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## FOR IMMEDIATE RELEASE

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### **Online Continuing Education for PTs Available Through American Academy of Orthopaedic Manual Physical Therapists – EDUCATA Partnership**

#### **Web-based Platform Offers Audio, Visuals, Interaction with Top-ranked Educators**

Reston, VA. – June 16, 2010 — The [American Academy of Orthopaedic Manual Physical Therapists](#), and EDUCATA, a global provider of online [physical therapy continuing education](#), announced a partnership to provide online courses to AAOMPT members. Under the agreement, classes available through the EDUCATA web 2.0 platform will seamlessly integrate and enhance the AAOMPT’s educational membership cost effective offerings.

“Our organization is focused on helping members manage and expand their physical therapy practice,” said Bob Rowe, PT, DPT, DMT, President of AAOMPT. “Web-based continuing education is a convenient way to promote PT staff learning. It is also a sound business decision. It is important for practice owners to have a cost effective alternative to offer their staff – and one that delivers a high level of quality and depth of content.”

[Michael Weinper](#), PT, MPH and EDUCATA co-founder, agrees. “Providing CE benefits helps attract and retain the best and the brightest – and a practice wants to do this as efficiently as possible.”

“We are very excited about the partnership with AAOMPT,” said Dr. [Marilyn Pink](#), EDUCATA President and CEO. “Our research has established that PTs respond more enthusiastically to online courses that are interactive, rather than to those that simply read text

online. By coupling this interactivity with depth of content, EDUCATA and AAOMPT offer a learning experience that is akin to attending a conference, only much more convenient.”

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**About the American Academy of Orthopaedic Manual Physical Therapists, AAOMPT:** The AAOMPT has been instrumental in raising the awareness of physical therapists to the contributions of manual therapy to the physical therapy profession and of the contributions of fellowship training in achieving advanced clinical competence. The AAOMPT has been active and visible within the APTA and the Orthopaedic Section. The AAOMPT leadership has also gained the respect of the IFOMPT for its role in forming the Academy- in a country where there are more physical therapists using manual therapy than any other place in the world. Continued visibility of the AAOMPT requires the work of many individuals.

**About EDUCATA:** Educata.com is a unique, interactive, Web 2.0 education platform that delivers online learning. It offers a broad spectrum of courses that are taught by top-ranked educators and experience clinicians. EDUCATA’s partners include the World Confederation for Physical Therapy and many American Physical Therapy Association Chapters. [Continuing education for physical therapists](#) and other medical professionals is the focus of the first launch. Subsequent launches will target additional professions.