



## **FOR IMMEDIATE RELEASE**

### **For Press inquiries contact:**

**EIM:** Brooke McVeigh – [bmcveight@evidenceinmotion.com](mailto:bmcveight@evidenceinmotion.com)

**EDUCATA:** Monica Berndt – [mberndt@educata.com](mailto:mberndt@educata.com)

## **Evidence In Motion and EDUCATA Join to Provide Continuing Education for Physical Therapists**

**Louisville, KY - (May 11, 2010)** – Evidence In Motion (EIM), a provider of physical therapy education and practice consultation, and EDUCATA, a global leader in online continuing education for physical therapists recently announced an alliance. Under the terms of the deal, select EIM courses will become available through EDUCATA's online platform. The agreement widens the scope of offerings for both companies while providing PTs and PTAs everywhere the ease and convenience of online professional development.

“This partnership represents a significant development for physical therapists and their continuing education”, says Marilyn Pink, EDUCATA's president and CEO. “Whether looking for credits required to re-license or to stay on top of their game, PTs can now access EIM's courses through EDUCATA's audiovisual interactive platform. EIM's loyal members are equally benefited by easy access to EDUCATA's educators and materials.”

Evidence In Motion is dedicated to promoting evidence-based practice within the physical therapy profession through its educational offerings. In addition to online and hands-on continuing education courses, Evidence In Motion offers an Orthopaedic Physical Therapy Residency, Sports Physical Therapy Residency, Fellowship in Orthopaedic Manual Physical Therapy and Executive Program in Private Practice Management.

“We are excited about our new collaboration with EDUCATA. We have known the people associated with EDUCATA for many years. We respect and appreciate their contribution to the physical therapy profession as well as their commitment to build and offer the premier online continuing education

platform. We believe this relationship very effectively serves EIM's core competency as a builder of high quality educational content while also contributing to EDUCATA's capability as a leading deliverer of continuing education," states George Burkley, EIM CEO.

EDUCATA's sharp focus on quality of content and of delivery was an important factor leading to the alliance. The company places high emphasis in providing an excellent user experience through rich media, giving visitors the ability to see the materials being presented as well as hear and interact with the instructor.

###

#### **About Evidence in Motion:**

Evidence In Motion (EIM), LLC is an education and consultation company dedicated to creating and promoting an evidence-based, best practice culture within the physical therapy profession. EIM exists to elevate the physical therapy profession and the role of physical therapists in health care delivery. EIM's strategy is to create Residency, Fellowship, and Practice Management programs offering professional mentoring and high caliber learning opportunities that change the face of education in the physical therapy profession. EIM's Residency and Fellowship programs are currently the largest in the United States with over 130 residents, 12 fellows, and 56 Practice Management participants residing in over 25 states. EIM also offers combinations of the Residency Program curriculum in a modular fashion to provide rigorous, advanced education and training options via its EIM Certification Program. EIM's principles, program directors, and core faculty are recognized as "top tier" educators, researchers, and business leaders in the field. For more information on Evidence In Motion, please visit [www.EvidenceInMotion.com](http://www.EvidenceInMotion.com).

#### **About Educata:**

EDUCATA.com is a unique, interactive, Web 2.0 education platform that delivers online learning. It offers a broad spectrum of courses from orthopaedics and pulmonology to geriatrics and oncology that are taught by top-ranked educators and experienced clinicians. EDUCATA's partners include the World Confederation for Physical Therapy as well as many APTA state chapters and sections. [Physical therapy continuing education](#) is the focus of the first launch. Subsequent launches will target additional professions.