

Physical Therapy Association of Washington
Administrative Special Interest Group Presents:

**“Merging Clinical Practice and Contemporary Management in
Rehabilitation Services”**

Swedish Medical Center
Glaser Auditorium
747 Broadway, Seattle WA
8:30 AM- 4:30 PM
June 24, 2010

AM Session I (2 contact hours): ON-SITE ONLY

“Social Networking: What’s All the Buzz?”

Jeremy Chevalier, Multimedia Manager

Objectives- By the end of the session, the participant will be able to:

1. Become familiar with social networking media types and trends
2. Learn how social networking media may enhance practice and management

AM Session II (2 contact hours): ON-SITE ONLY

**“Use of Computer Gaming to Enhance Physical Therapy Interventions for Balance
Difficulties”**

Marsha Melnick, PT, PhD

Objectives- By the end of the session, the participant will be able to:

1. Identify which computer games can benefit the patient
2. Choose the right game for the skill required
3. Interpret the patient’s performance, practice the missing components, and assess effectiveness
4. Develop a series of games for an individual patient in clinic or at home

PM Session III (2.75 contact hours): PROVIDED ON-SITE OR WEBINAR!

**“Efficiency in the Therapy Service:
What is it? Where, Why, and How Does It Fit In Contemporary Practice?”**

Richard W. Hillyer, DPT, MBA, MSM

Objectives: By the end of the session, the participant will be able to:

1. Explain how efficiency/productivity measurement and management are important to the success of an organization, from both leadership and staff perspectives
2. Discuss the work product of therapy services in the modern organization
3. List several reasons for varying views of productivity management among department staff
4. Identify common metrics used in measuring productivity
5. Locate a format for tracking attendee’s chosen metrics
6. Identify organizational sources for data on departmental performance history
7. Discuss significance of variable versus fixed expense
8. Determine a realistic standard of productivity for your own entity

AGENDA:

745-815 Registration + Coffee/Tea

815-1015 AM Session I

1015-1030 Break

1030-1230 AM Session II

1230-1330 Lunch on Own

1300-1330 Registration for PM Session and Webinar

1330-1500 PM Session III

1500-1515 Break

1515-1630 PM Session III

1630 Conclusion/Feedback/Certificates

FACULTY

Jeremy Chevalier, is the Multimedia Manager for the City of Auburn, Washington.

Marsha E Melnick, PT, PhD, received her physical therapy education at University of California, San Francisco and her doctorate in Anatomy (emphasis in neurophysiology) at University of California, Los Angeles. She taught and was Chair at University of Kansas Medical Center and at the University of California, San Francisco / San Francisco State University Graduate Program in Physical Therapy. Throughout her career she has specialized in treatment of neuromuscular dysfunction and especially in treatment of Parkinson's disease. Since the early 80's her group exercise programs have emphasized dance and rhythm as a way to improve balance, gait, and bradykinesia in those with Parkinson's disease. She has recently received two National Institute of Health grants for the development of computerized games for those with PD and Cerebral Palsy. Unlike off-the-shelf computer games, these specialized games encourage scientifically tested specific physical movements to improve gait and balance in patients with functional impairments and diseases. These grants include collaborative work with UCSF and Red Hill Studios, a California-based serious games developer. She will share the results of the Phase 1 studies for both the adult and child populations as well as her work with the off-the-shelf games.

Richard W. Hillyer, DPT, MBA, MSM is a seasoned clinician, rehabilitation services manager, and management consultant. He has spent the last 15 years with a personal mission "to improve the business skills of the next generation of rehab managers." From 18 years of private practice to large health system management, Dr. Hillyer has lectured nationally to professional groups on economic and management issues in rehabilitation practice. He offers seminars on business topics for newly promoted as well as experienced rehab managers.

A graduate of The University of Connecticut (B.S.) and Simmons College (D.P.T.), he earned the traditional M.B.A. and the M.S. in Management (Health Care Administration) at Wilmington University in Delaware while in private practice. Subsequently, he taught in the graduate business programs of that institution, including finance and accounting, decision science, and managerial economics. He has also taught administration, entrepreneurship, and legal and ethical issues at state university programs in physical therapy.

Dick has been active in the APTA throughout his career. He was a member of the original Section on Administration L.A.M.P task force, and is a co-author of Defining Your Business, a part of the APTA's Business Skills in Physical Therapy series. He is a member of the Florida PT Association's Ethics Committee, a past Vice President of the Delaware PT Association, and Past President of the Florida Society of Rehabilitation.

Audience

The program's primary intended audience is: Physical Therapists, Physical Therapist Assistants, Occupational Therapists, Occupational Therapy Assistants, Speech Language Pathologists, Staff, Leads, Supervisors, Program Coordinators, Managers, Directors, and Administrators working in Rehabilitation Services

Continuing Education Units

A certificate of attendance will be provided by A.S.I. G. for the amount of contact hours attended by each participant.

Registration Form:

”Merging Clinical Practice and Contemporary Management in Rehabilitation Services”

Swedish Medical Center Glaser Auditorium

747 Broadway, Seattle WA

June 24, 2010

Name/Credentials: _____

Address: _____

City: _____ State: _____

Phone (day): _____ Phone (cell): _____

Fax: _____ Email : _____

Check all that apply:

_____ AM Session I and II: \$59.00 (On-Site ONLY)

_____ PM Session III: \$59.00 (On-Site ONLY)

_____ PM Session III: \$79.00 (WEBINAR-OFF SITE ATTENDANCE)

_____ **Entire Conference (Sessions I, II, and III): \$99.00 (On-Site attendance only)**

_____ **ASIG Member Rate: Entire Day: \$75.00 (On-Site Attendance only)**

Registration Information (Checks or Money Orders Only; Payable to: A.S.I.G.)

Registration Total Amount Due: _____

Mail in Registration Deadline: June 21, 2010

On-Site Registration: \$20.00 additional for AM or PM

Mail to:

ASIG Conference
11914 183rd St E
Puyallup, WA 98374

Confirmation of registration sent by email only to:

For further information on this program, contact any of the following individuals:

Ed Dobrzykowski, PT, DPT, ATC, MHS (Edobski@aol.com)

Teresa Dean, PT (Teresa.Dean@swedish.org)

Cate Brummett, PT, DPT (Cate.Brummett@swedish.org)