President’s Message
By Susan Bamberger, PT, MPT

In January the OPTA Board of Directors and Oregon’s representatives to the APTA House of Delegates met to redefine our vision and set our strategic plan for the next five years. This exercise started with a brainstorming session, where we worked on a few key issues, including how to recruit members, the most effective way to communicate with members and prospective members, and if and how we wish to change our governance structure.

The OPTA, as is the case with most professional associations, is faced with two major challenges: First, that trends in volunteerism are changing. Making a 2-3 year or longer commitment to a volunteer position has proven difficult to do. The other challenge is that the declining economy is affecting our fiscal health. While membership remains stable in our state, we have not met projected gains in other non-dues revenue, such as continuing education.

This led us to conclude that 1) our members are now and always should be our most valuable resource, and 2) we may need to restructure our thoughts around continuing education. So, the board is charged with changing some responsibilities so that there are not quite as many long term volunteer commitments, and that we all work hard to develop and mentor our future leaders. The other very important issue we discussed was in appreciating the value of our members. Meeting our members’ needs is of the upmost importance, as is accomplishing our mission. We must have an effective line of communication available. Along with needing to hear from our members, we need the members to see what we are doing; so that you all understand the value of your investment.

Later in the day, we defined some top categories for our focus in the strategic plan. They are:

• Membership
• Advocacy
• Communications/PR
• Operations/Governance
• Professional Development

Then we divided our board into groups and each group worked to define goals, objectives and strategies for each area above. The results of this effort will drive us in our efforts for the next five years.

In addition to our work towards the strategic plan, the board continues to work on the various projects we are already ongoing. Please look inside this newsletter to get status updates on membership, government affairs, public relations, reimbursement, continuing education, and finally a report from our representatives at APTA’s national governance structure, the House of Delegates.

While we got a great start at the retreat, the board is continuing to work hard to define our goals, objectives and strategies. Our goal is to have a completed strategic plan ready for you to review at our business meeting during the annual conference in Eugene on March 13. I hope to see you there.
Reimbursement Committee Report

By Bob Thomas, PT, MSPT, OPTA Reimbursement Chair

On November 20 and 21, the APTA held its Reimbursement Forum in Arlington, Virginia. Reimbursement and policy topics were presented such as state issues, workers compensation, Medicare, practice issues, payer databases and payer relations. Here are some current reimbursement issues discussed at the forum relative to national healthcare reform and outpatient service payment.

Healthcare Reform
With the recent changing political landscape, it is unclear whether the health care reform bills in the House and Senate will be merged and passed with many of the current provisions. Some of APTA’s priorities in the legislation include:

Therapy Cap: APTA supports continuation of the Medicare exceptions process. The Medicare exceptions process allows therapy services to be provided more than the $1,860 calendar year cap that was re-instituted on January 1, 2010. There is a two year extension of the exceptions process in the House bill and a one year extension in the Senate bill.

Sustainable Growth Rate (SGR) Formula: The SGR is a formula that determines fee schedule payment rates for physical therapy. The formula would have resulted in a 21% decrease in payment rates to physical therapists in 2010 if Congress had not acted to keep rates the same as in 2009. Fixing this formula is addressed in both the House and Senate bills and is a priority provision for the APTA.

Workforce Provisions: APTA supports the provisions in the House and Senate bills allowing for new student loan programs and loan repayment programs for therapists and other allied health professionals.

Comparative Effectiveness Research: The House bill provides funding for the development of an agency to conduct and synthesize research on outcomes, effectiveness and appropriateness of healthcare services.

There are also provisions that are of concern to the APTA.

Skilled Nursing Facilities: The House bill allows for a 5.5% decrease in the therapy component of the daily SNF payment rate. This will result in decreased reimbursement to physical therapy providers.

Bundling: The House bill contains a provision that calls for a detailed plan to bundle payments for post-acute care services delivered by SNFs, inpatient rehabilitation facilities (IRFs), long term care hospitals (LTCH), hospital-based outpatient facilities, and home health agencies after discharge from the hospital.

Outpatient PT Payment System Trends
Currently, outpatient therapy services are paid under a fee schedule whereby providers are reimbursed on volume of services. In some cases, there are financial limitations on these services such as the Medicare therapy cap mentioned previously. New alternative payment models are being studied and discussed. These studies are being conducted.

