

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 APTA Private Practice, a section of the American Physical Therapy Association (APTA). 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 *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 cannot 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 interested in advertising, email Stacy McManus, smcmanus@ppsapta.org.

