

# 2022 Candidate Statement – Candidate for Director



## Deirdre (Dee) Daley, PT, DPT, MSHPE

Question: What is your vision for the future of APTA, and what knowledge, skills, and abilities do you possess to help us achieve that vision?

### Response:

My vision for the future of APTA is a diverse and dynamic learning organization - one that is strong and sustainable, collaborative and innovative, and an advocate for health equity for those we serve.

#### Strong Foundations

A sustainable APTA will be operationally strong and forward looking. High levels of membership and belonging will be exemplified by active engagement, shared communication, and intrapreneurship across all levels of the organization. Ongoing environmental scanning, research, and strategic planning will guide the organization and staff efforts regarding where we can achieve the biggest impact and use of our resources. Our federated model will provide core member services focusing on excellence in practice, exploration of new markets and delivery models, public relations, and resources for achieving business or professional goals.

#### Innovation and Design Thinking

In addition to operational excellence, building capacity for innovation, business intelligence, and agile practices will be a key part of APTA's future. Identifying mechanisms for assessing and meeting member needs, emerging product trends and new practice opportunities will be accompanied by our need to anticipate and respond to challenges in the healthcare ecosystem. Beyond development of member centric products, APTA will invest in data access and ongoing research to anticipate and prepare members for change. Strengthening our federated model and partnering with external groups that share our values will also allow APTA to develop deep perspectives and cross functional teams that co-design solutions and support APTA's value proposition.

#### Continuous Learning

The concept of APTA as a continuous learning organization presents multiple opportunities for advancing the profession in a rapidly changing health services environment. Education pipelines from primary/secondary education through professional, post professional and post-doctoral education must be connected in the future and represent the clients we serve. However, identifying and deploying best practices in education across professional development pathways will require a culture of ongoing collaboration and interconnectedness with clinical and business stakeholders. Feedback from clinical pathways, clinical research, and community networks will guide practice and education updates.

Technological advancements and the use of artificial intelligence will continue to evolve and inform prognosis, treatment, population health approaches, practice modeling, and care delivery. Ongoing inquiry will be necessary to evaluate how technology empowers clinicians, improves outcomes, and provides meaningful solutions or sustained value in practice. Physical therapists will be more involved in design thinking, needs assessment, practical testing and implementation as technology solutions become embedded in health services. APTA can provide leadership in developing a culture of continuous learning that bridges the dynamic tensions across education, practice, research, and payment.

## Advocacy and Health Equity

Advocacy will continue to be a core component of APTA in the future, including legislative advocacy and efforts to create systems change for health equity, transparent data sources, educational costs, and appropriate payment. A competence in “everyday advocacy” in all settings, as well as deployment of advocacy champions and subject matter experts, will be pivotal in positively impacting change that is aligned with our mission and vision. Internal and external community building will strengthen the profession and the association. Amplifying the voices of patients, patient groups, professional groups and additional external stakeholders will help shape practice and payment.

## Knowledge, Skills and Abilities

The knowledge, skills, and abilities I bring to the role of Director include a deep knowledge of APTA at the component, section/academy, and national level. Serving as a team member and leader has allowed me to develop insights into opportunities for collaborative work and alignment, as well as how to gather diverse perspectives that draw on the strengths of our multifaceted organization. I have a reputation as an innovative thinker that works to raise relevant issues, break down barriers, and create an environment for constructive dialog and engagement.

My skill set and perspectives have also been enhanced by ongoing professional development and collaborative work outside of APTA, including interaction with health and safety personnel, business and local community groups, Total Worker Health® stakeholders, and international health, prevention, and disability prevention groups. For more than 25 years, business and innovation skill sets have been pivotal in my day-to-day work with employers and business stakeholders, as well as diverse worker communities. These experiences, rooted in my master’s work in the areas of program planning and change management, have served me well in my role as a current board member and as an advocate for societal change and health improvement.

## Closing

To transform society, APTA will need to evolve into to a transformative organization that demonstrates stability, foresight, and innovation. I am confident APTA is on the right path.

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