



Louisiana Physical Therapy Association

SECOND EDITION, 2011

MARCH/APRIL

President's Message

WWW

In this newsletter I write to you about the World Wide Web. Contrary to popular belief Al Gore did not create the internet and the World Wide Web. However, English engineer and computer scientist Sir Tim Berners-Lee, now the Director of the World Wide Web Consortium, wrote a proposal in March 1989 for what would eventually become the World Wide Web.

You might ask, "What do the internet and physical therapy have in common?" Well, I don't think we can do much without involvement of the internet these days. It is estimated that nearly 75% of the US population has access to the internet. I would predict that an even larger number of physical therapists and physical therapist assistants have access as well. To describe how the internet has changed the world is more than can be accomplished in this message; however, it is apparent that the World Wide Web and internet have dramatically changed the way in which the world communicates.

I encourage you to look at APTA's newly redesigned website www.apta.org. The redesign includes some of the following changes:

1. On the home page, the original nine main navigation buttons have been reduced to six.
2. Mega menus for each of the main navigation buttons allow a preview of feature content and secondary menus to continue your experience.
3. The latest news and upcoming events are available directly from homepage.
4. Annual meetings now have their own landing page which eases registration and access to conference materials.
5. There is an enhanced search engine that allows finer tuning of your searches.
6. APTA's membership magazine, *PT in Motion*, also has an updated landing page for an improved access experience.
7. Social media share menu is available on nearly every page, allowing you to more easily share articles and info with colleagues and social media sites.
8. There is also a favorite button to further personalize your website experience.

I also wish to inform you that we are currently in the process of updating the LPTA webpage. We have the shell of the page completed and are in the process of inputting our information at this time. Stay tuned for the new webpage to go live in the next month or two. I envision our webpage becoming a much more effective communication tool through which the leadership, staff

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2011 SPRING MEETING

The LPTA Spring Meeting was successful thanks to our exhibitors and registrants. We had 18 exhibitors and over 150 participants.

SAVE THE DATE! 2011 FALL MEETING

Please mark your calendar for the Fall Meeting to be held September 16-18, 2011. It will be in Baton Rouge at the Crowne Plaza. Our speakers will be Irene Davis and Morey Kolber. Irene had people waiting for two hours to hear her presentation at CSM in NOLA this past February. Her research emphasis is on running. Morey Kolber presented a course on shoulders at a previous LPTA meeting. His radiology course to be presented in the Fall is geared for physical therapists.



American Physical Therapy Association

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UPCOMING EVENTS

Mark Your Calendar NOW!

2011

June 8-9

Federal Advocacy Forum
Washington DC

June 8-11

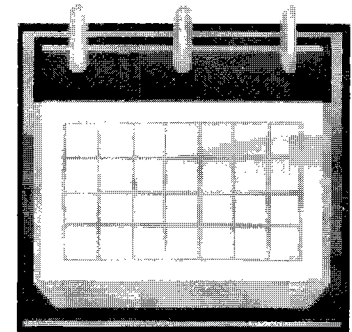
APTA Annual Conference
National Harbor, MD

September 16-18

LPTA Fall Meeting
Baton Rouge, LA

October 21-23

National Student Conclave
Minneapolis, MN



Bayou Bulletin Publisher Information

The *Bayou Bulletin* is published six times a year by the Louisiana Physical Therapy Association, (LPTA). Copy and advertising inquiries should be directed to LPTA. Advertising rate sheets and deadlines for each issue are available upon request.

Newsletter Chairman, *Kinta LeBlanc*
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LPTA MEMBERSHIP UPDATE

Please continue to encourage your fellow PTs, PTAs and students to join or renew their APTA/LPTA membership!

	Current	Last Year
Active members	644	646
Life Members	22	24
PT Students	169	142
PTAs	77	67
PTA Students	<u>26</u>	40
Total	938	919

(Continued from page 1)

and membership may interact.

As we continue to delve into the worlds of high tech communication and social networking, we have created a Louisiana Physical Therapy Page on Facebook. Please consider becoming a fan and we will do our best to begin to utilize this page as a way to communicate, too.

Please remember that it is your membership that allows these kinds of activities to take place locally and nationally on your behalf. I sincerely thank each of you for your membership and, as always, encourage you to contact the LPTA leadership with any concerns, comments or questions you might have.

GREG

Call for Nominations

The Nomination Committee is now accepting nominations for candidates for the following offices: President, Secretary, Chief Delegate and 2 delegates.

