

## Independent Study Course, Clinical Practice Guideline, and Orthopaedic Physical Therapy Practice

CSM - February 2025 Houston, TX

- Independent Study Course Report
- Clinical Practice Guidelines Report
- Orthopaedic Physical Therapy Practice Report

## Orthopaedic Physical Therapy Practice Report 2025 CSM BOD Meeting

Submitted by:

John Heick, Editor & Sharon Klinski, Managing Editor Academy of Orthopaedic Physical Therapy, APTA

#### **Editorial Team & Term Limits:**

John Heick, Editor	2019-2025 (outgoing Editor)
Carey Rothschild, Associate Editor	2023-2026 (incoming Editor)

Seth Peterson, Associate Editor 2025 - 2028 Derrick Sueki, Board Liaison 2025 - 2028

#### **Update on Activities since September:**

#### 1. Regularly published issues

The October 2024 and January 2025 issues have been published since our last report to the Board.

### 2. Pending articles

At this time, we have 3 accepted articles and 6 additional articles in various stages of review.

#### 3. OP Editor and Associate Editor

John Heick will be concluding his tenure as OPTP Editor after serving two consecutive terms. Carey Rothschild will step in as the new Editor, with Seth Peterson taking on the role of Associate Editor. Working with John over the past 6 years has been a joy and privilege. He will be missed.

#### 4. Blog

The Editor and Managing Editor have taken on the responsibility of reviewing, editing, and publishing the AOPT blog articles. In 2024, we met our goal of publishing blog articles every 3 weeks and published a total of 22. Our first blog of 2025 went live on January 29, 2025.

If any of you would be interested in writing a blog on a topic you are passionate about, we would love to feature your submission. We are not asking for a significant commitment – just a concise and engaging article of about 950 words. There is no better example than our own AOPT Board, Committee Chairs, and SIG Leaders leading this initiative. Your contributions would set a powerful example for our AOPT members to follow.

#### 4. Advertising

To date, total OPTP print advertising sales amount to \$4,300. Unfortunately, we lost a long-term advertiser, Canine Rehab, this year. While our current print advertisers have had the option to purchase online advertising, there seems to be limited interest in this opportunity.

Year-to-date, we have generated \$1,950 in online advertising sales, compared to \$12,600 in 2024.

## Clinical Practice Guidelines for Common Musculoskeletal Conditions January 29, 2025

Submitted by: Namrita Johal, CPG Managing Editor Co-Editors: Barbara Hoogenboom, PT, EdD, SCS-Emeritus, AT-Ret, RobRoy Martin, PT, PhD, CSCS

## Academy of Orthopaedic Physical Therapy, APTA

1	Strategic Framework Directive:
2	
3	ACADEMY OF ORTHOPAEDIC PHYSICAL THERAPY, APTA STRATEGIC
4	FRAMEWORK: 2024-2026.
5	• Excellence of Practice
6	<ul> <li>Improve the consistency and quality of patient care by providing professionals</li> </ul>
7	with convenient evidence-based resources
8	<ul> <li>Expand, enhance, and invest in research and clinical practice guideline</li> </ul>
9	resources
10 11	<ul> <li>Innovate educational resources and support evidence-based knowledge translation for PTs and PTAs</li> </ul>
12	
13	
14	Advisory Panels / Work Groups:
15	
16	Clinical Practice Integration Advisory Panel
17	• Katie Quantum-Yates (2024 – 2027)
18	<ul> <li>Heidi Kosakowski (2023 – 2026)</li> </ul>
19	• Matt Briggs (2023 – 2025)
20	
21	CPG Development Advisory Panel
22	• Dan Rhon (2023-2026)
23 24	CPG CPI Product & Resource Work Group
2 <del>4</del> 25	Valerie Hogan, PT, DPT, PhD
26	<ul> <li>Valence Hogan, FF, This</li> <li>Bobby Russell, PT, DPT, OCS, FAAOMPT</li> </ul>
27	• Christopher Gnip, PT, DPT
28	<ul> <li>Joshua Torrey, PT, DPT</li> </ul>
29	<ul> <li>Nick Salcedo, PT, DPT</li> </ul>
30	Titek Salecto, 11, 211
31	CPG CPI Examination & Directory Work Group
32	Katherine Atiyeh, PT, DPT
33	<ul> <li>Joey Bikkers, PT, DPT</li> </ul>
34	Mackenzie Brittain, PT, DPT
35	Kelly Pollack, PT
36	Shwetambari Korde, PT

38		<b>Steps of Clinical Practice Guideline Development</b>
39	1	Tania Calastad
40	1. 2.	Topic Selected Selection of authors
41 42	2. 3.	PICO Development
43	3. 4.	Discussion with CPG editorial team
43 44	<del>4</del> . 5.	Identify librarian to do searches
45	5. 6.	Literature Search
46	7.	Identify team to review literature
47	7. 8.	Systematic Review & Critical Appraisal
48	9.	Initial Draft in Development
49		Discussion with CPG editorial
50		Initial Draft Reviewed by Managing Editor
51		Author Review and Approval of Managing Editor
52		Place Draft on orthopt.org to Disseminate and Solicit Feedback
53		Draft in Review by Content Experts
54		Authors Incorporating Content Expert Comments
55		Conduct Expert Draft Review by Managing Editor
56		Place Updated Draft on orthopt.org to Disseminate and Solicit Feedback
57		Draft in Review by Stakeholder Reviewers
58	19.	Authors Incorporating Stakeholder Reviewer Comments
59	20.	Stakeholder Reviewer Comments Review by Managing Editor
60	21.	Draft in Review by JOSPT Editors
61	22.	JOSPT Editor Draft to Authors for Change Requests or Approval
62	23.	Final Draft to JOSPT
63	24.	Author Review of Proofs
64	25.	Publication in JOSPT
65	26.	Submission for National Guidelines Clearinghouse Acceptance
66	27.	Post Publication Dissemination & Implementation Initiatives
67		Topics and Status of CPGs at a Glance (Current updates in yellow highlight)
07		
68	Ank	le/Foot
69	•	Achilles Pain/Tendinopathy (published in December 2024)
70	•	Ankle Stability and Movement Coordination Impairments (commenced second revision literature
71		search)
72 73	•	Heel Pain/Plantar Fasciitis (Published: December 1, 2023)
74	Arm	/Elbow/Wrist/Hand
75	•	Hand Pain: Carpal Tunnel Syndrome (working on first revision)
76	•	Distal Radius Fracture (published September 2024)
77	•	Lateral Elbow Epicondylitis (Published: December 1, 2022)
78		
79	Lum	bar Spine/ Low Back Pain
80	•	Low Back Pain (commenced second revision literature search, preparing for title and abstract

