

Idaho Physical Therapy Association

Strategic Planning January 28, 2006, Boise, Idaho

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Key Issues:

- * Need to improve statewide communication
- * PT and PTA apathy toward IPTA membership and involvement
- * Referral for profit practices
- * Lack of public awareness of PT role
- * Infringement on PT practice by other professions
- * Need to increase membership of new grads
- * Inability to pro-actively influence insurance companies and worker's compensation re: adequate PT reimbursement
- * Need to increase membership
- * Lack of PT understanding of APTA goal of autonomous practice and Vision 2020
- * Lack of Idaho Medicaid reimbursement for orthotics
- * Lack of knowledge throughout Idaho of IPTA accomplishments

Mission Statement (Revised)

The mission of the Idaho Physical Therapy Association (IPTA), the principle membership organization representing and promoting the profession of physical therapy in Idaho, 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 evidenced-based practice.

Vision Statement (Revised)

By 2010, physical therapy in the state of Idaho will be an autonomous profession, evidenced by its ability to self-govern, self-regulate, and self-discipline; have financial control of the practice of physical therapy; be reimbursed appropriately; and physical therapists be recognized by the general public as the practitioners of choice with direct access for the diagnosis of, interventions for, and prevention of impairments related movement, function, and health.

Physical therapists may be assisted by physical therapist assistants who are educated and licensed to provide physical therapist directed and supervised components of interventions.

IPTA will be a financially vibrant and efficient organization and will have a majority of Idaho physical therapists and physical therapist assistants as members.

IPTA will promote education, research, and evidenced-based practice.

IPTA will achieve its vision by meeting the following goals:

- * IPTA will increase the percentage of active and involved members
- * IPTA will achieve autonomous practice
- * IPTA will promote physical therapists as practitioners of choice for diagnosing, planning and implementing interventions for, and preventing impairments related to movement, function, and health, assisted by physical therapist assistants.
- * IPTA will achieve a vibrant financial position
- * IPTA will promote education, evidence-based practice, and research

GOAL 1: IPTA will increase the percentage of active and involved members

Objective 1.1: IPTA will increase total active membership by 5% per year

Strategy 1.1.1: IPTA will continue to distribute a welcome package to each new member (executive director)

Strategy 1.1.2: IPTA will continue to send a list of new members to each district chair (executive director)

Strategy 1.1.3: IPTA will create a fact sheet of accomplishments (BOD)

Strategy 1.1.4: IPTA will continue co-sponsorship of membership campaign with APTA (membership committee)

Strategy 1.1.5: IPTA will continue membership incentives in conjunction with IPTA sponsored continuing education (executive director & education chair)

Strategy 1.1.6: IPTA will provide one member benefit talk per year targeting non-members in each district and each PT and PTA program

Strategy 1.1.7: Each IPTA District will sponsor a social for non-members (district chairs)

Objective 1.2: IPTA will increase member participation

Strategy 1.2.1: IPTA will plan and implement orientation for new Chapter leaders (BOD)

Strategy 1.2.2: IPTA will update the Operations Manual by Jan. 2008, which will include orientation check lists for all Chapter officers, district and committee chairs

Strategy 1.2.3: IPTA will assure new leaders receive Operations Manual (outgoing leaders)

Strategy 1.2.4: IPTA will support district chairs with twice yearly conference calls (Pres.)

Strategy 1.2.5: IPTA will offer free leadership training to chapter leaders (Pres)

Strategy 1.2.6: IPTA will assure openings for chapter positions are listed in the Insight (nominating committee chair)

Strategy 1.2.7: District chairs will be contacted by nominating committee chair as soon as leadership positions open in order to assist with filling those positions (Nominating Committee)

Strategy 1.2.8: IPTA will continue membership recognition activities (BOD)

Strategy 1.2.9: IPTA will continue newsletter distribution three times yearly to members and one time yearly to non-members (this issue to include IPTA fact sheet) (Newsletter editor and executive director)

Strategy 1.2.10: IPTA will assure new members are personally welcomed at their first chapter meeting (BOD)

Strategy 1.2.11: IPTA will review committee structure in current by-laws. Needed positions for committee chairs and members will be identified and filled (nominating chair and BOD)

