



# NEWS FROM THE ARK



Arkansas Physical Therapy

October 1, 2011

Volume 3, Issue 4

## President's Address

We are heading for the last quarter of the year and have so much to accomplish yet before January. First of all, I want to thank all of you who voted in the past elections. I know there was no one else on the ballot for President of ArPTA, but I appreciate your vote and support all the same. All the elected are listed in this newsletter.

In the past quarter, I was honored to be one of 8 persons representing the State of Arkansas in our Nation's Capital for the APTA advocacy event combined with the Annual Meeting in D.C. We represented our State to all of our Representatives and our two Senators. In fact, Senator Boozman met with our delegation personally and has since signed onto bills supporting the APTA. We spent our time introducing the new legislators to the APTA legislative agenda and we were well received by all. I would like to thank the students and therapists who spent the time to take part in this important event.

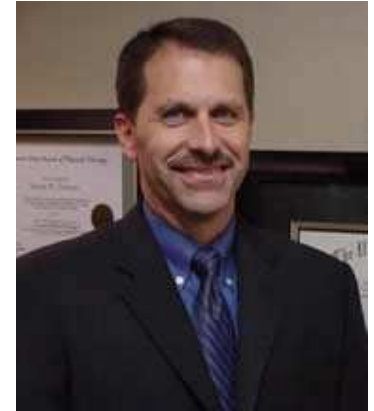
The State of Arkansas has been very busy over the past year trying to prepare for the effects on our State from the federal Health Care Reform legislation. The State is expecting a massive increase in covered individuals as well as a great increase in costs for Medicaid services. The State is heavily pushing the "medical home" concept to meet these new demands for services. (If you have a need to understand the "medical home" model, please contact us and we will be glad to help you understand.) We need ArPTA volunteers to be involved for this "Arkansas Payment Improvement Initiative". The State appreciated the extensive feedback they received at the August stakeholder meeting and in smaller group discussions, and they look forward to continued input. In August, the State announced nine clinical areas that they will focus on to begin this initiative: Ambulatory URIs, Back Pain, Cardiovascular Disease, Developmental

Disabilities, Diabetes Type II, Long Term Care, Mental Health / ADHD, Pregnancy & NICU, and Prevention. They have begun forming workgroups in each of the nine areas. These groups will represent the best Arkansas has to offer, including clinicians, administrators, and most importantly patients, who deserve high-quality, affordable care. They will rely on experts in the field to guide their efforts. Very few therapists are represented in these workgroups. If you are interested in representing PT in any of these areas, please contact either Becky Sewell or myself and let us know of your interest.

We continue to have continuing education opportunities for very low cost to our members with courses coming up in the next quarter in Jonesboro and in the Fayetteville area. If you would like to have a course in your area, please contact us with your interest. We will be glad to match a course in your interest area to your needs and geographical region. To sponsor a course you only need a location and a minimal marketing piece to get people to the course.

I would like to personally welcome 24 new students at our latest DPT program at Harding University in Searcy, AR. We now have 3 programs in our State with 110 students matriculating every year. I hope this will alleviate the concerns of some of the acute care facilities about a PT shortage. This number is also well received by the State of Arkansas in meeting the concerns of demand on services through the Health Care Reform legislation. Please welcome this new program and support faculty, staff, and students if you have the opportunity.

I must apologize after the fact as I needed to be in Austin, TX representing Arkansas at the



**ArPTA President  
Steve Forbush**

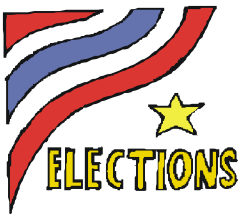
Reimbursement Forum and State Government Affairs meeting during the time of our Annual ArPTA Fall Meeting and am sorry I missed our time together. Our Vice President will have done a great job of running the fall meeting by the time you read this letter. Remember to contact any of the members of the ArPTA Board if you have any needs or concerns. The names of these representatives are listed in this newsletter and all are eager to serve you as members.

*Steven W. Forbush, PT*

President, ArPTA

### ArPTA Board

President	Steve Forbush
Vice President	Jennie Gregory
Treasurer	Stanley Harris
Secretary	Kathy Borrelli
Bylaws	Tegan Fischer
Chief Delegate	Nancy Reese
Nominating	Leah Lowe
PAC Chair	Amy Denton
Programming	Leah Lowe
PTA Caucus Rep	Kristi Neely
Executive Director	Becky Sewell



## Election Results & Other Committee News



The ArPTA is pleased to report that our elections for the 2012 Officers are complete. Thank you for all those of you who

sent in your ballots.

