Director Nominee, BOD

2016 PPS Elections



Alice Schoos, PT, OCS

I am passionate about physical therapy, and especially about delivering it from a private practice model. I, along with my PT husband, helped develop Peak into 7 clinics, offering ownership via sweat equity to PTs who had worked with us or one of our partners. It is a great source of pride and accomplishment to witness the number of PTs with whom we've worked who are now owners, some in our company, and others on their own, including the President of PTWA and the chair of PPSIG. Mentoring the next generation of private practice owners is something we should all embrace, recognizing that every good PT who opens a clinic "in my backyard" is raising the profile of our whole profession and opening our doors to a wider audience. I have opened multi-site private practices twice, ran 15 clinics for a large national company, and am now back to owning and operating one PT clinic as I turn my sights to other venues. This includes promotion of PTs as primary care practitioners and raising Alzheimer's awareness, and learning how to tweet and be a guest speaker on podcasts to advocate for physical therapists via social media! I believe in giving back and following your passion, so I also serve on the board of my local YMCA facilitating development of a larger community center where so many healthy living services can be accessed inexpensively. I am fortunate to serve on the King County Regional Alzheimer's Advisory Committee.

I believe the role of PPS is simple, and the job is big: to help the private practitioner thrive and add value to the health care continuum, while promoting private practice physical therapists as the primary care provider for musculoskeletal health.

We need to:

1. Identify the needs of the upcoming generation of DPTs as potential private practitioners. PPS should work to build a bridge between the current generational way of doing business with all of the knowledge and mentorship that brings to the table, to the social media savvy and disruptive business models of the #FreshPT (the up and comers!).
2. Provide information, education, and metrics to our membership to be able to advocate and negotiate for collaborative contracts with payers, engage politicians for our inclusion in health care bills, and demonstrate the value of "PT first" to consumers.
3. Develop a marketing campaign and social media presence to educate the public about what private practice PTs do and the value we add to the health care consumer. We should learn from, and perhaps join forces with, the PT collective that is leading the online promotion currently. Physical therapists should be providing the premier online content for the consumer about musculoskeletal health: i,e, "WebPT".

I envision a world where physical therapists are the primary care providers, and most cost effective choice, for musculoskeletal healthcare. We will be seeing patients once a year to make sure they are keeping their bodies MOVING well. We will be using telehealth to make some visits easier, more accessible, or less costly. PTs will be the providers of online content for injury avoidance and recovery. Thank you for the opportunity to help move us toward the future vision of physical therapists as a Board member of PPS.