

2016 in Review *Christopher Powers, PT, PhD, CPTA President*



2016 was another productive year for CPTA. Our organization continues to be fiscally sound and membership continues to grow. In fact, we are now approaching 9,000 members for the first time in CPTA history. Importantly, we continue to move forward in achieving our

strategic goal: "Physical therapists are universally recognized and promoted as experts in human movement and function to whom consumers have unrestricted direct access."

With respect to our efforts related to public identity, CPTA continued its multi-faceted public relations efforts to educate consumers of the benefits of direct access to physical therapist services. Specifically, our branding campaign "Physical Therapists Improve the Way You Move" was promoted in print and radio mediums across the state, as well as various social media platforms. We also had a very strong online presence through medical oriented websites and online advertising sources. CPTA continues to devote significant chapter resources to our public relations efforts and remains committed to sending a strong message to consumers about why they should see us first!

CPTA also was extremely busy in the area of payment policy in 2016. The Payment Policy Committee was active in responding to member concerns regarding numerous payment challenges, particularly in the area of third party administrators (TPAs). To address these concerns, CPTA sponsored a payment focus group meeting with the intent of initiating a data collection project to document the challenges facing practices in dealing with TPAs. It is

anticipated that data from this project will be used for future advocacy efforts. The Payment Policy Committee remains committed to providing input to various state agencies such as the California Department of Managed Health Care and the California Department of Insurance about our concerns related to payment for physical therapist services. We are pleased to see that our concerns are being heard and acknowledged by key policy makers.

Although CPTA did not sponsor legislation in 2016, the Government Affairs Committee was active in monitoring more than 100 bills that had the potential to affect physical therapist practice. CPTA sponsored two successful legislative events at the capitol, both of which were well attended and highly effective in educating legislators about our challenges and concerns in the areas of payment and practice infringement. CPTA continues to be committed to developing and maintaining our grassroots network, key legislative relationships, and CAL-PT-PAC contributions.

CPTA continued its commitment toward the promotion of quality practice and evidence-based practice in 2016. With respect to education, CPTA sponsored ten high quality educational courses and a clinical research symposium in collaboration with the CAL-PT-FUND, and held a highly successful annual conference that attracted close to 1,000 attendees. The Quality Practice Committee continued its promotion of the PT Centers of Excellence Program across the state. CPTA continues to offer practice consulting to encourage evidence-based practice.

These are just a few of CPTA's accomplishments in 2016. CPTA leadership and staff are committed to continuing work in these important areas in 2017.

Financial Overview *Dave Powers, PT, DPT, MA, MBA, CPTA Finance Officer*



2016 continued to show positive gains on our financial picture. Total income for 2016 was 3.85% over 2015's income, although 7.9% less than budgeted. Positive gains were seen in many areas: Chapter Dues up 3.72% from 2015; Registration Fees up 7.63%;

Royalties up 72%; Application Fees up 26.58%; Interest/Dividends up 4.51%. Several factors added to the positive financial gains seen by CPTA during 2016: An increase in CPTA membership, up 2.4% for the year; PT membership up 2%; PTA membership up 17.9%; student membership up 1.2%. Non-dues revenue saw a 6% increase over 2015.

Major areas that did not meet projected revenue were Chapter Dues, Registration Fees, and Interest/Dividends. Although increasing, membership revenues did not reach projected levels due to participation in the Career Starter Dues Pilot Program. Registration Fees were down, affected by the location of Annual Conference. With a slowdown in the financial world, CPTA has also seen a slowdown in the growth of investments.

Along with direction from the CPTA Board of Directors and the day-to-day management by Stacy DeFoe, Executive Director and staff, CPTA was able to hold down 2016

expenses. Overall 2016 expenses were 1% lower than in 2015 and 3.6% less than budgeted.

One area of increased funding has been Payment Policy. Payment has become one of the major issues facing physical therapists in California during 2016. CPTA will continue to provide resources to the Payment Policy Committee as they continue to support members concerns and problems dealing with payment.

The Finance Committee provides ongoing guidance for CPTA's finances. The committee is chaired by Dave Powers, Finance Officer. Members are Dennis Langton, Roland Lucas, Richard Katz, Stuart Katzman, and Michael Otahal. The committee recommends the budget to the CPTA Board, monitors the Chapter, District/SIG's financial affairs, and reviews the annual audit. Under direction of the CPTA Board, the Finance Committee is also charged with reviewing and recommending how to invest CPTA funds. The Finance Committee works with Morgan Stanley, who advises CPTA on the most prudent investment strategy.

Over all CPTA's financial position remains strong. A solid budget was prepared and used as a guide for CPTA's daily operations and long term goals, with adjustments made as needed. CPTA's reserves remain funded and adequate for future needs.

