

IPTA Strategic Plan Session Outcomes - March 4, 2017

Mission Statement:

The Idaho Physical Therapy Association enhances the health, movement and quality of life of Idahoans by promoting and protecting physical therapist practice.

Vision Statement:

Transform society by optimizing movement to improve the human experience.

Goals:

Payment (Derek, Jonathan, Adam, Dave)

Goal Champion: Davee

Payment and regulatory policies will reflect the clinical and practice management expertise and resources required to demonstrate the value and quality of physical therapist services.

Value (Darin, Jean, Corey, Corey, Cade, Brian)

Goal Champions: Adam, Bryan

Engaged PTs, PTAs and students communicate the value of physical therapy.

Practice (Kevin, Galen, Bryan, Kristin, Clayton, Deanna)

Goal Champions: Galen, Kevin

The state practice act adequately reflects contemporary physical therapist practice.

Strategies:

Payment (Derek, Jonathan, Adam, Dave)

Payment and regulatory policies will reflect the clinical and practice management expertise and resources required to demonstrate the value and quality of physical therapist services.

1. Establish a Reimbursement Chair / Payment Specialist (Immediate Need)
 - a. Identify a person with the right situation and abilities to do this
 - b. description
 - i. Education to members
 - ii. Work meetings - workshops
 - iii. Teleconferences
 - iv. Etc.
 - c. Payment for this position – Reimbursement for the efforts?
2. IPTA Identify a key person in each of the payment areas (within the next year)
 - a. In order to establish relations for when members have questions specific to payments
 - b. May be by committee (one person for each entity) or one total person
 - i. Medicare / Noridian
 - ii. Blue Cross

- iii. Medicaid
 - iv. Work Comp
 - v. etc
3. Reimbursement Forum (3-years out)
 - a. Look at grant from APTA
 - b. Hold a forum in Idaho
 - c. Invite insurance companies / groups to present
 - d. Therapist presenters
 4. Co-payments – to decrease co-payments (3-5 years to achievement)
 - a. Investigate co-payment issues
 - b. Look into guiding policy to decrease co-payments
 5. Regulatory issue - Communication of the plans of the practice act
 - a. Grass root efforts
 - i. Portraying consistent messages for practice act change
 - ii. Coordinating efforts and communication

Value (Darin, Jean, Corey, Corey, Cade, Brian)

Engaged PTs, PTAs and students communicate the value of physical therapy.

1. Increase participation in professional association
 - a. Follow up on survey (outreach to those who participated) and invite volunteers to fill open board positions by the end of 2017.
 - b. Identify fill district chair positions by the end of 2017.
 - c. Incorporate annual new board member orientation.
 - d. Annual recognition of outgoing board members.
2. Increase membership by 10% annually
 - a. Regular district meetings (goal of 2/year over the next 5 years incorporating info and social).
 - b. New member packet identifying benefits of membership (district contact person, upcoming meetings).
3. Enhance continuing education by:
 - a. Increase attendance to at least 90% of the available seats at each course.
 - b. Consistent communication via postcard, posted on internet and monthly email blasts.
 - c. Social event at each con-ed.
 - d. Co-host Tristate conference-networking - WY, MT, ID email campaign to let out of state potential participants (Targhee, Jackson Hole, Big Sky)
4. Enhance student involvement.
 - a. Sponsor a student for legislative day every year.
 - b. Annual membership meetings.
 - c. Involved student liaison member on IPTA board.
 - d. Poster presentations/co-sponsor annual state social event
5. Communicate value to members/non-members
 - a. Regular Email blasts.
 - b. Establish newsletter editor/contact person by the end of 2017.
 - c. Print/mail one newsletter/year to members and non-members by 2018.
6. Legislative Event in the first quarter of every year coordinated by Legislative Chair.
7. Demonstrate value of PT to society by organized, coordinated efforts promoting a consistent message by:

- a. #Choose PT campaign implementation
- b. Media Blitz using Choose PT (MAY and OCT)
- c. Idaho Chapter participation in PT Day of Service

Practice (Kevin, Galen, Bryan, Kristin, Clayton, Deanna)

The state practice act adequately reflects contemporary physical therapist practice.

1. Expand Idaho state practice act to include dry needling performed by PTs.
2. Establish Practice Act Update Task Force 2018.
 - a. Set up subtask force for dry needling specifically
3. Determine if we want to pursue dry needling alone or also include regulatory authority, title protection, licensure compact, etc.
4. Pursue Funding (APTA grant, PPS and private practice owners grants, HPA grant, chapter PAC)
5. Promote PAC contributions.
6. Engage support of state licensing board.
7. Be prepared to address challenges from acupuncturists
8. Get sample language, talking points and strategy tips from APTA/Angela Chasteen).
9. Identify regional grassroots advocates.
10. Engage members in grassroots efforts. Use APTA Legislative Action Center resources.
11. Make scope of practice bill the focus for annual Legislative Day.
12. Negotiate lobbyist fees.