

Impact for Members of the Vendor Community

A guide to sharing your expertise with *Impact* readers for free

IMPACT STATS

- Published 11 times a year
- Print edition mailed to 4,200 readers
- More than 29,000 annual page views on the Impact website
- More than 5,300 total issue visits to the digital edition

IMPACT MISSION

Provide valuable, thought-provoking content and cultivate encouraging, diverse resources for the physical therapy business community.

Impact magazine is the member magazine of the Private Practice Section of the American Physical Therapy Association (PPS). Experts from across the industry—including members of the vendor community—are invited to contribute content to the magazine at no cost.

ABOUT IMPACT CONTENT

The *Impact* editorial calendar is planned out a year ahead, with themes and article topics determined by the *Impact* Editorial Board. The current [Editorial Calendar](#) is available on the PPS *Impact* website.

Impact content must meet strict guidelines to be accepted for publication:

- Content must be original and not have been previously published on any other platform or by any other entity
- Content must not be promotional in any way; specifically content can not promote a company or its products and services
- Content must be informational; readers should walk away with at least one new action they can take immediately to improve in that content area
- Include references for any claims made in articles
- All articles must be accompanied by a completed [submission form](#)
- Articles must be reviewed and approved by an *Impact* Editorial Board member

If you have already written an article to submit for consideration, email it to editor@ppsapta.org. The *Impact* Editorial Board will determine whether and in which issue the article may be published. There is no guarantee that unsolicited articles will be published.

Note: You may have one article published in an issue of *Impact* per year.

Read the *Impact* [Writers Guidelines](#) for more information about *Impact* content submission requirements.

MAKE YOUR CONTRIBUTION

Members of the vendor community are welcome to share their expertise via articles in *Impact* on topics including:

- Finance and financial planning
- Billing and payments
- Customer and patient management
- Compliance and regulatory concerns
- Third-party payor issues
- Employee management and human resources concerns
- Practice growth and expansion
- Innovative practice models and payment systems

If you have an idea for an article, email editor@ppsapta.org to pitch your idea.

Or, if you are interesting in advertising, email sgargiulo@ppsapta.org.

