



TEXAS  
PHYSICAL THERAPY  
ASSOCIATION

## TPTA STRATEGIC PLAN 2018-2021

1. **TPTA will continue to pursue an active legislative agenda, including the pursuit of direct access and the restoration of Medicaid funding.**
  - A. Create and nurture a robust key contact network for the 2019 legislative session.
    1. Identify the most impactful legislators for which we want to identify a key contact by September 1, 2018.
    2. Identify a key contact for each of the most impactful legislators by December 1, 2018.
    3. Provide training for key contacts prior to the beginning of the 2019 legislative session.
  - B. Collect \$150,000 in PAC funds by November 1, 2018.
    1. Add a donation button on the website in a visible location by August 31, 2018.
    2. Include donation link in all member communications through the end of December 2018.
    3. Create a VENMO payment option by September 1, 2018.
    4. Create a flash action strategy to raise funds before November 1, 2018.
  - C. Identify a student at each PT/PTA program in Texas to be a legislative contact by December 1, 2018.
  - D. Apply for one or more advocacy grants through the Academy of Orthopaedic Physical Therapy, APTA, and/or the Private Practice Section by the end of 2018.
  - E. Develop a communication strategy and plan that ensures membership awareness and engagement.
    1. Develop talking points, white paper, and materials on direct access by the end of August 2018 that communicate the implications of direct access to members of the public.
    2. Distribute talking points, white paper, and materials via the web site and through members to the public starting in the fall 2018 and throughout the 2019 legislative session.
  - F. Involve patients in the effort to obtain direct access.
    1. Obtain materials from LA and GA used in their direct access efforts that can be modified to be Texas appropriate.
    2. Create patient-oriented materials by December 1, 2018.
    3. Distribute patient-oriented materials throughout the legislative session 2019.
  - G. Identify and engage key stakeholder groups in legislative efforts.
    1. Identify stakeholder groups by September 30, 2018 (insurance companies, Texas Association of Health Plans, etc.)

2. Identify key representatives for each group by October 31, 2018.
  3. Schedule a meeting with each stakeholder group to provide information about direct access and request support before the legislative session begins.
- H. Develop engagement strategies by Annual Conference 2018.
- I. Identify potential physicians to testify before the start of the legislative session 2019.

**2. TPTA will engage in an active and effective marketing and public relations campaign.**

- A. Increase visibility/awareness of physical therapist practice to the general public.
1. Create one pagers and publish as op eds in newspapers and other media by October 1, 2018.
  2. Create or utilize existing (APTA) PSAs and distribute the first one by October 1, 2018.
  3. Create a resource list of public relations efforts (#ChoosePT, #GetPTFirst, etc.) and publicize to members via the website and create materials for patients about these efforts that can be distributed via members by November 1, 2018.
  4. Promote PT Month and PT Day of Service to members with information about how they can participate by September 1, 2018.
- B. Retain and increase membership numbers.
1. Retain members by defining the value/s of membership.
    - i. Highlight member benefits (decreased cost of courses, enhanced outcome through access to research, list serves) by January 30, 2019.
    - ii. Create and promote member networking opportunities
      1. 6 degrees of separation
    - iii. Promote successes of individual members on web site, Synergy, and through social media through July 2019.
    - iv. Create and promote no fewer than 2 member only “specials” by July 2019.
    - v. Create a series of “Texas Talks” webinars on current issues (legislative/regulatory/PT content).
      1. Identify topics and dates (at least 4 in 2019).
      2. Find and secure speakers for each topic by the end of January 2019.
      3. Promote each talk at least one month prior to date.
      4. Record each talk and post on website for member access.
  2. Recruit 500 new professional members by October 31, 2019.
    - vi. Demonstrate the cost benefit (What are they going to get out of it) of membership.
    - vii. Develop a plan to actively recruit individuals (asking someone).
    - viii. Highlight what APTA/TPTA does for members.
    - ix. Create mentoring opportunities (Member match or online groups – speed dating for new professionals, Tom Waugh, Student sponsored dues).
    - x. Create and promote no fewer than 2 member only “specials” by July 2019.
- C. Create new tag line for TPTA by October 31, 2019.
1. Create a tag line contest to identify new tag line.
  2. Promote tag line contest via all communication channels, including social media by September 1, 2018.
  3. Create mechanism for online voting and voting at Annual conference.
  4. Announce winner of tag line contest at awards ceremony at Annual Conference.

### **3. TPTA will significantly upgrade our technology capabilities.**

- A. Utilize technology to communicate and engage individual members.
  - 1. Develop customized member communications based on website metrics by the end of 2018.
  - 2. Identify member groups (e.g., committees, task forces, districts, health promotion and wellness, etc.) that can be formed on the website by December 2018.
  - 3. Develop a Texas specific public web tab on the website by December 2018.
  - 4. Increase the Association's social media presence (Facebook, Twitter, Instagram, etc.)
    - i. Identify a member or members who can develop content and messages that can be posted on social media.
    - ii. Develop content and messages that can be posted on social media.
- B. Utilize technology to enhance the ability of member groups to communicate and network.
  - 1. Increase website analytics by 100% by June 2019.
  - 2. Seventy five percent of member groups will use the [www.tpta.org](http://www.tpta.org) community platform by June 2019.
  - 3. Explore the purchase of a platform for hosting virtual meetings, including Annual Conference, District, and SIG meetings by the end of 2018.
  - 4. Utilize 75% of the mobile conference app capability for TPTA Annual Conference 2018.
  - 5. 50% of Annual Conference attendees will download and use the mobile app in 2018.
- C. Utilize technology to communicate with the public about physical therapist services.
  - 1. Create 12 topics of the month that can be featured on the public tab with links to content and rotate them monthly by the end of 2018.
    - i. Assign each district to identify a topic of the month and the links to content or content on that topic that can be featured on the website by the end of 2018.
    - ii. Create a 2019 calendar of topics and provide all links and content to staff by the end of 2018.
    - iii. Staff rotate topics of the month on website throughout 2019.
  - 2. Link from [www.tpta.org](http://www.tpta.org) to [www.moveforwardpt.com](http://www.moveforwardpt.com) for public content by January 1, 2019.