Continued on page 3
by the Centers for Medicare and Medicaid Services (CMS). Typically, private insurers follow CMS’ lead.

Some of the alternative payment systems being discussed include:

**Multiple Procedure Reduction Policy:** CMS could reduce payment for multiple physical therapy procedures performed together. This is already being done for certain surgical and imaging procedures.

**RTI DOTPA Study:** RTI was contracted in 2008 to conduct a 5 year study to collect and analyze beneficiary data to develop a long term payment alternative to the therapy cap limitation. Goals include developing a data collection instrument used at admission to and discharge from outpatient therapy services and would become the basis for payment.

**CSC Study:** Computer Sciences Corporation (CSC) was contracted to develop a short term alternative to therapy caps that promote payment for medically necessary services. Data collected will identify characteristics of patients who need therapy and could be used to develop a fee schedule based policy to limit payments to medically necessary services.

**APTA:** The APTA is studying the idea of payment based on the PT’s judgment of the 1) severity of the condition and 2) the intensity of what is required to appropriately treat. In essence, a scale could be developed that categorizes patients by severity and intensity resulting in an episodic or visit based payment.

The APTA forum provided much information and some practical ideas that we as a committee will explore for the OPTA including creating a payer database, developing alliances with other reimbursement committees in other associations, developing a reimbursement resource location on the website and payer forums/interfaces.

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**PT NORTHWEST** is looking for outstanding therapists to join the PT Northwest Family. Many members of our rehab team have been a part of the PT Northwest family for 10, 15, and even 20+ years. We would like you to join our family. We offer the following:

- Strong Compensation
- Sign On/Relocation Bonus
- One of The Best Con Ed Packages in The Nation
- Tuition Assistance
- Health & Dental Insurance
- Life & Disability Insurance
- Paid Vacations & Paid Sick Time
- Paid Holidays & Birthday
- 401 k Plan
- Section 125 Cafeteria Plan
- Multiple Paths For Specialization & Leadership
- Clinical Mentoring Program
- Flexibility in Schedule & Costco Membership (of Course)

**PT NORTHWEST** is a growing, independent, and progressive physical rehabilitation group with 30 years of experience in Oregon. Therapist owned and operated, PT Northwest strives to provide the leading physical rehab services in the Pacific Northwest, while nurturing a family-friendly atmosphere. Our highly motivated rehab team provides physical, occupational, and speech therapy in the following settings:

- Our Outpatient Clinics
- Inpatient Hospital
- High Schools & Universities
- Minor League Sports Teams

If you are interested in joining the PT Northwest family, please contact Jodeen Barba, PTA at 503.910.3402 or email jbarba@ptnorthwest.com. You can also check us out at: www.ptnorthwest.com
OPTA Volunteer Opportunities

Five years ago the OPTA Board of Directors set a goal to increase the regional diversity of our committees. The Board wanted to incorporate members who represent areas outside the Portland metropolitan area. We’re proud to report that nearly all of our committees now have more than 25% of their membership from other parts of the state. But, this isn’t enough... nearly 50% of our membership is from outside of Portland and we would like our active membership to reflect the diversity of practice throughout the state.

If you have an interest in helping to spread the word about physical therapy, please contact Mary Fajer, our Public Relations chair. Are you interested in research and best practices? If so, Adam Stadtlander may need your help on the Research committee. If you’d rather help us grow by spreading the word about the benefits of being an APTA member, let Jeff Cox know. For a complete list of committee chairs and contact information go to www.opta.org, or page two of this newsletter.

Becoming involved in a committee doesn’t require much of your time. Many meetings are held by telephone. There are often smaller projects that you could help to complete. Not only will you get the satisfaction of working with your colleagues to promote our profession, but you may also be eligible for an active member discount at OPTA sponsored courses and conferences. Let us know how you’d like to help!

An Update From the Oregon Physical Therapist Licensing Board

By Dylan Hogan PT, DPT, OPTA Licensing Board Liaison

The PT licensing Board (OPTLB) had a public hearing on the proposed administrative rules changes February 5, 2010. Our OPTA President has sent out updates regarding changes that are most significant to practicing PT/PTA’s in Oregon. The OPTLB has issued a statement regarding Dry Needling, which states that the Licensing Board recommends PT’s do not practice dry needling at this time due to ongoing discussions around scope of practice and competency with the intervention.

