

New York State Physical Therapy Association Membership Liaison Training

1. Today, APTA has more than 90,000 members—
 - a. More than 59,000 are physical therapists, more than 6,000 are physical therapist assistants, and more than 25,000 are students of physical therapy.
 - b. That's an 18% increase!
 - c. However, while membership growth has generally outpaced the increase in licensed physical therapists
 - d. The percentage of physical therapist members—our largest group—has held steady at approximately 30% of the estimated market.
2. How Does APTA Membership compare to other associations?
 - a. Some associations have almost 100% participation because membership is a requirement for licensure or certification.
 - b. American Speech-Language Hearing Association
 - c. Benchmarking data provided by the American Society of Association Executives suggests
 - d. average market share for voluntary national membership associations is 26%
 - e. APTA's 30% market share better than average.
3. How do APTA's membership dues compare with other associations?
 - a. This is difficult to compare because of differences in related benefits.
 1. APTA's national [dues](#) (\$295 annually for physical therapists)
 2. Compared to American Occupational Therapy Association's annual national dues of \$225.
 3. Compared to the American Chiropractic Association's annual national dues of \$660
4. Would a significant increase in membership size lead to a decrease in individual dues?
 - a. Annual dues for all categories of national APTA membership are set in the APTA Bylaws.
 1. May be amended by a two-thirds majority vote of the House of Delegates.
 2. New York State Chapter Dues is governed by the Chapter Bylaws.
 3. APTA's delegates—on behalf of their constituents—are responsible for deciding if, when, and how to adjust member dues rates.
 4. APTA's current rates are consistent with other national associations.
5. Can APTA reduce the dues burden on new graduates struggling with student loans?
 1. APTA recently launched a pilot program that extends [Career](#) [Starter Dues](#) savings.
 2. 1. Student members save 50% on national
 3. 2. 50% on chapter dues (In the pilot program, eligible members post-graduation save 40% in year 2, 30% in year 3 and 20% in year 4 on national and New York Chapter dues.
 4. Free registration to NEXT Conference & Exposition
 - a. At their first renewal post-graduation.
 5. In the pilot program, eligible members 2-4 years post-graduation save 40%, 30%, or 20% on national and participating chapter dues.

6. To qualify, a new graduate must have been an APTA student member at graduation and maintained continuous APTA membership post-graduation.
 7. See the [Career Starter Dues page](#) for full program details.
6. Would an increase in membership increase APTA's productivity and influence?
1. Members are essential to the APTA. Without members providing their expertise and their voices, [everything that APTA produces and provides](#) goes away.
 2. Membership dues are the most significant element of revenue powering the association's initiatives, representing approximately 41 cents of every dollar received.
 3. As a not-for-profit association, APTA uses member dues to support initiatives that support membership and the profession.
 4. It's reasonable to assume that an association that's doing dynamic things for the profession with the support of only 30% of the available market could increase its potential and results with greater support.
7. Can membership dues affect APTA's political influence?
- a. APTA's [lobbying efforts](#) are funded in part by membership dues,
 - b. APTA also relies on the support of [PT-PAC](#),
 1. Sole fundraising organization providing access to and influence of legislators for the purposes of championing physical therapy interests at the federal level.
 - c. PT-PAC is funded by the voluntary donations of APTA members—
 1. It's illegal for APTA to provide membership dues dollars to PT-PAC for contributions to members of Congress or for nonmembers to donate to PT-PAC.
 2. Already among the top 10 political action committees among national health care organizations, PT-PAC could move to the top of that list with just an annual \$20 donation from each of APTA's 90,000+ current members.
 3. Adding additional members would increase the number of eligible PT-PAC supporters, which could lead to greater influence.
8. Membership Matters: The Math of APTA Membership Dues
- The [benefits](#) of APTA membership are numerous. The value opportunities are countless.
- a. But because belonging to APTA is a financial investment in your present and future, let's look at membership solely through the prism of dollars and cents
9. What Does Membership Cost?
- a. A physical therapist paying national [dues](#), plus dues for 1 state [chapter](#) and 1 special-interest [section](#), will spend approximately \$468 a year.
 1. That's just \$39 per month! Less than \$1.29 per day!
 2. And with that investment come considerable savings.
10. How Can Membership Pay For Itself?

