

APTA 2023 Annual Report



An engaged community, a strong voice, a commitment to care: Your APTA membership made it all possible in 2023.



900+ Volunteer Opportunities in APTA Engage \$1.04 million

Amount awarded by the Foundation for Physical Therapy Research

45+
Resources to
Promote the
Value of PT



40
ORCHA-Approved
Digital Health Apps

55,000+ Advocacy Letters Sent

300+ Clinical Practice Guidelines

Up to \$1,300 in Savings on Top Brands

HPSO Professional Liability
Insurance Savings

Up to 29%



Networking

Event in the

Profession

APTA CSM



Areas of Career Enhancement in APTA's PTA Advanced Proficiency Pathways Program 730,000+ Consumer Searches on Find a PT



New Articles available via APTA Article Search



8,000+
Career Opportunities

in the APTA Career Center







APTA understands that pursuing our vision for the profession demands foresight, and the ability to connect our future with our present. We must envision what we want the profession to be for the coming generations of physical therapists and physical therapist assistants, but we must do so through the lens of current challenges and opportunities.

In 2023, APTA lived out this approach. From the landmark report "The Economic Value of Physical Therapy in the United States" to our continually growing consumer outreach efforts, we're not just responding to the current environment — we're positioning the profession for even greater recognition and growth.

Our ability to shape our future through the ways we respond to the present is driven by our members. APTA's members continue to propel this association forward through their engagement, their commitment, and their passion for our professional community. Our members are APTA's true strength and our path forward.

On behalf of APTA and its Board of Directors, thank you for all you do.



Roger Herr, PT, MPAPresident

The importance of the APTA community can't be understated. It's the key to creating an association that truly works for our members.

Our community's engagement means that APTA is better positioned to serve members in ways that are meaningful to them — advocacy that eases administrative burdens, reports that provide actionable data, evidence-based practice resources that improve patient care, health insurance savings, educational opportunities that can open career possibilities, and much more. These are just a few examples of the work we did in 2023 that have real-world implications for members.

This report provides a snapshot of what can happen when members understand that their association is a true a community — and through that community, a multiplier of individual engagement. I am honored to be a part of this community, grateful for all that we've achieved, and confident in our potential to do even more for our profession and patients.



Justin Moore, PT, DPT Chief Executive Officer



APTA Board of Directors

Front Row From Left

Dan Mills, PT, MPT; Heather Jennings, PT, DPT; Kip Schick, PT, DPT, MBA, Secretary; Roger Herr, PT, MPA, President; Susan Appling, PT, DPT, PhD, Board-Certified Orthopaedic Clinical Specialist, Vice President; Jeanine Gunn, PT, DPT, Treasurer; William (Bill) McGehee Jr., PT, PhD, Speaker of the House; Carmen Cooper-Oguz, PT, DPT, MBA.

Back Row From Left

Cris Massis, MBA, Public Member; Kyle Covington, PT, DPT, PhD, Vice Speaker of the House; Victoria (Vicky) Tilley, PT, Board-Certified Geriatric Clinical Specialist; Kim Nixon-Cave, PT, PhD, FAPTA, Board-Certified Pediatric Clinical Specialist; Craig Johnson, PT, MBA; Zohar Kapasi, PT, MSPT, PhD, MBA, FAPTA; Skye Donovan, PT, PhD, Board-Certified Orthopaedic Clinical Specialist; Cindy Armstrong, PT, DPT.



We're working for you.

We're making the case for the value of physical therapy in ways that resonate with policymakers, payers, and the public. Our groundbreaking report, "The Economic Value of Physical Therapy in the United States," shows how choosing physical therapy over alternative treatments for eight conditions results in net economic benefits to patients and the U.S. health care system. We're leveraging this evidence-based resource in an ongoing nationwide campaign that includes dozens of tools members can access to communicate the messages with their audiences.

We're pushing for legislation to improve patient care and payment for physical therapist services. We shaped and introduced bills in Congress that improve Medicare payment, expand telehealth for PTs and PTAs, improve PTA supervision requirements, expand the role of physical therapists in falls prevention programs, open access to federal student loan repayment programs, and strengthen the delivery of pelvic health physical therapy in Medicaid. We also continued to urge Congress to reform the broken Medicare Physician Fee Schedule. We're pressing them to address systemic problems that hinder fair payment and patient access — and we created a list of specific changes to get started. At the state level, we worked with chapters to fuel some significant positive changes — everything from reduced restrictions on direct access in Maine, Missouri, Tennessee, and Virginia to PTs being authorized to order imaging in Rhode Island and Iowa.

