

APTA's Strategic Framework for 2030

Our Path Forward



Our Path to 2030

The making of APTA's Strategic Framework.



Built by Our Community. Designed for Our Future.

Dear Colleagues,

It is my privilege to share with you the American Physical Therapy Association's Strategic Framework for 2030. This framework reflects our shared priorities for the future of our profession developed through collaboration from the voices and perspectives of members, leaders, and partners. Over 5,000 individuals representing various communities in physical therapy contributed their time, expertise, and passion throughout a data-driven engagement process.

As physical therapists, physical therapist assistants, and students, we are right where we are supposed to be at this pivotal moment in health care. The United States health care systems are simultaneously challenged and rapidly evolving. This provides APTA and the profession the opportunity to adapt, lead, and work together for amplified impact.

Our new framework is built to meet this moment: advancing payment models that recognize the value of our care, empowering members with tools and community, and evolving practice to ensure physical therapy remains essential to the health of society.

This framework is more than a road map; it is a movement and commitment. A commitment to each other, to our patients, and to the future of the profession. A movement to engage, involve, and learn from each other across our APTA communities of chapters, sections, academies, and engagement groups.

Together, we will expand access, drive demand, and position physical therapy as a cornerstone of health and well-being. But we cannot do this alone — we can only do this through the collective efforts of our members.

I invite you to explore this plan, find where your passion connects, and join us in bringing this vision to life. The success of our profession depends on the dedication and engagement that each of us brings along the journey.

With gratitude and optimism,

Kyle Covington, PT, DPT, PhD
President, American Physical Therapy Association

Our Foundations

At APTA, everything begins with a shared purpose: to advance our profession and improve the health of society. Our **vision** inspires us, our **mission** unites us, our **commitment to belonging** strengthens us, and our **brand promise** reflects what every member can expect — a trusted community that empowers us to thrive and make a difference through movement.

Vision Statement for the Physical Therapy Profession

Transforming society by optimizing movement to improve the human experience.

Mission Statement for the Association

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

Our Commitment to Belonging

APTA is committed to promoting a community of belonging where all members are valued, respected, and empowered to thrive.

Our Brand Promise

With APTA I get the trusted leader for the physical therapy profession, empowering me to thrive and to make a difference in people's lives.





APTA Strategic Framework for 2030

Advancing Our Payment



Increase economic opportunities for PTs and PTAs to advance the profession as an integral outcomes-driven component of the U.S. health system.

Empowering Our Members



Deliver a high-impact member experience that is relevant across career stages and settings.

Evolving Our Practice



Accelerate the transformation of practice models and services to better serve society and the profession.

Outcomes

- PTs and PTAs receive increased payment for physical therapist services.
- APTA is recognized as the professional home for PTs and PTAs.
- Society benefits from greater access to high-quality physical therapist services.



Advancing Our Payment

Increase economic opportunities for PTs and PTAs to advance the profession as an integral outcomes-driven component of the U.S. health system.

Outcome

PTs and PTAs receive increased payment for physical therapist services.

Objectives

- Advocate for increased payment and decreased administrative burden for physical therapist services.
- Elevate PTs and PTAs as essential across care models.

