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CAREER SUMMARY

I recently graduated from the EIM – Institute of Health Professions with a Doctorate in Physical Therapy with emphasis in Executive Private Practice Management. In 2011, I was nominated for the prestigious Athena Award for my commitment to my community and the advancement of women in business. In May 2002, I purchased a local fitness studio, currently known as Game Shape – Physical Therapy & Sports Performance Center in Manalapan, New Jersey. Game Shape is an exclusive one-on-one personal training facility combined with a fitness membership clientele. In June 2002, I opened a premier physical therapy facility, Professional Sports & Orthopaedic Rehabilitation Associates, LLC, inside of the Game Shape location. In 2007, I began consulting as an expert witness in the physical therapy industry. In addition, twelve years ago, I established a healthcare practice management-consulting firm, to assist small businesses looking to gain insight from my expertise and network base. I have consistently risen through increasing levels of responsibility within the rehabilitation services industry. I possess 25 years of “hands-on” clinical experience, as well as, a wide array of business skills in the areas of: strategic planning, financial management, operations, marketing, project management, human resource management, and business development. I have over 19 years experience opening and directing start-up physical therapy facilities located throughout New Jersey.

PROFESSIONAL EMPLOYMENT

May 2002 – Present

Professional Sports & Orthopaedic Rehabilitation Associates, LLC
Game Shape, LLC – Physical Therapy & Sports Performance Center
Owner / Director

Acquired an existing personal training business in May 2002 and completed full renovations in 2003. Established a full-service physical therapy company which now employs 2-4 full-time therapists. Currently responsible for 16 employees within the two companies. There are 2 directors who are my direct reports. My time is primarily divided between marketing, sales, and new business development. I oversee all aspects of the business. We have developed a base of over 265 referring physicians in the tri-state area. Visit: www.GameShapeOnline.com

April 2001 – May 2002

Central Jersey Spine & Wellness, LLC, Freehold, New Jersey
Director of Physical Therapy & Rehabilitation

Established a physical therapy department in a multidisciplinary practice. Developed internal policies and maintained compliance with state and federal regulations. Responsible for credentialing each professional in the practice. Assisted with collections activities. Initiated marketing directives and had over 60 local physicians referring to the practice.

May 1999 – May 2002

Practice Management Consulting, Freehold, New Jersey
President

Founder of a healthcare consulting company specializing in business performance improvements, cost containment, new business development, and turn-around strategies. Services include: practice management and consulting, seminars, clinical program development, information hotline, and assistance with business start-ups, including marketing and infrastructure development. Clients include private PT practices, outpatient rehabilitation facilities, and multidisciplinary practices.

September 1998 – April 1999

Select Management Services, P.A., Central New Jersey
Regional Director of Clinical Services

Developed three outpatient rehabilitation start-ups in the Central and Southern regions of New Jersey. Responsible for financial management, P&L, patient accounts, proposals & budgeting, location selection, vendor relations, business development, marketing, human resource management, health and safety, and quality assurance. In addition, directed a multidisciplinary team of professionals and staff, established policies and procedures, and developed clinical programs. Achievements in this position include:

- Hudson Physical Therapy, a subsidiary of Select Management Services, expanded into new regions of the state through these efforts, enlarging the company by over 10%.
- Served on the njAPTA Legislative Committee.

July 1993 – August 1998

NovaCare Outpatient Rehabilitation - NovaCare, Inc., Howell, New Jersey

Director / Center Manager / Physical Therapist

Contributed to financial growth of NovaCare, raising revenues of \$500,000 in 1993 to \$3.1 million in 1998. Coordinated expansion and redesign of a contemporary 5,000 sq.ft. office, including installation of therapeutic aquatic pool. Managed business development, marketing, daily operations, financial budgets and P&L, research and design of clinical programs, policies & procedures, OSHA health and safety, legislative and regulatory issues, utilization, documentation, and outcome studies. Utilized a multidisciplinary team approach, including: physical therapists, occupational therapists, speech therapists, massage therapists, psychologists, social workers, and medical doctors. Achievements in this position include:

- Held the position of New Jersey Clinical Services Coordinator at NovaCare in 1995 and 1996, leading over 240 employees. Improved customer satisfaction and clinical outcomes and implemented a company-wide shared value system.
- Introduced innovative services to consumers that improved profit margins by more than 13% in 1997 – 1998.
- Improved consumer awareness of sports medicine and the athletic industry, and provided a service to the community by serving on medical teams for racing and sporting events held throughout New Jersey.
- Established clinical programs for NovaCare, Inc. such as: the Quality Improvement Program, Utilization Review, the Post-rehab Fitness Program, a Massage Therapy Business, Work Conditioning and a Spine School.
- Participated on committees for Patient Care, Quality Assurance, Utilization Review, Speakers Bureau and Howell Chamber of Commerce.

October 1987 - June 1993

Various Rehabilitation Corporations, New Jersey

Physical Therapist / Athletic Trainer

Worked within multidisciplinary teams as a senior physical therapist. Provided physical therapy and athletic training services to professional athletes as well as amateur athletes within the community. Assisted in managing the facilities and developing businesses. Mentored student physical therapists, providing internships and career guidance. Achievements include:

- Writer / Author of Sports Medicine and Orthopedic Articles
- Guest lecturer at the NY School of Podiatric Medicine and Robert Wood Johnson Hospital in New Brunswick, NJ.
- Provided physical therapy to professional athletes from the New York Giants, the New York Mets, the New York Jets, the New Jersey Devils, and other sports teams from the Meadowlands Sports Complex.
- Initiated a Lift America program to benefit the Special Olympics, sponsored by the NSCA, and used as a promotional contest in the Jersey Shore community.

PROFESSIONAL CONSULTING

September 2010 – Present

Physical Therapy & Fitness by Design, LLC

Managing Member / Owner

Managing consulting projects in the physical therapy & fitness industries. Helping driven physical therapists own and successfully operate, manage, finance and grow their private practice business, in order to gain greater equity and respect in the industry. To specialize in boutique outpatient PT owned practices, with or without add-on fitness center / personal training studio options. In addition, expert opinion or testimony is offered for the legal community on behalf of plaintiff or defendants. Cases can involve product liability, malpractice, negligence or personal injury.

ACADEMIC ACHIEVEMENTS

Won First Place in a Business Development Contest through the 2011 EIM Doctorate Program in Executive Private Practice Management. Our Business Plan achieved the highest honors and seed money to start AppsbyTeamVision, a marketing tool for developing Mobile Apps for businesses in the PT and Fitness Industries.

Honored as a Nominee for the prestigious 2011 Athena Award presented by the Greater Monmouth Chamber of Commerce.

Achieved #1 rank among graduating MBA students at Monmouth University, West Long Branch, New Jersey. Received the Academic Achievement Award for Excellence. Completed the MBA program in two years with a GPA of 4.0.

Honored as a Beta Gamma Sigma inductee at Monmouth University's commencement ceremonies in May 2001. Beta Gamma Sigma is the honor society for AACSB Accredited Business School Programs.

Received induction to “Who’s Who Among Students in American Universities and Colleges”. Was the only graduate student receiving this award at Monmouth University. (2000 – 2001)

Nominee for the “New Jersey Women in Business Award”. (2000)

Participant in Stakeholders’ Conference, Monmouth University, West Long Branch, New Jersey. (2000 - 2003)

LEADERSHIP POSITIONS

Member of the New Jersey APTA Legislative Committee. (2000 – 2006)

Founder and Officer of an organization to be named the “School of Business Administration Scholarship and Development Society” to fund faculty research and build relationships with businesses in the community, Monmouth University, West Long Branch, New Jersey. (2001)

