

Speaker Biography

JAMES LEE KO is the head instructor and founder of this program for healthcare practitioners. He hails from Loma Linda University with his Masters in physical therapy. He's the founder and Senior Elite therapist for the national Ko Center of Excellence Foundation. He successfully developed the STAR Physical Therapy Network in Southern California and has developed and consulted on numerous facilities across the country. He served as the Executive Ergonomic Advisor for Circuit City and Viewsonic corporations and currently directs and leads as President of the IndeFree Association. Additional professional experiences may be viewed on his curriculum vitae attached.

THE CONCEPT OF INDEFREE originated in 1997 when James Ko ventured into private practice and began to realize the high level of competition between the physical therapists and how they worked against each other and NOT with one another. He attributes this lack of unity as one of the primary reasons that our industry is facing the many reimbursement issues and cutbacks today. IndeFree stands for the mission of "Independence" and "Freedom".

HE BELIEVES that this lack of unity in the private practice sector hurts our profession and prevents empowerment. Physical and occupational therapists, will never gain **true** autonomy and strength as independent practitioners until we **work together** in succeeding in the private sector doing things our way together, the right way.

HIS GOAL is to bring our profession together in the private practice sector and help physical and occupational therapists realize financial independence and professional freedom. Too often he has seen private practitioners get too competitive and actually harm other therapists in their community...all in the name of business.

INDEFREE'S GOAL AND MISSION is to create **wealthy** therapists and **unify** them toward effecting change in legislation, and at the local levels, to further our profession toward financial independence and professional freedom.

OUR APPROACH is three pronged.

Phase 1

Step-by-step training and blueprint to private practice success. We offer the most comprehensive program available in the United States. We help practitioners maximize their profits and their impact on their communities.

Phase 2

Membership and Association. We offer a national organization that fosters the continual growth and success of our industry via education, communication, and training.

Phase 3

Political and legislative change. We provide strong financial support and representation to effect change in our profession toward freedom and professional independence.