



ROB WORTH, PT, DPT, ATC/L, MS

CANDIDATE FOR PPS DIRECTOR

ROB WORTH, PT, DPT, ATC/L, MS, IS THE PRESIDENT/CEO AND CO-OWNER OF ADVANCED PHYSICAL THERAPY & SPORTS MEDICINE IN APPLETON, WI. HE IS THE CURRENT CHIEF DELEGATE FROM WISCONSIN TO THE APTA HOUSE OF DELEGATES, PAST PRESIDENT OF THE WISCONSIN PHYSICAL THERAPY ASSOCIATION, AND PAST FEDERAL AFFAIRS LIAISON. HE HAS BEEN ACTIVELY INVOLVED IN PPS FOR MANY YEARS, MOST RECENTLY SERVING ON THE PPS NOMINATING COMMITTEE.



CANDIDATE STATEMENT

Let me start by expressing my sincere gratitude to the PPS Nominating Committee for selecting me to be slated to run for the position of Director, and thank you to all of the individual PPS members who have been enthusiastically supportive of me running for this position. After 25 years of service to the APTA in a variety of positions and 20 years as a PPS member, I am very excited to potentially have the opportunity to serve as a PPS Director.

A little bit about my practice: I am the President/CEO and co-owner of Advanced Physical Therapy & Sports Medicine. Established in 1998, we have grown to 21 clinics in Wisconsin, as well as providing on-site direct access PT services at several industrial companies, YMCAs, universities, and a local free clinic for the underserved. Though we have been blessed with steady growth, we continue to prioritize staying grounded in the same values and culture we have had since we were a single location practice. My role in our practice is daily clinical patient care, program development, and administrative leadership, in addition to teaching at three universities and being actively involved in our clinic's orthopedic clinical residency program which was established in 2010 in collaboration with the University of Wisconsin. Recently, our practice implemented an innovative and inclusive progressive ownership model that has provided an ownership opportunity tract for all eligible physical therapists within our practice designed to foster and grow the private practice mentality for the benefit of our practice and our profession.

My Private Practice Section background and involvement includes PPS membership since 1998 and attended nearly every PPS annual conference since then, past University Initiative Task Force member, Board of Directors Strategic Planning 2012 (invited guest participant), Education Committee 2012-2016, Awards Committee 2013-2015, Private Practice



Section regional Media Corp Spokesperson 2012-present, Graham Sessions invited speaker in 2012 and participant 2012-2018, member of the Innovation Task Force in 2014, PPS Nominating Committee 2014-2017, and current participant in the PPS Peer-2-Peer program.

National-level APTA activities include current Wisconsin Chief Delegate to the APTA House of Delegates; member of Private Practice, Research, Education, Health Policy and Administration, and Orthopedic Sections and Occupational Health SIG member. Invited speaker/panelist at 2013 nationally broadcasted APTA Innovation Summit on Collaborative Care.

State level APTA activities include Past President of the Wisconsin Physical Therapy Association and past Federal Government Affairs Liaison, current Legislative Key Contact, and other various positions held within our state PT association.

Awards for professional involvement include 2014 Wisconsin Physical Therapy Association Outstanding Service, 2014 Small Business of the Year (Fox Valley region Chamber of Commerce), 2013 PPS Jayne L . Snyder Practice Award, 2005 IndUS International Award for cross-cultural contributions in healthcare, 2004 Fox Cities Community Clinic Volunteer of the Year Award, 2000 Wisconsin Physical Therapy Association Physical Therapist of the Year Honorable Mention.

What are the most critical issues that PPS has to deal with over the next three years and how would I address these if elected?

Reimbursement - Payment is the lifeblood of our practices. We need to have a multi-pronged approach to improve payment for our services that optimizes reimbursement under the current model but also boldly move forward in showing all that physical therapists can offer within the emerging model of value-based healthcare.

Innovation and collaboration – Within PPS we need to facilitate innovation in practice as well as innovation in how we let the public and legislators know the value that PT can bring to this new era of healthcare. Collaboration with other health care professionals, health care systems, insurers, and the business world will be key.

The next generation – It is incumbent upon us to identify, mentor, and grow the next generation of private practitioners within our own practices and in the leadership of our association.

It is for all of these reasons and more that I am running for PPS Director and I ask for your vote!