We're making progress in reducing administrative burden. Commercial payers like Aetna and United Healthcare have already eased some of their prior authorization restrictions, and we're advocating for reduced red tape in Medicare Advantage.



We're advancing the profession.

We're giving members actionable data and insights through our industry-leading reports. In addition to "The Value of Physical Therapy in the United States," <u>APTA published several reports</u> that delivered crucial information on administrative burden; the demographics of the profession; wages and wage comparisons by region, practice setting, clinical focus, age, gender, and other categories; and an update on staffing vacancy challenges faced by outpatient practices. Among the insights: Board-certified PTs, especially those who completed residencies on their path to taking the board exam, have potential for higher wages than PTs who are not board certified.

We're creating new ways to help members navigate the digital health landscape. The APTA Digital Health App Formulary, powered by ORCHA, launched in 2023. It's a clearinghouse that helps members find the best digital health apps for their practices and patients — all of which must meet rigorous requirements before they're included. And our <u>digital health transparency campaign</u> now includes more than 30 companies that have pledged that any digital service described as physical therapy is overseen by a licensed PT.

We're helping you expand your practice knowledge. We led or helped support the creation of 14 new clinical practice guidelines in 2023 alone, including the first CPG on management of glenohumeral osteoarthritis designed specifically for the physical therapy profession. PTJ: Physical Therapy & Rehabilitation Journal continues to publish the latest in rehabilitation science and provides members with relevant, evidence-based insights from respected researchers — and will carry on that tradition under the leadership of Steven Z. George, PT, PhD, FAPTA, its new editor-in-chief. The updated Research Agenda for Physical Therapy outlines research priorities that are vital to advancing the profession. The APTA Guide to Physical Therapist Practice — the profession's leading resource in communicating what physical therapy is and does — was revised and is more expansive than ever, including modules for educators and advocacy. And we provided award-winning guidance on the use of new caregiver training codes — codes that we were instrumental in establishing.



We're helping you enrich your career and connections.

We're providing a growing number of ways for members to build their networks, share interests, enrich practice knowledge, and explore career pathways. As the biggest physical therapy conference, APTA's Combined Section Meeting gave attendees in 2023 unmatched offerings to network, learn, and be inspired. The annual APTA Leadership Congress included a Future of Physical Therapy Summit, which focused on new ideas and approaches being explored in multiple areas of the profession. Meanwhile, APTA's in-demand clinical specialist certification program continued to grow with 2,710 PTs earning board certification in 10 areas of practice, and course offerings and CEUs at member-discounted prices continued to expand in APTA's Learning Center.

We're creating opportunities for better communication with consumers, and charting a course for a more diverse profession to serve them. APTA'S PSA on long COVID reached millions of viewers in markets across the country, worth more than \$6 million in donated airtime, while our co-branding portal helps members create professionally designed, ontarget collateral to get their own messages out to their communities. And the profession now has an action plan on how to strengthen diversity, equity, and inclusion to increase our reach to the public.

We're sharing professional possibilities. The popular APTA Career Center's Career Planning Portal was expanded in 2023 to include a <u>Career Advice resource</u> that provides members with insights on writing resumes and cover letters, navigating job interviews, developing leadership skills, nurturing a personal brand, and more. And we're empowering members through the <u>APTA Health Benefits Marketplace</u>, a benefit that offers high-quality, affordable coverage accessible to sole practitioners and independent contractors as well as clinic owners.

2023 APTA House of Delegates

The 79th session of APTA's representative body took on issues ranging from PTA education to equitable pay.



Ensuring the sustainability of the profession, improving quality of care, strengthening the value of being an APTA member, and increasing patient demand for and access to physical therapy were at the center of actions deliberated by the 2023 APTA House of Delegates.

Within the Profession and Association

Support of equitable pay regardless of gender and gender identity. In separate motions, the House adopted a statement voicing APTA's support of pay equity on the basis of sex assigned at birth, gender, and gender identity (RC 17-23); and charged the association with developing a plan to promote that equity (RC 18-23).