Total ballots returned were 57. 50 ballots were valid: 47 PT ballots and 3 PTA ballots.

The results are as follows:

### President: 2 year term

48.5 Steve Forbush\*

### Chief Delegate: 2 year term

47.5 Bill Bandy\*

### Treasurer: 2 year term

46.5 Stan Harris\*

1 Nancy Reese (one write in vote)

### Nominating Committee: 3 year

46.5 Genie Hall\*

### PTA Caucus Rep: 1 year

14.5 Jennifer Beard

32 Kristi Neely\*

The Nominating Committee sadly reports that the number of ballots returned has steadily declined over the last 6 years. We want to remind you that it is important that you vote on who is to lead your organization. If you are unfamiliar with the candidates, please feel free to ask other members if they know them or do a little research. These individual's represent the association and you when they attend meetings. They vote on issues that may directly effect you so don't take this matter lightly. Your state association wants to properly reflect your concerns to the national association as well organizations, insurance carriers and state congressional officers. If you don't know your ArPTA Officers, please make an effort to get to know them. Come to our business meetings and courses to meet them or just drop them an email letting them know what is on your mind.

### Membership Report

Our membership committee continues to recruit new members through sending out information to new licensees in the state, through talks at our regional meetings, and through sending out reminders to members who have not renewed. However, this last month we honored members at our Fall Meeting on September 24th for their long standing membership. Presented were:

- APTA 5 year pins 19 members
- APTA 10 year pins 12 members
- APTA 15 year pins 14 members
- APTA 20 year pins 5 members
- APTA 25 year pins 6 members

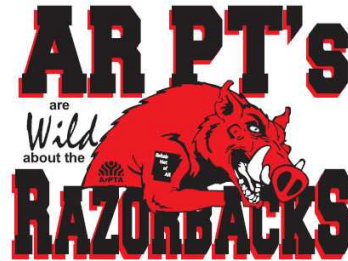
- APTA 30 year pins 4 members
- APTA 35 year pins 2 members
- APTA 40 year pins 2 members

Marty Lynch and Dr. Susan Roehrig were presented 40 year pins as are longest standing members. Thank you all for your years of loyalty.

The APTA and the ArPTA plan on celebrating our loyal members each year with 5, 10, 15, etc year pins each Fall.



Vice President Jennie Gregory (front) presented pins at the Fall meeting to (from left to right) Kristi Neely, Susan Roehrig, Jennifer Parks, Bill Bandy, Nancy Reese, Lori Mize, Beth Milligan, and Kathy Borrelli.



**ArPTA/Rehab Net  
Political Action**

**Committee says Be a PAC  
and Razorback Supporter**

Be a PAC Supporter and a Razorback Supporter by buying our AR PT's are Wild about the Razorback T-Shirts. The shirts are white with the red and black graphic on the front. The shirts come in XXXL to S in adults and from L to XS in youths and can be purchased from the PAC for \$25. All profits from the shirt sales go to the ArPTA/Rehab Net PAC Fund to protect the physical therapy profession here in Arkansas. We are taking orders through October 7th. Mail your requests into the ArPTA PAC, P.O. Box 202, Conway, AR 72033. Please make checks out to the ArPTA PAC.

We are also planning a Razorback Watch Party at the home of Amy and Todd Denton in Little Rock for October 29th's game between the Arkansas Razorbacks and the Vanderbilt Commodores. The party will start one hour before game time. Game time yet to be announced so keep an eye out for this. For information on the Watch Party check the ArPTA website at [www.arpta.org](http://www.arpta.org). You can also get information on ordering the shirts there. Students can attend the Watch Party for \$20, members and guests for \$25 and children 11 and under for \$10. There will be a play room available for younger kids.

## Programming Committee

We just had our Fall Meeting and courses. This last Spring we offered Kinesio Taping 1 and 2 and this Fall we offered Kinesio Taping 3. We had an excellent turn out for these courses. We also offered Assessing and Treating the Trunk-Shoulder Complex Post Brain Injury this Fall taught by Nicky Schmidt, PT, C/NDT.

The programming committee is trying to offer a variety of classes at our meetings to meet the needs of various subgroups. This next Spring we are looking to offer a course geared more toward the acute care therapists along with a strengthening course. We are still working out the plans for these programs.

