



# Executive Program in Private Practice Management Frequently Asked Questions

## 1. What is an “online” course and why is this a “good thing”?

**Answer:** An “online” course is merely a course that is conducted using a variety of cutting-edge distance learning technologies as well as standard internet capabilities. EIM highly leverages distance learning and other technologies (Moodle, etc.) to maximize the learning experience and collaboration with leaders in the profession, EIM faculty and other EIM students throughout the country.

A practice manager is a busy professional whose primary responsibility is still daily operation of their practice and patient care. Fitting in the necessary courses to advance your career can be tough. A program whose courses are all online (except three 2.5-day required on-site intensives) makes the EIM Executive Program in Private Practice Management an easy and flexible way to structure learning time around your busy schedule so you can move forward with your professional development. With an online format, you never have to hear the words, “Absent from class, again?!!” Do recognize that an online approach requires a high level of self-discipline and personal accountability in order to work. An example of the content and structure of one of our Management courses is listed below.

### Exec101 Management and Strategy Course Outline

Week	Topic
On-site	Lectures: Finding your source of strategic competitive analysis; Strategic planning process
1	Completion of SWOT, VRIO, Porter, quadrant analysis
2	How competitive forces shape strategy
3	Game theory and blue ocean as a strategy
4	Summary strategy and business game plan, including key result areas and core strategies
5	Execution intelligence: identify, define and implement culture of execution
6	Strength-based management and employee engagement
7	Utilize strength-based systems for communication, culture building and teambuilding opportunities
8	Bringing strategy, planning, execution and team member engagement together

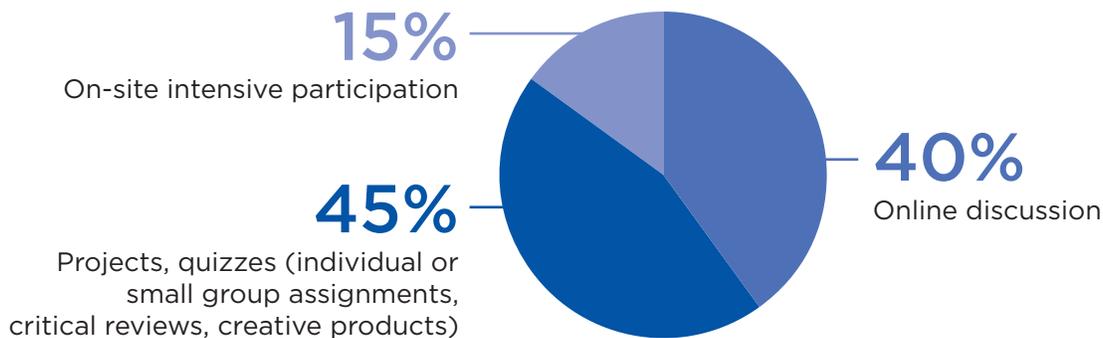
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## 2. How do you know if people are really learning, how is grading accomplished and how are course requirements met?

**Answer:** First, each course will be taught and guided under the watchful eye of a nationally recognized leader in the field. Larry Benz is our Program Director. Instructors will personally lead the classes and many of the on-site intensives. Online interaction with the instructor and other classmates typically occurs on a weekly basis. A full list of course instructors may be viewed at: [http://evidenceinmotion.com/execmgmt\\_staff.asp](http://evidenceinmotion.com/execmgmt_staff.asp).

There are a number of assignments and learning activities in the course to reinforce specific skills and knowledge. Learning activities are a critical component and have been developed to facilitate students' learning so they will be successful in meeting the course objectives, which are indicative of students' mastery of the topic. The grade for the course is determined by the student's performance on both learning activities and graded assignments. A typical grading structure for the Management course is as follows:



## 3. Do we work as a group?

**Answer:** Yes, during the marketing and business development courses. Group work is an important part of the learning experience. In order to maximize the gain of each participant within the Executive Program in Private Practice Management, we will be putting together work groups or “teams” of approximately 4–6 participants. In order to facilitate collaborative learning and maximize each student's strengths, experience and personality, we will be matching complimentary teams based on self-assessments and surveys. Please provide an honest and confidential self-assessment during the application process so that EIM can appropriately put the best “fit” teams together. Some discussion board posts and projects will be based on your team.

## 4. What are the weekly assignments like and what is the time commitment?

**Answer:** The core learning experience is the ongoing exchange of ideas and information on the discussion board with your practice being the central focus. Active participation is critical. Students will be expected to post either original postings or replies to other people's postings. In the weekly Course Content outline, we will specify the minimum number of postings you should make each week. Most importantly, you will also be graded on the quality of your postings. All course content (except on-site intensives) is online. Reasonable estimates of time for course activity would be as follows (total of 4–6 hours per week):

1. Online posting and interaction forums/review presentations (1–2 hrs/wk)
2. Reading (~ 3–4 articles or book chapters a week)
3. Projects – variable depending on projects – all applicable to your practice (2–3 projects per course ~ 1–3 hrs/week)

## 5. What are the bottlenecks in the program?

**Answer:** Prodigious and patient “plodding” is a virtue in this program. Bottlenecks are only experienced when students don’t adhere to a disciplined program of keeping up. The commitment to spending at least some time every day (and making it up the next day when missed) is critical to success.