Pay transparency. Delegates to the House backed the adoption of a statement supporting pay transparency by employers of PTs and PTAs. (RC 21-23).

Recognition of subspecialties. The House voted to expand APTA's definition of specialization to include subspecialization, defined as "a distinct subset of knowledge and skills within one or more physical therapy specialties" (RC 3-23). A related APTA policy on specialization was also amended to include subspecialties (RC 4-23).

An exploration of alternative models for PTA education and practice. In part a response to a 2022 report of the physical therapist assistant education summit, APTA will conduct an exploration of alternate education and practice models in other health care professions as a way to identify best practices toward developing a consistent scope of work for the PTA. (RC 9--23).

Advocacy for more streamlined credentialing processes for PTs and PTAs. Aside from the basics of licensing and the efficiencies created by the Physical Therapy Compact, there are additional credentialing hurdles required of PTs and PTAs that can delay employment changes

and opportunities. APTA will work with other interested parties to advocate for more streamlined processes that emphasizes portability (RC 22-23).

Affirmation that jurisdictional statutes and regulations take precedence over third-party payer policies. In light of third-party payers' attempts at increased influence over PT practice, the House passed a statement clarifying APTA's opposition to "policies or rules of third-party payers being used or substituted for regulatory purposes" (RC 27-23).

More support for components' social media-based marketing efforts. As APTA components continue to increase the use of social media as a way to reach out to consumers and engage members, APTA will provide resources, support, and instruction on social media marketing strategies to promote consumer recognition of the profession and promote member recruitment and engagement. (RC 12-22).

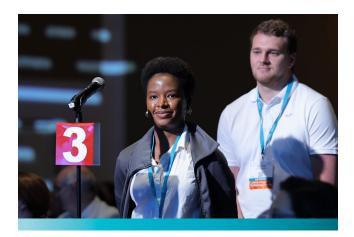
Searchable system for House business. To assist with the location of past House actions, APTA will develop a searchable system for accessing all business noticed to the House from 2018 forward (RC 14-23).

The right of PTAs to serve as component delegates. Per a revision to the APTA Bylaws, the House approved the right of components, subject to their bylaws, to seat one PTA as a component delegate to the House (RC 25-23).

Societal Health

Support for increased attention to rural health issues. The House adopted a resolution that voices APTA's support of initiatives to improve rural health (RC 19-23).

Promotion of the role of PTs in the treatment of long COVID. In a motion aimed at accompanying APTA's extensive resources on COVID-19 and long COVID-19 targeted at clinicians with more outward-facing efforts, APTA will promote physical therapists as providers for the treatment of post-acute sequelae of COVID-19 through interprofessional education, advocacy efforts, and public-facing education (RC-2-23).



Increased education around indicators of human trafficking. As an acknowledgement of the physical therapy profession's role in improving health outcomes for populations, communities, and individuals, the House adopted a motion voicing APTA's support for increased education around the signs of potential human trafficking (RC 6-23).

More mention of referral to a PT in clinical practice recommendations and guidance, supported by referral guidelines. While referral to a PT is an appropriate recommendation to include in many clinical practice guidelines, it should be recommended more frequently than it is. To facilitate better inclusion in CPGs, delegates adopted a position statement that underscores the association's support for more and better referrals in guidelines, fueled by the facilitation of recommendations around the referral process (RC 13-23).

Resources to help PTs and PTAs take a more prominent role in referring patients for participation in community-based health programs. While the physical therapy profession has long been involved in community-based health, injury prevention, and physical activity programs, the public may not recognize the level of expertise PTs and PTAs possess in helping to identify and recommend options. To help shift that perception APTA will develop clinical and advocacy resources for PTs, PTAs, and educational materials for interested parties related to screening, referral, and authorization to participate in community-based health activities (RC 15-23).



Component Collaboration



APTA's community of chapters, sections, academies, special interest groups, councils, societies, and networks amplify our advocacy efforts for physical therapy, make connections with one another for personal and professional growth, and inspire collaborative, positive change for patients and society at large.

While this annual report focuses on activities and accomplishments in 2023, the interconnectedness that allows our important work to be done is built on continued commitment and momentum from past years.

