

AMY SNYDER, MPT, DPT

CANDIDATE FOR PPS SECRETARY

AMY SNYDER, MPT, DPT IS A SECOND-GENERATION PRACTICE OWNER. AFTER SEVERAL YEARS OF RUNNING A PRACTICE WITH HER PARENTS, THIS YEAR SHE AND HER HUSBAND ASSUMED FULL OWNERSHIP. PT PLUS MANAGEMENT OPERATES 7 CLINIC LOCATIONS IN SOUTHEASTERN WISCONSIN. AMY IS A FOUNDING MEMBER OF THE WISCONSIN PRIVATE PRACTICE SIG AND WAS A MEMBER OF THE PPS ANNUAL CONFERENCE PROGRAM WORK GROUP. PT PLUS IS A MEMBER OF KINEXCARE, A NETWORK WHICH CHAMPIONS EARLY/DIRECT ACCESS TO PHYSICAL THERAPY.



CANDIDATE STATEMENT

I would like to thank the Nominating Committee and membership for the opportunity to run for the office of Secretary for a second term. It has been an honor to serve in this role for the past three years. The experiences and knowledge I have gained during this time will strengthen my ability to continue in this role.

The physical therapy profession and private practice business model has seen numerous changes throughout the years. Who better to face such changes than a profession that is inherently trained to minimize pain and maximize function? When we apply sound business principles to these changes and challenges, we can embrace our entrepreneurial spirit to adapt to any new environment. Private practice physical therapy cannot only survive but can thrive. I know that the Private Practice Section is here to help you in that journey, just as it has been there to support us through the years.

In our practice, we are embracing a second-generation practice scenario as my parents faced their succession plan. My husband and I have been challenged this year to condense our ownership responsibilities from 4 to 2 individuals. Our mantra has been, "Eliminate, Automate, Delegate." This process has brought to light the administrative burden that faces our profession. Hundreds of hours and thousands of dollars are being wasted to fight for fair pay for services. While we use outcomes and can justify our treatments and results, we still face a multitude of regulations and rules. The PPS advocacy efforts and education from the Payment Policy committee need to continue to address these challenges on a broader scale, while assisting practices to navigate the process in their own clinics.



As many Baby Boomer practices are facing ownership transitions, mergers and acquisitions are strong influences that are changing the face of private practices. In response, we have seen many therapists embracing the cash-based practice model. Technology and telehealth are additional forces that are challenging us to adapt. Regardless of the ownership and delivery model that your practice is working in or working towards, PPS has the unique role of being a unifying force that can embrace these models under our umbrella and provide guidance and support through educational and legislative efforts.

Physical therapy remains an under-utilized health care service in our country. We have the research to support the cost savings of early and direct access to our services, yet we have not seen a paradigm shift in the health care system. Advocacy and education must continue to support these changes. Consumer-based marketing can help us to reach new patient populations. If we can change how the population views, understands, and accesses our profession, they will help us to drive the changes that we have been working towards.

During a year of change in our practice, it remains my desire to continue to treat patients. My professional commitment to our patients and our community is why I believe we must be successful in our business models. From niche practices that are fulfilling an unmet need, to rural practices that provide care to our underserved communities, to the practice that is meeting the need of exceptional customer service, manual therapy or functional medicine...it is through private practice physical therapy that we as a Section unify our desire to serve others, elevate our communities, and advance the profession.

Lastly, I want my second term on this Board of Directors to be influential in not only serving today's membership, but to propel us into the future. A future that I believe offers tremendous opportunities. Innovative delivery of our educational resources, sound financial oversight, and engagement of our membership will help this section to be successful for future generations.