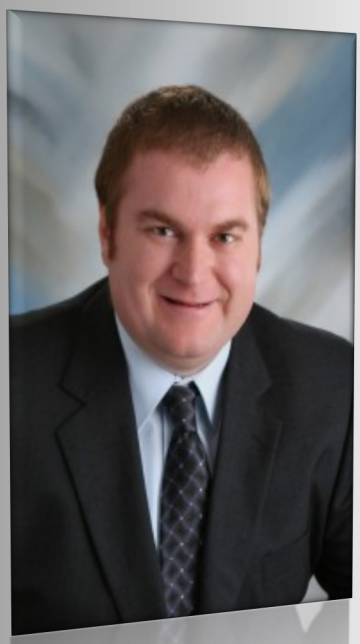
Director Nominee, BOD

2016 PPS Elections



Brett Roberts, PT, DPT

We are facing a monumental shift in healthcare and the opportunity to thrive as a profession has never been greater. Legislative strategy and a creative approach to problem solving are two strengths that I bring to the table that can help guide our profession into the future. We are seeing the cards fall in many favorable ways and how we respond to these opportunities and avoid missteps will help create our future. The three critical issues facing our profession can be summed up in three words: Drugs, Money, and Jobs.

Drugs — Big Pharma dealt us a winning hand by pushing our nation to the tipping point in the opioid addiction epidemic. Appropriately, physical therapy is being pushed to the forefront to help address this growing problem. Continuing to ride this momentum holds the key to our future success. As Director, I will ensure we always look at ways to effectively market our services to the right person at the right time and help to establish and promote connections with other healthcare providers and decision makers.

Money — With a dramatic shift in patient financial responsibility and the emergence of cost control measures (narrow networks, inability to opt out of Medicare, etc.) the financial future of our profession will continue to evolve rapidly. While many see this as a negative, bleak future, I feel there is great opportunity if we understand how to identify and effectively communicate the benefits of our profession to the appropriate stakeholders. I'll advocate for shifting control from third party entities to individuals and self-funded companies. This will help demonstrate our true value in the healthcare marketplace.

Jobs (Steve Jobs, that is) — Our profession is ripe for technological disruption. I believe this could be the very catalyst to propel our profession forward into the 22nd century. Having a well thought-out legislative agenda can help us balance potential threats (such as tele-PT provided by non-PTs) against potential opportunities for growth. For example, should an artificial boundary such as a state line really limit who can benefit from tele-medicine? Direct access took over 56 years to pass in all 50 states. Can we survive another drawn out state-by-state battle or do we push for something bigger? As Director, I will help ask the challenging questions and won't be afraid to express alternative ideas to push our profession forward.

Thank you for considering my nomination. I look forward to creating a better tomorrow!