

# PT CONNECTIONS


**Reaching over 2600 Physical Therapy professionals each mailing.**

**PT Connections** offers an effective and timely method of marketing your organization or facility to the physical therapy population of Wisconsin. We encourage you to use this medium to your advantage. It is an excellent way for recruiters, equipment vendors, course sponsors, and others to inform the physical therapy community of Wisconsin of their services.

**PT Connections** is published four times per year (January, April, July, and October). **January and July issues are electronic (color ads accepted at same cost). April and October issues are printed and mailed (black and white ads only).**

The rate schedule features a 10% discount with a four issue agreement - with full payment due the first issue the ad appears in.

There is an extra charge for typesetting.



**Wisconsin Physical Therapy Association**  
A CHAPTER OF THE AMERICAN PHYSICAL THERAPY ASSOCIATION

April 2014 Volume 44, Issue 2

## WPTSN: Students Uniting


**Student Organization Aims to Unite PT and PTA Students Across the State**

The Wisconsin Physical Therapy Student Network (WPTSN) is an organization comprised of SPTs and SPTAs in Wisconsin. There are many goals for the WPTSN. The first is to increase communication and participation of PT and PTA students in the WPTA across the state. This is accomplished through events at conferences, the WPTA Student Facebook Page, and additional networking opportunities. The WPTSN also aims to facilitate opportunities for students to participate in advocacy. Student participation and experience with advocacy fosters important professional and leadership skills, which will be greatly beneficial as practicing professionals. Additionally, the WPTSN encourages engagement and membership in the WPTA and APTA.

Currently there are four committees that WPTSN members can choose to get involved in, which are WPTSN Superstars, Networking, Student Advocacy, and National Student Conclave Assistance. The WPTSN Superstars is a student recognition program that allows students to be nominated as a "Superstar" for going above and beyond. This program is a great opportunity to acknowledge those who are outstanding leaders and role models in their programs as well as in the WPTA. The Networking committee is working on bringing together students and professionals to converse about the physical therapy profession, and to build personal and professional relationships. The Student Advocacy group works to increase awareness about needs in the profession of physical therapy and why it is such an integral part of the healthcare system. As the National Student Conclave (NSC) in Wisconsin in 2014, the NSC Assistance committee is working on making this a truly memorable event for all students.

The WPTSN is open to ANY PT/PTA student, so if you know of a motivated student looking to get more involved, please shoulder tap them to become a WPTSN Member. More information can be found on the WPTA Student Facebook Page.

Submitted by Lauren Vermillion, SPT, UW-Milwaukee, WPTSN Member



### President's Message

Kip Schick, PT, DPT, MBA

WPTA - Serving Members and Leading the Way

As with any state chapter, the WPTA has several areas of focus, including:



- Protecting and expanding (when appropriate) our practice act
- Achieving the goals and objectives outlined in the WPTA Strategic Plan
- Offering high quality continuing education programs at the district and state levels
- Providing opportunities for member networking

- Working collaboratively with members and external stakeholders on areas of strategic importance such as clinical practice, payment, public policy, workforce needs, health, and wellness, etc.
- Supporting members and our communities in ways that promote physical therapy

Over its 85+ year history, the WPTA has a strong track record of advocating for protection and expansion of the Wisconsin Physical Therapy Practice Act. In the past year the WPTA has played an active role in several key areas related to statutory practice protections, including trigger point dry needling and X-ray ordering.

Last year the WPTA made significant changes to its overall strategic plan by condensing the number of goals from five to two in order to ensure more focus on key areas of the Association. The two primary goals are:

1. WPTA members will demonstrate value that is recognized by consumers, payers, policy makers, and providers to enhance the client experience, improve societal health, and decrease the overall cost of health care.
2. WPTA members will be engaged in setting and achieving the initiatives of the Association.

*President's Message continued - page 3*

**Check Out Interview with WPTA Treasurer Steve Johnson - page 6**

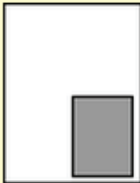
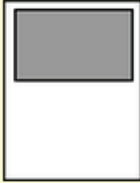

## Continuing Education Calendar Listing

Notices for Continuing Education courses are accepted for \$35.00/listing which will include the date, time, instructor, course name, location, and contact person for each seminar. Additional information will not be accepted for this listing. If you wish to promote your seminar with more detail, please submit the information for inclusion in the advertising section of the publication.

## Classified Ads

Small classified ads (maximum of 75 words or less) without any graphics or logos are also accepted at \$35.00 per listing.

Newsletter Issue	Submission Deadline	Mailing Date
January	December 1	By January 15
April	March 1	By April 15
July	June 1	By July 15
October	September 1	By October 15

	<p><b>¼ page 3½" W x 4½" D</b> camera ready <b>\$100.00 per issue</b></p>
	<p><b>½ page 7½" W x 4½" D</b> camera ready <b>\$175.00 per issue</b></p>
	<p><b>Full page 7½" W x 9½" D</b> camera ready <b>\$250.00 per issue</b></p>