Remember the pain management requirement is due this renewal period. It includes 6 hours of continuing education addressing pain management and the 1 hour Pain Commission on-line module.

If you have questions about scope of practice in Oregon please visit the Oregon Physical Therapy Licensing Board website at www.ptboard.state.or.us.

Government Affairs Report

By Ricci Susick, PT, MPT, Chair, OPTA Government Affairs Committee

Since it is an off year for the Oregon Legislature with only a one month special session scheduled, there is not a lot going on relevant to physical therapy in Salem. However, we are busy planning our legislative agenda for the 2011 session.

- Monitoring bills submitted during special session (February 2009)
- Planning to submit a bill to protect the term Physical Therapy so that the public will be assured that if they get physical therapy it will be from a licensed Physical Therapist or physical therapy assistant.
- Meeting with legislators and stakeholders regarding the protection of the term bill.
- Attempting to meet with Acupuncturists to discuss issues related to dry needling. At this point they feel that dry needling is acupuncture and PT’s should not be doing it. The PT licensing board and OPTA have determined that it is within the scope of PT practice as a means of treating intramuscular trigger points and when used in that manner is not acupuncture.
- Monitoring the Chiropractor ballot initiative aimed at limiting our ability to do spinal manipulation. They are in the process of collecting signatures.
- Working toward getting Oregon PAC donation option on the online APTA/OPTA membership renewal.
- Planning APTA Government Affairs Meeting to be held in Portland on September 26, 27, 28. We are also planning a PAC fundraiser during this meeting.
- Following the issue of licensing of PTs who are coming into the state for fellowship type training. This has been brought to the attention of the licensing board and our committee.
10 Things YOU Can do to STOP the Therapy Cap!

Your action today will help ensure that patients have the rehabilitation services they need tomorrow!

1. Contact your legislators through the APTA Legislative Action Center.
2. Set up a laptop in your lobby and ask your patients to take action through the patient action center.
3. Start a patient petition in your clinic, hospital or facility. Send the petition to each Member of Congress from your area. A sample patient petition is available at the therapy cap resource center.
4. Sign up for Pteam – The PTeam grassroots program is a vital link to APTA's success on Capitol Hill. All PTeam members receive a quarterly newsletter on legislative activity on Capitol Hill and Legislative Action Alerts on federal legislative issues. Because the therapy cap is one of APTA's priority issues, many of the Alerts and information bulletins in the coming weeks will be regarding the therapy cap. Signing up for PTeam is the quickest and easiest way to receive information regarding the status of the cap.
5. Host a Practice visit - Invite members of Congress to your practice setting to demonstrate physical therapy in action, along with the impact on patients the therapy caps will have. Learn more about hosting a practice visit by reading APTA's Practice Visits Initiative brochure, or contact Melissa Manzione, APTA's Assistant Director of Grassroots and Political Affairs at melissamanzione@apta.org.
6. Let the local media (print, radio and television) know about this issue and how it will affect local rehabilitation patients. Ask to be part of health care or community focus pieces they are working on. If this option interests you, please contact Maryann Digiacamo, Associate Director, Public Relations at maryanndigiacamo@apta.org.
7. Write a Letter to the Editor on the therapy cap asking that patients write Congress requesting action be taken on the therapy cap in 2010. To view a sample Letter to the Editor, please visit the therapy cap resource center.
Employment Opportunities?

Check out OPTA’s website for employment postings at www.opta.org. From the home page click on Job Postings and then review the opportunities that are posted.

If you have a job listing that you would like posted, please visit the OPTA website at www.opta.org. Job posting rates are $100 for a 30 day posting. All job postings must be done online. Take advantage of this great opportunity to market your position!

Physical Therapists Meet With Senator Ron Wyden

The APTA-PAC sent Susan Bamberger, president of the OPTA, to a private fundraising event for Senator Ron Wyden. The event was sponsored by Oregon Physical Therapists in Independent Practice. This event was exclusively attended by Physical Therapists from Oregon and Washington. Senator Wyden spoke about the status of health care reform. He also listened to some concerns that we share as physical therapists, including direct access for Medicare patients and facts about the Medicare therapy cap. With his undivided attention, the small room of passionate physical therapists were able to educate the Senator as to some of our concerns.


