

Palak Shah, PT

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Professional Summary

Strategic clinical executive, board-certified Orthopedic Clinical Specialist, and co-founder of Luna Care Inc., with 18+ years leading innovative, tech-enabled physical therapy care models and driving change management at scale. Built a national home-based platform serving millions of patient visits through 3,000 clinicians, 20,000 referring physicians, and cross-system partnerships. Recognized for designing clinician-centric tools, streamlining documentation workflows, and achieving CMS/MIPS “Exceptional Performance” benchmarks. Brings a track record of aligning clinical quality, innovation, and advocacy with organizational mission—experience directly transferable to the fiduciary and strategic responsibilities of the APTA Board.

Core Competencies

- Strategic Governance & Advisory Council Leadership
- Innovation in Care Models & Digital Health Integration
- Clinical Operations & Quality Oversight
- Value-Based Care, Outcomes, & Benchmarking
- Clinician Engagement & Professional Development
- Regulatory Compliance & Advocacy

Professional Experience

Luna Care Inc., Nashville, TN

Co-Founder & Chief Clinical Officer (Apr 2018 – Present)

- Named as the 2023 - top 50 entrepreneurs in the US by “The Business Report”
- Set clinical vision and growth strategy, expanding an in-home outpatient model to 28 states / 49 metro markets while sustaining industry-leading patient satisfaction (97 NPS).
- Designed the “Clinician Badges” performance framework to align over 3,000 PTs with quality, productivity, and engagement standards.
- Invented Auto-Charting, reducing documentation time to minutes, enabling PTs with real time improvement feedback and successfully navigating CMS audits.
- Chaired an Advisory Council of orthopedic surgeons to translate research into protocols, product innovation, and co-authored publications.
- Led product development for clinical toolkits embedded in all visits, including intake/progress forms, exercise prescription, and outcomes dashboards.
- Managed enterprise-wide KPIs to drive consistent annual growth and maintain >95% therapist satisfaction.
- Achieved three consecutive years of MIPS Exceptional Performance, aligning benchmarking with quality reporting to secure positive program outcomes.
- Launched and scaled Remote Therapeutic Monitoring (RTM), optimizing utilization and patient engagement metrics.
- Negotiated value-based arrangements with ACOs and health plans, leveraging predictive analytics and Pathways to identify high-risk MSK populations and reduce total cost of care.

Stanford Hospital & Outpatient Rehabilitation, Stanford, CA

Level II Physical Therapist, Ortho Sports PT (May 2014 – Apr 2018)

- Treated complex orthopedic, geriatric, and sports cases in collaboration with leading surgeons.
- Developed and taught an evidence-based Foot & Ankle residency curriculum.
- Engaged in health-tech research recruitment and mentored students, residents, and early-career PTs.

PRN Physical Therapy Inc., San Francisco, CA

Physical Therapist (Jun 2010 – May 2014)

- Managed diverse orthopedic and sports caseloads; served as senior staff PT at U.S. National Figure Skating Championships.

Education & Certifications

- Board Certified Orthopedic Specialist (OCS), ABPTS (2014 – 2024)
- Bachelor of Physical Therapy, Manipal College of Allied Health Sciences, India (2001 – 2006)
- Licensed Physical Therapist in CA, WA, FL, OR
- Movement Links Certified (2017 – Present)