81 82	screening)
83	Concussion
84 85	<ul> <li>Post-Concussion Syndrome (first revision pending)</li> </ul>
86	Hip
87	<ul> <li>Hip Pain Mobility Deficits (working on second revision)</li> </ul>
88	<ul> <li>Hip Pain Non-Arthritic (Published: July 1, 2023)</li> </ul>
89	<ul> <li>Hip Fracture (commenced first revision planning activities)</li> </ul>
90	Knee
91 92	Knee Pain/Meniscal & Articular Lesions (second revision pending)
93	<ul> <li>Knee Stability &amp; Movement Coordination (second revision pending)</li> </ul>
94	<ul> <li>Knee &amp; Anterior Cruciate Ligament Injury Prevention (Published: January 1, 2023)</li> </ul>
95	Patellofemoral Pain (pending first revision)
96	Patellar Tendinopathy (working on original CPG)
97	Leg
98	Hamstring Muscle Injury (Published: March 2022)
99	Medical Screening
100 101	<ul> <li>Medical Screening in Management of Common MSK Conditions (Workgroup is in the process of</li> </ul>
102	independently developing SR)
103	Neck
104 105	Neck Pain (working on second revision)
106	Pain
107 108	• Prevention of Chronic Pain (working on original CPG)
109	Pelvic
110 111	• Pelvic Pain (working on original CPG)
112	Shoulder
113	<ul> <li>Shoulder Pain &amp; Mobility Deficits/Adhesive Capsulitis (working on first revision)</li> </ul>
114	<ul> <li>Shoulder Instability (working on original CPG)</li> </ul>
115	• Shoulder Rotator Cuff (working on original CPG)
116 117	Temporomandibular Joint Disorder
118	Temporomandibular Joint Disorder (working on original CPG)
119	Temperenantare usar Venne Biseraer (Wenning en eriginar er e)
120	Work Rehabilitation
121 122	<ul> <li>Work Rehab (commenced first revision planning activities)</li> </ul>
123	<b>Guidelines Completed and Published in JOSPT and Revision Status</b>
124	(Current updates in yellow highlight)
125	
126	Ankle/Foot

127	1. Heel Pain - Plantar Fasciitis (2008)
128	McPoil TG, Martin RL, Cornwall, MW, Wukich DK, Irrgang J, Godges JG. Heel Pain —
129	Plantar Fasciitis 2008; J Orthop Sports Phys Ther. 2018; 38:4, A1-A18
130	https://www.jospt.org/doi/full/10.2519/jospt.2008.0302
131	(Work Group Lead: RobRoy Martin, PT, PhD, CSCS)
132	Just Dain Dlanton Essaiitis Sust Davisian (2014)
133	Heel Pain - Plantar Fasciitis - first Revision (2014)
134	Martin RL, Davenport TE, Reischl SF, McPoil TG, Matheson JW, Wukich DK,
135	McDonough CM. Heel Pain—Plantar Fasciitis: Revision 2014; J Orthop
136 137	Sports Phys Ther. 2014; 44:11, A1-A33 https://www.jospt.org/doi/full/10.2519/jospt.2014.0303?code=jospt-site
	(Work Group Lead RobRoy Martin, PT, PhD, CSCS)
138 139	
140	Heel Pain - Plantar Fasciitis - second Revision (2020)
141	Work Group Lead: RobRoy Martin, PT, PhD, CSCS
142	Status: Published on December 1, 2023
143	
144	2. Achilles Pain, Stiffness, and Muscle Power Deficits / Achilles Tendinitis (2010)
145	Carcia C, Martin RL, Houck, J, Wukich DK. Achilles Pain, Stiffness, and Muscle Power
146	Deficits: Achilles Tendinitis; J Orthop Sports Phys Ther. 2010;40(9):A1-26
147	(Work Group Lead: RobRoy Martin, PT, PhD, CSCS)
148	A LUL D' CARRO LEM LED EN C'A A LUL
149	<b>Achilles Pain, Stiffness, and Muscle Power Deficits / Midportion Achilles</b>
150	Tendinopathy - first Revision (2018)
151	Martin RL, Chimenti R, Cuddeford, T, Houck, J, Matheson JW, McDonough CM,
152 153	Paulseth S, Wukich DK, Carcia C. Achilles Pain, Stiffness, and Muscle Power Deficits: Midportion Achilles Tendinopathy Revision 2018; J Orthop Sports Phys
154	Ther. 2018 Sep;48(5):A1-38
155	https://www.jospt.org/doi/10.2519/jospt.2018.0302?code=jospt-site
156	(Work Group Lead: RobRoy Martin, PT, PhD, CSCS)
157	<b>Achilles Pain, Stiffness, and Muscle Power Deficits / Midportion Achilles</b>
158	Tendinopathy – second Revision (2024)
159	Ruth L. Chimenti, PT, PhD, Christopher Neville, PT, PhD, Jeff Houck, PT,
160	PHD, Tyler Cuddeford, PT, PhD, Dominic Carreira, MD, Robroy L. Martin,
161	PT, PhD, CSCS
162	https://www.jospt.org/doi/10.2519/jospt.2024.0302
163	
164	
165	3. Ankle Stability and Movement Coordination Impairments (2013)
166	Martin, R. L., Davenport, T. E., Paulseth, S., Wukich, D. K., Godges, J. J. Ankle Stability
167	and Movement Coordination Impairments: Ankle Ligament Sprains; J Orthop Sports Phys
168	Ther 2013;43(9):A1–A40_
169	https://www.jospt.org/doi/full/10.2519/jospt.2013.0305?code=jospt-site
170	(Work Group Lead: RobRoy Martin, PT, PhD, CSCS)
171	
172	<b>Ankle Stability and Movement Coordination Impairment - first Revision</b>
173	(2021) Authors: Authors: RobRoy L. Martin, PT, PhD; Todd E. Davenport, DPT;
174	John J. Fraser, DPT, PhD; Jenna Sawdon-Bea, PT, PhD; Christopher R. Carcia,
175	PT, PhD; Lindsay A. Carroll, DPT; Benjamin R. Kivlan, PT, PhD; Dominic

