

# PRESS RELEASE

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## **EDUCATA Professor Chad Cook Receives “Excellence in Teaching Award” at the 2009 APTA Annual Conference**

**(Calabasas, Calif. June 18, 2009)**— Chad Cook, PT, MBA, Ph.D., OCS, FAAOMPT and one of EDUCATA's internationally acclaimed educators, has just received the APTA's 2009 Dorothy E. Baethke - Eleanor J. Carlin Award for Excellence in Academic Teaching award.

The award was established in 1981 to acknowledge an individual who has made significant contributions to physical therapy education as exemplified in the professional and teaching careers of Dorothy E. Baethke and Eleanor J. Carlin.

“In selecting Dr. Cook, the APTA Board of Directors recognized his outstanding contributions in teaching and mentoring physical therapists,” said Marilyn Pink, EDUCATA president and CEO. “We are very pleased to have Dr. Cook as a member of our faculty where his lectures can be shared with therapists throughout the world.”

According to APTA policy, in order to be considered for this prize a nominee must have a record of:

1. Exceptional teaching effectiveness in the academic setting.
2. Distinct expertise in at least one subject area to which the academic teaching has been directed.
3. Excellence as a role model for academic teaching for students, faculty and clinicians.

Dr. Cook teaches over 2,000 physical therapists a year and his books have sold over 5,000 copies. He is an expert in differential diagnosis, a topic that he has addressed in over 70 peer-reviewed publications. He is an Assistant Professor and Director of

Outcomes Measurement at Duke University, with a dual appointment in the departments of Community and Family Medicine as well as Surgery -- [see Dr. Cook's profile](#). His 7.5-hour [Differential Diagnosis](#) interactive online course fulfills [PT CEU](#) and [Physiotherapy CPD](#) requirements in the US and in many other countries. As the online partner for the WCPT, Dr. Cook's course is available at EDUCATA for therapists around the globe.

**About EDUCATA:** EDUCATA.COM is a unique, interactive, Web 2.0 [continuing education](#) platform that delivers online learning for professionals requiring continuing education for re-licensure. Physical therapists and medical professionals are the focus of the first launch. To find out more about EDUCATA, go to [www.educata.com](http://www.educata.com) or contact Dr. Marilyn Pink at 805-495-7477.