Please submit your nomination to Anna Means by Friday, July 15, 2011. Candidates will be asked to submit a candidate statement, which will be published in the July/August issue of the Bayou Bulletin. Please contact Anna Means at ameans@edgephysicaltherapy.com or 318-841-0696 if you would like to make a nomination, self-nominate, or if you have any questions or need further information on these positions. We welcome and encourage your participation and look forward to a full ballot.

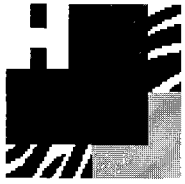
MEMBERSHIP REPORT

APTAs has begun a membership challenge for each chapter and section for 2011. It is composed of overall goals, which, if reached by that section or chapter, means an additional \$250 donated by APTA for membership retention and recruitment activities in 2012! Along the way, there are additional mini-goals that we can strive to reach that place us in the running for additional \$250 drawing among all who reached those goals.

The first mini-goal for our Louisiana Chapter is to be completed by May 31, 2011. We must have at least seven (7) facilities participating in the Facility Challenge sponsored by APTA, in which all PT's and PTA's within a facility are members of APTA/LPTA. If your clinic or workplace has dues paid by your employer, this is a no-brainer! If your clinic has dedicated PT's and PTA's who value their membership and pay for their own membership each year, please also sign up to be included in the facility challenge! Just go to APTA's website and look up "Facility Challenge" and apply. It's that easy!

I have a list of facilities that have participated in recent years. Expect a call from me or members of my committee in the next month to encourage your facility to continue to be a part of this challenge and to be recognized for 100% participation.

Respectfully submitted by Beth Ward, PT, DPT, Membership Chair for LPTA



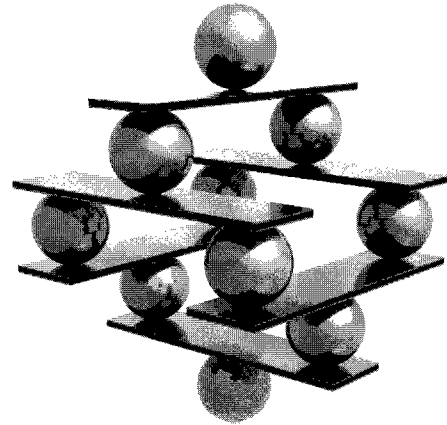
Delta Home Health • MedSource Home Health • Thompson Home Health

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Shreveport District Report

On Tuesday, March 22, 2011, the Shreveport District had a meeting at the LSUHSC-Sh PT gym and we were delighted to hear from none other than John Barnes, CEO of APTA, who was in town visiting our own Sharon Dunn, PhD, PT, OCS, who is beginning another 3 year term on the APTA Board of Directors. Mr. Barnes spoke to a crowd of about 60 PT's, PTA's, PT students and PTA students about current and future happenings at APTA. He mentioned how APTA is working for us all in the areas of reimbursement, advocacy, clinical education, membership, student support. He mentioned a new Clinical Portal which will begin soon on APTA's website, a kind of social network format in which clinicians can access evidenced-based information directly relating to their practice as well as share information with other PT's and PTA's across the country. He ended on a strong note, letting us all know that soon it will be the norm for clinicians to be members of their professional organization because of the value they receive from APTA/ LPTA! There was a time for questions and answers from him as well.

Other business conducted included a brief rundown on what is happening at the national, state, and local levels, with highlights from the Boards' January retreat, mention of the Payor's Forum, PT Day at the Capitol, re-working of LPTA's Strategic Plan, Workers' Comp information, re-design of LPTA's website, and changes to the Rules and Regs by the LaPT Board. Also mentioned was the fact that the Shreveport District raised over \$1000 for AMBUCS in last October's Hustle for Your Health fun run, with plans to do it again in October, 2011. LPTA's First Annual Sports Symposium April 15-17 in Lafayette was also strongly supported.

Thanks to Gail Pearce, Payton McCalmont, and Beth Ward for making homemade goodies to share with those attending this special meeting!

Respectfully submitted by Beth Ward, PT, DPT, Shreveport District Chair

Publicity Simplicity

Make Physical Therapy the Favorite Brand

Two years ago the APTA released the branding campaign. Are you putting the brand to good use to promote PT?

Why Brand?

To position physical therapists as the practitioners of choice for improving mobility and function.

Our Tagline:

Move Forward. Physical Therapy Brings Motion to Life.

Our Brand Champions:

Members who are specially educated on the brand to spread the word about the brand and teach others how to live it. Sharon Dunn (sdunn2@lsuhsc.edu) and Tonja Latham (Tonja.Latham@concentra.com) are the brand champions for the Louisiana chapter.

www.apta.org/brandbeat:

Online resource for members, staff and components on the brand.