1. Did you know that section members can **save \$260** on registration fees for the profession's biggest national conference, the [Combined Sections Meeting \(CSM\)](#)?
2. Did you know that APTA members can **save \$160** on registration for [NEXT Conference & Exposition](#), the association's revamped June conference?
3. Did you know that APTA members receive **free enrollment** in timely webinars, such as "[The Year Ahead for Outpatient PT: Payment Policies in 2014](#)," "[Implementing ICD-10 Diagnostic Codes](#)," and "[Health Care Reform: 2014 Progress Report](#)," that go for **\$169 each to nonmembers**?
4. Combining just a few of the above significant discounts and free offerings will cover the cost of membership.

11. What else do Members get?

1. Membership provides numerous benefits,
 1. including access to publications such as the journal [PTJ, PT in Motion](#) magazine,
 2. the weekly e-news blast
 3. the seminal [Guide to Physical Therapist Practice](#)
 4. the [PTNow](#) clinician portal providing evidence-based resources, including access to clinical and academic publications via [Article Search](#)
 5. the [MPPR and Fee Schedule Calculators](#)

12. How to Promote APTA Membership

1. In a recent survey, most members said they are likely to recommend APTA membership to a friend or colleague.
2. Here are a few very simple things you can do to spread the word that membership matters!
 1. E-mail links to these [Membership Matters resources](#) to your colleagues and peers.
3. Include a short message about why you're a member.
4. Post a picture to social media telling us why you're a member.
5. Print and share the [Membership Matters flyer \(.pdf\)](#) at your clinic.
6. Download and share our Membership Matters infographics.
7. Share our posts on social media.
8. Make it a habit.

13. APTA Member Benefits

1. APTA advocates for you in Washington, DC, and state capitals nationwide.
 1. APTA's [advocacy](#) efforts help you stay on top of the issues important to you and your patients.
2. APTA speaks out for proper payment for high-quality patient care.
 1. Ensuring that you receive proper [payment](#) for physical therapy services is a key component of APTA's [Strategic Plan](#).
3. APTA promotes the benefits of physical therapy.
 1. APTA gives you the [public relations and marketing](#) tools you need to share the benefits of physical therapy with consumers and other health care professionals.

2. [MoveForwardPT.com](#) includes interactive tools and information for consumers and health care professionals, plus consumer-oriented handouts.

14. APTA Member Benefits

1. APTA connects you with colleagues for networking and collaboration.
 1. Live [events](#) to [social networking](#).
 2. Opportunities to connect through your local chapter and special-interest sections.
2. APTA saves you money.
 1. Exclusive 40% discounts on [national conference](#) registrations, [publications](#), and [continuing education opportunities](#).
 2. Discounts on continuing education offerings at the [chapter and section](#) levels
 3. 3.Great value on [insurance](#) and [financial](#) APTA-endorsed member benefits
 4. 4. The APTA Learning Center also provides a collection of [free courses](#) exclusively for members.
3. APTA provides information at your fingertips.
 1. 1. APTA’s Web site gives you a constant connection to the professional resources you need as you practice.
 2. 2. Online access to [PT in Motion](#) magazine, [PT in Motion News](#) feed, the online [Guide to Physical Therapist Practice](#), and more.