CAL-PT-PAC raised \$6,736 at our Annual Conference and received donations from 652 donors

Radio advertisements aired in Orange County, San Jose, and Sacramento and a hispanic ad aired in Los Angeles, Orange County and Riverside

Advertising on WebMD resulted in 917,469 impressions and 749 clicks to the MoveCalifornia website

Presented Annual Conference in Pasadena with close to 1,000 registrants

Held PT Legislative Day in Sacramento with 109 registrants and Student Legislative Day with 115 students

Bus advertisements ran in Anaheim and San Jose

Social media ads were purchased on Google and Facebook resulting in 812,653 impressions and 9,762 clicks to the MoveCalifornia website

CPTA provided comment in opposition to the Anthem/Cigna merger at a DMHC and CDI hearing that contributed to the block of the merger

ACCOMPLISHMENTS

2016 PROGRAM INCOME

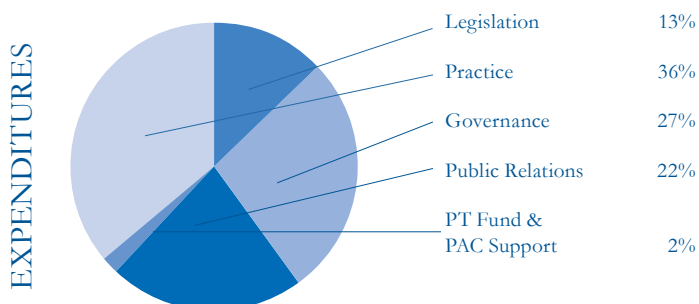
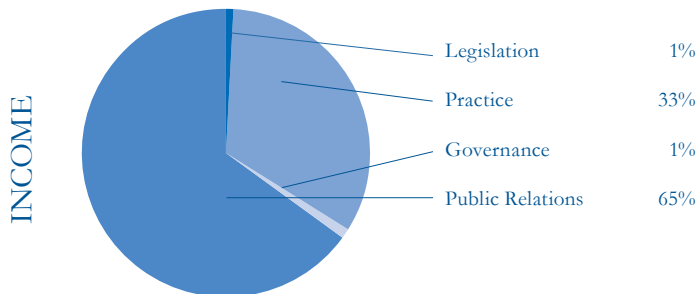
Legislation	1 %
PT Legislative Day	2,700.00
Student Legislative Day	1,200.00
Total	3,900.00

Practice	33 %
CPTA Annual Conference & Inst Courses	211,215.20
CPTA Exhibits	90,920.00
CPTA CAC Printed Program	4,290.00
Continuing Education Courses	247,884.00
Centers of Excellence Recognition Program	1,193.10
Professional Affairs Consulting Service	1,625.00
Continuing Education Application Approvals	85,745.00
Total	642,872.30

Governance	1 %
Interest Income	19,612.02
Services (labels)	2,431.93
Miscellaneous	589.62
Total	22,633.57

Public Relations	65 %
Membership Dues	1,149,018.71
Website & Newsletter and PT Notes Advertising	78,029.65
Business Partners of Physical Therapy	19,200.00
Shared Services	17,801.65
Miscellaneous	6,446.65
Total	1,270,496.66

Total Program Income	1,939,902.53
2016 Unrealized Gain on Investments	33,206.82
Total 2016 Income	\$1,973,109.35



2016 PROGRAM EXPENDITURES

Legislation	13 %
Government Relations	28,187.83
Lobbying	98,388.95
PT Legislative Day	6,815.70
Student Legislative Day	3,734.23
Committees: Government Affairs, CAL-PT-PAC	8,896.20
General & Administrative Expenses	105,131.81
Total	251,154.72

Practice	36 %
CPTA Annual Conference & Inst Courses	256,990.48
CPTA Exhibits	34,917.69
Continuing Education Courses	122,121.61
Continuing Education Program Approvals	2,566.78
Practice Expenses	3,322.13
Centers of Excellence Recognition Program	690.88
CPTA CAC Printed Program	4,312.88
Professional Affairs Consulting Service	479.17
Committees: Ethics, Payment Policy, Quality	
Practice, Awards, Education, RFP Task Force	33,637.83
General & Administrative Expenses	262,662.23
Total	721,701.68

Governance	27 %
Assembly of Representatives	19,910.96
House of Delegates	52,662.98
Chapter Board	29,055.75
District/SIGs	47,103.07
Services (labels)	62.49
Committees: Finance, Tellers, Nominating, Reference, Orientation	19,932.21
General & Administrative Expenses	372,850.13
Total	541,577.59

Public Relations	22 %
Website & Newsletter	31,314.83
Membership Development & Retention	10,399.99
Public Outreach	199,131.72
Business Partners of Physical Therapy	651.10
Committees: Communications	2,205.94
General & Administrative Expenses	195,024.53
Total	438,728.11

PT Fund & PAC Support	2 %
Total	37,097.54

Total 2016 Expenditures	1,990,259.63
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