

PPTA: Strategic Plan

Revised 2015

EFFECTIVENESS OF CARE

Goal 1:

PPTA will better enable physical therapists and physical therapist assistants to consistently use best practice to improve the quality of life of their patients and clients.

Objectives:

1. Promote the utilization of the clinical practice expert pool within the chapter
 - Develop a promotional campaign to increase awareness and utilization of the expert pool.
2. Promote and enhance the research grant dollars available from the Practice and Research committee.
 - Develop a promotional campaign to increase the awareness and utilization of the research grant.
3. Educate members on the new Guide to PT Practice and the PT Outcomes Registry.
 - Promote the Guide and the Registry at annual conference and all district meetings.
4. Conduct a chapter “Innovation Summit” in 2016.
 - Complete a 2016 plenary session for Annual Conference.

PATIENT AND CLIENT CENTERED CARE ACROSS THE LIFESPAN

Goal 2:

PPTA will be the recognized leader in supporting physical therapists and physical therapist assistants in the delivery of patient- and client-centered care across the lifespan.

Objectives:

1. Promote leadership and participation in innovative care models including ACO's and PCMH's
 - Develop educational content such as webinars and annual conference workshops to educate members on opportunities to participate and thrive in ACOs and PCMHs.
 - Work to attain approval of contact hours for this content
2. Recognize the role of PT's and PTA's in the delivery of preventive health care
 - Develop a "tool kit" for members to use to promote the expertise and value of PT's and PTA's in the delivery of preventive services to the public, payers and legislators.
 - Research and present to the board on current payer policies with regard to payment for preventive services.
 - Identify PTs and PTA's in practice in PA who are successfully delivering preventive services and invite them to speak at annual conference.
3. Recognize the competence of PT's to determine disability status for persons applying for placards and license plates in the Commonwealth of Pennsylvania

- Investigate and report on the process and likelihood of attaining this competence.
4. Advocate for leadership of the SIGs to promote excellence of practice
- Identify expanded opportunities for SIGs to participate in education and leadership:
 - a. Investigate and report on “best practices” of SIGs in PA and elsewhere.
 - b. Develop an educational/leadership development program for SIGs based on findings of Action Item 1.

PROFESSIONAL EXCELLENCE

Goal 3:

PPTA will empower physical therapists and physical therapists assistants to demonstrate and promote high standards of professional and intellectual excellence.

Objectives:

1. Advance continuing competency through quality continuing education that will impact professional growth.
 - All PPTA entities to include SIGs, Districts (including Sub-Districts), and Committees will coordinate with the CCE committee to develop educational programming throughout the year. (Suggestion: Perform an assessment of all the chapter con-ed programs using ARCI analysis. Recommend programs to meet needs identified).
 - Provide links and education of already existing materials from APTA on competency versus education (Suggestion: Promote the

educational resources of APTA at the Chapter level; don't reinvent the wheel.)

2. Promote intra-professional partnerships with specialist and clinical experts to elevate practice.
 - Create and maintain a “warehouse” of information on the PPTA web page for the residency and fellowship models; research and report on all the residency and fellowship programs in the state.
 - Update the mentoring working list for dissemination by the PRC and SIGs.

3. Promote and develop opportunities for professional growth and mentoring in the areas of professional excellence, leadership and clinical education.
 - Create a leadership academy model that will provide regular training for existing leaders and newer leaders.
 - Update and reinforce the mentor program in PPTA.
 - Create leadership training program for volunteers, officers, committee chairs, etc. Determine the best means and time to complete these training sessions.
 - Determine the possibility of offering CI Credentialing, LAMP, and Brand Champion programming.
 - Investigate the possibility of including a session related to a clinical education topic during annual conference.
 - Develop a model program to reward and/or recognize members who have served as a CI for a student in the past year.

4. Educate members and non-members in the core documents of the PT profession to model ethical behavior.
 - Offer regular and ongoing education in all formats regarding ethical competency in practice areas. To be coordinated with PRC, EC, and CCE.

VALUE AND ACCOUNTABILITY

Goal 4:

PPTA will be the recognized leader in setting the standards for physical therapist and physical therapist assistants service delivery and establishing and promoting the value of physical therapist practice to all stakeholders.

Objectives:

1. Advocate for appropriate administrative, legislative, and regulatory policies that demonstrate value, ensure safe and effective delivery, enhance access, and protect the integrity of the health care system.
 - Revise the Physical Therapist Practice Act to reflect contemporary physical therapy practice to include but not limited to:
 - a. Direct access for all physical therapists without restriction
 - b. Recognition of the physical therapist's right to utilize telehealth for the provision of physical therapy, and for the right to bill for these services
 - Assess the priorities of the members of the PPTA with respect to policy and practice in Pennsylvania.
2. Encourage members and non-members within Pennsylvania to become involved in the ongoing process to develop and implement the evolving payment systems that recognize the severity of the patient's condition and the intensity of intervention required in order to attain payment consistent with the value of physical therapy services.
3. Promote the value of physical therapy practice through enhanced communication with member, non-members and the public.
 - Establish a consistent presence in social media such as Facebook and Twitter.