

APTA Department Descriptions

Office of the CEO

Legal Affairs Department

The Legal Affairs Department advises APTA staff and leaders on the legal aspects of all the Association's activities, and it oversees outside legal counsel.

Human Resources Department

The Human Resources Department manages recruitment, retention, salary administration, the development and enforcement of staff policies, organization development, evaluation and establishment of all employee benefit programs, and the staff performance review process.

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Public Policy, Practice and Professional Affairs Unit

Government Affairs

The purpose of the Government Affairs area (State Affairs Department, Grassroots and Political Affairs Department and Congressional Affairs Department) is to advance the public policy priorities of the Association and the profession through state and federal entities with the authority to promulgate decisions on the delivery of physical therapy. To meet this purpose, the Government Affairs department focuses on member education, advocacy, policy development, and representation of the Association with strategic partners.

State Affairs Department

The purpose of the State Affairs Department is to counsel, consult and advocate in conjunction with APTA chapters and sections to advance key physical therapy policies with state legislatures, boards that regulate physical therapy and other key state agencies that promulgate policies that impact the delivery of physical therapy. To meet this purpose, the State Affairs Department lobbies, advocates, and develops key partnerships to advance APTA's goals, priorities, strategic plan and critical objectives with policymakers.

Political Affairs and Grassroots Department

The purpose of the Political Affairs and Grassroots Department is to develop key member resources that support the advocacy of APTA public policy priorities at the federal level and to support state chapters and sections in their efforts in political affairs and grassroots. To meet this purpose, the Political Affairs and Grassroots Department provides members education and outreach, raises political support, trains leaders, and advocates with policymakers.

Congressional Affairs Department

The purpose of the Congressional Affairs Department is to represent and advance physical therapy through legislation before the US Congress. To meet this purpose, the Congressional Affairs Department lobbies, advocates, and develops key partnerships to advance APTA's public policy priorities in the US Congress and related agencies.

Health Quality and Financing area

The purpose of the Health Quality and Financing area (Regulatory Affairs Department and Quality Initiatives Program) is to advocate, implement and educate policymakers and physical therapists on critical payment, quality and compliance policies that advance the profession and Association. To meet this purpose, the Health Quality and Financing Department lobbies, advocates, and develops key partnerships to advance APTA's goals, priorities, strategic plan, and critical objectives with policymakers.

Regulatory Affairs Department

The purpose of the Regulatory Affairs Department is to advance policies with federal agencies, primarily those involved in payment such as the Centers for Medicare and

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Medicaid Services, which are consistent with the goals, objectives and strategic plan of the Association. To meet this purpose, the Regulatory Affairs Department develops strategies, advocates, and provides member education.

Quality Initiatives Program

The purpose of the Quality Initiatives Program is to advance quality measures and processes that are consistent with the role and value of physical therapists in the health care delivery system. To meet this purpose, the Quality Initiatives Program advocates, develops policies, and educates members on the quality processes and implementation to advance physical therapy.

Payment and Practice Management Department

The purpose of the Payment and Practice Management Department (Payment Initiatives Program and Practice Management Program) is to advocate, lobby and build strategic partnerships/relationships with entities involved in the payment of physical therapists services and models of practice management and administration that support the delivery of physical therapy across all settings. To meet this purpose, the Payment and Practice Management Department develops resources, promotes policies, advocates for change in policies, and educates members on payment policy, primarily outside federal payers (Medicare and Medicaid).

Payment Initiatives Program

The purpose of the Payment Initiatives Program is to advocate for appropriate payment policies with state and commercial / private payers. To meet this purpose, the Payment Initiatives Department develops resources and programs, promotes policies or advocates for changes in policy, and educates members on key payment policies and compliance to assist the economic opportunities for physical therapists.

Practice Management Program

The purpose of the Practice Management Program is to advance models and standards of practice at the administrative level to promote effective and efficient practices in physical therapy. To meet this purpose, the Practice Management Program develops key resources, educates members, and promotes models of care delivery in physical therapy.

Clinical Practice and Research area

The purpose of the Clinical Practice and Research area (Clinical Practice Department and Research Services Department) is to advance the profession of physical therapy through the translation of data and evidence for the clinician, researcher, educator, and student. To meet this purpose, the Research and Practice Department develops resources, promotes standards, and generates and collects evidence and models of implementation that support the vision, goals and objectives of the Association and profession.

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Clinical Practice Department

The purpose of the Clinical Practice Department is to provide member support and to set the standard for the practice of physical therapy. To meet this purpose, the Clinical Practice Department develops clinical resources, promotes standards of practices and supports policy initiatives through providing clinical practice perspectives to major initiatives.

Research Department

The purpose of the Research Department is to provide data, demographics and evidence to support the role and value of physical therapists and physical therapy. To meet this purpose, the Research Services Department provides critical infrastructure support, data collection and aggregation, and assistance in policy development.

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Education Unit

Academic Affairs Department

The Department of Academic Affairs develops resources and supports strategic initiatives to advance physical therapy (PT and PTA) education, including in the areas of admissions, clinical education, curriculum, educational leadership, interprofessional education, minority student recruitment, post-professional education, professionalism, and student affairs.

