

2022 Candidate Statement – Candidate for Director



Craig Johnson, PT, MBA

Question: What is your vision for the future of APTA, and what knowledge, skills, and abilities do you possess to help us achieve that vision?

Response:

I believe the American Physical Therapy Association built a solid foundation in its first 100 years and can position itself to be a stronger voice in the healthcare industry. I was grateful to attend the centennial celebration last year, which fueled my passion and confirmed my desire to serve on the board as we launch into the next century. I believe that within the next 20-30 years, the health care system will be turned on its head, in no small part due the leadership by APTA. If we are to truly transform society, we must be a force for change by taking a leadership role in disrupting the current healthcare delivery system. We should help to recreate a system that is more affordable, efficient, equitable, and improves the patient experience. I am running for a director position because of my work and volunteer leadership experiences in this area, which give me a unique perspective on the future of APTA.

I have spent the whole of my career as a provider, practice owner, and leader at work and in APTA focused on advancing the quality, value, and payment of the services provided by physical therapists and physical therapist assistants. This focus on quality, value, and payment compels me to engage in advocacy for the recognition and reward of the value we deliver. Therapy Partners is a network of physical therapist owned practices in Minnesota, where as COO, I worked on payer contracting, achieving higher payment rates with in-state payers. I led the success in value-based contracts through accountability to care and patient outcomes to improve payment. I have contributed to the conversations on payment issues at national and local levels of APTA and provide education on value-based models. Sharing my insight and experiences will help the Board make strategic decisions on payment and be a stronger voice on payer issues.

I believe APTA is poised for an offensive payment strategy. We are in a difficult period for the profession, one where the impact of administrative burden and payment has become a huge problem to the patient, providers, and the future of our profession. While APTA continues its advocacy, we need to be actively involved in laying the groundwork that will shape future value-based care and payment models. Value-based payment is the future of healthcare. We need to ensure our members are prepared and engaged. Physical therapist services must be properly positioned earlier in the delivery system and recognized as the patient choice for certain health conditions, and for the prevention of the onset and advancement of chronic disease. Additionally, APTA needs to have a forward-thinking strategy for technology that focuses on supporting practitioners' access to and use of data and engaging in technology to drive access to physical therapist services.

Payment and payer policies put constraints on APTA's ability to successfully address important initiatives of the strategic plan, such as student debt, DEI, patient demand, and access. It reduces salaries, hiring capacity, and adversely impacts the debt to earnings ratio. Since APTA embarked on the strategy to elevate the profession through doctoral degrees, payment and salaries have not kept pace. Our patients and the profession can no longer afford to live with the status quo on payment.

I passionately believe if we are to build a strong and durable association we must increase membership, engagement, and diversity. Living in Minnesota and the COVID pandemic has shown me the racial inequities that exist in the justice and healthcare systems. I have connected a Minnesota state payer with the Minnesota



chapter's leaders to further propel its DEI activities. I have long advocated for workforce diversity and equitable access to healthcare and actively support APTA's legislative agenda in this area. Additionally, APTA should encourage members to take leadership positions in their company, communities, elected offices, and governmental agencies. I will push APTA to broaden advocacy efforts to include "lead where you are," in your work and community.

It has been said, "If you want to go fast, go alone. If you want to go further, go together." When we collaborate together, we have a stronger and louder voice. My passion is to serve this profession, that together we will truly transform society by becoming a force for change in the healthcare industry that will improve the human experience. Together, as a member of the APTA Board, I want to be part of transforming the future of APTA and healthcare in the United States.

Last Updated: 04/19/2021

Contact: governancehouse@apta.org