176	Carreira, MD J Orthop Sports Phys Ther. 2021;51(4):CPG1-CPG80.
177	doi:10.2519/jospt.2021.0302
178	<b>Ankle Stability and Movement Coordination Impairment – second Revision</b>
179	(2026) (Work Group Lead: Lindsay A. Carrol, DPT)
180	Status: scope development and running searches
181	zg f f
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184	Arm/Elbow/Wrist/Hand
185	1. Hand Pain and Sensory Deficits: Carpal Tunnel Syndrome (2019)
186	Erickson, M, Lawrence, M, Stegink Jansen, CW, Coker D, Amadio, P, Cleary, C., Hand
	•
187	Pain and Sensory Deficits: Carpal Tunnel Syndrome; J Orthop Sports Phys Ther. 2019;
188	49(5), CPG1-CPG85 https://www.jospt.org/doi/full/10.2519/jospt.2019.0301
189	(Work Group Lead: Mia Erickson, PT, EdD)
190	Hand Pain and Sensory Deficits: Carpal Tunnel Syndrome (2024) – first
191	revision
192	Workgroup Lead: Mia Erickson, PT, EdD
193	Status: incorporating new evidence into draft, preparing for editors' review
194	
195	
196	Lumbar Spine / Low Back
197	1. Low Back Pain (2012)
198	Delitto A, George SZ, Van Dillen LR, Whitman JM, Sowa G, Shekelle P, Denninger TR,
199	Godges JJ. Low Back Pain; J Orthop Sports Phys Ther. 2012 Apr;42(4):A1-57
200	https://www.jospt.org/doi/full/10.2519/jospt.2012.42.4.A1?code=jospt-site
201	Low Back Pain – first revision (2021)
202	Work Group Leads: Steven George, PT, PhD and Julie Fritz, PT, PhD, FAPTA
203	Status: Published November 2021
204	<b>Low Back Pain – second revision (2024)</b>
205	Work Group Leads: Julie Fritz, PT, PhD, FAPTA
206	Status: scope development, developing search strategies and preparing to run searches
207	
208	
209	Concussion
210	1. Physical Therapy Evaluation and Treatment After Concussion/Mild Traumatic
211	Brain Injury (2020)
212	(in collaboration with the Neurology Section and Sports Section)
213	Authors: Catherine C. Quatman-Yates, Airelle Hunter-Giordano, Kathy K. Shimamura,
214	Rob Landel, Bara A. Alsalaheen, Timothy A. Hanke, Karen L. McCulloch. <i>J Orthop</i>
215	Sports Phys Ther. 2020;50(4): CPG1-CPG73. doi:10.2519/jospt.2020.0301
216	https://www.jospt.org/doi/10.2519/jospt.2020.0301
217	(Work Group Lead: Karen McCulloch, PT, PhD, FAPTA)
218	•
	Physical Therapy Evaluation and Treatment After Concussion/Mild Troumatic Proin Injury - first revision (2025)
219	Traumatic Brain Injury – first revision (2025)
220	Work Group Lead: Catherine C. Quatman-Yates
221	Status: reached out to Work Group Lead for revision planning, awaiting response
222	

<u>Нір</u> 1.	Hip Pain and Mobility Deficits / Hip Osteoarthritis (2009)
	Cibulka MT, White DM, Woehrle J Harris-Hayes M, Enseki KR, Fagerson TL, Slover J,
	Godges JG. Hip Pain and Mobility Deficits—Hip Osteoarthritis; J Orthop Sports Phys
	Ther. 2009;39(4):A1-A25 <a href="https://www.jospt.org/doi/abs/10.2519/jospt.2009.0301">https://www.jospt.org/doi/abs/10.2519/jospt.2009.0301</a>
	Hip Pain and Mobility Deficits / Hip Osteoarthritis - first Revision (2017)
	Cibulka MT, Bloom NJ, Enseki KR, Macdonald CW, Woehrle J, McDonough
	CM. Hip Pain and Mobility Deficits—Hip Osteoarthritis: Revision 2017; J
	Orthop Sports Phys Ther. 2017 Jun; 47(6):A1-A37
	https://www.jospt.org/doi/full/10.2519/jospt.2017.0301?code=jospt-site
	Hip Pain Mobility Deficits / Hip Osteoarthritis – second revision (2021)
	Work Group Lead: Thomas A. Koc Jr., PT, PhD, DPT, OCS
	Status: writing in progress
2.	Nonarthritic Hip Joint Pain (2014)
	Enseki K, Harris-Hayes M, White DM, Cibulka MT, Woehrle J, Fagerson TL, Clohisy JC.
	Nonarthritic Hip Joint Pain; J Orthop Sports Phys Ther. 2014 Jun; 44(6):A1-32
	https://www.jospt.org/doi/full/10.2519/jospt.2014.0302?code=jospt-site
	<b>♣</b> Nonarthritic Hip Joint Pain – first revision (2023)
	Work Group Lead: Keelan Enseki, PT, MS, OCS, SCS, ATC, CSCS
	Status: Published July 1, 2023
3.	Physical Therapy Management of Older Adults with Hip Fracture (2021)
	Authors: Christine M. McDonough, PT, PhD; Marcie Harris-Hayes, PT, DPT, MSCI; Morten Tange
	Kristensen, PT, PhD; Jan Arnholtz Overgaard, PT, MSc; Thomas B. Herring, DPT; Anne M. Kenny,
	MD; Kathleen Kline Mangione, PT, PhD, FAPTA J Orthop Sports Phys Ther. 2021;51(2):CPG1-
	CPG81. doi:10.2519/jospt.2021.0301
	Physical Therapy Management of Older Adults with Hip Fracture (2026)
	(Work Group Lead: Christine M. McDonough, PT, PhD)
	Status: scope development, developing search strategies and preparing to run
	searches
ne	e e
	Knee Pain and Mobility Impairments / Meniscal and Articular Cartilage Lesions
	(2010) Logerstedt DS. Snyder-Mackler L. Ritter. RC. Axe M.J. Godges JG. Knee Pain and
	LOYELMEAL DO. MIVAEL-MACKIEL L. MILLEL M. AXE MJ. MAGYEN J.A. MILLE FAIR ANA

## Logerstedt DS, Snyder-Mackler L, Ritter, RC, Axe MJ, Godges JG. Knee Pain and Mobility Impairments: Meniscal and Articular Cartilage Lesions. J Orthop Sports Phys Ther. 2010;40(6):A1-A35 https://www.jospt.org/doi/full/10.2519/jospt.2010.0304 (Work Group Lead: David Logerstedt, PT, MPT, MA, PhD)

