



APTA OREGON PT ED Talk

Wednesday, April 21, 2021

The 11 Star Physical Therapy Experience

Presented by

Keaton Ray, PT, DPT, OCS, ATC, Cert. MDT, CSCS

Wednesday, April 21, 2021

6:00 - 8:00 pm

Virtual (zoom info will be provided the week of the event)

2 CE CREDITS

Registration Information

Course Registration Fees:

APTA Oregon/APTA Member*	\$40
APTA Oregon Service Member**	\$30
APTA Oregon Student Member	\$20
PT or PTA Non-Member	\$60

* Member category eligibility includes any APTA member whether in Oregon or any other state. (APTA member number is required.)

** For members serving on the APTA Oregon board or a committee.

Payment Policy:

We can only accept registrations in the following ways: online at www.aptaoregon.org, via fax at 503.253.9172 or mailed to APTA Oregon at 147 SE 102nd Ave., Portland, OR 97216. We cannot accept emailed or phone in registrations.

Course will be recorded for educational purposes.

CENTENNIAL CELEBRATION SPEAKER

Course Description

AirBnB was built on the belief that in order to average all 5/5 star reviews, the law of averages would require an 11 star customer experience to be built. Participants in this class will be led through a workshop-style deep dive into building the 11 star customer experience in relation to physical therapy. The physical therapy profession has focused extensively on excellence in clinical practice, but is this alone enough to sustain us through the ever expanding variety in movement health options? Is StretchLabs truly an existential threat to our doctorally trained profession? In this class, we are honoring the APTA's last 100 years by examining how our profession can position ourselves to be the authority in the movement health for the next 100+ years.

Objectives

- Review the landscape of the movement health industry and what other players are capitalizing on our patient market share.
- Identify clinical and non-clinical factors that influence the physical therapy experience for patients
- Build real life 1-star, 5-star, 8-star, and 11-star patient experiences and discuss application to your personal business or workplace practices.
- Learn how the patient experience encompasses sick-care and well-care and can expand revenue generating opportunities for practices.

Speaker

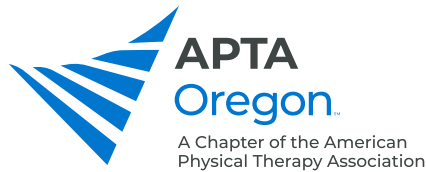
Keaton Ray, PT, DPT, OCS, ATC, Cert. MDT, CSCS

Centennial Celebration Speaker



Keaton is the co-founder and COO of MovementX, inc, a nationwide PT company focused on empowering providers to think outside of the traditional clinic setting, optimize the customer experience, and heal the world through movement. She graduated from Duke University in 2014 with her DPT. After graduation, Keaton moved to Portland, OR where she immediately started working in the outpatient orthopedic setting. She has since received

her Orthopedic Certified Specialist (OCS), Certification in Mechanical Diagnosis and Therapy (cert. MDT), ASTYM Certified Provider, APTA Certified Clinical Instructor, and Certified Strength and Conditioning Specialist (CSCS). Keaton remains highly involved in APTA and was named one of APTA's 2017 Emerging Leaders. When not busy growing her business, Keaton enjoys doing backflips, hanging out with her corgi and husband, taking acting classes, doing puzzles, and enjoying the great Oregon outdoors.



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Only one registrant per form. Copy this form for additional registrants.

First Name: _____ Last Name: _____ Designations: _____

Badge First Name (if different): _____

*APTA Membership Number: _____ Oregon License Number: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____ Email: _____

Liability Waiver: By registering for this course, you waive all liability to APTA Oregon for any injury that may occur in the course.

Course Registration Fees — Please Check One:

- APTA Oregon/APTA Member* \$40
- APTA Oregon Service Member**\$30 **I serve on the following OPTA board position or committee: _____
- APTA Oregon Student Member \$20 _____
- PT or PTA Non-Member \$60

*Member category eligibility includes any APTA member whether in Oregon or any other state.
(APTA member number is required.)

PAYMENT OPTIONS (US FUNDS): Check, Payable to APTA Oregon Visa/MasterCard American Express Discover

Card # _____ Exp. Date _____ Amount Authorized \$ _____

Name on Card _____ CVV: _____

Signature _____

Card Billing Address (required) _____ City _____ State _____ Zip _____

Email address to send credit card receipt to _____

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Confirmation:

Email confirmation will be sent for this event. Please retain the course information for future reference.

Cancellation Policy:

Cancellations received prior to April 14, 2021 will receive a full refund minus a \$10 administration fee. Cancellations received after April 14, 2021 will receive a 50% refund of their total fees. No-shows and same-day cancellations will not receive a refund.

Registrant agrees to grant APTA Oregon and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by APTA Oregon and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.

Send to APTA Oregon via fax at 503.253.9172 or mail to 147 SE 102nd Avenue, Portland, OR 97216
Questions? Call 503.262.9247 or toll free at 1.877.452.4919 or email us at info@aptaoregon.org