

CRAIG JOHNSON, PT, MBA

HEALTHCARE EXECUTIVE

- ❖ Experienced health care leader with C-suite experience, offering deep understanding and knowledge of payment landscape, patient outcomes, innovative value-based care and payment models, clinical and administrative policies in healthcare.
- ❖ Passionate about the value proposition of physical therapist services and use of data to create innovative solutions to provider, purchaser, and payer entities.
- ❖ Demonstrated ability to lead teams in optimizing use of patient outcomes in the clinical setting and lead others to exceptional results.

Areas of expertise include:

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| ❖ Health Care Administration | ❖ People and Team Management |
| ❖ Health Care Regulation | ❖ Performance Improvement |
| ❖ Health Care Policy | ❖ Relationship Management |
| ❖ Quality and Care Management | ❖ Innovative Value-based Payment |

Profile

Physical Therapist and lifetime member of APTA, since graduation from the University of Minnesota in 1979. Over 40 years in clinical care, practice ownership, and management in independent therapy practices. Joined Therapy Partners (TPI) in 2008 as Director of Clinical Integration, becoming a partner and COO in 2013.

Therapy Partners provides support services to twenty-eight member practices with fifty-five locations in their network in Minnesota and Wisconsin. Therapy Partners is a unique Member Services Organization (MSO) in the physical therapy industry, which contracts with third party payers. TPI is a well-known brand in its market and has been able to negotiate better paying contracts with state-based payers, some as much as 30% higher than regular rates. TPI was one of the first organizations to establish a value-based payment contract and delivery model in 2009 with a local state-based payer. It is known in the region for managing care well, providing high level patient outcomes and the ability to share risk. In his role as COO, Craig has led member practice solutions with a focus on care management, outcomes management, value-based contracting, compliance, and payment. At TPI he has led outcome and care management teams of practitioners to be successful in value-based payer contracts. In addition to care management, he led the compliance program and the team addressing reimbursement issues, as well providing financial management for TPI. Craig has led other provider groups in payer pilots in many regions of the country using patient outcomes and care management to demonstrate the value of therapy services. As part of such pilots, he has analyzed claims data of payers, including work comp, parsing the data into discrete episodes measuring upstream, downstream, and direct therapy costs, and identifying cost drivers, as well as identifying the effective providers. Craig is a frequent speaker at APTA conferences on innovative models of care delivery.

Education

- Bachelor of Science - University of Minnesota School of Medicine - Program in Physical Therapy - 1979
- Master of Business Administration-Medical Group Management - University of St. Thomas - 2000

Experience

Professional Affiliations

APTA Minnesota

- APTA Minnesota Board of Directors 7/2003-6/2016
 - Director 7/2003-6/2007
 - Vice President 7/2007-6/2010
 - President APTA Minnesota - 7/2010 - 6/2016
- APTA Minnesota Government Affairs Committee Member 1995-Present
- APTA Minnesota Day on the Hill -Annually since 1985
- APTA Payment Committee 2016-present
- APTA Minnesota Payer Advocacy Chair 2016-2022
- APTA HOD - Minnesota Delegation 2010-2016, 2019

APTA

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- APTA Referral for Profit Committee 2007-2009
- APTA Federal Affairs Day on the Hill 2010-annually
- APTA Governance Review Task Force 2012
- APTA Public Policy and Advocacy Committee (PPAC) - 2016-2018
- APTA Education Leadership Partnership (ELP), member of ACAPT Outcome Strategy Workgroup of ELP initiative on Educational Excellence - 4/2019-2020
- APTA Employer Workgroup - 2021-2022
- APTA Board of Directors-Director 2023-2025

APTA Private Practice

- PPS Payment Policy Committee - 2015
- PPS Board of Directors - 11/2016-11/22
- PPS Task Force Chair - Highest PT Value-Milliman Study Project - 2017-18
- PPS Value-Based Workgroup - 2019-2021
- PPS COVID Task Force - 2020-2021
- APTA HOD - PPS Delegation 2020-2022

APTA Orthopedic

- Value Payment Task Force - 2021-2022
- Occ. Health Special Interest Group - 2022-Present

Minnesota Health Reform Initiative - 2008-2010

- Appointment to Baskets of Care Committee on Acute Low Back Pain – A multi stakeholder committee, tasked to study and advise MN Legislature on bundled services, outcomes measurement, coding, pricing, and effectiveness measures related to the specific basket of care.

Minnesota Community Measurement (MNCM) - 2021-Present

- Member of Measurement and Reporting Committee (MARC) Advisory committee to MNCM Board on HEDIS, health status, and specialty health measures

Presentations

APTA

- APTA Northeast Payer Forum "Value-Based Payment Model with State Commercial Payer" 2/2012
- APTA Webinar - "Demonstrating Value: Using Quality Measurement to Leverage Your Practice" 2013
- APTA Component Leadership Meeting Presenter on "Innovative Model of Governance and Change in APTA State Chapter" 2 / 2013
- APTA Innovation Summit "Collaborative Care Models," presenter, panel member, 3/2013
- APTA Innovation Summit 2.0 Participant Presenter and Honorable Mention Grant Awardee, 3/2014
 - "Redefining The Value Equation For Physical Therapy: Relationships Between Utilization, Outcomes And Cost Of Care"
 - "A New Model of Care in Workers Compensation: Direct Access to Physical Therapist Services by Workers with Low Back Pain"
- APTA Insurer's Forum, 2018 "Impact of Physical Therapist Services on Episodes of Low Back Pain" 9/2018

APTA Minnesota

- "Conflicts of Interest in Healthcare: Considerations of Referral for Profit" 4/2010
- "The Role of Physical Therapy in Health Care Reform" 10/2011
- "Health Care Reform: New Models of Physical Therapy Delivery" 4/2012
- "Health Care Reform and the ACA Today- New Payment Models" 4/2015

Other Presentations

- University of St Catherine- "Health Care Reform" to PT and PTA programs annually since 2012
- University of Minnesota PT Program- "Private Practice topics, Outcomes and Use in Clinic" 2012-16
- FOTO Annual Conference Presenter
 - "Delivering Value to Health Plans and ACO's in a Changing Health Care Market" 4/2012
 - "You Have Outcomes, Now What? How to Optimally Leverage Outcomes" 4/2015
 - "Design for Performance: Using Outcomes in an Aligned Care Model" 4/2018
- Minnesota Healthcare Today's Event - Minnesota Healthcare Roundtable: "The New Face of Healthcare" Presenter and Panel 11/2015
- Concordia University PT Program- "Health Care Reform" annually since 2015

Awards

- HealthPartners - Excellence in Innovation Award for Value-Based Purchasing Model, 2011
- APTA Innovation 2.0 Honorable Mention and Grant for "Direct Access to Physical Therapy for Injured Workers with Low Back Pain" 3/2014
- APTA Lucy Blair Award 2020

Professional License and Membership

- Minnesota License #1974, since 1979
- APTA and APTA Minnesota Member since 1979
- ABPTS Board Certified Sports Clinical Specialist 1987-92
- Private Practice Section Member since 1990
- Health Policy & Administration Section Member since 2015
- APTA Orthopedics 1982-2014, 2020-Present

Contact Information

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