9. Attend a town hall meeting. Many legislators are holding town hall meetings in their districts to engage with their constituents in the coming weeks. For a full list of town hall meetings visit the grassroots page of the Legislative Action Center.

10. Support PT-PAC. PT-PAC was formed to empower physical therapists to be more involved in the determination of federal laws and policies. PT-PAC allows the physical therapy profession to channel its financial and grassroots support to help elect candidates to Congress who are responsive to the physical therapy profession’s goals and viewpoints.
The Oregon Delegation to APTA is pleased to announce the recipients of the Oregon Physical Therapy Association’s Emerging Student Leader awards: Jim Webster, SPT and Nissa Sorensen, SPTA. We were uniformly impressed by the caliber of Jim, Nissa and all the candidates for the awards; the Chapter is blessed with a cadre of emerging leaders!

The Emerging Student Leader program was started in 2008 so that OPTA could help foster leadership amongst upcoming PT or PTA students. Through an application and selection process we identify students wishing to participate in a leadership role within the classroom, throughout the state and on the national level. The application and selection process takes place in the fall of the second year for a PT student, and in the spring of the first year for a PTA student. Once chosen as an OPTA Emerging Student Leader participation in the various roles are expected including: attending an OPTA board meeting, attending the APTA House of Delegates meeting, serving as liaison between their schools and OPTA, writing an article for our newsletter, and more. Congratulations to Jim Webster, SPT and Nissa Sorensen, SPTA for showing their leadership!

Activity is increasing in preparation for June’s APTA House of Delegates. This year’s session includes consideration of bylaw revisions. Motions for Rule Changes are due by March 15; so Chapters and Sections have just started sharing motion concepts for input and consideration. Interim reports on ‘Continuing Competence’ and ‘Models of Care Delivery’ were posted for review last week. Here are excerpts from the reports, please contact any of the delegates if you have a specific interest in any of the reports or if you have a recommendation for an APTA change.

The “Continuing Competence Issues in Physical Therapy” paper, a draft co-written by APTA and FSBPT staff, provides background information on continuing competence and a framework for discussions of the issues surrounding continuing competence. This draft document includes a review of the current literature in areas of continuing competence including various definitions of continuing competence, competence, professional development and similar terms, a discussion of models and ways of measuring continuing competence, and a number of questions that are as yet unanswered.

The “Models of Care Delivery” report is an interim report that describes the initial phases of addressing RC-16-09, and calls for identification of innovative physical therapist care delivery systems that are collaborative, interprofessional and address the care of individuals across the lifespan. As a first step, APTA staff has reviewed existing or currently planned activities that explore physical therapist practice models and the specific components of these models that impact quality of care. Direction for further steps on addressing RC 16-09 will be determined following further discussion on the information garnered from these activities.

Your delegates will continue to meet at least monthly between now and June. Please let us know if you have recommendations, input or just want an update on current activity!

Respectfully submitted: Jane Montgomery, Chief Delegate; and Active Delegates: Susan Bamberger, Derek Fenwick, Mike Hmura, Tasha MacIlveen, Ann Stanley, Mike Rennick; Alternate Joan Brassfield, and Jennifer Wood, PTA Representative. Contact any or all of the Delegates through info@opta.org.

Change of Address or Phone?

If you have a change of address, phone, fax or e-mail, you can send it to the OPTA office online at www.opta.org. When you log on to the site, choose the “members only” section on the left side of the screen. Once there, you will need to enter the correct passcodes to get into that portion of the site. Select the link to “Update Your Contact Information with OPTA.” Once there, fill in all the boxes and send it! It is as easy as that. Or, you can always call the OPTA office at 503.262.9247 or tollfree at 877.452.4919, or email us at info@opta.org.
Congratulations! Members in the Spotlight!

The OPTA board would like to congratulate Marilyn von Foerster. Her product the BackTpack has been selected as one of the winners of a 2009 Family Choice Awards (FCA). Her product was featured in the January issue of the following magazines: Los Angeles Family, Santa Clarita Family, South Bay Family, San Gabriel Family, and Ventura Family.

Family Choice Award coverage is targeted directly to parents who seek the winners of these coveted awards as top recommendations for their buying decisions “from the source they trust most”. The Family Choice Awards was founded by the Family Magazine Group, America’s largest free parenting publication, and is recognized as the premier resource for the very best in children’s and parenting products and services.

