

Candidate Statement – Candidate for Director



Zoher Kapasi, PT, MSPT, PhD, MBA, FAPTA

Question: What uniquely qualifies you for the role of Director, and how does that contribute to the association's vision, mission, and strategic plan?

Response:

I am excited to continue service to our Association and honored to be slated for the Director position. As a leader and entrepreneur, I have worked hard to acquire knowledge, skills, and abilities in diverse areas such as strategic thinking, marketing, leading teams, financial and human resource management, and digital transformation. As an educator, researcher, and higher education administrator, I have developed additional skills and industry knowledge related to pedagogy, data analysis, and collaboration with various professional training programs. My formal education as a physical therapist combined with my training as a researcher (PhD) and businessperson (MBA), along with my additional leadership training, provide a unique and diverse perspective.

Specifically, in my role as an executive, first as a director of a top 10 physical therapist program at Emory University and now as the Dean of the College of Health Professions at the Medical University of South Carolina (MUSC), I led our team to grow revenues from 5%/year to 8%/year over the last three years.

Using deft marketing strategies, at Emory, our team raised the profile of Emory's DPT program from 11th position in US News and World Report rankings to 7th and then 5th place. We employed similar strategies at MUSC to move our Occupational Therapy program from 18th to 13th and Physical Therapy program from 28th to 20th position.

Growing a not-for-profit, private, and public university in revenues and market identity is not possible without strategic planning and sound human resource management of hiring talented faculty and staff. I have deployed these skills with success at a College that rivals in revenue size to APTA. I used these skills when I served on the Board of Directors of American Council of Academic Physical Therapy (ACAPT), including serving on its Executive committee as Secretary and Vice-President and liaison to the Diversity Task Force of ACAPT, Chair of the Education Committee of the Private Practice Section, and Nominating Committee of the Academy of Education. These skills honed in a 30-year career as a clinician, teacher, entrepreneur (establishing two physical therapy clinics in metro-Atlanta with my wife), including work within multiple APTA components, will allow me to contribute to the Board in innovative ways on particular issues facing our profession and APTA. Specifically, my diverse background and training helps me understand and better represent our membership's various interests and viewpoints. I want to use my skills and abilities on the Board to assist in developing and implementing comprehensive strategies, enhancing communications between the Board and its stakeholders, and making sound fiscal decisions.

The aforementioned skills will help move forward the Association's vision, mission, and strategic plan and foster long-term sustainability of the physical therapy profession. The focus on our profession's future, our students, and their concerns related to debt-burden and career-earning potential are of paramount importance. My background as a higher education administrator and practice owner will provide the Board a comprehensive view of this issue. I am a strong advocate for building pipeline programs and adopting holistic admission strategies in our educational programs as keys to building a diverse workforce that reflects the

patients we serve. Elevating care provided by PTs and PTAs through reducing unwarranted variation in practice starts with reducing unwarranted variation in training through the adoption of competency-based education. Additionally, I am passionate about maximizing stakeholder awareness of the value of physical therapy through an integrated brand strategy. As we confront the chronic disease epidemic in our country, our vision of transforming society by optimizing movement to improve the human experience could not be more relevant.

My formal education as a physical therapist, researcher, and businessman, combined with my years of service, experience, and track record of accomplishments, uniquely qualifies me to serve and succeed in a Director's role. It has been an honor and privilege to serve our Association in the past. I am grateful to my colleagues who have supported and encouraged me to serve. I am also humbled that the Nominating Committee has slated me as a Candidate for this position now. I want to be your Director and ask for your vote.

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Contact: governancehouse@apta.org