

# 2023 Candidate Statement – Candidate for Director



**John D. Childs, PT, DPT, PhD, MBA, FAPTA**

**Question:** What meaningful qualities do you bring to the Board of Directors that would help to achieve the APTA strategic plan?

**Response:**

I bring many meaningful qualities that will set my candidacy apart and be instrumental to my leadership in support of APTA's strategic plan to 1) increase member value, 2) create a sustainable profession, 3) optimize quality of care, and 4) increase demand and access. Specifically, I bring a unique mix of business, academic, and professional leadership experience to my role as Director. I focused the last 15-20 years on my role as Co-founder/CEO of Evidence In Motion (EIM) and Partner in Confluent Health, including EIM, a network of 620+ outpatient physical therapy centers in 35+ states, and Fit for Work, which provides workplace injury prevention services focused on reducing workers' compensation claims. As a recognized executive and business leader, I served 20 years in the U.S. Air Force. I completed my Ph.D. at the University of Pittsburgh and served on faculty in the U.S. Army-Baylor Doctoral Program in Physical Therapy for seven years. I collaborated on \$10+ million in grant funding and published over 150 scientific papers.

The experience I've gained serving in numerous professional leadership roles has uniquely equipped me for APTA Board leadership in service to achieving our profession's strategic plan. For example, I've been actively involved in APTA for 27 years, including many roles within APTA, Academy of Orthopaedic Physical Therapy (AOPT), Private Practice, Academy of Physical Therapy Research, and Academy of Education. I have served on many committees, including the AOPT Finance and Revenue Generation Committees. I also served as Treasurer for the American Academy of Orthopaedic and Manual Physical Therapists and Associate Editor for the Physical Therapy Journal and Journal of Orthopaedic and Sports Physical Therapy. I've received numerous business, research, and education awards, including being an Ernst & Young Entrepreneur of the Year finalist, San Antonio "Health Care Hero," and the youngest ever Fellow of the American Physical Therapy Association.

My executive and professional leadership experience enables me to offer deep insights across all aspects of the profession, including outpatient service delivery, direct-to-employer contracting, and education. For example, student debt presents a "clear and present danger" to establishing a sustainable profession. At EIM, we're on the leading edge of disrupting graduate healthcare education by creating flexible, hybrid programs that accelerate the time to degree and prepare students for the workforce 33% faster than their peers. This model also allows students and faculty to live nationwide, facilitating a significantly greater ethnic, racial, and socioeconomic diverse cohort of students. As Director, I will champion innovations in education that actually do something (not just talk) about student debt and increase access and diversity to encourage the best and brightest applicants to pursue a physical therapy career.

The country still faces an opioid crisis rooted in our healthcare system's unmitigated disaster for managing pain over the last 25 years. I will work tirelessly to increase demand and access to physical therapy services by entrenching physical therapists as the "cultural authority" for managing pain. For example, I was a Founding Member of the Physical Therapy Business Alliance, which evolved into the Alliance for Physical Therapy Quality and Innovation (APTQI). APTQI is the largest association of physical therapy practices with the goal of establishing physical therapy as the treatment of choice with the best value for patients and payers.

As an atypical candidate who hasn't previously served as a Delegate, that's a "feature, not a bug." I am uniquely prepared to offer diverse and fresh perspectives that aren't clouded by conventional wisdom and historical context that can unintentionally interfere with the ability to embrace bold ideas. For example, although the Board has a fiduciary responsibility to use resources wisely, we exist to elevate the profession and increase member value, not to grow non-dues revenues solely for revenue generation. As Director, my entrepreneurial spirit and executive leadership skills will help us pursue bold and transformative ideas and quickly deploy resources in alignment with those ideas to advance our strategic plan. I will contribute highly informed perspectives on key strategic priorities and won't be shy about offering that perspective. However, I will always champion a unified voice, even if that voice is contrary to my personal views.

Despite an unsuccessful campaign last year, my experience running for Director demonstrated that my unique skillset could add significant value to the next generation of APTA leadership. Nominated again this year, I have the time, energy, desire, and vision to serve. I am honored to be slated as Director and will bring significant strategy, leadership, and determination to guide our profession's next stage of evolution.