Our courses this year have been very successful and we are pleased to bring high quality programming here to Arkansas. Feel free to share any ideas for topics or speakers with our programming chair Leah Lowe ([leahmlowe@yahoo.com](mailto:leahmlowe@yahoo.com)) or our executive director Becky Sewell ([execdirect@arpta.org](mailto:execdirect@arpta.org)).

## Advertising in the Newsletter

The rates are as follows:

¼ page ads, 3 ¾ x 5, for \$50 per issue

½ page ads, 3 ¾ x 10 for \$90 per issue

1 page ad, 7 ½ x 10 for \$175 per issue

For ease, please email your ad in electronic format to [execdirect@arpta.org](mailto:execdirect@arpta.org). Payments should be made to:

ArPTA

P.O. Box 202

Conway, AR 72033

For more info call 501-499-6163. We also have opportunities to advertise on our web page.



## Congratulations to Lonoke Physical Therapy For Meeting the Challenge!

Lonoke Physical Therapy owned by Matthew Jackson, PT, has been recognized by the American Physical Therapy Board for 100% membership. Way to go for stepping up to the plate and showing your support of our organization. Also on staff at Lonoke are Zan Jackson, PTA, and Steven King, PT. We would also like to congratulate them for being named the best in Lonoke County for physical therapy. Great job guys!

## Upcoming Courses

### Mark Your Calendars

**NSC 2011: October 21-23, Minneapolis, MN**

**ArPTA Regional Course CoSponsored by Northwest Medical Center: Vestibular Rehabilitation**

**Instructor Stan Harris, PT, DPT**

**Northwest Medical Center in Springdale**

**October 22, 2011**

**ArPTA Regional Course CoSponsored by Therapy Providers of Arkansas: Running Analysis and Running Injuries Assessment and Treatment for the PT/PTA**

**Jonesboro Chamber of Commerce in Jonesboro**

**Dec. 3, 2011**

**For more info on any ArPTA courses call Becky at 501-499-6163 or 501-548-6003**

ArPTA partners with Affiniscape to provide job listings on our websites to help our members find jobs and find employees. Check it out at [www.arpta.org](http://www.arpta.org) or

<http://pt.ar.associationcareernetwork.com/Common/HomePage.aspx>



## Facility Membership

### Challenge

Achieve 100% APTA membership among your facility's physical therapists and physical therapist assistants and gain recognition among your patients and peers.

All facilities that employ physical therapists and physical therapist assistants are eligible to participate in the Facility Challenge. This includes acute care settings, academic programs, privately-owned facilities, and more.

You'll receive:

An [11x13 certificate](#) that lets your patients know that your staff is committed to the highest quality of health care

Recognition at APTA conferences and on APTA.org

### Take the Challenge

Submit the Facility Challenge Application (available at [www.apta.org](http://www.apta.org)), along with a roster of all PTs and PTAs employed by your facility, via e-mail or fax (703/706-8575), or mail to:

APTA Facility Challenge  
Membership Development Department  
1111 North Fairfax St  
Alexandria, VA 22314

An APTA staff member will contact you as soon as we've verified your facility's membership status.

### Renewing the Challenge

Facilities must reapply **annually** to receive ongoing recognition. The renewal form is also available at [www.apta.org](http://www.apta.org) or you can contact Becky Sewell at 501-499-6163 or [rehabnet@alliancecable.net](mailto:rehabnet@alliancecable.net) and she can forward you the form.

Questions? Contact: *Daniel McGill*, Assistant Director, Membership Development, 800/999-2782 (ext 8577) or [danielmcgill@apta.org](mailto:danielmcgill@apta.org).

We realize there are many facilities in the state that have 100% membership already and just need to submit an application to be recognized for their achievement, so please do so.

## Farrer Announces State House Candidacy

*Campaign focused on jobs, education and healthcare*

**Cabot, Ark.** – Lonoke County Justice of the Peace Joe Farrer, PT, today announced he will seek the Republican nomination in the Arkansas House of Representatives District 44 race.

"I am proud to serve the citizens of Lonoke County and would like to continue fighting for them in the Arkansas House of Representatives," said Farrer. "As Arkansans face the highest unemployment rate in 24 years, my focus will be on fostering a



more business-friendly environment to encourage private sector job creation in the state."

Farrer said his priorities also include, "advancing education for Arkansas students and protecting citizens from job-stifling regulation mandated by the federal healthcare overhaul."