## 6. How long is the whole program?

**Answer:** 11.5 months in duration with 3–4 weeks of vacation. Our program currently has an annual matriculation cycle with classes starting in September. The Postprofessional DPT option will require an extra 17 weeks approximately to complete, prior to or following the core management courses (101–108) or it can be completed simultaneously with the core courses. The Postprofessional DPT optional courses, including Radiology, Medical Screening, and Pharmacology, will be offered at least twice each calendar year and the EBP course is entirely self-paced online and can be taken at any time.

## 7. Will I earn a degree in this program?

**Answer:** There will be a certificate awarded upon completion. EIM also has a Postprofessional DPT option available which involves additional requirements and cost, and a DPT degree is awarded upon completion. The degree is granted by the EIM Institute for Health Professions, a licensed proprietary educational institution in the Commonwealth of Kentucky.

## 8. What are the other requirements besides courses?

**Answer:** The only other additional requirement is that the Program requires a Capstone project to include strategic plan, business plan and financial analyses.

## 9. You preach EBP – how do you know it happens in our clinic following this program?

**Answer:** The last step of EBP is monitoring your own practice. Once you complete the program you will be the best one to judge to what degree you are meeting an EBP standard of practice. You will know what that standard is and have met it as a student of the Executive Program. Your job is to continue the momentum.

## 10. What is special about this Program?

**Answer:** In short, it’s our relationships and our stakeholders. EIM has built a vast community of nationally recognized practitioners and is closely associated with many of the best academic programs and other key groups in the physical therapy profession including Dicus Award and Private Practice of the Year Award winners. The extensive community that has formed around EIM provides a “best of breed” environment for prospective students to receive the highest caliber of training and become distinguished leaders in private practice physical therapy. In addition, this Program is the only one of its kind in the country that offers a Postprofessional DPT with an operations focus. Lastly, the Program is provided in partnership with the Private Practice Section of the APTA and PPS members receive a 5% discount on tuition.

## 11. Are you looking for or accepting new grads right out of school for your program?

**Answer:** We are looking for quality people to enter the program but require that you have a minimum of two years experience in a physical therapy practice and a minimum of one year in private practice. Application to the program is not a guarantee of acceptance.

## 12. Do you offer a non-distance learning program?

**Answer:** With the exception of three on-site intensive courses, the EIM Executive Program in Private Practice Management exclusively uses online learning platforms that leverage the latest distance learning technologies.

## 13. What do you think the pros and cons of doing distance learning vs. an on-site program would be?

**Answer:** The adult learning model is optimum for learning and is inherent with online programs and specifically with the EIM programs. 90% of the program happens wherever you happen to be, providing the flexibility to have a life while working and furthering your education. In this ever-changing economy, now more than ever, learning to be an effective practice manager is key to survival.

## 14. Tell me about the Postprofessional DPT option. Does APTA have requirements for these programs?

**Answer:** Based on APTA curriculum guidelines and consultation with academic leaders in the field, our Postprofessional DPT offering combines the rigor of a portfolio review; documentation of advanced clinical experience; and four self-directed online courses in radiology, medical screening, pharmacology (offered through EIM and its affiliated credentialed orthopaedic residency) and an EBP integration course.

The professional portfolio is a collection of the students' education, experience, personal reflections, evaluation of their practice, writings, goals established and met, and project accomplishments. The professional portfolio is used to certify a student is qualified to complete the Postprofessional DPT option.

**The Postprofessional DPT program option is the only program we know of with a management/operations focus** and is the first of its kind. EIM's Institute for Health Professions will confer the Postprofessional DPT degree upon successful completion of the program requirements by those who choose this option.

**These clinical courses can be taken simultaneously, prior to or following completion of the eight Executive Program core management courses (see Program Overview and Course Schedule).**

If Postprofessional DPT courses are taken prior to or following the core courses, they can be completed in approximately 17 weeks if taken sequentially and the courses meet the standards of the APTA preferred curricula model.

No formal APTA or higher education criteria exist for the accreditation of Postprofessional DPT programs. Currently, Postprofessional DPT programs are offered by a variety of different institutions ranging from universities to private organizations. There is no Postprofessional DPT program in the country accredited under a unifying organization like CAPTE or an equivalent. In other words, no larger entity has accreditation rights or the means to "bless" the programs. As long as the institution that provides the curriculum has the ability through state or regional licensing to offer postgraduate degrees, they can offer a Postprofessional DPT. SACS and other larger "regional" university accreditation systems do not regulate the Postprofessional DPT degree. They credential academic institutions/universities or colleges and give them the ability to offer degrees from an accredited university.

**EIM's program is being offered by the EIM Institute for Health Professions which is a licensed proprietary educational organization in Kentucky.** Please note that this means the Postprofessional DPT is not a "scholarly" degree meant to prepare one for a teaching position within a PT program. Those so inclined towards that should prepare through a traditional PhD program or the like.

