

Thinking Outside the Clinic: New Avenues for Creative Clinicians
Naseem Chatiwala, PT, DPT, MS, NCS Katie Wadland PT, DPT, GCS

10:30 - 12:00noon

Private Practice: business strategies, marketing

While Physical Therapy can be an incredibly rewarding career path, it also comes with its challenges and drawbacks. Therapists often cite high productivity demands, low pay and burnout as common causes for job dissatisfaction. Combined with the impact of the Covid-19 pandemic, more and more therapists have begun to seek alternative revenue streams and practice settings. Both Dr. Naseem Chatiwala, PT, DPT, MS, NCS and Dr. Katie Wadland, PT, DPT, GCS have chosen to leave their respective roles in large hospital settings for independent practices and invite you to join them for 'Thinking Outside the Box: New Avenues for Creative Clinicians.'

This 90-minute workshop will present not only the paths they've chosen, but will highlight some of the innovative ways Physical Therapists can take their practice outside of the traditional hospital, home health or clinic walls to reignite passion in their careers and provide alternative revenue streams in this ever-changing healthcare landscape.

Objectives:

1. Highlight common reasons therapists may have for dissatisfaction in traditional hospital , clinic or Home Health practices
2. Identify Models of Different Independent practices and alternative revenue streams
3. Understand the process of how to start an Independent private practice

1. Patel RM, Bartholomew J. Impact of Job Resources and Job Demands on Burnout among Physical Therapy Providers. *Int J Environ Res Public Health*. 2021;18(23)doi:10.3390/ijerph182312521, 10.3390/ijerph182312521

2. zero to paid Medicare course, Anthony Moritato December 2021

3. Wagner JI, Warren S, Cummings G, Smith DL, Olson JK. Workplace model for physical therapists and occupational therapists. *J Health Organ Manag*. 2014;28(3):290-314. doi:10.1108/JHOM-04-2012-0070

4. Pulford K, Kilduff B, Hanney WJ, Kolber M, Liu X, Miller R. Service Utilization and Costs of Patients at a Cash-Based Physical Therapy Clinic. *Health Care Manag (Frederick)*. 2019;38(1):37-43. doi:10.1097/HCM.0000000000000247, 10.1097/HCM.0000000000000247

5. <https://ppsapta.org/>

6. www.cms.gov/medicare

Naseem Chatiwala is the owner of Rehab Health 360 LLC, a specialized clinic offering premium services to clients with neurological deficits. In addition, she is an adjunct faculty at MGH-IHP and UML, a course

developer/instructor for Summit Professional Education. Naseem served as a co-chair of the APTA of MA Neuro SIG from 2017-2019. She is currently a co-chair of the APTA Concussion CPG-KT task force. She was awarded Emerson Rehab 2019-Excellence in Education Award, the APTA of MA 2021 Outstanding Achievement in Clinical Practice Award and most recently recipient of the IHP's 2022 Bette Ann Harris distinguished Alumni Award.

Dr. Katie Wadland, PT, DPT, Board-Certified Geriatric Clinical Specialist owns and operates Healthy Aging Physical Therapy, a Med B Outpatient At-Home practice out of Wakefield, Massachusetts. She has fourteen years of experience in outpatient, home health and rehab settings and has worked for some of the region's best hospitals, including Spaulding Rehab, Braintree Rehab and Beth Israel Lahey Health at Home. Healthy Aging Physical Therapy is now a team of six physical and occupational therapists who specialize in geriatrics, neurorehab and Parkinson's Disease management. Katie also teaches community fitness classes both in-person and virtually.