

APTA Strategic Plan 2019-2021

Vision Statement for the Physical Therapy Profession

Transforming society by optimizing movement to improve the human experience.

APTA Mission Statement

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

Relevance	Increase Member Value and Engagement	<p>Translate the latest research into tools and resources for practice.</p> <p>Create clear and consistent value propositions for key member segments.</p>
Stewardship	Foster Long-Term Sustainability of the Physical Therapy Profession	<p>Champion student and early-career issues including debt burden and career-earning potential.</p> <p>Make APTA an inclusive organization that reflects the diversity of the society the profession serves.</p>
Quality	Elevate the Quality of Care Provided by PTs and PTAs	<p>Accelerate adoption of APTA's Physical Therapy Outcomes Registry to build the body of knowledge and reduce unwarranted variation in practice.</p> <p>Expand access to physical therapy in primary care settings and employer health and wellness programs.</p>
Value	Maximize Stakeholder Awareness of the Value of Physical Therapy	<p>Advocate for payment policies that increase patient access to physical therapy.</p> <p>Embody the APTA mission and vision through an integrated brand strategy.</p> <p>Leverage the #ChoosePT campaign and ChoosePT.com to inform the public about the benefits of physical therapy.</p>

The strategic plan aligns with the APTA Mission Statement to position the association to make progress toward the Vision Statement for the Physical Therapy Profession. The plan includes goals and objectives that should be prioritized during the identified three-year time span but that do not reflect the totality of APTA's activities. This plan was developed by APTA's Board of Directors after a year-long process of researching member and potential member needs to determine an essential set of priorities as the association approaches its centennial in 2021. A new strategic plan will be adopted in 2022.

Leading the Profession Toward Our Next Century

Introduction

In 1921, 274 women joined together to create the American Women's Physical Therapeutic Association. Many had rehabilitated soldiers during World War I. Others would follow to treat those inflicted with polio and other debilitating conditions. Over the next several decades the organization grew to become the American Physical Therapy Association, a community of physical therapists, physical therapist assistants, and students working to empower the profession to transform society.

Today, APTA is more than 100,000 members strong. APTA engages and empowers its members to be a leading voice in the health care industry, positive influencers of the physical therapy profession, and a strong collective force for improving the human experience. APTA's 2019-2021 strategic plan provides a roadmap through the association's centennial year as we honor our proud legacy and strive for an even brighter future.

Evidence-Based, Member-Driven Process

In 2017, APTA commenced a year-long process of researching members' needs and perspectives. Nearly 4,000 stakeholders, including current and former members, contributed to a comprehensive research study. The result: A highly representative body of evidence that the APTA Board of Directors used to develop the plan.

Connection, Accountability, Consistency

Connection. The Board of Directors is committed to connecting the strategic plan to the expertise, experience, and power that is contained in APTA's membership. We are better together, and our future successes will only be as strong as the community we build to support our objectives.

Accountability. The strategic plan is also focused on specific objectives for sustained impact. Each element of the plan will be measured to report our progress.

Consistency. Grounded in the association's vision and mission, the plan articulates goals and objectives that are consistent with APTA's commitment to empowering members to thrive and to make a difference in society.

2019-2021 APTA Strategic Plan Goals and Objectives

Relevance: Increase Member Value and Engagement

APTA's strength is in its members, the more than 100,000 physical therapists, physical therapist assistants, and students in physical therapy programs across the country. Why do members join APTA? Research suggests that membership is driven by the understanding that APTA leads the profession and helps its members find their communities of interest, while staying informed on the latest developments and trends impacting the field. The involvement of members helps APTA to achieve its priorities, which in turn demonstrates the value of the association. As engaged membership grows, so does APTA's impact on patient care, policy, payment, public awareness, research, and many other areas.

There is no simple formula for increasing member value and engagement, but APTA believes that a key component in this effort is to ensure that members at every stage of their careers have access to the latest resources they need to best serve their patients and society.

Objectives:

- Translate the latest research into tools and resources for practice.
- Create clear and consistent value propositions for key member segments.

Stewardship: Foster Long-Term Sustainability of the Physical Therapy Profession

In addition to enhancing member value and engagement in the here-and-now, APTA also has an obligation to ensure that the association will continue to be relevant into the future.

For nearly 100 years, APTA has provided a community for the physical therapy profession. Now there are more ways than ever for members to connect with each other and the association, which paves the way for even greater diversity that will only strengthen the profession. APTA recognizes this opportunity and will nurture and support the growth of a more inclusive and diverse physical therapy community.

Unfortunately, students today are graduating with significant student debt while pay for entry-level PTs and PTAs remains stagnant. APTA will continue to invest in efforts that amplify the voice of those beginning their careers and create new solutions for the profession. APTA also will work to ensure that professional and economic opportunities remain for future generations of PTs and PTAs through improved payment, greater participation in integrated models of care, and new practice settings to advance the physical therapy profession.

Objectives:

- Champion student and early-career issues including debt burden and career-earning potential.
- Make APTA an inclusive organization that reflects the diversity of the society the profession serves.

Quality: Elevate the Quality of Care Provided by PTs and PTAs

The physical therapy profession has grown rapidly over the past two decades, in both numbers and practice opportunities. This has created variation in practice and standard-setting for care. While APTA has always made the elimination of unwarranted variation a priority, the association and the profession now have a powerful tool to accelerate that effort: APTA's Physical Therapy Outcomes Registry.

The Physical Therapy Outcomes Registry offers the profession its best opportunity to lead and advance its body of knowledge, creating pathways to more consistent and quality patient care. A greater commitment to this initiative across the profession is paramount to our future.

As we advance the profession by reducing unwarranted variation, we also must tend to the immediate needs of society. All physical therapy patients and clients deserve the highest-quality care and a true partnership with their health care professionals. However, many populations and communities are still underserved, or are not fully leveraging physical therapist services. We must commit to expanding access to physical therapy across all populations, communities, and practice settings, from prevention and wellness to intensive rehabilitation.

Objectives:

- Accelerate adoption of APTA's Physical Therapy Outcomes Registry to build the body of knowledge and reduce unwarranted variation in practice.
- Expand access to physical therapy in primary care settings and employer health and wellness programs.

Value: Maximize Stakeholder Awareness of the Value of Physical Therapy

Physical therapy has the capacity to transform health care, from reducing an individual's dependence on opioids to improving population health outcomes. That message must be shared and understood as widely as possible. When it comes to demonstrating the value of physical therapy to improve the health of society, everyone is a stakeholder.

Through continued emphasis on advocacy and robust public awareness campaigns, APTA provides education on the benefits of physical therapy for patients and clients as well as the payer, and will continue to expand and enhance those efforts.

This work will be fortified by strengthening APTA's identity through a unified association brand that intensifies the collective impact of the association's vast efforts.

Objectives:

- Advocate for payment policies that increase patient access to physical therapy.
- Embody the APTA mission and vision through an integrated brand strategy.
- Leverage the #ChoosePT campaign and ChoosePT.com to inform the public about the benefits of physical therapy.