Director Nominee, BOD

2016 PPS Elections



Craig Johnson, PT, MBA

I feel very fortunate to be slated for the Board of Directors of PPS. My passion for private practice stems from growing up with and being mentored by a father who was a dentist that started his own practice, was President of the Minnesota Dental Association, and served on many national committees of the ADA. I recognized his example to me when, after attending my first state conference, I sat down and wrote him a long letter about how proud I was to be a physical therapist, and a member of this professional organization. This passion for our profession burns inside me, I know it is fueled from those years growing up.

I value what I believe most private practice owners value: creating a quality service that will attract customers, and receiving reasonable payment for those services. It is a simple formula that can work even when healthcare reform is swirling around us. It is keeping this formula alive for current and future private practitioners that I most fervently want to see continued for a long time.

I started my first private practice five years after graduation. I have been a clinician, manager, and owner, wearing all the hats within a private practice. Currently, I am a partner and Chief Operations Officer of Therapy Partners, Inc. (TPI), a management service organization, with 15 independent member practices and 32 clinics in Minnesota and Wisconsin. TPI is involved in value-based payer contracts and has successfully leveraged outcomes to improve payment. I direct internal operations and lead the support services to the practices in the areas of care management, outcomes management, compliance, and reimbursement.

My work within the profession has prepared me to be an effective board member to lead us through this time of change. I served on the APTA POPTS Committee, and was active on an APTA Governance Workgroup. I put together two innovative models of care for value based payment, which were presented at ATPA Innovation 2.0; one of which received a small grant as honorable mention. As a two term President of Minnesota PT Association, I lead a chapter governance model change and an extensive strategic planning process to position physical therapy higher in care delivery and more prominent in society. I currently serve on an APTA and Industry Outcomes Task Force, the PPS Payment Policy Committee and APTA Public Policy and Advocacy Committee, and am a PPS Key Contact.

I believe there is tremendous opportunity ahead for private practice, if we focus on delivering value, defined as outcome/cost. By collecting and analyzing cost and outcome data we can improve our competitive advantage in the marketplace. PPS should help practices develop strategies that leverage data to achieve a better strategic position.

Our challenges in practice and payment are changing the clinical pathway, innovative strategies, and leadership in the healthcare industry. We have to change our place in the continuum of care, which will require collaboration with other providers. PPS and APTA must put a major push on changing the clinical pathway that will better deliver value and increase access. Innovative value-based payment models are evolving, but further strategy development is required with regional or national payors, and CMS' payment reform. PPS is a leader in the profession, yet must lead in the healthcare industry by supporting innovators, bold leaders and change agents through developing a platform where members will be educated and heard.