Here are just a few examples of our collaborative efforts in 2023:

Advancing State Advocacy.

Some of our strongest partnerships are evident in the many successful state advocacy efforts. 2023 was an outstanding year for legislative wins that advance our shared policy priorities, including significant gains around direct access, administrative burden, imaging, payment, and more.

Amplifying The Value of Physical Therapy.

Components are amplifying the important information from APTA's landmark report, <u>"The Economic Value of Physical Therapy in the United States,"</u> by using the many tools that were developed to help share the message that physical therapy saves money for the health care system when patients choose it over alternative types of care for eight key conditions.

Helping Consumers Find a PT.

Chapters are using the geolocation features added to the <u>ChoosePT.com consumer site</u> to customize visitors' experience by state. And the first phase of an upgrade of APTA's Find a PT database created a much-improved consumer experience. Phase two of the revamp is underway in 2024.

Sharing Payment Resources.

The State Payer Advocacy Resource Center, or SPARC, is a collaboration between APTA and APTA Private Practice that includes resources on state-level advocacy issues, including prior authorization, utilization management, the PTA differential, and a checklist of issues PTs should be aware of when considering entering into an agreement with a managed care provider. Another resource, APTA's State Medicaid Payment Rate Guide, offers payment rates for selected CPT codes as well as links to the Medicaid manuals for all 51 U.S. jurisdictions.

· Maximizing Our Investments.

Components are leveraging APTA Centennial Center for meetings, eliminating the need for hotel or other building rentals and taking advantage of this shared resource.

Clearly, "Better together" is not just a hashtag or slogan; we are true partners in moving the physical therapy profession toward its vision of transforming society by optimizing movement to improve the human experience.

Treasurer's Report



76.9% of every dollar was directed to membership and programs in 2023.



This is my first report as APTA treasurer, and I'm proud to say that APTA is in a sound financial position. The reserve balance sits at just over six months of operating expenses, and in 2023 revenue exceeded expenses for the fifth consecutive year. 2023 was a challenging year due to high inflation driving expense growth, while revenue growth was flat except for APTA Combined Sections Meeting.

Here's a look at some of the financial highlights in 2023:

Total Revenue: Total revenue increased by 18% from 2021 and was more than \$50 million for the first time since 2019. A key driver of revenue growth was APTA CSM, which continued to grow toward pre-pandemic levels. Overall attendance at and revenue from APTA CSM 2023 in San Diego were approximately 87% of the event's 2019 levels.

Total Expenses: Total expenses increased by 23.1% from 2022. Inflation and APTA's biannual public service announcement were key drivers of expense growth. The PSA generated \$4.2M in donated airtime, which is recorded as both revenue and an expense on APTA's books.

Programmatic Expense Percentage: The target is that 75 cents of every dollar go toward membership and programs, and in 2023, 76.9% of every dollar was directed to programs and services. Some of the programmatic cost drivers were the APTA report "The Economic Value of Physical Therapy in the United States," the digital health initiative, investment in enhancements to the Find a PT platform, an increase in PR efforts, and an increase in the costs of APTA Magazine.

Reserve balance: The investment portfolio balance ended the year at \$30.5 million, an increase of \$2.9M or 10% from 2022. The increase is the result of changes in the stock and bond markets. The APTA investment portfolio is a mixture of 60% equity funds and 40% bond funds. The funds balance approximates 57% of total expenditures, which is within APTA's target range of 45%-65%.

APTA's continued strong financial management has positioned the association to guide the profession as we begin work on the next strategic plan.



