

EXECUTIVE POSITION PROFILE




Executive Vice President, Public Affairs American Physical Therapy Association



This search is being conducted by:

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I. Opportunity

Vetted Solutions is recruiting and evaluating candidates for the position of Executive Vice President, Public Affairs for the American Physical Therapy Association (APTA). The position will report directly to the CEO and will be based at the association's headquarters in Alexandria, Virginia.

Scope of Position

The American Physical Therapy Association (APTA) is an individual membership professional organization representing more than 95,000 member physical therapists (PTs), physical therapist assistants (PTAs), and students of physical therapy. APTA seeks to improve the health and quality of life of individuals in society by advancing physical therapist practice, education, and research, and by increasing the awareness and understanding of physical therapy's role in the nation's health care system.

This position provides leadership and strategic direction to 95,000 + member health care association in its public policy, payment and communications priorities. The Executive Vice President, Public Affairs has day to day responsibility and accountability for the departments of government affairs, payment and strategic communications. The objective of this position is to advance efforts focused on promoting optimal recognition, coverage and payment for physical therapy by federal and state governments, public services, private insurers and businesses. It also leads the organization in advancing efforts related to member and consumer facing communications. Serves as a member of the executive team. Lead a staff team of 32 professionals, management of fiscal and human resources, strategic planning and the daily operations of this unit of the association.



Key Responsibilities

The EVP will partner with the Executive Team and the Board of Directors and lead a team of 32 professionals in focusing on the following critical areas:

Staff Development

- Promotes Staff Aspirations and commitment to the goals and objectives of APTA. Demonstrates and develops positive environment and support structure for staff development and success.

Leadership

- Thinks strategically, maintains morale and motivation, and sets an exemplary personal example, communicates vision to internal and external stakeholders and facilitates the achievement of agreed-upon goals, objectives and activities, builds respect with colleagues and constituents by demonstrating exceptional professional knowledge and abilities.

- Develops and leads public affairs strategy and priorities for the association in collaboration with Board of Directors, Chief Executive Officer, and volunteer leaders.
- Actively participates in the decision-making of executive staff team and demonstrates the ability to put association-wide needs above unit needs.
- Provides leadership and advances the Association's strategic plan on core areas of responsibility and accountability in the Unit.

Management

- Uses project management skills and budgetary discretion to set priorities and allocate time and resources effectively.
- Exercises a wide range of decision making control while empowering employees with the authority needed to effectively carry out delegated responsibilities.
- Facilitates and resolves conflict appropriately, exhibits the ability to anticipate issues and concerns, and develops plans to address them.
- Recognizes the important roles of responsibility, authority and accountability.
- Directly supervises staff. Carries out supervisory responsibilities in accordance with APTA's policies and applicable laws. Responsibilities include



interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

- Leads and directs management of government affairs, payment, and strategic communications core areas.

External Affairs

- Leads strategic outreach to federal and state legislatures, regulatory agencies and other policy bodies as a primary representative of the Association.
- Leads strategic initiatives related to member and consumer communications.

Experience and Qualifications

- Advanced degree or equivalent combination of education and related experience
- 10+ years' experience in public policy, public affairs, government relations, payment policy, and communication
- Association background in management and leadership
- Extensive knowledge and experience in public policy, public affairs, government relations, payment policy, and communications
- Excellent interpersonal skills
- Excellent oral and written communication skills
- Demonstrated skills in personnel management, mentoring and supervision
- Ability to represent Association and present to a variety of external audiences and stakeholders

II. Organizational Overview

About APTA

The American Physical Therapy Association (APTA) is an individual membership professional organization representing more than 95,000 member physical therapists (PTs), physical therapist assistants (PTAs), and students of physical therapy. With a budget of \$48 million, APTA seeks to improve the health and quality of life of individuals in society by advancing physical therapist practice, education, and research, and by increasing the awareness and understanding of physical therapy's role in the nation's health care system.

APTA's national leadership consists of a Board of Directors, a House of Delegates and multiple Committees and other Board-appointed Groups. APTA members are further represented by the association's state chapters and special-interest sections, each with its own leadership, as well as a physical therapist assistant caucus and student assembly, collectively called "components." APTA's House of Delegates, which meets each summer, is a representative body of members comprised of voting chapter delegates and nonvoting section delegates, among others.

