In Pursuit of MPTA’s Vision for the Profession:
Transforming Missouri by Optimizing Movement to Improve the Human Experience

The Strategic Plan is the association’s roadmap to decisions and actions over the next 3 to 5 years that will move us toward realizing MPTA’s Vision Statement for the Physical Therapy Profession in Missouri. The MPTA’s strategic plan closely mirrors the APTA’s strategic plan. It is guided by the APTA’s vision, the Association Purpose, and the Association Organizational Values (listed below) and builds on our past successes while preparing the association and the profession to thrive in the future.

The Strategic Plan is never “done.” MPTA reviews the plan regularly and updates as needed through an active, mindful process that looks at environmental changes and member input. By keeping the plan contemporary and relevant, the association better provides representation, services, and community to MPTA members.

In 2017, MPTA’s Board of Directors updated the Strategic Plan to address 3 areas of transformation, in line with the vision: transforming society, transforming the profession, and transforming the association. The plan correlates closely with the 8 guiding principles of the vision: Identity, Quality, Collaboration, Value, Innovation, Consumer-Centricity, Accessibility, and Advocacy.

Keep in mind that the Strategic Plan addresses much of what MPTA does, but not everything. Some operational activities aren’t mentioned in the plan, yet they do some heavy lifting toward the mission of the association, enabling the activities of the Strategic Plan to continue.

The following objectives and sub-objectives outlined below build upon the 2014 Strategic Plan for work to be completed or for significant progress to be made in 2018.

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<th>TRANSFORM MISSOURI</th>
<th>Barriers to movement will be reduced at population, community, workplace, home, and individual levels.</th>
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| Reform payment policy to reflect the essential role of physical therapists in movement, health, and quality of life. | • Advocate for fair payment for physical therapy services  
• Recruit and retain an active and engaged payment committee  
• Pursue a payers’ forum to educate payers on the value of physical therapy  
• Continue to represent MPTA in future national payment discussions  
• Monitor current payment in Missouri for physical therapy services provided via telehealth  |
| Improve society’s recognition and understanding of the physical therapy profession | • Utilize website and social media as a source of information for consumers  
• Implement consumer directed campaigns to increase awareness of physical therapy services and benefits  
• Educate consumers on how to access physical therapists and physical therapist assistants  
• Develop public relations campaigns complimenting APTA’s national campaigns.  
• Establish mutually beneficial partnerships to enhance society’s understanding of physical therapists’ movement expertise.  |
| Improve and protect patient access to physical therapy in Missouri. | • Pursue Unrestricted Patient Access to physical therapy in Missouri  
• Maintaining an updated legislative key contacts list who advocate for the profession.  
• Oppose legislation that would restrict or threaten access to physical therapy  
• Advocate for payment policies that recognize the value of and maximize patient access to physical therapy  
• Explore opportunities to expand access to physical therapy delivered via telehealth  |
## TRANSFORM THE PROFESSION

Physical therapist practice will deliver value by utilizing evidence, best practice, and outcomes.

Further develop and implement strategies to address unwarranted variations in clinical practice, so that physical therapists demonstrate consistency in practice based on outcomes, evidence, and cultural competence.

- Continuously educate physical therapists through educational opportunities on CPGs (clinical practice guidelines) as they are developed.
- Increase access to published CPGs

Integrate the movement system as a concept into practice, education, and research.

- Be prepared to implement any plans developed by the Movement System Task Force to integrate the movement system concept into practice, education, and research
- Collaborate with physical therapy programs regarding involvement in the Movement System Task Force

Actively engage academic PT and PTA programs to promote advocacy efforts and involvement of the MPTA

- Support MSSIG activities
- Promote board and/or committee involvement by representatives from all educational programs
- Offer BOD visits at educational programs that engage faculty and students
- Seek one faculty liaison from each PT/PTA program actively contributing to board discussions.

## TRANSFORM THE ASSOCIATION

MPTA will be a relevant organization that is entrepreneurial, employing disciplined agility to achieve its priorities.

Develop a process to archive and access key association documents.

- Maintain the Google Drive portal for board members to access association documents.
- Continue the development of New Board Orientation and committee transitioning procedures
- Maintain and revise key association documents including committee structure and chair responsibilities.
- Develop a mentorship program for recruitment of new leaders

Establish MPTA as the definitive source of information related to profession of physical therapy in Missouri

- Continue to sponsor continuing education opportunities at the district and state levels as well as through partnerships and online outlets.
- Demonstrate overall growth in Spring and Fall Conference registrations.
- Promote efforts to direct members, potential members, and consumers to MPTA sources of information

Achieve a greater market share of membership.

- Continue participation in, and promotion of, pilot dues program.
- Create a membership committee comprised of members from each district to implement a strategic marketing plan to engage potential members and retain current members.
- Create marketing materials to increase member and potential member awareness of MPTA and membership benefits.
- Consistently demonstrate, as a Board, the value of membership to potential and existing membership

Demonstrate leadership in establishing and adopting best practices in association management

- Manage PAC loans responsibly.
- Conduct a self-audit every year and a financial review when the treasurer changes.
- Conduct yearly self-assessment of the Board
- Conduce a yearly assessment of the Executive Director

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<th>Identify current revenue trends and plan yearly spending accordingly.</th>
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<td>- Identify non-dues revenue opportunities with maximal return on investment.</td>
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<td>- Review MPTA investment portfolio annually</td>
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