Justice of the Peace Joe Farrer was first elected to represent District 1 on the Lonoke County Quorum Court in 2010. He is currently the Director of Therapy Services at North Metro Medical Center in Jacksonville and serves as the resident Physical Therapist for the Cabot High School football team. Joe and his wife Victoria have been married for 21 years and have three children and seven grandchildren.



## Physical Therapists Offer Advice to Runners During National Physical Therapy Month

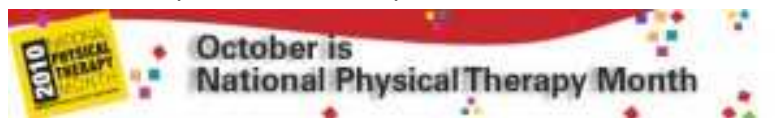
ALEXANDRIA, VA, September 26, 2011 — In celebration of National Physical Therapy Month in October, the American Physical Therapy Association (APTA) is teaming up with [Pacers Running Stores](#) to raise awareness among the running community about injury prevention and improving performance. The education initiative leads up to the [36<sup>th</sup> annual Marine Corps Marathon \(MCM\)](#) on October 30, which annually attracts nearly 30,000 runners.

To help marathoners prepare for the race, APTA's Move Forward campaign will co-host an online runner's event with Pacers, publish *The Physical Therapist's Guide to Healthy Running*, a comprehensive runner's eGuide, and help runners improve their form through individual running analyses and Q&As at the 2011 Marine Corps Marathon Health and Fitness Expo.

## What's Going on Any Arkansas for PT Month?

October is National Physical Therapy Month and this year APTA members nationwide are celebrating movement so let's celebrate movement here in Arkansas. Some ideas you may consider during Physical Therapy Month include doing a community class at your facility on prevention, doing health screenings, talking to civic groups, talking to local athletic groups, talking at senior citizen centers, or participating as a group in local events such as the marathon mentioned above. Drop by your local radio station during the morning drive time to talk about how physical therapy helps millions of Americans manage or eliminate neck or back pain.

If you are planning anything special in Arkansas, the Arkansas Physical Therapy Association would love to hear about it. We would love to share the stories in our next newsletter of your events so drop us a note with a picture for our newsletter.



Arkansas Physical  
Therapy Association

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*Move Forward.*<sup>TM</sup>  
Physical Therapy Brings Motion to Life

We're on the web at  
[www.arpta.org](http://www.arpta.org)



The APTA Working For You!!!

News From the



facebook 

### PT-PAC Relaunches

#### Social Media & APTA's Social Media Presence

PT-PAC has recently updated its facebook page and added a twitter account. Please join us on PT-PAC's news Facebook page and Twitter account. You can receive updates both politically and legislatively a couple times a week from PT-PAC through these means.

On your facebook account look up Physical Therapy Political Action Committee and like their page. On Twitter look up PT-PAC. Twitter has apps for both iPhone and Android making it even easier to keep up with your favorite tweets.

Also, the American Physical Therapy Association (APTA) has an active presence on several social media platforms, helping you stay informed while providing the tools you need to inform others. Through social networking, you can engage with other physical therapy professionals to advance your career, and you can take the physical therapy [brand](#) to consumers.

The APTA can be found not only on Facebook and Twitter, but also on LinkedIn and YouTube. Checkout the videos available to promote the APTA and physical therapy through YouTube.

### Should the ArPTA have a Facebook Page?

The Arkansas Physical Therapy Association has talked about starting a Facebook page. Many chapters have facebook pages now and while we are thinking about it, the Board would love to hear from members on whether they think this would be helpful in getting the word out about courses, news, etc. Please let us know what you think by emailing our executive director, Becky Sewell, at [execdirect@arpta.org](mailto:execdirect@arpta.org).

### Move Forward Ads to Appear on Satellite Radio

Move Forward ads will run on select channels on Sirius/XM satellite radio during the weeks of October 3 and October 10. The 30-second spots highlight ways in which a physical therapist can help alleviate pain and restore and improve mobility, and encourage consumers to visit [www.moveforwardpt.com](http://www.moveforwardpt.com) to learn more and find a PT. The ads will run numerous times each week during Sirius/XM Stars (Rosie O'Donnell, Barbara Walters, Dr Laura, Deepak Chopra, etc), CNN, MSNBC, CNBC, Oprah Radio, and Martha Stewart Living. Channels were chosen for ability to reach baby boomers, a key target market for APTA's branding campaign.