

PRESS RELEASE

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Online Continuing Education for PTs Available Through Private Practice Section – EDUCATA Partnership

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

CALABASAS, Calif. September 15, 2009 — The [Private Practice Section \(PPS\)](#) of the American Physical Therapy Association (APTA), and [EDUCATA](#), a global provider of online continuing education, announced a partnership to provide online courses to Section members. Under the agreement, classes available through the EDUCATA web 2.0 platform will seamlessly integrate and enhance the Section's educational membership cost effective offerings.

“Our organization is focused on helping members manage and expand their physical therapy practice”, said Tom DiAngelis, President of PPS. “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 PPS,” 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

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

About the Private Practice Section, APTA: The purpose of the Private Practice Section (PPS), is to foster the growth, economic viability, and business success, of physical therapist-owned physical therapy services provided for the benefit of the public, and to promote exclusive physical therapist ownership of physical therapy services. PPS strives to provide educational opportunities to help physical therapists develop and manage successful physical therapist-owned practice(s).

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 experienced clinicians. EDUCATA’s partners include the World Confederation for Physical Therapy. [Continuing education for physical therapists](#) and other medical professionals is the focus of the first launch. Subsequent launches will target additional professions.

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