



APTA
Wisconsin

A Chapter of the American
Physical Therapy Association

ENEWSLETTER MEDIA KIT

APTA WISCONSIN'S ENEWS

APTA Wisconsin's eNews is sent to over 2,300 of APTA Wisconsin's members every other Friday. Each placement allows for your company message to be displayed prominently throughout the publication.



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Get to Know the Practice Committee

Quick Summary:

- **New Direct Access Toolkit Released** – Free member benefit with updated guidance on implementation, payment, admin support, and new content on radiography and Emergency Department integration.
- **Toolkit Feedback Requested** – Help improve this resource by sharing your thoughts at practicecommittee@aptawi.org.
- **Collaboration with Early Access PT Subcommittee** – Focused on PT in Emergency and Urgent Care settings; next meeting May 15 at 7:30 pm CST.
- **Diagnostic Ultrasound Interest Group Forming** – Connect with others exploring ultrasound use in PT practice.
- **Webinar Series on Quality Practices** – Six-part series with two sessions available on demand and four more coming soon; buy five, get one free!

The Practice Committee exists to serve as an information resource to APTA Wisconsin members in the areas of professional practice, regulations associated with PT practice, and APTA practice standards.

APTA WI Members Attend Prior Auth Panel

Lynn Steffes, PT, DPT (current Payment Specialist) and Kelly Ashbeck PT, DPT (future Payment Specialist) along with both APTA Wisconsin lobbyists Arnie Early and Jeremy Shepard, attended the Wisconsin Health News sponsored Panel on Prior Authorization Tuesday May 13 at the Madison Club.

The panel included Representative Clint Moses – head of the Assembly Committee on Health, Aging and Long-Term Care, who stated he wants to reform the prior authorization process. He is looking at ensuring consistency among insurers, speeding up the process to prevent care delays, and reducing provider burdens.

"I don't want to give the picture that it's a huge epidemic problem in Wisconsin," he said at a Wisconsin Health News panel Tuesday. "With the insurance plans that we have in our state, I think, overall, we're better situated than many states. But even if it's just a few, we are hearing complaints and problems with the prior authorization process."

We know that Democratic Gov. Tony Evers proposed in his 2025-27 budget a number of prior authorization reforms, like exempting care that is frequently approved and mandating that insurers disclose what services require prior authorization. The budget-writing committee stripped those provisions from the state's two-year spending plan last week.

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Case Based Webinars for June and July



These dynamic and fun sessions will use case-based learning, covering real-world, outpatient cases to facilitate an active learning experience. Application of patient-centered and evidence-informed practice will be included with an emphasis on clinical reasoning and meta-cognitive processes utilizing the test-retest model. The session is designed to help learners understand how to effectively obtain a thorough subjective examination that supports hypothesis development, planning of an appropriate objective examination and supportive treatment that seek to implement the hypothetic-deductive reasoning model.

We welcome ALL PT students, PTs and PTAs to join! This type of learning environment is a great opportunity for different experience levels to learn together.

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Industry News

ClearSky Health Plans Eau Claire Rehabilitation Hospital

Wisconsin Health News, 5/13/25

New Mexico-based ClearSky Health plans to build a 36-bed rehabilitation hospital in Eau Claire.

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