



**Hotel Monteleone  
New Orleans, LA  
2023 Agenda**

**Thursday, January 26, 2023**

5:00 PM - 7:00 PM	<b>Registration</b>	Royal Room A
6:00 PM - 7:00 PM	<b>Welcome Reception</b>	Royal Room

**Friday, January 27, 2023**

7:00 AM - 8:00 AM	<b>Breakfast</b>	Queen Anne A
8:00 AM - 8:15 AM	<b>Welcome Remarks</b>	Queen Anne Ballroom
8:15 AM - 10:00 AM	<b><i>Are we giving the public what they want or need?</i></b>	

We are part of a \$300-400 billion market segment for MSK issues and touch less than 10% of the people who could benefit from our "skills". Having faced issues with reimbursement, burnout and access for years is it time to scrap the entire system? Since the adoption of vision 2020 it can be argued that our profession is still struggling to realize it's "why". Therapists have embraced the dearth of clarity and capitalized on the "needs" of customers and growth of social media and to now provide a virtual client experience. Today's social media landscape when coupled with the COVID-19 Pandemic has created a cornucopia of entrepreneurial PT's focused on everything from performance to women's health. Is this the change we need to see or are we dismissing it as "that" kind of PT? The current landscape could be leading us down a path where we see increased compensation and decreased burnout... It could lead to PT's finally capturing the market share that we "rightfully" should own. Consumers seem to be responding positively indicating that they are finally getting what they really "want". But alas, this could be people just crafty at pushing content and failing to deliver a clear value proposition as we continue the struggle to define what is "PT".

Panelists: Monique Caruth, Dannelle Dickson, Fred Gilbert

10:00 AM - 10:15 AM	<b>What I Believe by Karen Litzzy</b>	
10:15 AM - 10:30 AM	<b>Break</b>	

10:30 AM – 12:15 PM

***Empowering Clinical Partners to Be the Clinical Education Authority***

We are avoiding the reality that our clinical education model is ineffective and inefficient. The design is primarily an academic exercise. Clinical partners can decide on participation which limits full investment in the current model. As physical therapist training has evolved from a certificate to a doctoral degree, the clinical education model has remained stagnant. Clinical education accounts for approximately 30% of the curriculum. Faulty assumptions include the minimum number of clinical education weeks, quality of volunteer clinical instructors based on one's altruism, dependency on NPTE pass rates as a measure of quality programming, credit hour calculation based on clinical education workload and deliverables and adequate preparation for practice. This session will challenge these assumptions and serve as the catalyst for empowering clinical partners to drive change in clinical education.

Panelists: John Childs & Kathy Mariella

12:15 PM – 12:30 PM

**What I Believe by Joel Stenslie**

12:30 PM – 1:30 PM

**Lunch**

1:30 PM – 2:30 PM

**Open Forum**

2:30 PM – 2:45 PM

**What I Believe by David Qualls**

2:45 PM – 3:00 PM

**Break**

3:00 PM – 4:45 PM

***Making Productivity Sexy Again***

For years we've heard the loud, desperate cries from young professionals about the treacherous nature of productivity standards. With the state of our profession, we can't blame our workforce for feeling burnt out, stalled in their professional growth, and ineffective with patient care. We also can't blame our patients for seeking alternative services such as chiropractic and massage when we force them into clinic mills with miserable PTs. But what if we are artificially blaming productivity standards as the root of our problems and what if there was a way to change the profession's relationship to productivity? Rather than fighting the endlessly uphill battle of reimbursement so we can return to the 1990's eutopia of one on one, hour-long, appointments...can we instead shift our focus to building a more resilient workforce?

Panelists: Ryan Martin & Michael Macchiarulo

4:45 PM – 5:00 PM

**What I Believe by Ben Braxley**

5:30 PM – 7:30 PM

**Keep the Conversation Going!**

*Reception sponsored by PT-PAC & WebPT*

**Saturday, January 28, 2023**

7:00 AM – 8:00 AM      **Breakfast**      Queen Anne A

8:00 AM - 8:15 AM      **Welcome Back!**      Queen Anne Ballroom

8:15 AM – 10:00 AM      ***Is the PT workforce adequately prepared to meet societal needs?***

Recent articles regarding the PT workforce have generated significant debate on social media about whether the demand for PT will continue, or whether we are facing a potential workforce surplus. As we claim to be a doctoring profession, we should be held to extremely high standards. However, some argue that many PTs are either unprepared for or unmotivated to practice at the top of their licenses to fully meet societal needs for the services we provide. Do our doctoral degrees prepare us for the “real world” demands of contemporary practice, including the non-clinical skills necessary to break out of our narrow practice model, collaborate in an interdisciplinary fashion, run businesses, and meet the needs of society from a community health perspective? If we are going to meet the APTA's Vision, what must change in DPT Education and PT practice to truly support the DPT degree as intended?

Panelists: Timothy Flynn, Rebekah Griffith, Barbara Sanders

10:00 AM – 10:15 AM      **Break**

10:15 AM – 11:15 AM      **Special Interview with Dianne Jewell**

11:15 AM – 11:30 AM      **What I Believe by Linda John**

11:30 AM – 12:30 PM      **Open Discussion/Blind Spot**

12:30 PM      **Adjourn**

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*To encourage genuine conversation in a safe environment, the content of Graham Sessions discussions stays within the room, and all participants agree to keep the conversation closed.*

***Photos and video recordings of the sessions are prohibited without the express permission of the event staff. Social media posts regarding any of the content of the sessions are also prohibited.***

*Leave your laptops behind, turn off those phones, and unplug and enjoy the conversation!*

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