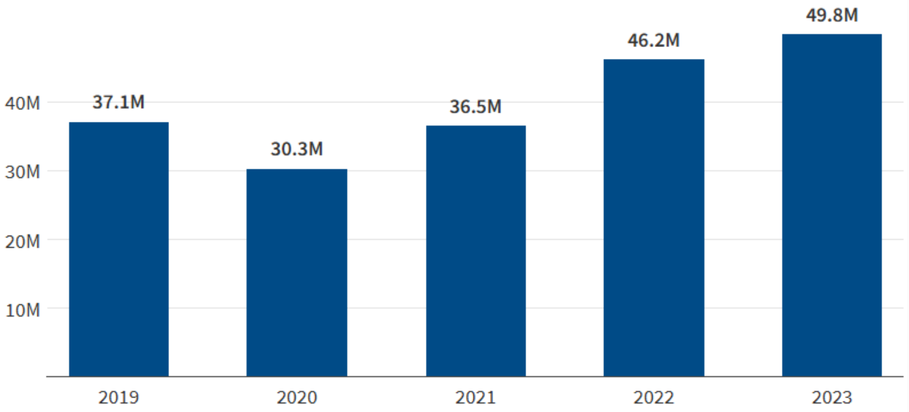


Source: CMS, "Prior Authorization and Pre-Claim Review Program Stats," September 15, 2023 and "Prior Authorization and Pre-Claim Review Program Stats for Fiscal Year 2023," January 17, 2025. • Get the data • Download PNG

KFF

Medicare Advantage Insurers Made Nearly 50 Million Prior Authorization Determinations in 2023

Total number of prior authorization determinations, 2019 - 2023



Note: Excludes requests that were withdrawn or dismissed.

Source: Medicare Limited Data Set, Contract Years (CY) 2022 - 2023 Part C and D Reporting Requirements and Public Use file Contract Years 2019-2021 Part C and D Reporting Requirements • Get the data • Download PNG

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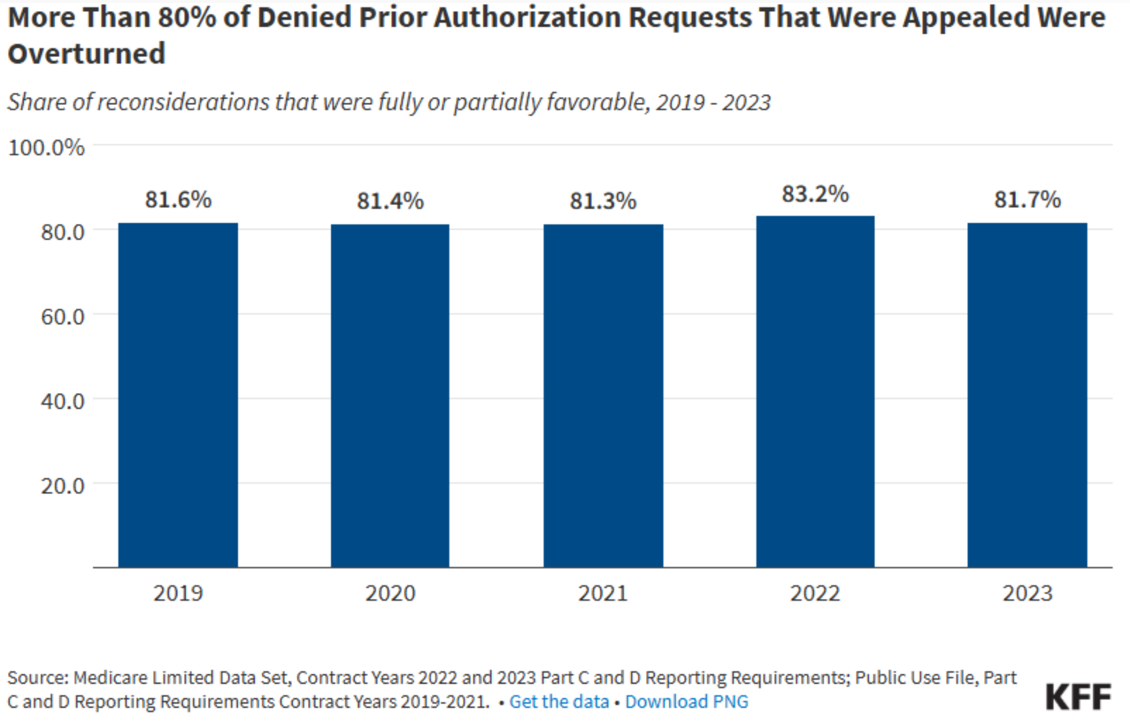
Payer Opportunities



	% Selected*
Renegotiated a successful increase in rates from a payer(s).	37.3%
Attempted to renegotiate contract with a payer and was unsuccessful.	44.0%
Went out of network without trying to renegotiate.	16.0%
Did not attempt to renegotiate any contracts with payers.	37.3%

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Break Out Questions

- What professional accomplishment are you most proud of this year? What did you learn from this that may be helpful to others?
- Do you have any experiences-evidence that confirms or challenges what was presented tonight?
- What can Private Practices start/stop//continue doing to make our future together brighter?
- What can APTA start/stop/continue doing to make it easier for PTs to be in business?
- What must we do better together? Where should we start?

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Questions-Thoughts?

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Open Forum

Continue the Conversation