

Tips for Promoting Your Specialist Designation

Congratulations on achieving one of the highest designations available in our profession! We encourage you to include your certified specialist designation in your communications wherever possible, in a manner that allows the health care community and the public to recognize your advanced skills and knowledge.

Before You Begin

In 2016, APTA's House of Delegates adopted a motion limiting the use of abbreviated designations after a physical therapist's name in order to improve consumer awareness.

Instead of abbreviating ABPTS designations, they now should be spelled out in full. Detailed guidance is [provided on APTA's website](#), but here are some examples:

- For business cards, promotional flyers, or other materials where appropriate, spell out "Board-Certified Clinical Specialist in [YOUR SPECIALTY] Physical Therapy" immediately below your name. **See below example:**

John Doe, PT, DPT
Board-Certified Clinical Specialist in Pediatric Physical Therapy

- In articles or press releases submitted to the media, spell out your ABPTS designation as part of describing your qualifications. **See below examples:**
 - Jane Smith, PT, DPT, has been named a board-certified clinical specialist in women's health physical therapy by the American Board of Physical Therapy Specialties.
 - Jane Smith, PT, DPT, board-certified specialist in pediatric physical therapy, is an APTA member.

Updating Your Online Directory Profile

Help the health care community and the public recognize your designation by updating your information in APTA's [Directory of Board-Certified Specialists](#). If you are an APTA member, please also be sure to update your information in APTA's [Find a PT](#) database.

Notifying Local Media and Alumni Publications About Your New Designation

Community newspapers and alumni publications are generally receptive to news featuring local residents. If you would like to notify your local media and/or alumni publication(s), please follow these steps:

1. Customize the text of our sample news release with your own information and save.
2. Visit your local paper or alumni publication's website. Click on the "Contact Us" or "Submit News," tab.
3. Follow the website's instructions for submitting a news tip. Depending on the size of the publication, you usually have 1 or more of the following options:
 - a. **Option 1:** Fill out the contact form and submit your news through the website.
 - b. **Option 2:** Contact the phone number listed on the page and ask to whom you should submit your news.
 - c. **Option 3:** Identify the local news, health, or business editor and email or call that person to ask if they'd be interested in receiving your news.
4. Cut and paste the text and place within the body of an email or online form. **Please do not send the press releases as an email attachment; most media will not open attachments.**
5. In your email or online submission, you may wish to say:

I am a local physical therapist who was recently awarded the designation of board-certified clinical specialist in sports physical therapy. Please see the press release below. A photo is available upon request.

John Doe, PT, DPT

Board-Certified Clinical Specialist in Sports Physical Therapy

6. If possible, have a professional head shot ready to email in case a reporter contacts you and would like to include it in the story. *Be sure to let the reporter know that a photo is available upon request.*
7. Follow up by phone or email within a week if you haven't heard back.

Questions? Contact Colleen Fogarty, senior public and media relations specialist, at colleenfogarty@apta.org or 703/706-3216.