

APTA Strategic Plan 2022-2025



Mission	Building a community that advances the profession of physical therapy to improve the health of society.
Vision for the Physical Therapy Profession	Transforming society by optimizing movement to improve the human experience.
Commitment to Diversity, Equity, and Inclusion	APTA is committed to increasing diversity, equity, and inclusion in the association, profession, and society.

Member Value	Sustainable Profession	Quality of Care	Demand and Access
GOALS			
Increase member value by ensuring that APTA's community delivers unmatched opportunities to belong, engage, and contribute.	Improve the long-term sustainability of the profession by leading efforts to increase payment, reduce the cost of education, and strengthen provider health and well-being.	Elevate the quality of care provided by PTs and PTAs to improve health outcomes for populations, communities, and individuals.	Drive demand for and access to physical therapy as a proven pathway to improve the human experience.
OUTCOMES			
APTA will grow membership market share to extend the reach and impact of the APTA community.	APTA resources on financial literacy and published program comparisons will drive decision making to lower individual education costs.	A portfolio of new APTA evidence-based resources will drive quality of care evolutions to impact health at all levels.	Use of and demand for physical therapist services as a primary entry point of care for consumers will increase.
The profession will realize improvement in diversity and representation.	Physical therapists and physical therapist assistants will be paid fairly and will spend more time with patients than with paperwork.	A record number of members will seek career advancement through specialization, residency, fellowship, continuing education, and/or certifications.	The APTA community will collaborate to reach more consumers, drive demand for physical therapy, and expand the markets and venues that promote the profession.
APTA CONNECTED OPERATIONAL PLANS			
Diversity, Equity, and Inclusion Action Plan (Publication: 2022)	APTA Public Policy Priorities A Vision for Excellence in Physical Therapy Education	APTA Scientific Research Priorities for the Physical Therapy Profession	Physical Therapy Value Project (Publication: 2022)

Better Together	To maximize its effectiveness, reach, and impact, APTA collaborates with stakeholders, including components, external organizations, public sector entities, and consumers. To improve the health of society, we believe every stakeholder in the APTA community has a role to play.
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