



APTA Financial Solutions Center Faculty Toolkit

November 2020

Financial Solutions Center

Valuable Financial Resources at Your Fingertips



Free online platform offering customized learning in student loan debt repayment options, loan consolidation, budgeting, and more



Eligible PTs and PTAs receive an interest rate discount as well as a discount for electronic funds transfers.



Find a Certified Financial Planner through the “Find a CFP Professional®” database of the Certified Financial Planner Board of Standards.

Background

- The burden of student loan debt is a growing concern for physical therapists, physical therapist assistants, and students. In 2020 APTA released a report, [“Impact of Student Debt on the Physical Therapy Profession,”](#) which, among other findings, indicated that pressure to repay these loans can greatly influence early-career decisions and have a long-term impact on the lives of graduates and their families.
- APTA's [2019-2021 Strategic Plan](#) emphasizes “fostering long-term sustainability of the physical therapy profession,” which includes championing student and early-career issues such as debt burden and career-earning potential.

APTA Financial Solutions Center

In April 2017 the association launched the [APTA Financial Solutions Center](#), a free online financial resource for members, nonmembers, educators, PT and PTA students, and their families. The site features:



APTA's [free financial education platform from Enrich](#), with customized learning on topics such as student loan debt, repayment options, loan consolidation, and much more.



APTA's [student loan refinancing provider, Laurel Road](#), offering eligible APTA members discounts off already competitive interest rates.



Links to [“Find a Certified Financial Planner®”](#) database hosted by the Certified Financial Planner Board of Standards.

APTA Financial Solutions Center

Also featured in the [APTA Financial Solutions Center](#):

- A financial education module for faculty titled [“Understanding student loan debt and preparing for repayment.”](#) Students may also take the course independently.
- [“My Money Personality,”](#) a questionnaire that produces customized insights and action items based on your responses.
- Answers, tips, and advice for staying well during the COVID-19 pandemic, including [“Your Education & Coronavirus.”](#)
- A webinar, [“Educational Debt,”](#) presented by Enrich and Laurel Road.
- Financial education module for middle- and high-school students titled [“Preparing financially for a physical therapy career.”](#)

National Recognition

In 2019, the American Society of Association Executives (ASAE) awarded APTA's Financial Solutions Center the gold Power of (A) Award in the category, "Power to Create a Competitive Workforce." The award honors associations that go above and beyond their everyday mission to undertake initiatives that benefit America and the world.



More Resources on Student Debt

- [Report](#): “Impact of Student Debt on the Physical Therapy Profession” released by APTA in June 2020.
- [Video](#): APTA President Sharon Dunn’s 2019 House of Delegates presidential address in which she speaks about student loan debt.
- [Journal of Physiotherapy article](#): “Physiotherapy Education Is a Good Financial Investment, up to a Certain Level of Student Debt: An Inter-professional Economic Analysis,” by Shields and Dudley-Javoroski.
- [Journal of Physical Therapy Education article](#): “Student Debt in Professional Doctoral Health Care Disciplines,” by Pabian, King, and Tippet.
- [PTJ article](#): “The Debt Burden of Entry-Level Physical Therapists,” by Ambler.

The Faculty Member's Role

As a physical therapy faculty member, you are in a unique position to give students information that could help them make the best financial decisions possible.

You're encouraged to do one or more of the following before your students enter the program, or as early in the program as possible:

- Direct students to APTA's Financial Solutions Center for the free online financial education platform offered by Enrich and the student loan refinancing program offered by Laurel Road.
- Prepare students to start thinking about financial matters by sending the link to the Enrich platform to newly admitted students. Require them to sign on and take a course before they begin classes.

The Faculty Member's Role

- As a class, help students sign on to the Enrich platform and go through a “mock” session.
- Review the course module, [“Understanding student loan debt and preparing for repayment.”](#) Go through the course as a class or direct students to the resource and have them take the course individually.
- Show the webinar [“Educational Debt”](#) to your class or ask them to view it individually.

Communication Tools



Communication Tools

The following slides include approved imagery, suggested copy, and additional tools you can use to communicate the benefits of APTA's Financial Solutions Center to your students.

Approved Images

Use on your website or in emails, social media, and presentations.

Make Confident Financial Decisions

APTA's Financial Solutions Center offers resources to help build your financial knowledge, refinance your student loans, and find a financial planner.



APTA Financial Solutions Center

APTA is committed to supporting you with tools and resources to make strong financial management decisions and to manage student debt.



Handout

Print out and post around campus,
and send digitally to students.



Email Template

This is suggested text for an email to incoming students about APTA's financial resources. You can customize it to match your own voice and information specific to your program.

Subject: Financial Education and Student Loan Refinancing Resources

Congratulations on entering the program. We look forward to helping you succeed in meeting the challenges of physical therapy education.

Because student loan debt may be a concern, we want you to know about the [APTA Financial Solutions Center](#) offered by the American Physical Therapy Association.

The FSC includes a free financial education platform by Enrich that provides customized learning through videos, webinars, articles, tests with scores, and live chats. Topics include student loan debt, repayment options, loan consolidation, budgeting, and more.

In addition, APTA members may be eligible for a discounted interest rate through APTA's student loan refinancing provider, Laurel Road.

Discover all the helpful tools and resources in [APTA's Financial Solutions Center](#) today.

Contact Information

For questions on incorporating the APTA Financial Solutions Center content into your program:

Bill Boissonnault, PT, DPT, FAPTA

APTA Executive Vice President,
Professional Affairs

billboissonnault@apta.org

703-706-8594

Steven Chesbro, PT, DPT, EdD

APTA Vice President, Education

stevenchesbro@apta.org

703-706-3132

For more information about the APTA Financial Solutions Center:

Judy Lewis

Sr. Business Development Specialist

judylewis@apta.org

703-706-3113

Thank You



Building a community that
advances the profession of
physical therapy to improve
the health of society.