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**Knee Pain and Mobility Impairments / Meniscal and Articular Cartilage Lesions – first Revision (2018)** 

272	Logerstedt DS, Scalzitti DA, Bennell KL, Hinman RS, Silvers-Granelli H, Ebert
273	J, Hambly K, Carey JL, Snyder-Mackler L, Axe MJ, McDonough CM. Knee
274	Pain and Mobility Impairments: Meniscal and Articular Cartilage Lesions
275	Revision 2018. J Orthop Sports Phys Ther. 2018 Feb;48(2):A1-A50
276	https://www.jospt.org/doi/ref/10.2519/jospt.2018.0301
277	(Work Group Lead: David Logerstedt, PT, MPT, MA, PhD)
278	(Weili Group Zoual Burla Zogolstous, 11, 1811 1, 1811 1, 1812)
279	Knee Pain and Mobility Impairments / Meniscal and Articular Cartilage
280	Lesions – second Revision (20XX)
281	Work Group Lead: David Logerstedt
282	Status: Determined by Work Group Lead that there's not enough evidence to
283	move forward with revision, will circle back in 6 months to ensure monitoring of
284	CPG
285	
286	2. Knee Stability and Movement Coordination Impairments / Knee Ligament Sprain
287	(2010)
288	Logerstedt DS, Snyder-Mackler L, Ritter RC, Axe MJ, Godges JG. Knee Stability and
289	Movement Coordination Impairments: Knee Ligament Sprain; J Orthop Sports Phys
290	Ther. 2010;40(4): A1-A37
291	(Work Group Lead: David Logerstedt, PT, MPT, MA, PhD)
292	<b>Knee Stability and Movement Coordination Impairments / Knee Ligament</b>
293	Sprain – first Revision (2017)
294	Logerstedt DS, Scalzitti D, Risberg MA, Engebretsen L, Webster KE, Feller J,
295	Snyder-Mackler L, Axe MJ, McDonough CM. Knee Stability and Movement
296	Coordination Impairments: Knee Ligament Sprain Revision 2017; J Orthop
297	Sports Phys Ther. 2017 Nov;47(11):A1-A47
298	https://www.jospt.org/doi/full/10.2519/jospt.2017.0303?code=jospt-site
299	(Work Group Lead: David Logerstedt, PT, MPT, MA, PhD)
300	
301	Knee Stability and Movement Coordination Impairments / Knee Ligament
302	Sprain – second Revision (20XX)
303	Work Group Lead: David Logerstedt
304	Status: Determined by Work Group Lead that there's not enough evidence to
305	move forward with revision, will circle back in 6 months to ensure monitoring of
306	CPG
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308	
309	3. Exercise-Based Knee and Anterior Cruciate Ligament Injury Prevention (2018)
310	Arundale, A, Bizzini, M,, Giordano, A, Hewett, T., Logerstedt, D., Mandelbaum, B.,
311	Scalzitti, D., Silvers- Granelli, H., Snyder-Mackler, L., Exercise based Knee and Anterior
312	Cruciate Ligament Injury Prevention;
313	J Orthop Sports Phys Ther. 2018 48:9, A1-A42
314	https://www.jospt.org/doi/abs/10.2519/jospt.2018.0303
315	(Work Group Lead: Amelia Arundale, PT, PhD, DPT, SCS, and Celeste Dix, PT, DPT)
316	
317	<b>Exercise-Based Knee and Anterior Cruciate Ligament Injury Prevention</b>
318	first Revision (2023)
319	Work Group Lead: Amy Arundale

320 321	Status: Published January 2023
322 323	
324	4. Patellofemoral Pain (2019)
325	Willy, R, Hoglund, L, Barton, Bolgla, L, Scalzitti, D, Logerstedt, D, Lynch, A, Snyder-
326	Mackler, L, McDonough, C. Patellofemoral Pain; J Orthop Sports Phys Ther. 2019;49(9):
327	CPG1-CPG95.
328	https://www.jospt.org/doi/fpi/10.2519/jospt.2019.0302
329	(Work Group Lead: David Logerstedt, PT, MPT, MA, PhD)
330 331	<ul> <li>Patellofemoral Pain – first revision (2024)</li> <li>Status: pending first revision</li> </ul>
332	Status, pending first revision
333	5. Patellar Tendinopathy (2024)
334	Work Group Lead: David Logerstedt, PT, MPT, MA, PhD
335	Status: Data Extraction and Quality Assessment in progress
336	
337	NII-
338 339	Neck 1. Neck Pain (2008)
340	Childs JD, Cleland JA, Elliott JM, Teyhen, DS, Wainner, RS, Whitman, JM, Sopky BJ,
341	Godges JG, Flynn, TW. Neck Pain; J Orthop Sports Phys Ther. 2008;38(9):A1-A34
342	https://www.jospt.org/doi/abs/10.2519/jospt.2008.0303
343	ps// // // gospo/g/uo//uos/10.2015/josp/.2000.0202
344	Neck Pain – first Revision (2017)
345	Blanpied PR, Gross AR, Elliott JM, Devaney LL, Clewley D, Walton DM, Sparks C,
346	Robertson EK. Neck Pain: Revision 2017; J Orthop Sports Phys Ther. 2017 Jul; 47(7): A1-
347	A83 <u>https://www.jospt.org/doi/full/10.2519/jospt.2017.0302?code=jospt-site</u>
348	(Work Group Lead: Pete Blanpied, PT, PhD)
349 350	♣ Neck Pain – second revision (2025)
351	Work group leaders: Derek Clewley, DPT, PhD, FAAOMPT and Cheryl Sparks, PhD, DPT
352	Status: Draft development and writing manuscript
353	
354	<u>Shoulder</u>
355	1. Shoulder Pain and Mobility Deficits/Adhesive Capsulitis (2013)
356	Kelley MJ, Shaffer MA, Kuhn JE, Michener LA, Seitz AL, Uhl TL, Godges JJ, McClure PW.
357	Shoulder Pain and Mobility Deficits: Adhesive Capsulitis; J Orthop Sports Phys Ther. 2013
358	May; 43(5): A1-31 https://www.jospt.org/doi/full/10.2519/jospt.2013.0302?code=jospt-site
359 360	(Work Group Lead: Phil McClure, PT, PhD, FAPTA)
361	Shoulder Pain and Mobility Deficits/Adhesive Capsulitis – first Revision
362	Work group leader: Ellen Shanley PhD, PT, OCS, CSCS
363	Status: Updating draft reviewed by editors
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366	Additional CPG – not published in JOSPT
367 368	Pelvic Girdle Pain in the Antepartum Population: Physical Therapy Clinical Practice
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369	Guidelines Linked to the International Classification of Functioning. Disability, and
370	Health From the Section on Women's Health and the Orthopaedic Section of the
371	American Physical Therapy Association 1st Published Date (May 2017)
372	Clinton, SC, Newell, A, Downey, PA, Ferreira, K. Pelvic Girdle Pain in the
373	Antepartum Population J Women's Health Phys Ther: 2017 May;41(2): p 102-
374	125
375	https://journals.lww.com/jwhpt/Fulltext/2017/05000/Pelvic_Girdle_Pain_in_the_Antepartum_Popula
376	<u>tion</u>
377	$\underline{.7.aspx?WT.mc\ id=HPxADx20100319xMP}$
378	Status: Decision from CPG Editors - upcoming revisions for this CPG will not be managed by AOPT,
379	since this CPG is not published in JOSPT.
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## **New Original Guidelines - Under Development**