Accreditation Department

The Accreditation Department supports the Commission on Accreditation in Physical Therapy Education (CAPTE) in its efforts to assure the quality of physical therapy education by providing advice and workshops for faculty of programs going through the process, training members and non-members to serve as on-site reviewers, managing on-site visits, communicating CAPTE decisions to programs and responding to questions about those decisions, maintaining the accuracy of data regarding developing and accredited programs, and sustaining CAPTE's national recognition by the US Department of Education and the Council for Higher Education Accreditation.

Post-Professional Certification and Credentialing Department

The Post-professional Certification and Credentialing department works to enhance clinical excellence in physical therapy practice through the oversight and administration of the organization's credentialing programs, including specialist certification, residency and fellowship education and clinical instructor credentialing.

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Member Relations Unit

Member Services Department

The Member Services Department serves as the first point of contact for APTA by responding to internal and external audiences conveying information that supports membership, conferences, products, order fulfillments, and Association awards.

Membership Development Department

The primary function of the Membership Development Department is to develop and implement effective member retention, win-back campaigns, new graduate conversion, and acquisition strategies through independent and collaborative efforts

Professional Development Department

The Professional Development Department develops and delivers continuing education directed to the profession of physical therapy.

Meeting Services Department

The Meeting Services Department plans and executes all APTA sponsored conferences and meetings.

Minority and Women's Initiatives Program

The Department of Minority/Women's Initiatives main function is to provide information on the importance of cultural competence, cultural diversity and the role of women in physical therapy.

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Communications and Marketing Unit

Public and Media Relations Department

Public and Media Relations develops and directs public relations programs, media outreach efforts and image advertising to promote the profession of physical therapy, the physical therapist brand, and the association to the media, potential patients and key decision makers.

Marketing and Creative Services Department

Marketing and Creative Services plans and executes innovative, integrated marketing and communications promotions for critical association-wide events, products and services, and develops concepts for and designs collateral materials that consistently and clearly communicate the APTA brand and support marketing initiatives.

Web and New Media Department

Web and New Media strategizes APTA's communication online (Web and social media), manages site content, architecture and development of various APTA Web sites, including APTA.org, MoveForwardPT.com and PTNow.org, and produces videos for communications initiatives.

Publishing and Member Communications

Publishing and Member Communications area (Evidence-Based Content Department, Member Communications Program and Editorial/Component Contract Services Program) develops and implements the association's overall communications strategy to members and the profession, including the development of content for evidence-based resources such as Physical Therapy and the PTNow clinician portal, print and online communications vehicles such as PT in Motion magazine and News Now, and resale and other specialty publications and content such as the Guide to Physical Therapist Practice and Writing Case Reports, as well as providing publication management to contracted components and editorial/communication services to APTA staff.

Evidence-Based Content Department

Evidence-Based Content develops and implements content and delivery mechanisms for evidence-based programs and resources such as Physical Therapy and the PTNow clinician portal, and collaborates with other APTA staff involved with evidence-based resources for the profession.

Member Communications Program

Member Communications involves development and implementation of content to meet the needs and interests of APTA members and to promote physical therapy as a vital professional career, including vehicles such as PT in Motion magazine, News Now, and resale publications; as well as collaboration with other APTA staff in providing forums for discussion of professional issues, ideas, and innovations in the delivery of health care services.

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Editorial/Component Contract Services Program

Editorial/Component Contract Services provides publication management services and expertise to contracted components, and provides services and expertise to other APTA staff for collaborative initiatives such as professional development courses and policy communications.

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Governance and Administration

National Governance and Leadership Department

The National Governance and Leadership Department manages the decision-making entities and processes of the organization on the national level, including the Board of Directors, the House of Delegates, the national election process, and the appointed group structure.

Component Governance and Leadership Department

The Component Governance and Leadership Department supports chapter, section, Student Assembly, and Academic Council leadership and executive staff to effectively serve the members and achieve APTA's vision, mission, goals, and strategic plan through collaboration, communication, education, and leadership development.

Information Technology Department

The Information Technology Department is responsible for providing technology and business consulting, solutions, infrastructure, and support to APTA in pursuit of the Associations' strategic and business objectives.

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Finance and Business Development

Association Management Services Department

Association Management Services provides a broad spectrum of fee based administrative and management services to APTA components.

Business Development Department

The Business Development Department is responsible for oversight and management of some of the association's non-dues revenue streams (i.e. Affinity Member Benefits Program, Strategic Business Partners Program, Job Bank sales, ad sales, and outsourced product sales), and for providing insight and support to maximize existing, and identify potential new, business development opportunities for APTA.

Facilities Services Department

The Facilities Services Department provides staff and engineering services, phone support and mail services for the Association. The department also handles issues related to Association properties.

Finance Department

The Finance Department is responsible for managing all accounting and financial functions of the APTA and its subsidiaries, which include APT Properties, Inc, PT PAC, and the PT Fund; while also providing financial support to affiliate organizations like the Foundation for Physical Therapy and numerous chapters and sections under contract.

Foundation for Physical Therapy

Foundation for Physical Therapy staff support the Foundation's mission to fund physical therapy research supporting evidence-based practice that enhances the quality of patient and client services, and to develop the next generation of researchers. APTA provides association management services to the Foundation.