



Strategic Plan 2022-2025

APTA Wisconsin Mission

To recognize and address the physical therapy needs of people in Wisconsin, to inspire and support members, and to promote the highest standards for physical therapy practice, education and research.

APTA Wisconsin Vision

Improving the human experience by optimizing movement through prevention, rehabilitation, and wellness throughout the lifespan.

SOCIETY

1. Identify barriers in various settings that prevent PTs/PTAs from practicing to the full extent of their jurisdictional and personal scope of practice (including providing services via direct access) **State Govt Affairs; Practice; PPSIG; Payment; PTA SIG**
2. Engage with stakeholders to address identified barriers to PTs/PTAs practicing to the full extent; **Practice; State Govt Affairs; PPSIG; Health and Wellness; Chronic pain SIG; WPT Fund (grant activity); Public Relations; Payment; Professional Development**
 - a. List key stakeholders
 - b. Develop engagement strategies specific to the stakeholder groups
 - c. Develop education to be shared with every large hospital system in WI, rural health co-op, and large out-patient practices about PT role in prevention and wellness-**Health and Wellness; Chronic pain SIG; Practice; State Govt Affairs; WPT Fund (grant activity); PPSIG; Public Relations; Payment; Professional Development**
 - d. Educate society about direct access-**Health and Wellness; Chronic Pain SIG; Practice; Govt Affairs; Payment; PPSIG; Public Relations**
 - e. Approach insurance companies that require physician referral for PT: **Payment**
 - f. Deliverables: Provide report to membership; conference offerings; articles in PT Connections; social media outreach
3. Highlight current involvement of PTs/PTAs in community and policy making groups: **Public Relations;**
 - a. Deliverables: Publish profiles of involvement (e.g.; website; social media outlets; PT Connections)
4. Identify 3 additional policy making groups with which PTs/PTAs will be involved: **entire Board/all committees and SIGs**
 - a. Deliverable: a list of 3 groups and a named representative to each group

5. Increase outreach to underrepresented groups to foster diversity of representation enrolled in PT/PTA programs
 - a. Identify and mentor prospective students from underrepresented groups: **DEI; Student SIG**
 - b. Identify PTs/PTAs from underrepresented groups to engage with MS or HS students in schools, and in clinical settings-**PTA SIG; Health and Wellness; DEI; Student SIG**
 - c. Identify PTs/PTAs from underrepresented groups to mentor PT/PTA students and young professionals from those groups-**PTA SIG; ALC; DEI**
 - d. Identify a liaison to HOSA: **DEI**
 - e. Capture baseline diversity statistics of PTs/PTAs/students in WI: **ALC; DEI**
 - f. APTA WI offers assistance to PT/PTA programs to create outreach program for DEI: **ALC; DEI**
 - g. Identify one student from every program to participate on DEI committee: **ALC; DEI; Student SIG**
 - h. Collaborate with PT/PTA programs on strategies to help students defray the cost of education: **DEI; ALC; WPT Fund**
 - i. Identify feasibility of creating 3 scholarships specific to DEI for enrolled students from WPT-Fund: **DEI; ALC; WPT Fund**

PROFESSION

1. Pursue UR/UM legislation: **Payment; PAC; Govt Affairs; Lobbyist**
 - a. Reintroduce legislation
 - b. Form collaborations with other stakeholder groups
 - c. Develop a spending plan for the PAC, identifying key legislative leaders to support: **Lobbyist**
 - d. Identify when legislators have events, and get PTs/PTAs to attend; **Lobbyist**
 - e. Develop talking points and a quick step-by-step guide of what to do at a fundraiser for a candidate: **Lobbyist**
2. Determine feasibility of practice act update (after UM/UR legislation): **State Gov't Affairs; Lobbyist**
 - a. Change regulatory designation to DPT within 5 years
 - i. Explore APTA positions and strategies within 1 year
 - ii. Identify components addressing regulatory change within 1 year
 - iii. Explore other practice acts for regulatory designations within 1 year
 - b. PTs will be primary care providers under Workers Compensation insurance
 - c. Re-examine review of practice act completed by State Govt Affairs a few years ago
3. All members contribute to WPT-PAC
 - a. Explore options of making PAC contributions automated and paired with dues: **WPT-PAC; Executive Director**
 - b. **Explore creative fundraising opportunities: WPT-PAC**
 - i. Explore selling PAC man merchandise as fundraiser:
 - ii. **Axe throwing competition**
 - iii. Golf outing fundraiser after conferences: **PAC; districts; PPSIG**