#### 382 1. Distal Radius Fracture (collaborating with the Hand Rehabilitation Section) (Workgroup Lead: Saurabh Mehta, PT, MS, 383 PhD) Status: published in September 2024 384

## 2. Shoulder Instability

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(collaborating with the Sports Section) (Co-Workgroup Leads: Amee Seitz, PT, PhD, DPT, OCS and Tim Uhl, PT, ATC, PhD, FNATA) – Status: activities paused until further notice from work group lead

## 3. Medical Screening in Management of Common Musculoskeletal Conditions (collaborating with the Federal PT Section) (Workgroup Lead: Joe Godges) – Status: Workgroup is now redirecting efforts in developing a Systematic Review with minimal AOPT personnel support

## 4. Patella Tendon Pain and Muscle Power Deficits: Patella Tendinopathy (Workgroup Lead: David Logerstedt, PT, PhD) – Status: data extraction and quality assessment

## 5. Prevention of Chronic Pain Associated with Common Musculoskeletal **Conditions**

(collaboration with Education Sections) (Workgroup Lead: David Morrisette, PT, PhD) – Status: completing data extraction and quality assessment activities

#### 6. Pelvic Pain

(collaboration with Section on Women's Health) (Workgroup Lead: Meryl Alappattu, DPT, PhD) – Status: re-running searches

## 7. Rotator Cuff Tendinopathy Diagnosis and Management: A Clinical Practice Guideline

(collaboration with Sports section) (Workgroup Lead: Lori A Michener, PhD, PT, ATC, FAPTA) Status: Upon CPG Editors' review of the draft, the CPG Editors, AOPT Executive Director and CPG Managing Editor have communicated to the work group that their draft is inconsistent with previous AOPT CPG formats. The workgroup has been given the option to revise the draft in accordance with AOPT's standards and processes, or can continue to work on current draft format, but they have the opportunity to publish independently outside of the AOPT.

411 412

### 8. Temporomandibular Joint Disorder

413	(Workgroup Lead: Janey Prodoehl, PT, PhD)
414	Status: Data extraction and quality assessment in progress
415	

#### **Korean Translated CPGs**

Please note that links may change as the new website comes online.

- Neck Pain Revision 2017-<a href="https://www.orthopt.org/uploads/content\_files/files/1.%20Neck%20Pain%20\_%20Revision%202017">https://www.orthopt.org/uploads/content\_files/files/1.%20Neck%20Pain%20\_%20Revision%202017</a>.
   pdf
- 2. Shoulder Pain and Mobility Deficitshttps://www.orthopt.org/uploads/content\_files/files/2.%20Shoulder%20Pain%20And%20Mobility%2 0Deficits%20 %20Adhesive%20Capsulitis.pdf
- 3. Low Back Pain: <a href="https://www.orthopt.org/uploads/content-files/files/3.%20Low%20Back%20Pain.pdf">https://www.orthopt.org/uploads/content-files/files/3.%20Low%20Back%20Pain.pdf</a>
- 4. Nonarthritic Hip Joint Painhttps://www.orthopt.org/uploads/content\_files/files/4.%20Nonarthritic%20Hip%20Joint%20Pain.pdf
- 5. Hip Pain and Mobility Deficits Hip Osteoarthritishttps://www.orthopt.org/uploads/content\_files/files/5.%20Hip%20Pain%20and%20Mobility%20Defic its%20-%20Hip%20Osteoarthritis%20 %20Revision%202017.pdf
- 6. Knee Pain and Mobility Impairments: Meniscal and Articular Cartilage Lesionshttps://www.orthopt.org/uploads/content\_files/files/6.%20Knee%20Pain%20and%20Mobility%20Impairments%20\_%20Meniscal%20and%20Articular%20Cartilage%20Lesions.pdf
- 7. Knee Stability and Movement Coordination Impairments: Knee Ligament Sprain Revision 2017-<a href="https://www.orthopt.org/uploads/content\_files/files/7.%20Knee%20Stability%20and%20Movement%20Coordination%20Impairments%20">https://www.orthopt.org/uploads/content\_files/files/7.%20Knee%20Stability%20and%20Movement%20Coordination%20Impairments%20">https://www.orthopt.org/uploads/content\_files/files/7.%20Knee%20Stability%20and%20Movement%20Coordination%20Impairments%20">https://www.orthopt.org/uploads/content\_files/files/7.%20Knee%20Stability%20and%20Movement%20Coordination%20Impairments%20"</a> %20Knee%20Ligament%20Sprain%20Revision%202017.pdf</a>
- 8. Achilles Pain, Stiffness, and Muscle Power Deficits: Achilles Tendinitis-<a href="https://www.orthopt.org/uploads/content\_files/files/8.%20Achilles%20Pain%2C%20Stiffness%2C%2">https://www.orthopt.org/uploads/content\_files/files/8.%20Achilles%20Pain%2C%20Stiffness%2C%2</a> 0and%20Muscle%20Power%20Deficits%20 %20Achilles%20Tendinitis.pdf.
- 9. Ankle Stability and Movement Coordination Impairments: Ankle Ligament Sprainshttps://www.orthopt.org/uploads/content\_files/files/9.%20Ankle%20Stability%20and%20Movement %20Coordination%20Impairments%20\_%20Ankle%20Ligament%20Sprains.pdf
- 10. Heel Pain, Plantar Fasciitis: Clinical Practice Guidelines Revision 2014-<a href="https://www.orthopt.org/uploads/content\_files/files/10.%20Heel%20Pain%20-">https://www.orthopt.org/uploads/content\_files/files/10.%20Heel%20Pain%20-</a> %20Plantar%20Fasciitis%20 %20Clinical%20Practice%20Guidelines%20Revision%202014.pdf

