

ATI Physical Therapy Recognized for Commitment to Safety in Use of Dry Needling

'NeedleCert PrivilegePath' drives exceptional learner adoption and clinical consistency

DOWNERS GROVE, Ill., Sept. 25, 2025 /PRNewswire/ -- ATI Physical Therapy, a nationally recognized provider of outpatient physical therapy and rehabilitation services, has been named the winner of the Best Training Adoption Award in Absorb Software's [2025 Absorbies Awards](#), which recognizes visionary individuals and organizations that are reshaping learning and development (L&D) through creativity, measurable impact, and inclusive excellence.

The 2025 Absorbies drew a record 122 nominations from 83 companies across 18 industries and six regions worldwide, underscoring the growing role of learning in driving workforce transformation. Winners were evaluated on innovation, engagement, measurable outcomes, and how effectively they embedded learning into organizational culture to deliver business results.

ATI was recognized for its *NeedleCert PrivilegePath*, a fully automated, LMS-powered privileging system that ensures only credentialed clinicians perform dry needling across ATI's nearly 900 clinics nationwide. Built on Absorb LMS and API integrations, the program combines certificate uploads, knowledge assessments, video submissions, digital badging, and scheduling controls into a secure, auditable pipeline.

Key results include:

- 100% elimination of uncredentialed scheduling, with every dry-needling session tied to an active credential.
- Privileging turnaround cut from 2–4 weeks to just 3–5 days, reducing delays and administrative burden.
- Six consecutive months with zero adverse events, down from 2–3 per month before launch.
- 7.7% increase in net patient revenue (Q3 2024:\$174.7M vs. \$162.3M), supported by accurate billing and reduced denials.
- End-to-end audit readiness, with all certificates, quizzes, and scheduling records time-stamped for compliance.

By tying learning outcomes directly to clinical access and billing authorization, ATI not only improved compliance and safety but also safeguarded revenue and raised care standards nationwide.

"The 2025 Absorbies Awards winners prove that learning, when designed with purpose and intelligence drives true business value," said Kimberly Williams, Chairperson and Chief Executive Officer of Absorb Software. "Their achievements show that learning is not just training — it's a catalyst for culture, growth, and lasting measurable business impact."

"Dry needling can be a powerful tool for patient recovery and is impactful when performed by properly trained professionals," said Sharon Vitti, CEO of ATI Physical Therapy. "The NeedleCert PrivilegePath reflects our unwavering commitment to safety, clinical excellence, and professional growth. It gives clinicians confidence and ensures every patient receives care they can trust."

About the Absorbies

The [Absorbies Awards](#) celebrate organizations that are redefining the role of learning in building agile, resilient and purpose-driven workforces. The program will return in 2026 with new categories spotlighting emerging trends in AI-enabled learning, skills intelligence and strategic workforce development.

About ATI Physical Therapy

ATI Physical Therapy is a leading provider of outpatient physical therapy and rehabilitation services with hundreds of clinics across the United States. Committed to clinical excellence and innovative care delivery, ATI helps patients get back to their best with evidence-based treatment, personalized plans, and experienced clinicians.

Absorb Software

[Absorb Software](#) is the leading global AI-driven learning platform provider, helping organizations unlock the full potential of their workforce. With its innovative Strategic Learning Systems (SLS) approach, Absorb empowers businesses to align learning with strategic goals, driving measurable impact and workforce agility. The Absorb LMS platform delivers personalized, scalable, and engaging learning experiences for employees, customers, and partners worldwide. Trusted by over 3,500 organizations and 37 million users, Absorb is redefining the future of workplace learning through cutting-edge AI, seamless integrations, and an unwavering commitment to innovation.

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