

Read on for up-to-date info on what's hot, what's not and what's happening with all things EIM.

## leading the pack

- [Dr. John Childs](#) was selected "below the zone" (1 year earlier than normal) for promotion to the rank of Lieutenant Colonel in the Air Force.
- [Dr. Larry Benz](#) and [Dr. Rob Wainner](#) were published in the [August edition of Impact](#). Check out the article "[A Brand You World.](#)"
- In June [Dr. Josh Cleland](#) was awarded the [Eugene Michels New Investigator Award](#) from the [American Physical Therapy Association](#).
- [Dr. Jason Rodeghero](#) will be starting his PhD work at [Nova Southeastern University](#) this fall.
- [Dr. David Browder](#) is heading up the OCS prep course that EIM will be launching this September.
- [Dr. Bob Boyles](#) and Dr. Danny McMillian are teaching Manual Therapy and Functional Rehab of the Shoulder at [AAOMPT's Annual Conference](#) on October 14-18, 2009 in Washington D.C.
- [Dr. Amy Kirkland](#) presented on the benefits of manual therapy at [APTA's Annual Conference](#) with [Dr. Tim Flynn](#). She also passed the OCS exam, becoming one of a small number of PT's with both OCS and SCS certification. Amy is looking forward to moving to San Antonio, TX for a position as site research coordinator for a multisite cervical and lumbar traction study with Julie Fritz and [Dr. John Childs](#).
- [Dr. Tim Flynn](#) will be teaching at the [40<sup>th</sup> Annual Manipulative Physiotherapist Conference](#) in New Zealand at the end of August. Dr. Flynn is also part of the [AAOMPT Capitol Hill Task Force](#) which in partnership with the [APTA](#) is coordinating an [Advocacy Day](#) on Thursday, October 15<sup>th</sup> in our nation's capital.



## course announcements

EIM is excited to announce a much anticipated OCS prep course! More information will be available soon and look forward to class availability early this fall.

There are several Continuing Education courses in the upcoming months. Be sure to check out the [schedule](#) to help expand your skills and knowledge in the PT world.

## blogworthy

Top 5 Recent Blog Posts:

- [Ultrasound... yes? no?](#)
- [Health 2.0 and Lack of Control of Information](#)
- [Summertime PT Regulationz Quiz-redux](#)
- [Random Thoughts on Profession of Physical Therapy](#)
- [Physical Therapists Pledge Billions in Savings to Health Reform](#)

## residency & fellowship news

Congratulations to our most recent grads!! Brooke Kennedy, Ben Lippe, Kristen Mason, Cheryl Rentcheler, Sharon Schumacher and Stacy Stone have completed EIM's Residency Program with many others not far behind.

## executive news

"Larry Benz and the EIM team are raising the bar again! Now there is another option (perhaps the Best First Choice) for physical therapy practice owners that not only want to earn their DPT but also want to go deeper into the business of physical therapy. With EIM's Executive Management Program you'll learn about strategy, marketing, management, technology, much more and of course the important knowledge and skills necessary to obtain your transitional DPT (if you choose this option). It's affordable and online. EIM gets it – you need to balance your business, family and fun and you can earn your degree too. I'm going through it now and my peers are some of the best in our profession! I highly recommend this program." - David Straight, PT, MPT, OCS, President E-rehab, LLC

Our next cohort starts in January 2010. For more information please send a [request](#) or visit [The Executive Program section](#) on the EIM website.

## spotlight

Cheryl Sparks is a current fellow at EIM and is also an Assistant Professor at [Bradley University](#) in the [Department of Physical Therapy and Health Science](#). She holds a transitional DPT from [St. Ambrose University](#) which she completed in 2008. She completed a Bachelor's of Science in Physical Therapy from [Bradley University](#) in 1998.

Cheryl has achieved Board Certification as an Orthopaedic Clinical Specialist and holds advanced training and certification through USA Weightlifting, Aerobics and Fitness Association of America and Stott Pilates. She practices in an outpatient orthopaedic setting at [OSF St. Francis Medical Center](#). In addition to her professional responsibilities at Bradley and at the clinic, she is also pursuing her PhD which she will begin working on this fall.

Cheryl maintains professional membership in the [AAOMPT, Illinois Physical Therapy Association](#) and the [APTA](#) sections on Orthopaedics and Education. Aside from loving her job teaching at Bradley, seeing patients and being a part of the EIM Fellowship, Cheryl is looking forward to a fall mission trip to the Dominican Republic where she will manage patients along with two 3<sup>rd</sup> year DPT students.



Cheryl last visited the DR in March 2009 with a team of 28 healthcare professionals to provide much needed medical services in a severely underserved area.

## the place to be

Look for EIMers at the following meetings:

- [AAOMPT Annual Conference](#): Arlington, VA: October 14-18, 2009
- [APTA National Student Conclave](#): Miami, FL: October 29-31, 2009
- [APTA Private Practice Section Meeting](#): Colorado Springs, CO: November 11-14, 2009
- [Combined Sections Meeting](#): San Diego, CA: February 17-20, 2010

Upcoming EIM Speaking Events:

- [Tim Flynn](#):
  - \* August 27-31, 2009: [New Zealand Manipulative Physiotherapy Conference](#) in Rotorua, NZ
    - \* *Clinical Prediction Rules for the Lumbar Spine*
    - \* *Cervical-Thoracic Relations to UQ Syndromes*
    - \* *Post-Conference Manipulation Course*
  - \* October 14-18, 2009: [AAOMPT Annual Conference](#):
    - \* *Musculoskeletal Clinical Reasoning*
    - \* *This Slicing Our Way to Clinical Expertise*
- November 12, 2009: [John Childs](#) and [Larry Benz](#): [APTA Private Practice Section Meeting \(7-8:30pm\)](#): *The Customer Experience: Drive Your Practice Toward Success*
- November 12, 2009: [Tim Flynn](#) and [Larry Benz](#): [APTA Private Practice Section Meeting: Technology, Innovation, and Marketing](#)
- November 14, 2009: [Larry Benz](#) and [Tim Flynn](#): [APTA Private Practice Section Meeting \(8am-9:15am\)](#): *Taking Physical Therapy to a Higher Level*
- December 2009: [Larry Benz](#): APTA Research Capacity Conference: *Centers of Excellence in Outpatient PT*
- January 22-24, 2010: [Larry Benz](#): The International Private Practice Business Freedom Summit: *Clinical Excellence Thru AmaZing! Service*

## don't forget

Application deadline for the [Residency & Fellowship](#) January 2010 Cohort is Nov. 1, 2009.

[Executive Program](#) deadline for the January 2010 class is also Dec. 1, 2009.

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