

Idaho Physical Therapy Association

The principle membership organization representing and promoting the profession of physical therapy in Idaho

STRATEGIC PLAN 2011-2012

Vision Statement

Physical therapists in the state of Idaho will hold all privileges of autonomous practice, will be recognized by the general public as the practitioners of choice to restore and improve motion, and will collaborate with other health care providers to improve the health and wellness of the public we serve.

Mission Statement

The Idaho Physical Therapy Association (IPTA) is the principle membership organization representing and promoting the profession of physical therapy in Idaho. Our mission is to further the profession's role in the prevention, diagnosis, and treatment of movement dysfunctions and the enhancement of the physical health and functional abilities of members of the public through education, research, and evidence-based practice.

Assumptions about the Future

- In the area of Competition, there are or will be:
 - Other health care providers that compete with physical therapists
 - Referral for profit
 - Changes in health care delivery models (ACOs, medical home)
 - More knowledgeable consumers
 - Enhanced technology, as it applies to access to PT
- In the area of Business/Economic Climate, there are or will be:
 - Issues about insurance (costs, coverage, source (Medicare, self-pay, Medicaid))
 - Changes in the economy – jobs going away, benefits being cut (Idaho may recover more quickly)
 - Regulations that may impact physical therapy business models
 - Multiple and large practices that can compete better than small practices
- In the area of Legislation/Regulation, there is or will be:
 - No direct access under federal regulation (Medicare)
 - Medicaid cuts in Idaho
 - Federal health care reform and questions about the role of physical therapy in new delivery models
 - A state legislature that has a philosophy to reduce government spending for health care
- In the area of Social Values/Demographics, there are or will be:
 - Medicare/Medicaid/reimbursement influenced by the rural nature of the state and the demographics
 - Patients that have more co-morbidities and lifestyle diseases coupled with a lack of preventive services
 - Diverse social and political values in the state (Idaho is demographically diverse (3 distinct areas with different values))

- Millions of baby boomers retiring daily, providing an opportunity for physical therapy
- A significant population of refugee populations on Medicaid with additional needs that add costs to the provider
- In the area of Technology/Science, there is or will be:
 - An electronic health record trend and influence on PT practice
 - Evidence-based practice
 - Social media and the importance of physical therapists being present on social media sites

Goals, Objectives and Strategies

1. Payment and regulatory policies will reflect the clinical and practice management expertise and resources required to demonstrate the value and quality of physical therapy services.
 - a. Hire a payment specialist
 - i. Finance Committee investigate the costs associated with hiring a payment specialist by the Spring 2011 meeting
 - ii. Executive Director will develop a job description for a payment specialist by Spring 2011 meeting
 - iii. IPTA Board of Directors fund the position for 2012
 - iv. Education Committee to create a plan to educate the majority of PTs and PTAs on the value of a payment specialist by Fall 2011
 - b. Provide practice management educational opportunities
 - i. Education Committee to provide at least one practice management educational opportunity per year
 - ii. Board of Directors create a Task Force to develop technological access points to educate members about payment issues by Spring 2011 meeting
 - iii. Task Force on Technology provide a preliminary report by the Fall 2011
 - c. Engage the Idaho payor community and legislature in conversations about the value of physical therapy services
 - i. Reimbursement Chair/Committee provide at least one payor forum every other year, including a forum in 2011
 - ii. Legislative Committee organize one legislative event per year
 - iii. Legislative Committee will recruit one engaged PT/PTA member per IPTA district to serve on a grassroots legislative committee by 2011 Fall meeting

2. Promote the profession of physical therapy to the public through the active recruitment of physical therapists and physical therapist assistants and engagement in the Idaho Physical Therapy Association.
 - a. Increase the number of members to 550 by the end of 2012
 - i. Executive Director will communicate the dates of the spring and fall meetings to the Chair of the Idaho State PT program and student reps when they are known
 - ii. Membership Chair and Student rep to plan and hold a student luncheon at Idaho State at the end of April 2011 to communicate the value of membership

- iii. Create a line item in the budget for an annual presentation at ISU and Carrington
- iv. Membership Chair and Executive Director create and send a 'benefits of membership' mailing, including the IPTA strategic plan, to nonmembers by December 31, 2011
- v. Membership Committee create a 'value of membership' message and distribute to all Chapter leaders to be included in all IPTA gatherings and on main page of web site
- b. Improve the active engagement of members
 - i. Board of Directors propose a bylaw change for consideration at the Fall 2011 meeting to require the District Chairs to be elected before the Fall Chapter meeting and align terms with the Board of Directors terms and to create a 2-year term
 - ii. President and Executive Director conduct a chapter leadership orientation after elections at the Fall meeting, beginning in 2011
 - iii. Executive Director and Membership Committee develop a mentoring match of IPTA leaders and former leaders with members and nonmembers at the Spring and Fall meetings
- c. Increase member engagement in education of the public about the profession of physical therapy
 - i. Include a letter in the fall newsletter from the Vice President about the members' role in education of the public about physical therapy
 - ii. Brand champion to create a 'tip section' for the web site, newsletter, Face Book, etc. about how to engage patients/clients in conversations about physical therapy
 - iii. Web master to promote the APTA public relations resources on the IPTA web site by the end of 2011