

VICE PRESIDENT

Name: James Cumming

Credentials: PT, OCS

Education: Master's of Physical Therapy, UW-Madison, 2004

Employer and Position:

1. What experiences would you bring to the position of VP that make you a strong candidate for this position?

I have been a member of the APTA – WI board of directors, with only a 2 year break, for a decade. I have served in the role of District Chair, Director, and most recently Vice President. I have been privileged to see the Association change and evolve since then, and I consider my role as a board member to be one of my most rewarding professional opportunities.

I have been engaged in numerous board meeting discussions and decisions related to Chapter Activities, initiatives, legislative and payment issues, as well as strategic planning sessions. I have also helped to operationalize these decisions as well, in part by serving on several committees, task forces, and work groups.

I also have leadership experience where I work at UW Health, including as co-chair of our outpatient documentation team, on clinical work groups, the rehabilitation professional advancement committee, and on the employee advisory board.

2. What are the most pressing concerns facing APTA Wisconsin at this point in time?

There are numerous pressing issues facing APTA Wisconsin currently. A few of the most important issues are related to membership, defending our scope of practice, as well as advancing role of PT in the healthcare system in Wisconsin.

The role of a professional association has changed over the years, especially considering changes in technology and communication, thereby affecting the way in which people connect and get information. The Wisconsin Chapter needs to continue to evolve to meet the needs of our members given these changes in technology and communication. It is paramount that APTA WI continue to show the value of membership to help retain and grow membership.

APTA Wisconsin must continue to remain vigilant and proactive in defending potential threats to our scope of practice. We must do this by building and maintaining productive

relationships with legislators, regulators, other health care organizations, and payors. This includes increasing our Political Action Committee funds to insure we have the political capital to defend and promote our profession.

Finally, APTA Wisconsin needs to continue and do even more to educate its members, consumers, and other health care professionals about the ever-expanding role that PTs play in health care and health promotion. The Chapter should support and amplify members who are innovating and pushing our profession forward.