Any of you who have met Marilyn know how passionate she is about physical therapy and her product. We are privileged to have her as a member of our organization. Keep up the good work.

Do you know someone, or have you yourself been recognized for community involvement or organization-al excellence? We would love to hear from you and let the membership know what outstanding members we have in the OPTA. Contact us at info@opta.org.

Salary Survey Results

In the past OPTA has undertaken surveys to determine average salaries for physical therapists in Oregon. In recent years the APTA has taken over that task, but as we recently realized when queried by one of our long-time members, we haven’t shared that data recently. For more data from the nationwide survey please see the following link: http://www.apta.org/AM/Template.cfm?Section=Surveys_and_Stats1&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=149&ContentID=18996.

During the last renewal cycle, 341 OPTA members completed the salary information on the demographic questionnaire. Here are the results:

Average PT salary = $68,571.47
Median PT salary = $65,000
Maximum reported = $300,000
Minimum reported = $3,000

### Average Annual Income Based on Experience

<table>
<thead>
<tr>
<th>Years of Experience</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>$60,611</td>
</tr>
<tr>
<td>6-10</td>
<td>$68,477</td>
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<tr>
<td>11-15</td>
<td>$70,275</td>
</tr>
<tr>
<td>16-20</td>
<td>$68,376</td>
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<tr>
<td>21-30</td>
<td>$72,473</td>
</tr>
<tr>
<td>31+</td>
<td>$72,760</td>
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<tr>
<td>Not stated</td>
<td>$69,275</td>
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<tr>
<td>Average</td>
<td>$68,571</td>
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### Average Annual Income Based on Practice Setting

<table>
<thead>
<tr>
<th>Practice Setting</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute Care Hospital</td>
<td>$72,573</td>
</tr>
<tr>
<td>Health system or hospital based outpatient facility or clinic</td>
<td>$65,688</td>
</tr>
<tr>
<td>Private outpatient office or group practice</td>
<td>$70,722</td>
</tr>
<tr>
<td>SNF/ECF/ICF</td>
<td>$67,553</td>
</tr>
<tr>
<td>Patient’s home/Home care</td>
<td>$72,251</td>
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<tr>
<td>School System (preschool/primary/secondary)</td>
<td>$54,978</td>
</tr>
<tr>
<td>Academic Institution (post-secondary)</td>
<td>$57,131</td>
</tr>
<tr>
<td>Health and Wellness Facility</td>
<td>$75,000</td>
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<tr>
<td>Industry</td>
<td>$66,000</td>
</tr>
<tr>
<td>Other</td>
<td>$52,730</td>
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</tbody>
</table>

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- Learn how to interpret evidence and use it in your clinical practice with Ken Bush, PT and Erin Jobst, PT.
- Learn how experts approach low back pain - how do the experts do it?? McKenzie faculty, NAIOMT faculty and Kaiser/Maitland (Australian) faculty are presenting at the OPTA spring conference!
- Learn how to exercise the medically complex patient with Steve Tepper, PT.

For more information and to register go to www.opta.org
Ethics . . . Think About it!

By Carol Schunk, PT PsyD, Chair, OPTA Ethics Committee

New case scenarios

Being busy clinicians we sometimes forget to think about the ethical side of practice. The OPTA Ethics Committee wants to keep ethics in the clinic through peer discussion. The following case scenarios were developed to encourage members to consider ethical issues. We suggest therapists get together for 15 minutes during a staff or educational meeting and discuss the following scenarios with their colleagues.

There are many formats for ethical decision making, we offer the following developed by Kidder as it is simple and basic. You will need the APTA Code of Ethics for Physical Therapists and for Physical Therapist Assistants which can be downloaded from the APTA website. **Ethics . . . Think About it!**

Using the following guidelines, discuss the scenarios and determine what standards and substandards of the code of ethics (if any) are in question.

Legal: Is something not legal going on?
Stench: Does the situation smell wrong?
Front Page: Would you feel uncomfortable if details were public?

Mom: What would your Mother do?
Ethical: What are the ethical violations from the APTA CODE?

Case Scenarios

1. A PT/PTA who graduated 7 years ago has never been to a CE course. He is notified that he is going to be audited by the state in relation to the CEU requirement. You notice him at the copy machine; he has purchased blank certificates and is falsifying his attendance at courses to present to the state for review.