GOAL 2: IPTA will achieve autonomous practice

Objective 2.1: IPTA will educate PTs, PTAs, and students in each district about autonomous practice and APTA's Vision 2020

Strategy 2.1.1: IPTA will request an APTA liaison to speak at a chapter annual meeting about

autonomous practice, evidenced-based practice, and Vision 2020

Strategy 2.1.2: IPTA will provide one presentation per year to each district regarding autonomous practice, evidenced-based practice, and Vision 2020 (BOD)

Objective 2.2: IPTA will complete the transition of its Advisory Board from the Idaho State Board of Medicine to an independent Physical Therapy Licensing Board under the Idaho Bureau of Licensing

Strategy 2.2.1: IPTA will review and revise the Idaho Physical Therapy Practice Act Rules and Regulations to reflect the transition to the IBOL (BOD)

Strategy 2.2.2: IPTA will develop key message points to communicate to the membership the purpose of the transition to the IBOL (BOD)

Strategy 2.2.3: IPTA will identify key legislative initiatives and implementation strategies that will be needed to complete the transition to autonomous practice (BOD)

Strategy 2.2.4: IPTA will review current Board of Medicine disciplinary procedures, revise as needed, and develop an implementation strategy with the new Physical Therapy Licensing Board (BOD)

Objective 2.3: IPTA will achieve professional control over physical therapy practice

Strategy 2.3.1: IPTA will educate physical therapists and students in each district about financial control issues, such as seeking responsibility for billing and fee structure, in all practice settings once yearly (BOD)

Strategy 2.3.2: IPTA will educate physical therapists and students in each district once yearly about developing collegial relationships with all referral sources such that 100% of referrals will be for evaluation and treatment (BOD)

Strategy 2.3.3: IPTA will assure the Referral for Profit task force will provide one presentation each year to each district

Objective 2.4: IPTA will strive to assure fair and reasonable reimbursement for all physical therapy services

Strategy 2.4.1: IPTA will explore the feasibility of creating a paid position to provide expertise to the association regarding reimbursement such that all physical therapy providers in Idaho will be able to maximize reimbursement from all Idaho private insurance companies and Medicaid (BOD)

Strategy 2.4.2: IPTA will review and revise the role of the Reimbursement Committee Chair as needed to achieve Objective 2.4

Strategy 2.4.3: IPTA will strive to achieve direct access for Idaho Worker's Compensation patients

Objective 2.5: IPTA will strive to have physical therapists identified by all Idaho consumers as the practitioner of choice as defined in our Vision Statement

Strategy 2.5.1: IPTA will identify and appoint a new Public Relations Chair

Strategy 2.5.2: IPTA will develop and implement a public relations plan in order to achieve objective 2.5

Strategy 2.5.3: IPTA will explore the use of existing APTA public service announcements

GOAL 3: IPTA will achieve a vibrant financial status

Objective 3.1: IPTA will increase the Reserve Fund by \$10,000 per year

Strategy 3.1.1: IPTA will increase revenue from educational Programs (education committee)

Strategy 3.1.2: IPTA will explore investment opportunities for the Reserve Fund in consultation with APTA (finance chair)

Strategy 3.1.3: IPTA will explore additional fund raisers such as golf tournaments, raffles, etc., and implement (BOD)

Strategy 3.1.4: IPTA will explore the feasibility of obtaining a business credit card that will award airline miles (BOD)

GOAL 4: IPTA will promote education, evidenced-based practice, and research

Objective 4.1: IPTA will promote education

Strategy 4.1.1: IPTA will put a query in Insight requesting input regarding educational topics and respond accordingly (newsletter editor and education chair)

Strategy 4.1.2: IPTA will provide two continuing education seminars a year (education chair and committee)

Objective 4.2: IPTA will promote evidenced-based practice and research

Strategy 4.2.1: IPTA will consider purchase of \$1,000 raffle ticket for the APTA Foundation

Strategy 4.2.2: IPTA will provide \$250 to an ISU student member who is invited to CSM to present research. The recipient of the award will be selected by the IPYA Board of Directors.

Strategy 4.2.3: IPTA will present one seminar per year on evidence-based practice