Commitment	Impact
APTA will advocate for an increase in payment for services under Medicare.	<ul style="list-style-type: none">• Increase payment by 10% for the five codes most commonly used by physical therapists.• Increase payment by 15% for evaluation codes used by physical therapists.
APTA will empower PTs and PTAs to effectively advocate for fair payment.	<ul style="list-style-type: none">• Create 30 new tools, events, and resources to support at least 30,000 members with the aim of increasing payment, reducing administrative burden, and elevating the role and value of PTs and PTAs in the health care landscape.• Facilitate networking and discussion amongst at least 5,000 members about advancing payment at the state and local level through a new APTA online community focused on the State Payer Advocacy Resource Consortium.
APTA will advance implementation of value-based care models and remove impediments to value-based care and payment.	<ul style="list-style-type: none">• Increase the number of PTs participating in alternative payment models by 15%.• Equip 30,000 PTs to understand and engage in value-based care models through dynamic educational resources.• Demonstrate the impact of value-based care models through the collection and dissemination of outcomes data through three reports.
APTA will elevate and support the use of physical therapist and physical therapist assistant teams as integral members of team-based care models to improve access, efficiency, and patient outcomes across settings.	<ul style="list-style-type: none">• Increase the utilization of PT-PTA teams across the profession by 15% to improve patient access to physical therapy, especially in rural and underserved areas.• Reduce the use and application of multiple procedural payment reduction policies by federal and commercial payers.• Achieve general supervision and standardized supervision ratios in state regulations and payer policies.• Improve access to care through reduced wait times and better patient-to-provider ratios using PT-PTA collaboration.
APTA will reduce costs to physical therapy practices to support the sustainability of the profession.	<ul style="list-style-type: none">• Achieve direct access for Medicare patients by eliminating the plan of care certification requirement by 2030.• Advance at least five federal policies to ease administrative burdens and expand practice freedoms for physical therapists serving Medicare beneficiaries.• Improve access to care and lower costs by enacting 50 state-based policies to reduce administrative burden, in collaboration with state chapters, by 2030.



Empowering Our Members

Deliver a high-impact member experience that is relevant across career stages and settings.

Outcome

APTA is recognized as the professional home for PTs and PTAs.

Objectives

- Create an APTA culture where every part of the organization is hyper-focused on delivering value when and how members need it.
- Build an APTA where all PTs, PTAs, and students want to and can belong.

Commitment	Impact
APTA will ensure members find their people, their place, and their purpose within the association.	<ul style="list-style-type: none">• Increase opportunities for members to connect and contribute, with one in three members actively participating in a Member Engagement Group by 2030, building stronger professional networks and amplifying members' voices to help shape the future of the association and the profession.• Expand online community engagement so that 65% of members activate accounts on APTA Community, connecting members to peers, resources, and real-time problem-solving across the profession.• Engage over 20,000 members annually through in-person events that foster professional growth, collaboration, and a deeper sense of belonging within the physical therapy community.
APTA will empower members to grow their careers, demonstrate their value, and advance their expertise to better serve their patients and communities.	<ul style="list-style-type: none">• Increase the number of board-certified specialists by 10%, resulting in over 42,000 active specialists.• Expand specialty options by adding four new specialty or subspecialty areas through the American Board of Physical Therapy Specialties, bringing the total number of certification specializations to 15.• Support professional advancement by enabling 1,000 PTAs to complete the PTA Advanced Proficiency Pathways program.• Increase the number of accredited physical therapy residency and fellowship opportunities by 50% by 2030.• Grow the total APTA Learning Center participation, measured through course completions, by 25%.
APTA will empower members to grow professionally by removing administrative barriers and providing resources that save time and reduce stress.	<ul style="list-style-type: none">• Deliver tangible practice support to members, with 5,000 members utilizing one or more of APTA's hallmark benefit programs, including group health, retirement, or professional liability insurance.• Increase public awareness of physical therapy's role in prevention and wellness through a consumer campaign that boosts awareness of direct access to physical therapy by 10% by the end of 2027.• Improve access to care and long-term workforce sustainability by reducing the attrition rate of the profession by 2% by 2030.



Evolving Our Practice

Accelerate the transformation of practice models and services to better serve society and the profession.

Outcome

Society benefits from greater access to high-quality physical therapist services.

Objectives

- Champion PTs and PTAs in existing and emerging practice models to better meet the needs of individuals and communities.
- Support development of new PT-first models that drive improved outcomes.
- Encourage technology-enabled practice models and tools to improve access, affordability, and outcomes in physical therapy delivery.