Zoher Kapasi PT, MSPT, PhD, MBA, FAPTAAPTA Treasurer

Statement of Activities

Revenue	2023	2022
Dues and subscriptions (33.0% in 2023)	\$18,478,151	\$18,464,706
Meetings and conferences (14.1%)	\$7,915,123	\$5,993,711
Royalties, staff services, and contract income (15.4%)	\$8,596,557	\$9,255,553
Accreditation and exam fees (21.8%)	\$12,205,413	\$11,332,055
Advertising income (1.7%)	\$932,816	\$1,014,906
Other income (14.0%)	\$7,813,756	\$1,293,900
Total revenue (100%)	\$55,941,816	\$47,354,831
Expenses	2023	2022
Membership (23.0% in 2022)	\$12,234,616	\$9,347,197
Management & General (23.1%)	\$12,284,807	\$11,013,386
Professional Affairs (22.9%)	\$12,209,480	\$9,788,729
Public Affairs (19.6%)	\$10,432,099	\$6,624,865
Conferences (11.4%)	\$6,080,363	\$4,033,476
Total expenses (100%)	\$53,241,365	\$40,807,653
Change in net assets before investment gains	\$2,700,451	\$6,547,178
Realized and unrealized investment gains	\$2,148,401	\$(5,760,858)
Change in net assets	\$4,848,852	\$786,320

Membership dues revenue represents about 33% of APTA's income. Dues revenue is combined with other revenue sources to support APTA's activities in government affairs, public relations, practice, education, and research, plus the development of signature national conferences and other educational and professional development opportunities. The accomplishments, resources, and services highlighted in this year's annual report are evidence of what the association can do with member support.

Statement of Financial Position

Asset s	2023	2022
Cash and cash equivalents	\$15,891,592	\$13,983,712
Accounts receivable	2,790,278	4,039,016
Investments	30,519,198	27,642,170
Investment in Centennial Properties, LLC	25,468,458	22,472,510
Property and equipment, net	596,787	849,901
Other assets	821,640	2,021,139
Total assets	\$76,087,953	\$71,008,448
Liabilities and Net Assets	2023	2022
Accounts payable and accrued expenses	\$1,969,693	\$2,390,928
Funds collected on behalf of others	949,679	954,501
Deferred dues	9,486,278	9,573,267
Other deferred revenue	12,862,248	12,093,793
Post-retirement benefit obligation	3,583,604	3,608,279
Total liabilities	\$28,851,502	\$28,620,768
Unrestricted net assets		
Total liabilities and net assets	\$47,236,451	\$42,387,680

Membership Statistics 2022-2023

Category	2023	2022	Gain/Loss
*PT	57,447	57,350	97
*PTA	6,722	6,489	233
Life	3,961	3,987	-26
Retired	208	235	-27
Honorary	22	19	3
Student PT	27,032	26,835	197
Student PTA	3,791	4,089	-298
Master's Student	6	7	-1
Doctoral Student	503	541	-38
Total	99,692	99,552	140

^{*}These categories include members who do not pay full dues and student members who recently graduated and are eligible for early-career dues discounts.



APTA Mission and Vision

Our association's mission is about connection. The physical therapy profession is built on strong relationships: relationships with patients, with peers, with other clinicians, and with the broader communities we serve. Our vision reflects the very heart of profession and communicates our beliefs that everyone deserves the fullest possible life, with dignity, independence, and long-term health and vitality. We understand that movement has the power to change lives and improve the vitality of our communities.

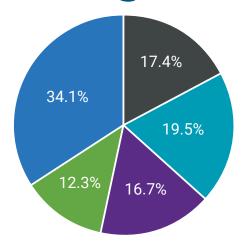
Our Mission

Building a community that advances the profession of physical therapy to improve the health of society.

Our Vision

Transforming society by optimizing movement to improve the human experience.

Strategic Plan Spending



- Member Value
- Sustainable Profession
- Quality of Care
- Demand and Access
- Indirectly Related

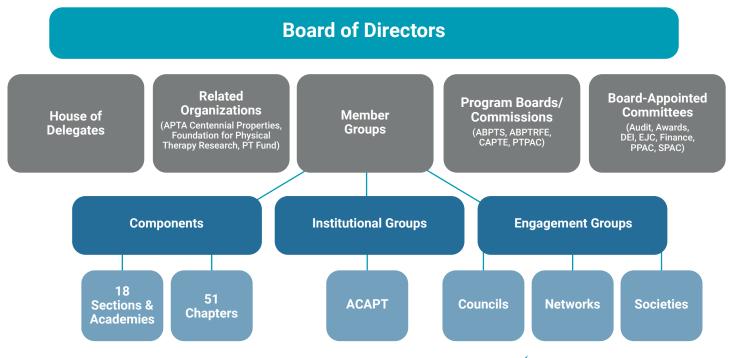
Quick Facts

APTA is a voluntary individual membership professional organization representing more than 100,000 member physical therapists, physical therapist assistants, and students of physical therapy.

