



Five Year Strategic Plan: Advancing the Clinician, the Association, the Profession and our Society

Objective Tactics

Adopted by the Association Board of Directors-Spring 2016

Realizing Our Plan-Tactics to Achieve Our Objectives:

Through thought, discussion and synthesis, our membership recommended specific tactics to achieve our objectives. Members of our Board have helped to prioritize those tactics, and pledged to provide guidance to the workgroups and committees volunteering their time and talent to achieve them. Like any goal, our teams have identified target completion timelines. Those specific tactics include:

Advancing the Clinician

- 1 Create a patient story sharing program and publish stories on MNPTA website, social or earned media - 1 Year Goal
- 2 Investigate and define the role of advanced specialty programs in our state - 1 Year Goal
- 3 Create a best practice list for the delivery physical therapy services in terms of assessment and care - 3 Year Goal
- 3 Create a single point of entry for clinically related questions - 3 Year Goal
- 4 Capitalize on the 1st visit and utilize the C.A.R.E. satisfaction tool - 5 Year Goal
- 5 Create a shared curriculum based on member defined needs to guide CE and conference planning - 5 Year Goal

Advancing the Association

- 1 Create networking tools for PT's and PTA's to use for recruiting new members - 1 Year Goal
- 1A Create a standard compact that defines the relationship between members and the association - 1 Year Goal
- 2 Develop a network of professional organization partners - 3 Year Goal
- 3 Create a rotating rural CE and social event agenda - 3 Year Goal
- 4 Deepen relationships with local and regional consumer and professional news media - 5 Year Goal
- 5 Create a guiding document for nominating committee and committee chair selection - 5 Year Goal

Advancing the Profession

- 1 Revise the MNPTA web page to include key legislative initiatives and talking points - 1 Year Goal
- 2A Create a web based continuing education module focused on reimbursement and care delivery issues - 3 Year Goal
- 2B Create a three part series on patient centered care delivery in a primary, collaborative care model - 3 Year Goal
- 3 Create a web portal through the MNPTA website to direct users to EBP and Outcome tools - 5 Year Goal
- 4 Designate a legal, reimbursement and ethical practice lead and develop a network of experts - 5 Year Goal

Advancing our Society

- 1 Deepen our understanding of the consumer's needs and their concepts of physical therapy - 3 Year Goal
- 2 Better understand the relationship among personal and third party payment, resource utilization and health improvements or utility - 3 Year Goal
- 3 Advertise our services to consumers as a profession - 3 Year Goal
- 4 Create an interactive, movement based program and market to community stakeholders
- 5 Create a guiding document regarding the purpose and implementation of an annual physical therapy examination