

JOSHUA FARLEY, PT, DPT, CDNT, OCS

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Objective

To organize, inspire and lead a team of motivated and passionate individuals to provide patient centered, evidence based and cost-effective healthcare.

PROFESSIONAL EXPERIENCE

Veritas Consultants, LLC

December 2025 - Present

Founder and CEO

- Physical Therapy operations consultant through the lens of clinical quality and employee retention.

Lighthouse Comp Consulting, LLC

January 2025 - Present

Physical Therapy Operations Consultant

- Worker's Compensation related clinical operations consulting for Outpatient Orthopedic Business clients

Upstream Rehabilitation

January 2022 - September 2024

Regional Director - Region 42

Responsible for all aspects of daily operations of each clinic in the Jackson Market including:

- Operational performance of 9 clinics
- Staffing clinical and nonclinical personnel, engagement and performance management
- Lead 7 Clinic Directors across the state of MS
- Development and execution of strategic marketing plan including identification of possible strategic partners, provider engagement and relationship building
- Annual budget development for each clinic and market
- Mentored clinic directors on P&L management and required each clinic director to perform in depth business review bi - monthly
- Clinical staff mentoring and development
- Assigned, scheduled and taught strategically focused clinical Masterclasses for clinicians in the market

Results Physiotherapy • Jackson, MS

November 2019 - January 2022

District Operations Leader - Jackson Market

Responsible for all aspects of daily operations of each clinic in the Jackson Market including:

- Operational performance of each clinic and market
- Staffing clinical and nonclinical personnel, engagement and performance management
- Driving volume related growth post COVID shut down to grow team from 3 FTEs to 11.5 FTE
- Development and execution of strategic marketing plan including identification of possible strategic partners, provider engagement and relationship building

- Grew referrals from orthopedic surgeons from 1% of total referral percentage to 15%
- Secured attendance of 3 medical providers to PT masterclass to help foster a better relationship and understanding of each discipline
- Annual budget development for each clinic and market
- Mentored clinic directors on P&L management and required each clinic director to perform in depth business review bi - monthly
- Clinical staff mentoring and development
- Assigned, scheduled and taught strategically focused clinical Masterclasses for clinicians in the market

Results Physiotherapy • Jackson, MS

Sept 2017 - Nov 2019

District Clinical Quality Leader - Jackson Market

Responsible for the oversight and development of physical therapists and physical therapist assistants to ensure the highest quality clinical product over the Jackson market. Secondary responsibilities included:

- Daily operational oversight
- Talent acquisition
- Physician education and marketing to key providers and provider groups
- Hiring non-clinical staff and licensed clinicians and co-management of staffing with the District Operations Leader and District Patient Support Leader

Results Physiotherapy • Jackson, MS

Clinic Director - Flowood Clinic

Jan 2016 - Aug 2017

Maintain full patient schedule and efficiently run the day to day operations of the clinic focusing on schedule management, staff development, weekly and monthly goal setting for clinic operational measures and participated in physician marketing and education.

- Grew staff from 2 PT and support staff to 3 PT, 1 PTA and 2 support staff in 18 months.
- 3 staff physical therapists that started in the Flowood clinic promoted to clinic director.
- Key partner in development of referral sources for Flowood clinic and for the rest of the Jackson Market, which helped increase number of clinics from 1 to 4 in approximately 18 months.

Mississippi Baptist Health Systems • Jackson, MS

2009-2016

Physical Therapy Manager - Byram, MS

Maintain full patient load and efficiently run operations of an outpatient physical therapy clinic for MBHS; Responsible for hiring and developing a strong team that is committed to patient-centered care and service excellence

- Designed clinic space, purchased capital equipment and supplies to maximize clinic function and versatility
- Implemented inventory control protocol that was first of its kind in MBHS outpatient physical therapy clinics
- Manage 3 full-time employees and responsible for staffing PRN employees
- Created and managed hospital-wide quarterly staff education for Rehabilitation Services Department including scheduling speakers, setting multidisciplinary topics, and securing sponsorships
- Positive volume growth for consecutively FY 2010 to fourth quarter FY 2014

- Developed constructive working relationships with physicians and staff of Mississippi Baptist Medical Clinic in Byram and Mississippi Sports Medicine Orthopedic Clinic
- Developed positive relationships with ATCs and coaches from Hinds Community College and Terry High School athletic programs
- Taught Orthopedic exam to 2nd and 3rd year MD students being proctored by MD at Baptist Medical Clinic in Byram