Founded	Headquarters	Nonprofit Status	Membership
1921	3030 Potomac Ave. Alexandria, Virginia	501(c)(6)	100,000+ Members

Association Structure

The APTA Board of Directors is the governing authority for the association and as such has the corporate duties of care, loyalty, and obedience. It is the fiduciary for the association and manages the affairs of the association pursuant to law and APTA's bylaws. The chart below provides a high-level overview of the association structure.





APTA Staff

APTA has approximately 154 staff, led by the CEO and nine additional senior team members. There are seven units with departments within each.

Units	Business Affairs	Education	Technology & Organizational Performance	Leadership & Operations	Member Experience	Public Affairs	Scientific Affairs
Departments	Business Development Diversity, Equity, & Inclusion Finance Related Organizations	Accreditation Certifications Residency & Fellowships Student Recruitment	Information Technology Organizational Performance Data Management	Governance People Strategy & HR Legal Affairs	Brand Strategy & Communications Marketing & Member Development Member Engagement Member Events Member Success	Government Affairs Health Policy & Payment Public Relations	Career Advancement Clinician Integration & Innovation Practice Research



Delivering on APTA's Brand Promise

Our brand promise is to make sure our members feel that with APTA they get the trusted leader in the physical therapy profession, empowering them to thrive and make a difference in people's lives. We deliver on that promise in the following ways:

We Advance the Profession

- · Legislative, regulatory, and payment advocacy.
- · Industry trends and reports.
- · Media relations.
- Public relations.

We Build Community

- · APTA Engage volunteer portal.
- · Diversity, equity, and inclusion initiatives.
- · APTA specialty sections and academies.

We Set Professional Standards/Competencies

- · Code of Ethics.
- · Board-certified specialization.
- · Accreditation of PT and PTA programs.
- Certificate programs.
- · APTA Certified Clinical Instructor Program.
- · APTA practice advisories.

We Share Knowledge

- · PTJ: Physical Therapy & Rehabilitation Journal.
- · APTA Combined Sections Meeting.
- · APTA Leadership Congress.
- · APTA Learning Center.
- APTA clinical practice guidelines.

We Support Our Members

- Financial literacy and student debt education resources.
- APTA Health Benefits Marketplace.
- · Membership benefits and discounts.

We Increase Awareness

- · ChoosePT.
- · Find a PT.
- · PT Moves Me.

APTA Strategic Plan 2022-2025

has a role to play.

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	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 associate profession, and society.					
Member Value	Sustainable Profession	Quality of Care	Demand and Access		
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	and non-somigi				
APTA will grow membership market share to extend the reach and impact of the APTA community.	APTA resources on financial literacy and published education 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 access to physical therapist services as a primary entry point of care for consumers will increase.		
The profession will realize improvement in diversity and representation among program applicants, graduates, and association leaders.	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 OPERATI	ONAL PLANS				
Diversity, Equity, and Inclusion Action Plan	A Vision for Excellence in Physical Therapy Education	APTA Scientific Research Priorities for the Physical Therapy Profession	The Economic Value of Physical Therapy in the United States		
Better Together	including components, exte	ess, reach, and impact, APTA co ernal organizations, public secto ociety, we believe every stakeho	or entities, and consumers.		

APTA. / 2023 Annual Report

Awards and Certifications

APTA and our national headquarters received the following awards and certifications in 2023. See other recent awards at apta.org/awards.

Program Awards

- American Society of Association Executives Power of Associations Silver Award for APTA's Digital Health Program.
- HOSA-Future Health Professionals Outstanding Professional Association Award for APTA's partnership with the organization.
- U.S. Health and Human Services Department's National Youth Sports Strategy Champion designation for commitment to creating a culture of movement from a young age.
- U.S. Health and Human Services Department's Office of Disease Prevention and Health Promotion Healthy People 2030 Champion designation for commitment and dedication to advancing our nation's health and well-being.

Certification, APTA Centennial Center

• U.S. Environmental Protection Agency's Energy Star Certification for energy-efficient operation.

Thanks to Our 2023 Partners

Learn more about our formal partnerships and other relationships: apta.org/apta-and-you/partnerships.