"Move Forward" Web site:

Web site for consumers and health care professionals at www.moveforwardpt.com.

COMMITTEE ROOM RUN CONTEST

Last year we made a big hit at PT Legislative Day with our fitness contest and the winner was Rep. Richard. They are anticipating the contest this session. So this year, pedometers will be placed on each Legislator's desks. Next year, 2012, we will return with PTs to demonstrate and educate. But you can help this year through a monetary gift.

The Legislator winner will receive:

- ⇒ a trophy,
- ⇒ the title "Louisiana's Fittest Legislator"
- ⇒ and the LPTA donates \$1200 to a Recreation Center of the winner's choice.

Your donations will help our profession promote fitness among our elected officials and most of all provide deserving kids a chance to become fit.

Please make your check payable to LPTA and note for "PT Legis Day". Any questions please contact:
Susan Blanchard Susanblanchard@gmail.com 985.705.3225

Or

Alice Quaid coretouchtherapies@msn.com 504.338.6008

LPTA Spotlight: Jason Oliver, PTA



By Kinta LeBlanc, PT, DPT

The new LPTA PTA Caucus Representative to the APTA House of Delegates is in the Spotlight this month. Jason Oliver, PTA, has long been a member of the LPTA and also has a long list of history and interests as well.

For starters, Jason hails from Evangeline Parish where he spent his childhood. Prior to becoming a PTA Jason worked at St. Francis Cabrini Hospital as an ECG Technician, and also as manager of the cardiac rehab and employee wellness gym programs. He next began his journey towards becoming a PTA, beginning with a position at the Occupational Performance Center in Baton Rouge managing clients in a work conditioning program and assisting with functional capacity evaluations.

Jason graduated from Our Lady of the Lake PTA Program where he was named to the President's List twice. He later earned his Bachelor of General Studies Degree from Louisiana State University in Baton Rouge with minors in philosophy, psychology and sociology, with an additional concentration in kinesiology.

As a PTA he began his career at Baton Rouge Physical Therapy-Lake in Baton Rouge, and then took a position with Moreau Physical Therapy in Port Barre where he also served as marketing director for the clinical site. Currently Jason is employed at McLeod, Trahan and Sheffield Physical Therapy Services in Breaux Bridge where he continues to use his marketing skills as well as his PTA skills.

Jason is a hard worker as evident by the fact that along with full time employment he also worked at United Parcel Service in warehouse operations part time for many years here while living here in Baton Rouge, including the years when he was enrolled at OLOL and LSU. He also held a position with Advanced Orthopedic Concepts as an orthopedic sales sub-representative while maintaining a full time PTA position.

To further illustrate what a hard worker Jason is, he and his wife, Alyce, have recently renovated an old cypress house which they had moved onto their property in Arnaudville. The actual physical moving of the home was featured on an episode of HGTV's *Haulin' House*. Jason says the top-to-bottom renovation of their house in the country was needed so they could raise their two children, Anna, 3 years old, and Reid, 10 months old, and the herd of horses Alyce owns.

Besides his beautiful family, Jason loves duck hunting with his Chesapeake Bay Retriever, "Pirogue", LSU football, and making homemade wine. He also truly enjoys practicing in the outpatient orthopedic environment and focuses on a hands-on assessment and treatment philosophy with manual therapy as essential components in his clinical practice techniques.

Jason serves on OLOL's PTA Program Advisory Committee, and was honored by the LPTA as the recipient of the LPTA PTA Distinguished Service Award. He has embraced his new position as PTA Caucus Representative and has been working diligently in preparation for the upcoming APTA House of Delegates in June. I'm sure he would welcome any comments or suggestions, and may be reached at Isu73Isu73@yahoo.com

We appreciate Jason's willingness to serve as the new PTA Caucus Representative, and we thank him for his continued support of the LPTA.

**Thank you to our 2011 Spring Meeting Exhibitors.
Especially Preferred Therapy Providers for being the
Saturday Morning Coffee Break Sponsor!!**

Amedisys Home Health	Fitness First
Home Healthcare Partners	Louisiana Physical Therapy Board
North Mississippi Medical Center	Ochsner Health System
Our Lady of Lourdes Regional Medical Center	Physical Therapy Provider Network
Restorative Care of America, Inc.	STAT Home Health
Sammons Preston	Synergy Care
Synergy Performance Care	Therapy Center
TherEx, Inc.	Therapy Management Corporation
Touro Infirmary	Tulane Medical Center

Spring Meeting Pictures





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