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AMERICAN PHYSICAL THERAPY ASSOCIATION

# Strategic Plan



## In Pursuit of APTA's Vision for the Profession:

### Transforming Society by Optimizing Movement to Improve the Human Experience

The Strategic Plan is the association's roadmap to decisions and actions over the next 3 to 5 years that will move us toward realizing APTA's Vision Statement for the Physical Therapy Profession. It is guided by the vision, the Association Purpose, and the Association Organizational Values and builds on our past successes while *preparing* the association and the profession to thrive in the future.

The Strategic Plan is never "done." APTA reviews the plan regularly and updates as needed through an active, mindful process that looks at environmental changes and member input. By keeping the plan contemporary and relevant, the association better provides representation, services, and community to APTA members.

In 2015, APTA's Board of Directors updated the Strategic Plan to address 3 areas of transformation, in line with the vision: transforming society, transforming the profession, and transforming the association. The plan correlates closely with the 8 guiding principles of the vision: Identity, Quality, Collaboration, Value, Innovation, Consumer-Centricity, Accessibility, and Advocacy.

Keep in mind that the Strategic Plan addresses much of what APTA does, but not everything. Some operational activities aren't mentioned in the plan, yet they do some heavy lifting toward the mission of the association, enabling the activities of the Strategic Plan to continue.

The following objectives and sub-objectives outlined below build upon the 2017 Strategic Plan for work to be completed or for significant progress to be made in 2018.

## TRANSFORM SOCIETY

**Barriers to movement will be reduced at population, community, workplace, home, and individual levels.**

<b>1</b>	<b>Reform payment policy to allow individuals access to high-quality physical therapist services.</b>
<b>2</b>	<b>Establish mutually beneficial partnerships.</b>
<b>3</b>	<b>Improve society's recognition and understanding of physical therapy and physical therapists.</b>
<b>4</b>	<b>Leverage technology to advance physical therapists' role in enhancing movement.</b>

## TRANSFORM THE PROFESSION

Best practices in education will lead to physical therapist practice marked by value and associated with use of evidence, best practice principles, and outcomes research.

1	Further develop and implement strategies to address unwarranted variations in clinical practice, so that physical therapists demonstrate consistency in practice based on outcomes, evidence, and cultural competence.
2	Integrate the movement system as a concept into practice, education, and research.
3	Engage with the Education Leadership Partnership to reduce unwarranted variations in student qualifications, readiness, and performance across the continuum of physical therapist professional education.
4	Provide academic and clinical faculty with quality professional development opportunities and provide PT/PTA programs with updated resources and student assessment tools.
5	Advance diversity and inclusion within the physical therapy profession.
6	Identify roles and promote physical therapist participation in primary care delivery models.
7	Assess current strategies established to advance physical therapy health services and outcomes research.

## TRANSFORM THE ASSOCIATION

APTA will be a relevant organization that is entrepreneurial, employing disciplined agility to achieve its priorities.

1	Develop and refine data sources to drive business intelligence in the areas of public affairs, professional affairs, finance, business affairs, and member affairs.
2	Identify the sources and users of physical therapy information in an effort to make APTA the definitive source of such information.
3	Achieve a greater market share of membership.
4	Demonstrate leadership in establishing and adopting best practices in association management.