### **Chinese Translated CPGs**

All translated CPGs have been updated with logos with the addition of new CPGs

- Neck Pain Revision -https://www.orthopt.org/uploads/content\_files/files/Neck\_Pain\_Revision\_2017%282%29.pdf
- 2. Neck Pain (initial) https://www.orthopt.org/uploads/content\_files/files/Neck\_pain\_2008.pdf
- 3. Shoulder Pain and Mobility Deficits: Adhesive Capsulitishttps://www.orthopt.org/uploads/content\_files/files/Shoulder\_Pain\_and\_Mobility\_Deficits\_Adhesive Capsulitis.pdf
- 4. Low Back Pain Revision <a href="https://www.orthopt.org/uploads/content\_files/files/LBP\_Revision\_2021.pdf">https://www.orthopt.org/uploads/content\_files/files/LBP\_Revision\_2021.pdf</a>
- 5. Low Back Pain (initial) <a href="https://www.orthopt.org/uploads/content-files/files/Low Back Pain.pdf">https://www.orthopt.org/uploads/content-files/files/Low Back Pain.pdf</a>
- 6. Hip Pain and Mobility Deficits: Hip Osteoarthritis Revision-

- https://www.orthopt.org/uploads/content\_files/files/Hip\_Pain\_and\_Mobility\_Deficits\_Hip\_Osteoarthritis\_2017.pdf
- 7. Hip Pain and Mobility Deficits: Hip Osteoarthritis (initial) <a href="https://www.orthopt.org/uploads/content\_files/files/4.%20Chinese\_Hip%20OA%20-%202014.08.14.pdf">https://www.orthopt.org/uploads/content\_files/files/4.%20Chinese\_Hip%20OA%20-%202014.08.14.pdf</a>
- 8. Nonarthritic Hip Joint Painhttps://www.orthopt.org/uploads/content\_files/files/Nonarthritic\_hip\_joint\_pain.pdf
- 9. Knee Movement Coordination Impairments: Knee Ligament Sprain Revisionhttps://www.orthopt.org/uploads/content\_files/files/Knee\_Movement\_Coordination\_Impairments\_ Knee Ligament Sprain 2017.pdf
- 10. Knee Movement Coordination Impairments: Knee Ligament Sprain (initial) <a href="https://www.orthopt.org/uploads/content\_files/files/Knee\_Movement\_Coordination\_Impairments\_Knee\_Ligament\_Sprain\_2010.pdf">https://www.orthopt.org/uploads/content\_files/files/Knee\_Movement\_Coordination\_Impairments\_Knee\_Ligament\_Sprain\_2010.pdf</a>
- 11. Knee Pain and Mobility Impairments: Meniscal and Articular Cartilage Lesions Revision <a href="https://www.orthopt.org/uploads/content\_files/files/Knee\_Pain\_and\_Mobility\_Impairments\_Meniscal\_and\_Articular\_Cartilage\_Lesions\_2018.pdf">https://www.orthopt.org/uploads/content\_files/files/Knee\_Pain\_and\_Mobility\_Impairments\_Meniscal\_and\_Articular\_Cartilage\_Lesions\_2018.pdf</a>
- 12. Knee Pain and Mobility Impairments: Meniscal and Articular Cartilage Lesions (initial)
  <a href="https://www.orthopt.org/uploads/content\_files/files/Knee\_Pain\_and\_Mobility\_Impairments\_Meniscal and Articular Cartilage Lesions.pdf">https://www.orthopt.org/uploads/content\_files/files/Knee\_Pain\_and\_Mobility\_Impairments\_Meniscal and Articular Cartilage Lesions.pdf</a>
- 13. Achilles Pain, Stiffness, and Muscle Power Deficits: Achilles Tendinitis Revision <a href="https://www.orthopt.org/uploads/content\_files/files/Achilles\_Pain\_Stiffness\_and\_Muscle\_Power\_Deficits\_2018\_Revision.pdf">https://www.orthopt.org/uploads/content\_files/files/Achilles\_Pain\_Stiffness\_and\_Muscle\_Power\_Deficits\_2018\_Revision.pdf</a>
- 14. Achilles Pain, Stiffness, and Muscle Power Deficits: Achilles Tendinitis (initial) <a href="https://www.orthopt.org/uploads/content-files/files/Achilles Pain Stiffness and Muscle Power Deficits Achilles Tendinitis Initial Guideline 2010.pdf">https://www.orthopt.org/uploads/content files/files/Achilles Pain Stiffness and Muscle Power Deficits Achilles Tendinitis Initial Guideline 2010.pdf</a>
- 15. Ankle Stability and Movement Coordination Impairments: Ankle Sprain Revision <a href="https://www.orthopt.org/uploads/content\_files/files/Ankle\_Stability\_and\_Movement\_Coordination\_Impairments\_Lateral\_Ankle\_Ligament\_Sprain\_Revision\_2021.pdf">https://www.orthopt.org/uploads/content\_files/files/Ankle\_Stability\_and\_Movement\_Coordination\_Impairments\_Lateral\_Ankle\_Ligament\_Sprain\_Revision\_2021.pdf</a>
- 16. Ankle Stability and Movement Coordination Impairments: Ankle Sprain (initial) <a href="https://www.orthopt.org/uploads/content\_files/files/Ankle\_Stability\_and\_Movement\_Coordination\_Impairments\_Initial\_guideline\_2013.pdf">https://www.orthopt.org/uploads/content\_files/files/Ankle\_Stability\_and\_Movement\_Coordination\_Impairments\_Initial\_guideline\_2013.pdf</a>
- 17. Heel Pain Revision https://www.orthopt.org/uploads/content\_files/files/Heel%20Pain%20Revision%202014-1.pdf
- 18. Heel Pain (Initial Guideline)<a href="https://www.orthopt.org/uploads/content\_files/files/Heel\_Pain\_Plantar\_Fasciitis\_Initial\_Guideline\_2008.pdf">https://www.orthopt.org/uploads/content\_files/files/Heel\_Pain\_Plantar\_Fasciitis\_Initial\_Guideline\_2008.pdf</a>
- 19. Exercised Based Knee and Anterior Cruciate Ligament Injury Prevention –

