



*From the desk of...*  
**Stephen Anderson**

By Stephen E. Anderson, PT  
PPS President

In my home state of Washington, there is a very active and progressive group of private practice physical therapists. Many years ago, they formed a special interest group, PPSIG (private practice special interest group). Each year near the end of March, they hold a meeting in the small rural town of Chelan, WA. I have attended numerous times over the last twenty years. The program, usually a day-and-a-half educational session, includes a nationally recognized speaker. In recent years the quality of the speakers has been impressive: Helene Fearon, Lynn Steffes, and, this last March, APTA board member John Wallace. At the risk of showing my age, I can remember when Jay Goodfarb came and spoke as the then-PPS president (sorry, Jay). Every time I return to the PPSIG annual meeting, I am impressed with my colleagues' passion for the profession and their determination to grow and learn. The business meeting takes place early Saturday morning and always is lively, to say the least. Shannon O'Kelley, the current PPSIG president and a PPS member, is the epitome of a progressive private practice owner. He has multiple clinics and works hard for the advancement of the profession. His fellow board members share his enthusiasm and dedication to improving how we treat our patients while running successful businesses. I'm proud to be a member and salute their efforts in our state.

Over the last two years, this group of approximately 130 members has contributed money and hired a public relations firm to promote private practice physical therapy. The campaign is dubbed "It's Your Move." Members have stickers for their office windows and promotional materials available for their patients. The idea is to make our patients and future patients aware that they have a choice in who they see for their physical therapy needs. This is quite an undertaking for a small force of physical therapists. Their vision, courage, and determination is inspiring.

Sure, there are complaints, differences of opinion, and feelings of frustration, but when it comes to moving forward, they always seem to find a way to unite. When competition is fierce

and the struggles of current issues in our profession evoke emotion, at the end of the day they always remember we are in it together and actually like each other. When frustrations were raised about reimbursement inadequacies, the leadership called for a special assessment and raised enough money, which was contributed to our state chapter, to hire a paid reimbursement representative to wade through the insurance maze and get some answers.

On the first night of the weekend, there is always a live and silent auction to raise money for the state political action committee (PAC) fund. This is not a professionally run auction by any means. In fact, the auctioneer, Treasurer Bill Carriveau, a longtime private practitioner, is lucky he is not trying to make a living in this line of work. Connie Miller procures most of the items, and everyone knows she is ruthless at getting the merchandise and promoting its sale. It's yelled out many times during the evening: "It's not about the stuff, it's about raising money!" This gathering of private practice physical therapists out in the middle of nowhere on a Friday night in March was able to raise \$44,000 in about two and a half hours. Is that incredible or what? They are the single biggest contributor to our state PAC by a long shot. It has catapulted our state legislative efforts forward in a big way. These are people willing to step up to the plate and make a difference—and to take out their wallets to prove it. Besides Shannon and Bill, the board is rounded out with Gail Tate, secretary; Debbie Peterson, vice chair; and Ali Shoos, conference chair.

I know other states have active private practice special interest groups as well, but I wanted PPS members to know what your colleagues in Washington are accomplishing. If you don't have this type of grassroots system, call Shannon and figure out how you can do it. Their website is [www.ppsig.org](http://www.ppsig.org); check it out. If all fifty states were chipping away like my friends and colleagues in the Pacific Northwest, our national effort would be greatly assisted as we strive

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to promote our legislative efforts and educate our physical therapists on business best practices. You motivate me, you inspire me, and you are always willing and able when I send out word of a political fundraiser to help with our national agenda. Multiple times over the last few years, I have sent out an announcement to many of these same people, who will come to a gathering and contribute money to the campaign of a legislator and discuss our national and state issues. I get the credit for pulling off a great fundraising event, but it is those physical therapists who are willing to come and support the cause that make it successful. Your efforts and dedication are greatly appreciated. Thanks for all you do. ■



Stephen E. Anderson, PT  
PPS President

## From the Editor

Letters to the editor are the personal opinions of the readers of this publication. Unsigned letters will not be published. Letters may be edited for clarity and are routinely condensed so that as many opinions as possible can be published. Letters should be original.

Laurie Kendall-Ellis  
Editor, *Impact*

## Correction

*Issue 5, page 32, paragraph 2, read: "Often, the impression from the payer is that therapists are a 'threat to the benefit.'" The copy should have read: "Often, the impression from the payer is that therapists 'treat to the benefit,' meaning that if the PT insurance benefit is twenty visits, payers think that therapists will perform twenty visits, rather than only what is medically necessary."*

*Attention all members, exhibitors, and advertisers:*

## *PPS 50th Gala and Silent Auction*

### **Help PPS raise money to fund the Educational Institute!!**

Please consider making a tax-deductible donation for the Silent Auction to be held at the 50th Gala Event in Miami Beach. You can donate anything! Some ideas from past auctions: historical memorabilia, baskets of cheer, vacation homes, rounds of golf, consulting services, boat rides, decorating items, handmade crafts, etc....

All donors will be recognized for their contribution.

If you have something you can donate, please fill out the attached form and fax to Monica Baroody at the Section Office at (800) 517-1167, 703-299-2411.

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