

**Texas Physical Therapy Association
2022-2024 Strategic Plan**

Vision Statement

Empowering society to optimize health and movement

Mission Statement

The Texas Physical Therapy Association champions the profession of physical therapy to advance practice and optimize the movement, health, and wellness of people

Goals

- 1. TPTA will continue to pursue an active legislative agenda including the pursuit of fair co-pays, direct access expansion, and MPPR (multiple procedure payment reduction). Champions: GAC Chair and Committee, Payment Policy Committee, Staff: Craig Tounget**
 - A. Create legislative agenda for 2023.**
 - 1. Pursue direct access to 30 days for all**
 - 2. Eliminate 1 year wait for direct access practice for new graduates**
 - 3. Pursue fair co-pay legislation by changing PT provider status from specialty provider to primary provider**
 - B. Explore the possibility of expanding direct access to Worker's Compensation**
 - C. Collect \$100,000 in PAC funds by November 2022**
 - D. Identify other associations with whom to collaborate regarding pre-authorization and visit limitation reform**
 - E. Explore options for eliminating MPPR (multiple procedure payment reduction) at the state level**
- 2. Maximize public awareness of the value of physical therapy. Champions: Membership and PR Committee, District Chairs, Staff: Lindsey Green**
 - A. Leverage APTA PR campaigns**
 - 1. #choosePT**
 - 2. Identify Texas PT ambassadors for the #PTMovesMeTexas campaign**
 - 3. Interact with the APTA Prevention, Health Promotion and Wellness Council to promote health promotion and wellness**
 - 4. Special Olympics Fitness Screening Program**
 - 5. Move Together (PT Day of Service)**
 - B. Investigate Aligning TPTA brand & logo with APTA**
 - C. Create direct-to-consumer marketing materials**
 - 1. Come to PT to stay well and healthy, prevent injury and disease**
 - 2. Create patient oriented direct access materials**
 - D. Overhaul social media approach and active monitoring and updating/reposting**
 - 1. Assign to staff, include in job description**
 - 2. Consider soliciting businesses to contribute to PR campaign**

3. Add a consumer focus area to the TPTA Website
4. Use Twitter, Instagram, Facebook, YouTube
5. Promote free and low-cost CE options from TPTA and APTA
- E. Increase engagement of PT businesses
 1. Explore the development of a PT Business Council Program that would partner with TPTA in PR efforts
3. TPTA will increase member value and engagement. Champions: Membership and PR Committee, Staff, Nominating Committee, Practice Committee, Staff: La'Shauna Maxwell & Lindsey Green
 - A. Increase membership numbers to 10k members by December 2024
 1. Add a large "Renew/Join" button on TPTA web page indicating that TPTA is a chapter of APTA
 2. PR strategies (see Goal 2)
 3. Campaign to educate about monthly membership option
 4. Educate members about the Texas Assembly, HOD, leadership development
 5. Build relationships through networking, educate members about Assembly, HOD and leadership development (page/video to orient to promote existing resources)
 - B. Increase student to early professional membership retention by 10%. (current plus 10%)
 1. Aggressively advertise the monthly dues payment option to graduating students (via personal connection, phone calls, email promotions, etc.)
 2. Develop an early professional special interest group
 3. Collaborate with TSPTA to create a mentorship program to promote membership when students convert to graduates
 - C. Recruit at least 2 people to submit interest forms for every position for the next 2 years election cycles at both state and district levels.
 1. Improve explicit job description of positions, orientation. (video that can be stored and viewed)
4. Evaluate the current chapter structure and develop, adopt, and make a plan to implement a new TPTA structure. Champions: Bylaws Committee, Executive Committee, District Chairs, Staff: La'Shauna Maxwell
 - A. Collect information about how other chapters implemented a new structure
 - B. Collect input from districts and members to evaluate the current structure and inform the development of a new structure
 - C. Develop a new structure
 - D. BOD adopt structure
 - E. Create a timeline for implementation
 - F. Communicate new structure to districts
 - G. Communicate new structure to members