  <a href="https://www.orthopt.org/uploads/content\_files/files/Exercise\_Based\_Knee\_and\_Anterior\_Cruciate\_Ligament\_Injury\_Prevention\_2018%281%29.pdf">https://www.orthopt.org/uploads/content\_files/files/Exercise\_Based\_Knee\_and\_Anterior\_Cruciate\_Ligament\_Injury\_Prevention\_2018%281%29.pdf</a>
- 20. Patellofemoral Pain https://www.orthopt.org/uploads/content\_files/files/Patellofemoral\_Pain\_2019.pdf
- 21. Physical Therapy Evolution and Treatment After Concussion Mild Traumatic Brain Injury <a href="https://www.orthopt.org/uploads/content\_files/files/Physical\_Therapy\_Evaluation\_and\_Treatment\_After Concussion Mild Traumatic Brain Injury.pdf">https://www.orthopt.org/uploads/content\_files/files/Physical\_Therapy\_Evaluation\_and\_Treatment\_After Concussion Mild Traumatic Brain Injury.pdf</a>
- 22. Physical Therapy Management of Older Adults With Hip Fractures
  <a href="https://www.orthopt.org/uploads/content\_files/files/Physical\_Therapy\_Management\_of\_Older\_Adults\_With\_Hip\_Fracture\_2021.pdf">https://www.orthopt.org/uploads/content\_files/files/Physical\_Therapy\_Management\_of\_Older\_Adults\_With\_Hip\_Fracture\_2021.pdf</a>

	23. Work Rehab
	https://www.orthopt.org/uploads/content_files/files/Work_Rehab_2021%283%29.pdf
416	
417	
418	Recent Activities
410	Necent Activities
419	Activity #1 – Indico AI Data Extraction Tool
420	• Workgroups currently testing the Indico guidelines platform AI data extraction tool for launch across
421	all CPGs
422	Activity #2 – Achilles Pain Revision Publication
423 424	Activity #2 – Actimes Pain Revision Publication
425	Activity #3 – Planning the revamp of the CPG Manual
426	• Collaborating with the CPG Editors to revamp the CPG manual with updated information in a
427	user-friendly format
428	
429 <mark>4</mark> 430	Activity #4: - CSM  • Scheduling training sessions for CPG workgroups at CSM
	Scheduling training sessions for Cr G workgroups at CSIVI
431	
432	High Level Web Traffic from JOSPT
433	No report available at this time
434	
435	<b>High Level Web Traffic from ECRI</b>
436	
437 438	No report available at this time
	Post Publication Implementation
140	ost rubilication implementation
441	<ul> <li>Meet the Authors of the Clinical Practice Guideline for Physical Therapy Management of Older</li> </ul>
442	Adults with Hip Fracture Webinar Live Q&A and information videos about the CPG. Videos are now
443	available on the AOPT YouTube Channel.
144	■ Live Q&A: <a href="https://www.youtube.com/watch?v=XilTpipjamM">https://www.youtube.com/watch?v=XilTpipjamM</a>
145	Part 1 of 6: <a href="https://www.youtube.com/watch?v=5HBXY3f48wQ">https://www.youtube.com/watch?v=5HBXY3f48wQ</a>
146	<ul><li>Part 2 of 6: <a href="https://www.youtube.com/watch?v=OtkPiVLLayw">https://www.youtube.com/watch?v=OtkPiVLLayw</a></li></ul>
147	<ul> <li>Part 3 of 6: <a href="https://www.youtube.com/watch?v=Pav_I_Lk_WE">https://www.youtube.com/watch?v=Pav_I_Lk_WE</a></li> </ul>
448	<ul><li>Part 4 of 6: <a href="https://www.youtube.com/watch?v=RbZ2E-0Om48">https://www.youtube.com/watch?v=RbZ2E-0Om48</a></li></ul>
149	<ul><li>Part 5 of 6: <a href="https://www.youtube.com/watch?v=2kExKk1Isqk">https://www.youtube.com/watch?v=2kExKk1Isqk</a></li></ul>
450 451	<ul><li>Part 6 of 6: <a href="https://www.youtube.com/watch?v=zCt86T2MKc8">https://www.youtube.com/watch?v=zCt86T2MKc8</a></li></ul>
451 452	Social media quizzes were developed to promote engagement with members and
453	awareness of certain aspects or recommendations in CPGs.
454	♣ Quizzes complete:
455	<ul> <li>https://www.surveymonkey.com/r/NMTFDTT (Hamstring Strain Injury in Athletes)</li> </ul>
456	https://www.surveymonkey.com/r/ZWGYQCY (Lateral Elbow Pain and Muscle
457	Function Impairments CPG Fun Quiz