Commitment	Impact
APTA will champion evolving practice models to help members adapt to changing practice environments, advance their careers, and deliver high-quality patient care.	<ul style="list-style-type: none">• Advance 15 evidence-informed career pathway transitions by 2030, helping members navigate new opportunities and advance their professional growth.• Establish strategic partnerships with technology providers to codevelop telehealth and digital delivery tools, giving members access to innovative solutions that enhance patient care and practice efficiency.
APTA will empower PT-first care models to expand members' scope of practice, increase patient access, and demonstrate the value of PTs as first-line providers.	<ul style="list-style-type: none">• Obtain expanded authorities, such as diagnostic testing, lab ordering, and limited prescription privileges, in 15 states, enabling members to deliver more comprehensive care and improve patient outcomes.• Launch a national advocacy and public awareness campaign reaching over 1 million consumers, raising recognition of PTs' roles in health care and driving more patients to seek PT-first care.• Position PTs and PTAs as integral members of interprofessional care teams by implementing at least three PT-first models that expand access and demonstrate the value of physical therapy.
APTA will advance technology-enabled physical therapist services, equipping members with digital tools and skills that improve efficiency, outcomes, and patient engagement.	<ul style="list-style-type: none">• Position APTA as the profession's trusted source for guidance on responsible AI use by publishing standards that support high-quality care, improve clinical efficiency, and enhance value for patients.• Increase digital competencies in the profession by doubling the number of individuals completing APTA certifications in digital health.• Equip members with tools to support better patient outcomes by doubling the number of users of the in the APTA Digital Health Formulary by 2030.

Partnering for Progress

As we advance APTA's Strategic Framework for 2030, our success is multiplied by the strength of our collective community. Our sections, academies, and state chapters are essential partners in driving progress across our strategic priorities — **Advancing Our Payment, Empowering Our Members, and Evolving Our Practice.**

Our Partners in Action

Together, APTA's community represents the depth and diversity of the physical therapy profession. Each partner organization contributes unique expertise, insights, and reach that helps APTA in:


Identifying payment challenges and opportunities at the local and specialty levels, informing state-based advocacy strategies, and amplifying our collective voice.

Fostering community, connection, and leadership development through volunteer opportunities within practice areas and states, ensuring that every PT, PTA, and student finds belonging and value in APTA.

Championing innovation, research, and emerging care models that leverage the expertise of our members across settings and specialties to shape the future of patient care.

Who We Are


100,000
members nationwide


435,000+
licensed PTs, PTAs, and
students across the U.S.

 **51** state chapters



Where We Practice

10+ practice settings, including:

- Hospitals and acute care units
- Outpatient and private practice clinics
- Skilled nursing and inpatient rehabilitation facilities
- Home health settings
- Schools and early intervention programs
- Academic and research institutions
- Sports and performance settings
- Community health and wellness programs
- Workplace and occupational health environments
- Government and military settings
- Virtually via telehealth

What We Specialize In

18 sections and academies with 250+ special interest groups, representing areas such as:

Acute Care

Aquatics

Cardiovascular and
Pulmonary

Clinical
Electrophysiology
and Wound
Management

Education

Federal

Geriatrics

Hand and Upper
Extremity

Home Health

Leadership and
Innovation

Neurology

Oncology

Orthopedics

Pediatrics

Pelvic Health

Private Practice

Research

Sports



Join the Movement

Member Engagement Makes the Difference

Every member plays a part in advancing APTA's Strategic Framework for 2030. Get involved and help turn our shared vision into meaningful outcomes.

Volunteer

Shape APTA's priorities by serving on committees, task forces, or advisory groups. Explore opportunities: engage.apta.org

Lead & Connect

Join your chapter, section, or academy — serve, network, and grow. Find your community: apta.org/chapters-sections

Advocate

Strengthen the profession through APTA's Advocacy Network or your state's key contact program. Join here: apta.org/advocacy-network

Collaborate

Engage with peers on topics like AI and payment models in APTA Community, or connect through sections and academies. Start connecting: community.apta.org

Promote

Inspire future PTs and PTAs as a PT Moves Me Ambassador. Get involved: apta.org/pt-moves-me

Elevate & Advance

Support board certification through the American Board of Physical Therapy Specialties. Learn more: specialization.apta.org

Join

Be part of APTA to amplify your impact, connect with your community, and help shape the future of physical therapy. Join or renew today: apta.org/join



Scan for all APTA accounts