## 15. What is the difference between a Postprofessional DPT and a DPT?

**Answer:** The correct degree nomenclature for the professional (entry-level) and the postprofessional transition clinical doctorate is "DPT." The nomenclature "DPT (transition)" has been used to distinguish the DPT degree conferred upon completion of a transition program from the DPT conferred upon completion of a professional (entry-level) program. "Postprofessional" in the Postprofessional DPT FAQs does not signify the acquisition of advanced clinical knowledge, skills and behaviors (like our Residency and Fellowship Programs); rather, it is used to signify that the Postprofessional DPT program and degree is for U.S. licensed physical therapists who have successfully completed their professional (entry-level) education prior to enrolling in a Postprofessional DPT program. It reflects an augmentation in the physical therapy professional body of knowledge and practice over the last 5–10 years. The outcome competencies of the graduate of a Postprofessional DPT program are most analogous to those of the current professional (entry-level) DPT standard. You will put the letters DPT after your name upon completion.

## 16. Can I get Continuing Education credits for the courses?

**Answer:** EIM will provide you with a certificate indicating that the courses are approved for CE through the Texas Physical Therapy Association for the hours noted on the course calendar for the clinical and management courses. Most states provide reciprocity with Texas for CE – contact your local association or state licensing board for confirmation. We have identified those states that do not provide reciprocity and will provide separate certificates for those states for 1–2 of the management courses for 30–40 hours each (1 in each calendar year) and one clinical course for 30 hours. Please note that we cannot provide CE credits as a BOC Approved Provider for Athletic Trainers as they require that the primary target audience be athletic trainers.

## 17. What is the relationship of EIM with APTA?

**Answer:** EIM is a Platinum Partner with PPS and Executive Program students who are PPS members receive a 5% discount on tuition for core management courses – does not include the clinical course tuition.

## 18. Do you have specific sites/dates set up at this time?

**Answer:** The tentative course schedule for the next cohort is available upon request and the on-site intensives will be held in Louisville, KY, or Dallas, TX, and the third on-site determined by applicants' vote prior to the first on-site. Choices are Louisville, Dallas, San Antonio, San Diego or Las Vegas.

## 19. I am well aware of your faculty members and all that you have contributed to physical therapy. My only concern with the long-distance learning platform is that my face-to-face/hands-on access to your faculty would be limited, except the on-site intensives.

**Answer:** In the typical on-site model, you have to move somewhere to be on location. In our program you have classmates from all over the country, different practices represented, get regular interaction with regard to critical thinking and problem-solving from leaders in physical therapy as well as major hands-on time in the on-site intensives. And you don't have to move. This is a very good question. We obviously believe our approach is optimal.

## 20. How is tuition paid and are there other related fees?

**Answer:** A \$100 application fee is due upon submission. Tuition of \$10,950 (less PPS discount if applicable) will be paid in thirds, for example, 1/3 by August 15, 1/3 by December 15 and the remainder by April 15; or can be paid over 11 months if a credit card is provided. A supply/event fee of \$450 for books, copies, group events, graduation, etc., will be billed with the payment plan chosen. The Postprofessional DPT course (optional) fee of \$2,000 is paid prior to starting the first course unless those courses are taken at the same time or following the management courses – then they are included in the payment plan. If you leave the course for any reason, you will be responsible for fees incurred.

Tuition can be paid via check payable to EIM and mailed to 175 S. English Station Rd., Ste. 218, Louisville, KY 40245, attention Executive Program, or you can pay by credit card by calling our Finance Director (9–4 EST) at 502-413-6184.

On-site intensives will be conducted in Louisville, KY (unless otherwise noted), near the International Airport (SDF) from Thursday through Saturday, or in another location to be determined. You will need to arrive on Wednesday evening. Shuttle service is provided free of charge to the hotel and to area restaurants so students won't need a car. You will have a three nights stay at a cost of approximately \$145 per night (includes tax). Rooms can be shared. A continental breakfast and lunch will be provided. Dinner will be at your expense.

### **What is the policy regarding payment if I must leave the Program?**

- EIM recognizes that conditions can occur that may necessitate a withdrawal from the Program.
- The application fee and materials are non-refundable.
- A refund of a portion of the course tuition payments made for individuals who must withdraw from the Program will be provided as follows: if student withdraws within two weeks of first on-site date, 90% of the first 1/3 of tuition will be refunded (first third is approximately (\$3,378). From two weeks prior to the on-site up to the day prior to the on-site, 75% will be refunded. Beginning day 1 of the on-site thru day 30 following the on-site, 50% of first 1/3 of tuition will be refunded. Beginning day 31–day 90, 25% will be refunded. Following day 90, there will be no refund; **however, a student may defer and apply tuition to begin course work again with the next cohort.**

## 21. Can managers/owners who are not licensed PTs participate in the Executive Program.

**Answer:** *Yes; however, you should have a minimum of a bachelor's degree (or three years comparable experience) and must have been managing a practice for at least one year.*

## 22. How much time away from my clinic is required outside of on-site intensives?

**Answer:** None.