458	https://www.surveymonkey.com/r/DW83DQ9 (Interventions for the Management of
459	Acute and Chronic Low Back Pain)
460	https://www.surveymonkey.com/r/MD9FB2P (Clinical Guidance to Optimize Work
461	Participation After Injury or Illness: The Role of Physical Therapists)
462	https://www.surveymonkey.com/r/37ZPDKT (Physical Therapy Management of Older
463	Adults with Hip Fracture)
464	https://www.surveymonkey.com/r/kneeligcpgquiz (Ankle Stability and Movement
465	Coordination Impairments Lateral Ankle Ligament Sprains)
466	<ul> <li>https://www.surveymonkey.com/r/GGQBJYD (Physical Therapy Evaluation and</li> </ul>
467	Treatment After Concussion/Mild Traumatic Brain Injury)
468	https://www.surveymonkey.com/r/HeelPainQuiz (Heel Pain Revision: 1st
469	quiz to launched on both social media and emailed out to membership –
470	n=761 (Jan 2019) (March 2019 n=933) (May 2019 n=1,135) (July 2,2019 =
471	n=1237) (September 2019 n=1302) (December 2020 n= 1407)
472	https://www.surveymonkey.com/r/KneeLigFunQuiz (Knee Ligament
473	Revision: emailed out to members n=200 (Jan 2019) (March n=356)
474	(May 2019 n=881) (July 2, 2019 n=1,167) (September 209 n=1230)
475	(December 2020 n=1568)
476	https://www.surveymonkey.com/r/KneeMeniscCartFunQuiz (Knee
477	Meniscal & Cartilage Revision: emailed out to members n=192 (Jan 2019)
478	March n=417) (May n=599) (July 2, 2019 n= 834) (Sept 2019 n=895)
479	(December 2020 n=1540)
480	<ul> <li>https://www.surveymonkey.com/r/AchillesCPG (Achilles Tendinopathy</li> </ul>
481	Revision: launched March 2019) (May 2019 n= 420) (July 2, 2019 n=
482	501) (September 2019 n = 539) (December 2020 n= 940)
483	https://www.surveymonkey.com/r/HipOAquiz Hip OA Revision Quiz (launched June
484	10th n=313)(September 2019 n=383) (December 2020 n= 1568)
485	http://ow.ly/rYtj50APfuh (Post-Concussion: 1st quiz launched on social media July
486	2020- (December 2020 n= 178)
487	http://ow.ly/wEwH50Ayi0g (Patellofemoral Pain: 1st quiz launched on social media
488	July 2020)- (December 2020 n= 191)
489	http://ow.ly/3xRi50xH0J0 (Neck Pain: 1st quiz launched on social media November
490	2020) (December 2020 n= 1160)
491	https://www.surveymonkey.com/r/9G2JCLN (Hand Pain: 1st quiz launched on social
492	media July 2020) December 2020 n= 135)
493	
494	■ Heel Pain (2023)
495	Non-Arthritic Hip Pain (2023)
496	<ul> <li>Exercise-Based Knee and Anterior Cruciate Ligament Injury Prevention –</li> </ul>
497	first Revision (2023)
498	<ul> <li>Distal Radius Fracture (2024)</li> </ul>
100	• Achilles Pain Revision (2024)

## **Multi-Academy Implementation and Dissemination Effort:**

301		
502	•	Post-concussion CPG: Sports, Neuro, Pediatric, Ortho – Three knowledge
503		translation meetings have been completed with new volunteers recruited and
504		materials for implementation and dissemination have been developed.
505		
506		

## **Independent Study Course Report**

CSM 2025 Board of Directors Report
Submitted by:
Dhinu Jayaseelan, Editor &
Sharon Klinski, Managing Editor

## **Editorial Team**

Dhinu Jayaseelan, Editor Andrew Post, Associate Editor Sharon Klinski, Managing Editor Nancy Bloom, Board Liaison

## 2018-2024 ISC Comparison

					Independent Study Courses						Per	iod to Date
		2018		2019		2020		2021	2022	2023		2024
Income	\$	379,624	\$	439,041	\$	546,584	\$	638,310	\$ 611,578	\$ 524,196	\$	491,812
Expenses	\$	128,872	\$	119,889	\$	163,653	\$	155,852	\$ 219,447	\$ 186,968	\$	160,104
Profit	\$	250,752	\$	319,152	\$	382,931	\$	482,458	\$ 392,131	\$ 337,228	\$	331,708
*Current Concepts	4th E	dition was	rele	ased July 2	2016							
*Current Concepts 5	5th E	dition was	rele	ased Augu	st 20	21						

- Year-to-date 2024 ISC sales ended strong. We sold a total of 1,799 courses in 2024 which is 21 courses over 2023. Current Concepts orders totaled 736 and all other courses totaled 1,063.
- Current Concepts sales totaled \$274,441.25 and all other courses totaled \$217,370.46.
- Member registrations equals 68% of our registrants; 32% are nonmembers.
- Member registrations still ordering the + print copy also equals 68%; 32% prefer online only.
- Along with the AOPT members dues increase to \$95, as of January 1, 2025, following the Finance Committee's recommendation, the cost of all independent study courses increased by 10% and the Residency Curriculum saw a 25% increase. Nonmember cost increased from +\$100 to \$150.
- 2024 was a challenging year due to multiple author delays. *Nutrition in the Musculoskeletal Physical Therapy Setting* was released on June 3, 2024, and *Oncology and Orthopaedic Physical Therapy* followed on December 3, 2024. Unfortunately, due to continued author delays, we were unable to release *Strength and Conditioning* as planned. 2025 courses include Postoperative Management of Orthopaedic Surgeries, Physical Therapy in Primary Care, and Physical Therapy and Public Health. Monographs for the Post-op series have all been submitted and I expect this course to be released end of Quarter 1.
- 2026 courses will include Current Concepts of Orthopaedic Physical Therapy, 6<sup>th</sup> edition as well as plans for Connective Tissue Disorders and Pain.
- We have been consistently advertising Current Concepts on Social Media and have added Google AdWords to the marketing plan as well. We also have added Current Concepts recorded testimonials which have been very well received.

# Future Projects/Initiatives

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- We have introduced video podcasts featuring the ISC Editor, including course introductions and interviews with course author(s). While we hope these videos impact sales, we currently have no way to track whether a purchase results after watching a video.
- ✓ We started OCS Prep Mondays this year and began a drip campaign to access this free resource. The goal was to continue to add additional Case Scenarios on a regular basis; however, finding volunteers to continue to produce Case Scenarios has been a struggle.

### ✓ OCS Drip Campaign

- 1,679 individuals completed the campaign.
- 3,885 clicks were generated throughout the campaign.
- Achieved a **71.6% open rate** (compared to our average 50%).
- 1,703 landing page submissions.
- 6,175 landing page visits (accessed via the OCS Prep page).
- 60.4% of participants were existing members, and 39.6% were non-members.

The drip campaign shared OCS prep case scenarios with individuals preparing for the OCS exam while consistently promoting Current Concepts throughout the process. Sharon wants to personally thank Amber Floryance for this campaign's success. Although we could not track how many Current Concepts purchases came directly from the campaign, the engagement was strong, with a 71.6% open –well above our average of 50%.

#### ✓ Social Media Advertising: Learning and Outcomes

- August
  - o 23 Current Concepts purchases
- October
  - 44 current concepts purchases
  - o 84 add to carts, with 28 checkouts initiated
- November
  - o 17 Going, Going, Gone purchases
  - o 47 add to carts, with 14 checkouts initiated

In 2024, we explored social media advertising and implemented a Facebook Pixel to help track ISC purchases. This learning process took time, but Amber gained valuable insights by the year's end. We consider this initiative successful. Our budget was typically \$250/month per ad. Given that our courses range in price from \$150-300, we consistently sold more than one course per ad, generating a positive return on our investment.