

# Instructor Biography

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**JAMES LEE KO** is the head instructor and founder of this program for healthcare practitioners. He hails from Loma Linda University. He's the founder and Senior Elite therapist for the national Ko Center of Excellence Foundation. He successfully developed the STAR Physical Therapy Network in Southern California and has developed and consulted on numerous facilities across the country. He served as the Executive Ergonomic Advisor for Circuit City and Viewsonic corporations and currently directs and leads as President of the IndeFree Association. Additional professional experiences may be viewed on his curriculum vitae attached.

**He's the creator and founder of** the "Cash Client Revolution" Business, Marketing and Administrative Training for PT/OT's. James Ko, PT desires to offer therapists in private practice a systematic approach to managing cash pay clients in the rehab setting . One that leads to improved patient outcomes and business enjoyment.

Through his experience as an expert witness, private practice owner, as well as his expertise in physical therapy law, documentation, marketing and billing, he began his research and produced a highly sophisticated approach to cash client marketing and management.

HE BELIEVES that due to the changes in health care, proliferation of direct access, and the increase in deductible and co-pays, the rehab setting must change as well. We are called upon to higher standards, more scrutiny, and pressured to produce better results in shorter time frames. This presents a challenge to us all. This course exists to alleviate some of the burden and confusion therapists face so they can adapt more quickly.

HIS GOAL is to elevate the business skills of physical and occupational therapists and to evolve our profession as a whole.