



## ERICA MELOE, PT, MBA, MA

### CANDIDATE FOR PPS DIRECTOR

ERICA MELOE, PT, MBA, MA, IS A BOARD-CERTIFIED ORTHOPEDIC PHYSICAL THERAPIST IN PRIVATE PRACTICE IN NYC. SHE IS CO-OWNER OF VELOCITY PHYSIOTHERAPY AND SPECIALIZES IN TREATING PATIENTS WITH PERSISTENT UNSOLVED PAIN. AFTER A DECADE SOLVING FINANCIAL PUZZLES FOR AN INTERNATIONAL INVESTMENT BANK ON WALL STREET, ERICA TOOK HER MBA AND HER PROBLEM SOLVING SKILLS INTO THE CLINIC. ERICA IS ALSO FLUENT IN SPANISH AND LOVES GENEALOGY AND GOLF.



### CANDIDATE STATEMENT

***First and foremost, I want to thank Karen Litzy, David Qualls, and Jerry Durham for nominating me to run for the PPS Board.***

***Physical therapy is a second career choice for me. After receiving my MBA from the NYU Stern School of Business, I worked on an international sales and trading desk in New York City. After ten years, I decided I wanted a change. Three years later, I graduated from SUNY Stony Brook with my degree in Physical Therapy and embarked on my new career.***

***Although I was not an owner of a practice when I started, I became a member of the Private Practice Section early on as I found the benefits of early membership valuable—so much so, that I applied to be a member of the PPS Marketing and PR Committee when I opened up my practice. I served on this committee for six years where I was constantly motivated to increase the visibility of our profession.***

***As a member of this committee, I was an advocate for increasing public awareness of our profession, as reflected in showcasing physical therapy in specialized and generalized media stories such as the BBC and Forbes, as examples.***

***Treating patients on a full time basis in my practice and seeing first-hand the difficulties they face in navigating the health care system has caused me to focus my efforts on raising awareness of the profession. As business owners, how do we make the consumer think of physical therapists in private practice as their first “go to” when it comes to treating movement dysfunction?***



***How do we advocate for ourselves in the face of third party payer indifference? How do we adapt, monetize, and capitalize on digital innovation as practice owners? How do we leverage our relationships with others to adapt to a changing health care environment? These are just a few of the issues that we face in the years ahead.***

***As members of the Private Practice Section, we want to have leaders who will represent our interests, be proactive, and think out of the box when it comes to articulating our position in the health care system.***

***To this end, I believe that collaborative business models and leveraging the power of relationships to be an integral step in this process to gain true influence. We all know the value of good public relations—trust, influence, and crisis management. Because without solid relationships there will be no business.***

***Developing and fostering relationships with the media, other non-physical therapy industries/associations, as well as government, will increase this awareness. It will also move us one step further ahead in getting a seat at the table when it comes to negotiation, whether it is with payers, government, other associations, or even consumers.***

***With this opportunity we will be able to provide our expertise, prove our value, and gain insight from other professions as to how to protect our members' interests going forward.***

***My ten years in institutional sales on Wall Street taught me how to take risk, be a team player, and above all run a business. Running a business is not just about metrics, managing employees, or having the right strategy; it is also about mindset and having the right psychology.***

***The test of a business owner and an organization is when things get tough. It is the tough times that test us. This is when we need a forward thinking business model. Everyone has a role in healthcare delivery and in order to bring about the necessary innovations that are needed to increase our members' visibility and be invited to play a part, we must combine our strengths and use our relationships through collaboration.***

***My previous career helped develop a strong sense of camaraderie, teamwork, along with an emphasis on good PR and fostering positive relationships with clients. This experience, along with six years on the PR and Marketing Committee, while running a successful practice in New York City, will all serve to enhance the PPS Board's effectiveness for our members as we move forward.***