New Jersey Clinical Services Coordinator. Led over 240 employees to improve customer satisfaction and clinical outcomes. Engaged employees in a corporate-wide shared value system. NovaCare Outpatient Rehabilitation. (1995 - 1996)

PAPERS AND PUBLICATIONS

Coauthor of a research paper on Personal Equipment Replacement using Stochastic Dynamic Programming which was submitted to a refereed journal on Management Science and Operations Research during 2001

LICENSURE AND CERTIFICATIONS

New Jersey Licensed Physical Therapist
National Certified Athletic Trainer
Certified Strength and Conditioning Specialist

License # 40QA00391100, by the New Jersey State Physical Therapy Board
Certification # 02-1996, by the National Athletic Trainers Association
Certification #87-11-11-001, by the National Strength and Conditioning Assoc.

PROFESSIONAL AND EDUCATIONAL MEMBERSHIPS

Who’s Who Among Students in American Colleges and Universities (2000 – Present)

Certified Group Fitness Instructor, American Council on Exercise (1989 – Present)

Certified Member, National Athletic Trainers Association. (1988 - Present)

Professional Member, National Strength and Conditioning Association. (1987 - Present)

Professional Member, American Physical Therapy Association: NJ Chapter, Orthopedic & Private Practice Sections, and the National Society. (1985 - Present)

CONTINUING EDUCATION

“**PPS Annual Conference**” in San Diego, CA (2007) and Washington, DC (2010)

“**Highmark Medicare Teleconferences and Meetings**” (2002 – 2010)

“**Certified Clinical Instructor**” course through Ithaca College (2010)

“**Orthopedic Care**” by PESI Healthcare (2010)

“**New Manual Approaches to Back Stabilization**” by Cross Country Education (2010)

“**Post Surgical Rehab**” and “**Orthopedic Physical Assessment**” by Home CEU Connections (2008)

“APTA Credentialed Manual Therapy Fellowship Program” by Robert DuVall / Sports Medicine of Atlanta (2007)

“Differential Dx of Movement Impairment – Keys to Direct Access” by Robert DuVall / Sports Medicine of Atlanta (2007)

“Electronic Commerce Strategy” – Wharton Executive Education, Philadelphia, Pennsylvania (2001)

“Making Sales: How to Jump Start Your Selling Career” – Dale Carnegie Training, New York (2001)

“Interaction Management Seminar” by Development Dimensions International, hosted by NovaCare Outpatient Rehabilitation, King of Prussia, Pennsylvania (1995)

“Time Management and Team Building” by Dale Carnegie Training, hosted by NovaCare Outpatient Rehabilitation, King of Prussia, Pennsylvania (1995)

“Leadership Skills Workshop & Managing Personal Growth Seminar” - selected attendee, hosted by NovaCare Outpatient Rehabilitation, King of Prussia, Pennsylvania (1994)

ACADEMIC QUALIFICATIONS

Evidence in Motion – Institute of Health Professions

Doctorate of Physical Therapy (DPT), (2011)

Online Program with Focus in Executive Private Practice Management

Endorsed by the Private Practice Section of the APTA

Winner: Business Plan Competition – AppsbyTeamVision – Internet Startup Company for the Development of Mobile Apps for Business Marketing

Monmouth University, (AACSB Accredited) West Long Branch, New Jersey

Master of Business Administration (MBA), (1999-2000), GPA: 4.0

Focus: Strategic Management & Finance

Honors: Beta Gamma Sigma Business Award

Top Student in MBA Class of 2001

Excellence in Academic Achievement Award

Who’s Who Among Students in American Colleges & Universities

Ithaca College, Ithaca, New York

Bachelor of Science, Physical Therapy, (1983-1987)

TECHNOLOGY / COMPUTER SKILLS

Expertise in Microsoft Office suite of software. Versed in Business and Healthcare Software Applications, and in statistical analysis using MS Excel. Strong understanding of the Internet, including Social Media Marketing. User of Windows and Apple Operating Systems.