2. A PT’s girlfriend fell and injured her back. She is unemployed and has no insurance so cannot afford to go to an MD. You tell her to come in to the OP clinic where you work late in the day after the receptionist has gone home and you will treat her. After the treatment the two of you decide to use the facility pool for fun.

Questions or interested in the committee? Contact OPTA Ethics Chair Carol Schunk at carolschunk@earthlink.net.

**APTA Foundation Grant Opportunities**

The Foundation for Physical Therapy, an independent nonprofit organization with the purpose of funding physical therapy research, is currently accepting applications for a new $300,000 grant: the Clagett Family Research Grant.

The grant was named in honor of the late Lansdale Clagett, and his wife, Gladys, of Upper Marlboro, Maryland. Lansdale contracted polio as a young adult and spent 20 years in a wheelchair. After more than 20 years of physical therapy, he fulfilled his dream of leaving his wheelchair and walking on his own again.

This two-year grant is the Foundation for Physical Therapy’s largest funding opportunities to-date and is intended to fund researchers investigating exercise interventions to improve activity and participation in older adults with multiple chronic conditions.

The Foundation for Physical Therapy encourages collaborative, multidisciplinary teams to apply.

Letter of Intent Deadline: March 1, 2010, at noon, ET.

Completed Application Deadline: May 5, 2010, at noon, ET.

Welcome New and Returning Members

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<thead>
<tr>
<th>Name</th>
<th>Name</th>
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<tbody>
<tr>
<td>Jennifer Bartloff, PT</td>
<td>Brent McLeod, PT</td>
</tr>
<tr>
<td>Suzanne Bowser, PT</td>
<td>Chrystle Mercer, SPT</td>
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<tr>
<td>Spencer Bushnell, SPT</td>
<td>Darleen Morris, SPT</td>
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<tr>
<td>Meredith Butts, PT</td>
<td>Kelli Nakano, SPT</td>
</tr>
<tr>
<td>Christine Cedergreen Wood, PT</td>
<td>Melissa Newcombe, SPT</td>
</tr>
<tr>
<td>Elizabeth Costa, PT</td>
<td>Lai Niimi, PT</td>
</tr>
<tr>
<td>Nathan Davis, SPT</td>
<td>Kathrine Noles-Bowers, SPT</td>
</tr>
<tr>
<td>Hans Dreyer, PT, PhD</td>
<td>Shahin Pabani, SPT</td>
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<tr>
<td>Cassandra Dunsiere, PT</td>
<td>Chantelle Palacios, SPT</td>
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<tr>
<td>Joshua Ferguson, PT</td>
<td>Laura Paquet, SPT</td>
</tr>
<tr>
<td>Laura Fox, PT</td>
<td>Madeline Parmenter, PT</td>
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<tr>
<td>Bonnie Galloway, SPT</td>
<td>Lindsey Pearson, PT</td>
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<tr>
<td>Carole Gibson, SPT</td>
<td>Marney Richards, SPTA</td>
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<td>Jeremiah Griffith, SPT</td>
<td>Margaret Rollo, PT</td>
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<tr>
<td>Philip Haworth, PT</td>
<td>Ryan Schulz, PT</td>
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<tr>
<td>April Hodge, PT</td>
<td>Bryce Schuster, SPT</td>
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<td>Brian Horak, PT</td>
<td>Traci Sharp, SPT</td>
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<td>Richard Hornish, SPT</td>
<td>Amy Jo Shepro, PT</td>
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<tr>
<td>Renee Johnson, SPT</td>
<td>Amy Smith, PT</td>
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<tr>
<td>Orion Kooistra, SPT</td>
<td>Sukhee So, PT</td>
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<tr>
<td>Nicole LaTessa, SPT</td>
<td>Nissa Sorensen, SPTA</td>
</tr>
<tr>
<td>Erin Lingo, PT</td>
<td>Sue Stewart, PT</td>
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<tr>
<td>Cody Lommen, SPT</td>
<td>Devita Vaughan, SPT</td>
</tr>
<tr>
<td>Talina Marshall, SPT</td>
<td>Jenny Wadman, PT</td>
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<tr>
<td>Karen McDonald, PT</td>
<td>Rachel White, SPT</td>
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</tbody>
</table>