With a proud history that dates back to 1921, APTA is guided by the Vision Statement for the Physical Therapy Profession and by the association's dynamic Strategic Plan, which informs decision making and helps APTA achieve the vision. As a 501(c)(6) not-for-profit organization, APTA's financial information is available to the public.

APTA is a 501 (c)(6) organization with a federated model of State Chapters and Sections.

Vision

Transforming society by optimizing movement to improve the human experience.

Federal Advocacy

APTA establishes its public policy priorities every 2 years in conjunction with each new session of Congress.

Priority Legislative & Regulatory Issues

- Medicare Therapy Cap
- Education & Workforce Legislation
- Direct Access
- Armed Services Legislation
- Concussion Management Legislation
- Public Health Legislation
- Self-Referral

State Advocacy

APTA State Government Affairs assists state chapters in reaching their state legislative goals and defending the physical therapist scope of practice from infringement.

State Issues

- Direct Access at the State Level
- Essential Health benefits (EHBs)
- Fair Physical Therapy Copays
- Health Care Reform in the States
- Health Insurance Marketplaces
- Interstate Licensure Compact for Physical Therapy
- Medicaid
- Referral for Profit/POPTS
- Scope of Practice Issues
- Term & Title Protection

Senior Staff

- **Chief Executive Officer**
Justin Moore, PT, DPT
- **Chief Operations Officer**
Mandy Frohlich
- **Executive Vice President, Financial and Business Affairs**
Rob Batarla, MBA, CPA
- **Executive Vice President, Professional Affairs**
William Boissonnault, PT, DPT, DHSc, FAPTA

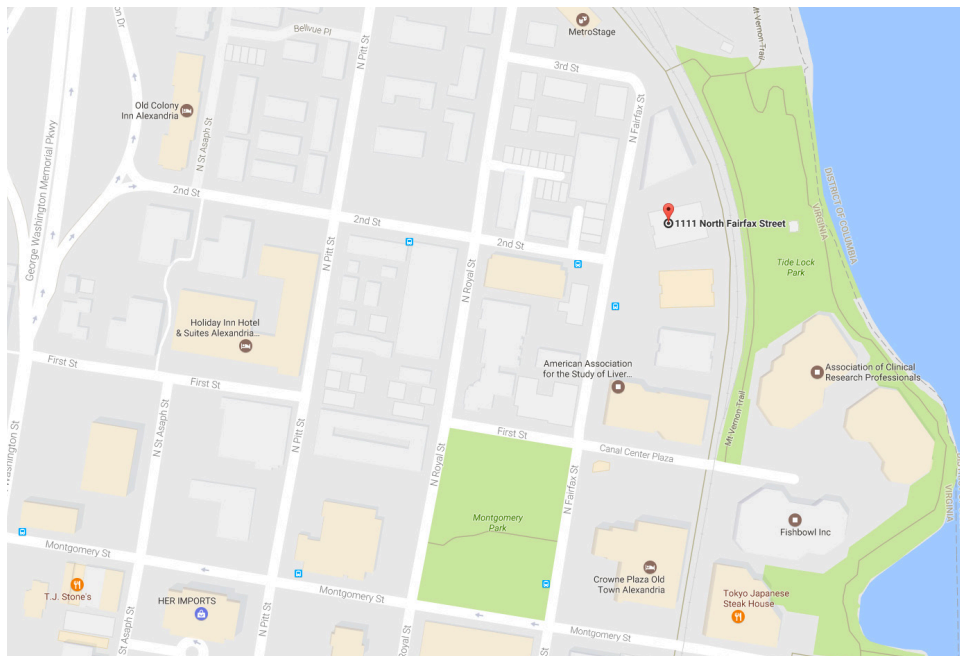
Web Presence

<http://www.apta.org>

<http://www.moveforwardpt.com>

Headquarters

American Physical Therapy Association is located at 1111 North Fairfax Street, Alexandria, VA.



III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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