

## **Press release**

For immediate release  
24<sup>th</sup> February 2009

### **EDUCATA and the World Confederation for Physical Therapy partner to provide first global online continuing education for physical therapists**

**(London UK, 24 February 2009)**— The World Confederation for Physical Therapy (WCPT) and EDUCATA, the first company to offer a global [continuing education](#) platform for physical therapists, have partnered to provide online courses starting in February, 2009. The WCPT is an international professional organisation whose members are national physical therapy associations.

“We believe that there is a tremendous need for physical therapists around the world to stay current on the latest advances and have convenient access to [educational opportunities](#) for ongoing professional improvement,” said WCPT President [Marilyn Moffat](#), PT, DPT, PhD, FAPTA, CSCS. “In many countries, costs and distance barriers make it very difficult for therapists to get access to ongoing training and education. Educata brings this vital educational experience directly to the physical therapist online, wherever and whenever it is convenient, at a reasonable cost.”

EDUCATA Co-Founder/CEO [Marilyn Pink](#), PT, PhD said, “We’re honored to work with the WCPT to make continuing education available and feasible for physical therapists globally. Our goal is to raise the bar in the international arena for evidence-based clinical practice.”

Dr. Pink, who has over 20 years of experience in healthcare and sports medicine as a clinician, educator, scientist and businesswoman, says that Educata was created to give physical therapists knowledge to enhance patient/client interventions through a cutting-edge technology platform that is user-friendly, convenient and low cost. Also the founder of a web, evidence-based healthcare and fitness company, Dr. Pink has

published and presented over 150 peer-reviewed articles and international lectures on managerial, clinical and scientific topics.

EDUCATA Co-Founder/CFO [Michael Weinper](#), PT, MPH, has over 35 years of experience and expertise in clinical practice, management, consulting, administration and program development. He is founder and principal in Progressive Physical Therapy, a private practice therapy group with five locations, and founder of Physical Therapy Provider Network (PTPN), the first specialty managed care organization in the preferred provider organization (PPO) environment with networks in 23 states.

EDUCATA offers a broad spectrum of courses covering the areas of orthopaedics and cardiovascular/pulmonary to geriatrics and oncology that are taught by top-ranked educators and experienced clinicians who are researchers, authors and instructors at professional scientific conferences. It combines visuals, audio and video, and other interactive technology to provide a rich, highly engaging learning environment.

**About Educata:** Educata.com is a unique, interactive, Web 2.0 continuing education platform that delivers online learning for health professionals. [Physical therapists](#) and other medical professionals are the focus of the first launch. Subsequent launches will target additional professions requiring continuing education. To find out more about EDUCATA, go to [www.educata.com](http://www.educata.com) or contact Dr. Marilyn Pink at 805-495-7477.

**About World Confederation for Physical Therapy:** The World Confederation for Physical Therapy (WCPT) is an international non-profit professional organisation founded in 1951. WCPT is a confederation of national physical therapy associations supported by subscriptions from its 101 member organisations and through them it represents over 300,000 physical therapists worldwide. For more information about WCPT, email [info@wcpt.org](mailto:info@wcpt.org) or visit [www.wcpt.org](http://www.wcpt.org).

For press inquiries, please contact:

**EDUCATA**

Monica Berndt -- Marketing  
+1 323-256-1855  
[mberndt@educata.com](mailto:mberndt@educata.com)

**WCPT**

Brenda J Myers  
Secretary General  
+44 (0)20 7471 6765  
[bmyers@wcpt.org](mailto:bmyers@wcpt.org)