OPTA Continuing Education Calendar*

2010 Schedule

**March**

*Annual Conference – March 12-14*

Hilton Eugene Conference Center  
– Eugene, OR

Friday: An Introduction to Evidence-Based Practice  
Saturday: The Medically Complex Patient by Steve Tepper, MD  
-or-  
Grand Rounds: Kaiser, McKenzie and NAIOMT - Compare Experts in Low Back Pain

**June 5**

TMJ Evaluation and Treatment Workshop by Bill Esser  
– Portland, OR

**September 25**

Workshop and Fall Business Meeting in conjunction with APTA State Government Affairs Forum – Programming TBD

**October 16**

Primal Reflex Response Therapy Workshop by Mike Pennington  
– Portland, OR

www.opta.org

*All dates, speakers and topics subject to change

Welcome New and Returning Members

$50 Invested Each Year in the OPT-PAC (Political Action Committee) becomes a $50 Oregon State Tax Credit to you.

OPT-PAC serves all Oregon therapists by educating legislators and supporting bills important to all Oregon physical therapists.

Support our goal to support you.

To make an investment, send your contribution to:

OPT-PAC 89358 Cranberry Lane  
Bandon, OR  97411
Survey Says!

In late December of 2009 the OPTA sent an electronic survey to its members seeking information on how to improve our communication. There was a 20% response rate, with 219 members responding. On the positive side, we had a two to one approval rating for the electronic newsletter and 94% of respondents like the Log. Many of the respondents have been practicing for over 15 years.

The most common reasons for not reading the electronic version was too many demands on people’s time and already on a computer too much at work, but the vast majority of respondents are happy with the electronic format.

Most of the comments regarding continued reading of the Log revolved around ease of access or readability. Some were regarding awareness that the Log had gone electronic.

To resolve some of these problems the editorial committee will look at formats that would improve ease of reading and work to make the Log more visible on the website. Some members commented that they would forget to read an electronic document or delete it from their inbox - the good news is that the Log is always on the OPTA website. In fact, you can go back to 1999 to read archived issues and see how far we have come! I think Ricci Susick might have something in every archived edition!

We will continue to move forward with the electronic age with efforts to start a listserv for members and add a Facebook page. For now please consider bookmarking the OPTA website on your browser, where you’ll find local and national information all about physical therapy!!!
Oregon Log Advertising Policy

The Oregon Log is published quarterly (four issues per year) in March, June, September and December: the deadlines are: May 10, August 9 and November 8. All display ads must be pre-sized in camera ready form. OPTA reserves the right to not publish advertisements or articles of OPTA's choosing.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page - 10&quot; high by 7.5&quot; wide</td>
<td>$350.00</td>
</tr>
<tr>
<td>Half Page - 4.5&quot; high by 7.5&quot; wide</td>
<td>$200.00</td>
</tr>
<tr>
<td>Quarter Page - 4.5&quot; high by 3.5&quot; wide</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

OPTA Announces Advertising Package Opportunities!
The OPTA publications committee has a advertising package plan that offers a variety of advertising opportunities. If you are interested in purchasing a package, please contact Sandra Fisher at the OPTA office at 503.262.9247 or 877.452.4919 or via e-mail at info@opta.org.

Advertising Packages

<table>
<thead>
<tr>
<th>Package Includes</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web site logo &amp; link</td>
<td>1 year</td>
<td>N/A</td>
</tr>
<tr>
<td>Web site employment advertisement of 100 words</td>
<td>1 year</td>
<td>1 year</td>
</tr>
<tr>
<td>Newsletter display ads</td>
<td>1/2 pg ad for 1 year</td>
<td>1/4 pg ad for 1 year</td>
</tr>
<tr>
<td>Vendor listing in newsletter</td>
<td>4 issues</td>
<td>2 issues</td>
</tr>
<tr>
<td>Conference exhibit space</td>
<td>1 booth</td>
<td>25% off fee</td>
</tr>
<tr>
<td>Conference brochure vendor listing</td>
<td>1 listing</td>
<td>1 listing</td>
</tr>
<tr>
<td>Conference name displayed on vendor list</td>
<td>1 listing</td>
<td>1 listing</td>
</tr>
<tr>
<td>Package prices:</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Classified: Classified advertising for employment opportunities or sales items are charged at the rate of $35.00 per ad plus $2.00 per line of type (approx. 45-50 characters including spaces and punctuation). One line complimentary heading is included.

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