- c. Engage all districts in potential fundraising activities (e.g.; NC District Happy Hour): **PAC; all districts**
- 4. Educate public about range and breadth of physical therapist practice
 - a. Explore feasibility of sharing APTA consumer-facing materials with consumers in Wisconsin: **Public Relations**
 - b. Provide education resources for our membership to prompt them to share information with their patients (E news, Social Media, conferences, districts)-**Health and Wellness; Chronic pain SIG; Practice; PPSIG; Public Relations; Professional Development**
- 5. Develop information to describe various employee compensation models, and address perceptions regarding productivity standards, payment models, ethical standards, and quality outcome measures **Practice; Payment; PPSIG**
 - a. virtual presentations to students and clinicians
 - b. in person presentations to students and clinicians:
 - c. Post information to APTA WI website:

ASSOCIATION

- 1. Increase the number of SIGS within the chapter by 3:
 - a. Investigate SIGs within other chapters to see what they have done and success rate: **Practice; Membership; Executive Director**
 - b. Identify resources needed to support SIG (i.e. office support)
 - i. Determine most popular areas (e.g.; Focus groups; Member survey; current issues)
 - ii.
 - c. Promote and define SIG for membership-**PTA SIG; Chronic pain SIG; Student SIG; Membership; Practice**
- 2. Enhance leadership development pipeline in APTA-Wisconsin
 - a. Have the BOD sit with other people at conference: **all**
 - b. Avenue to engage active district members to state activities-**PTA SIG; Nominating; Professional Development**
 - c. Invite district EC to board meetings: **district chairs**
 - d. Ensure that orientation/onboarding for newly elected members is structured: **chapter president; Executive Director**
 - i. Board buddy
 - ii. Mini training –board 101 video: **chapter president; Executive Director**
 - iii. Board retreat
 - iv.
 - e. Mentorship programs-**PTA SIG; PPSIG; ALC; State Govt Affairs (Posny Scholar); HOD Delegation**
 - f. Identifying potential leaders
 - i. Networking at conferences: **Nominating; Professional Development; Board members**
 - ii. Talking to employers
 - g. Succession planning (committees of 1): **Nominating; Board members**
 - h. Explore use of APTA engage -**Nominating; Executive Director**

3. The leadership of APTA Wisconsin reflects the diversity of the membership within 3 years
 - a. Identify aspects of diversity on which to focus
 - b. Identify baseline data of Wisconsin membership across groups: **DEI**
 - c. Facilitate engagement and leadership skills of those underrepresented groups: **Nominating**
 - d. Assess intercultural competence of APTA WI board members (e.g.; use IDI): **DEI**
4. Increase PT/PTA membership market share by 6% in 3 years.
 - a. Promote value of membership-**PTA SIG; all districts engage with their PT/PTA Programs; ALC; PPSIG; Public Relations; Membership**
 - i. Refer a friend
 - ii. Within employees engage non-members:
 - iii. Employers—pitch why pay for membership:
5. Increase non-dues revenue by 25%
 - a. Position APTA WI as providing **evidence-based** and diverse educational content and professional development, consider broadening platforms: **Professional Development**
 - b. Consider feasibility of opportunities to meet the management services needs of other chapters/sections. Executive Director; Board