Mississippi Baptist Health Systems • Jackson, MS

2008-09

Staff Physical Therapist - Clinton, MS

Maintained full case load in the largest outpatient physical therapy clinic in MBHS

- Developed positive working relationships with referring physicians, fitness staff and other healthcare practitioners

Xtreme Soccer Club • The Woodlands, Texas

2004-05

Staff Coach

Responsible for four teams per season with duties including: team formation, tournament scheduling; and coaching

- Coached two different teams to four state championships

Mustang Soccer Club • The Woodlands, Texas

1998-2004

Assistant Director of Soccer

Assisted in development of a competitive soccer club including program development, recruitment, team formation, registration, training and game day coverage

- Helped with the growth of the program from eight teams with one team competing in top division to 27 teams with 11 teams competing in the top division
- Instrumental in all aspects of tournament development including development, marketing and management

University of Mississippi Medical Center • Jackson, MS

1996-98

Research Assistant

Responsible for technical execution of research projects; provided input for research design

- Listed as author of three publications in peer-reviewed journals and two abstracts presented in national conferences

EDUCATION

Doctorate of Physical Therapy

2008

University of Mississippi Medical Center • Jackson, MS

Bachelor of Science - Biology

1998

Millsaps College • Jackson, MS

PROFESSIONAL MEMBERSHIPS

- American Physical Therapy Association 2005 - present
 - Orthopedic Section
 - Sports Section
 - Health Policy and Administration Section

- Mississippi Physical Therapy Association 2005 - present
 - Board of Directors
 - President (Jan 2015 - 2018)
 - Reorganization of organizational structure
 - Implemented and oversaw execution of strategic plan
 - 91% membership growth from January Q1 2015 - Q4 2018
 - Responsible for strategy and key stakeholder engagement to pass the PT Licensure Compact through the MS Legislature
 - Chairman of the Reimbursement Committee (2010 - present)
 - Chairman of the Legislative Committee (2021-present)
 - Started and have continued reimbursement lecture series for UMC PT students starting in 2011 for 2nd year students
 - Payment lectures to WCU
 - Board of Directors - President - elect (2014 - 2015)

- Alpha Eta 2008
- Marquis Who's Who in America 2023

Certifications

- ABPTS Certification in Orthopedic Physical Therapy 2019
- Certified Trigger Point Dry Needling Therapist 2018
- LEAN for Healthcare certification - Mississippi State University 2015
- National "C" License - United State Soccer Federation 2001

SPEAKING ENGAGEMENTS

- Your Input is Critical: A Collaborative Session on High Impact Issues in the Shift to Value-Based Payment September 17, 2017
Panel Discussion - 2017 APTA State Payment and Policy Forum
Panel Discussion - 2018 APTA State Payment and Policy Forum (follow up panel)
- Keynote Speech for White Coat Ceremony August 2017
William Carey University School of Physical Therapy
- Keynote Speech for White Coat Ceremony September 2015
University of Mississippi Medical Center School of Physical Therapy
- Keynote Speech for White Coat Ceremony September 2023

William Carey University School of Physical Therapy

Hip Anatomy Review, Hip Dysfunction and Stabilization During Exercise <i>Mississippi Baptist Health Systems Rehabilitation Services Quarterly Education Meeting</i>	July 10, 2014
Rehabilitation of Athletic Hip Injuries <i>Mississippi Physical Therapy Association Fall Conference</i>	September 14, 2013
Functional Reporting Requirements from CMS <i>Mississippi Baptist Health Systems Rehabilitation Services Quarterly Education Meeting</i>	January 31, 2013
Reimbursement for Outpatient Physical Therapy: Present and Future <i>Mississippi Baptist Health Systems Rehabilitation Services Quarterly Education Meeting</i>	October 25, 2012
Advancing an Alternative Payment Model for Physical Therapy <i>Mississippi Physical Therapy Association Fall Conference</i>	September 18, 2012
Payment for Outpatient Physical Therapy <i>Webinar for Mississippi Physical Therapy Association</i>	August 21, 2012
Payment for Outpatient Physical Therapy <i>University of Mississippi Medical Center School of Physical Therapy</i>	2013 - Present
Payment for Physical Therapy: Present and Future <i>University of Mississippi Medical Center School of Physical Therapy</i>	October 2011 - 2018
Payment for Outpatient Physical Therapy <i>William Carey University School of Physical Therapy</i>	February 2023 - 2024
Evidence for Accelerated ACL protocol: A Brief Literature Review and Case Study <i>Mississippi Baptist Health Systems Rehabilitation Services Quarterly Education Meeting</i>	January 27, 2011