15. APTA Members Benefit

- a. APTA promotes evidence-based practice.
 1. Easy, quick access to clinical research.
 2. [Article Search](#) (Formerly Open Door) provides full-text access to research and articles.
 3. [PTNow](#) for clinical summaries and valuable tests and measures.
 4. [PT Journal](#) (PTJ): State-of-the-art research, case reports, technical reports, literature reviews, and perspectives on clinical and professional issues.
- b. APTA strengthens your expertise with clinical and practice resources.
 1. [Clinical and practice-related resources](#) to help you provide the high-quality care to your patients, meet your professional goals, and thrive in your practice.
 2. [Documentation](#) resources
 3. Guidelines on [supervision of personnel](#) and [health information technology](#).
 4. Specially priced APTA-endorsed [insurance](#) and [financial](#) benefits.
 5. Free advertising via [Find a PT](#).

16. APTA Members Benefit

- a. APTA helps you advance to the next level.
 1. APTA encourages its members to continue their [career development](#).
 2. [Clinical residency or fellowship programs](#)
 3. [ABPTS](#) board certification in any of 8 clinical specialization areas.

4. APTA Credentialed Clinical Instructor.
5. Job seekers can search for Red Hot Jobs

17. New York State Physical Therapy Association

1. Members:
 1. The membership consists of over 6,700 PTs, PTAs and students.
2. Districts:
 - a. The state is divided into 10 Districts to provide local leadership. The Districts are Brooklyn/Staten Island, Catskill, Central, Eastern, Finger Lakes, Greater New York, Hudson Valley, Long Island, Southern Tier and West
3. District Chairs coordinate local activities.

18. New York State Physical Therapy Association Leadership

- a. Board of Directors (BOD):
 1. The Board of Directors is comprised of 10 Chapter Directors (one per District), the Executive Committee, the Speaker of the Assembly and the Chief Delegate (principal spokesperson for the Chapter to the APTA House of Delegates). It meets in the winter, spring and fall.
- b. Executive Committee (EC):
 1. The Executive Committee consists of the President, Vice President, Secretary, Treasurer and Member-at-Large elected from the Chapter Directors. It meets immediately before and after each Board meeting and once in the summer in person and monthly by conference call.
- c. Executive Committee for 2015 consists of:
 1. President - Mike Mattia, PT DPT MS MHA
 2. Vice President - Tracy Sawyer, PT
 3. Treasurer – Keri Gill- Smith PT, DPT, CLT-LANA
 4. Secretary - JJ Mowder Tinney, PT, PhD, NCS, C/NDT, CSRS
 5. Member-at-Large – Nanette Hyland, PT, PhD

19. New York Physical Therapy Association Delegate Assembly

- a. Delegate Assembly (DA):
 1. The Delegate Assembly is the highest policy making body of the Chapter
 2. Consists of voting delegates (PTs and PTAs from each District) and nonvoting delegates (Executive Committee, Speaker of the Assembly, Chief Delegate and student delegates).
 3. It meets in the spring about one month before the APTA House of Delegates (HOD) meeting.

20. New York Physical Therapy Association

- a. Chapter Staff:
 1. The full-time personnel in the Chapter office in Albany are the Executive Director, Director of Finance, Director of Communications, Meeting Planner and Administrative Assistant.
 2. These individuals serve the members and provide support for the units within the Chapter and Districts.

- a. Executive Director - Kelly L. Garceau
- b. Communication Manager – Gloria Baker
- c. Meeting, Marketing, and Membership Manager -Carla Rosenbaum
- d. Administrative Assistant - Kate Teidman

21. New York Physical Therapy Association Committees

1. Committees/Advisory Panels
2. Many actions of the Board of Directors and Delegate Assembly are based upon the vital work of the following Committees and Advisory Panels in the areas noted:
 1. Archivist:
 - a. Historian for the Chapter who highlights the proud heritage of this organization.
 2. Awards:
 - a. Recognizes individuals who have served the Chapter and the profession of physical therapy.
3. Ethics:
 - a. Participates in investigations of all complaints of violations of the Code of Ethics.
4. Finance
 - a. Prepares the Chapter budget, monitors investments, and advises the BOD on matters pertaining to the Chapter's financial program.
5. Judicial/Reference:
 - a. As the Judicial Committee, it periodically reviews Chapter and District bylaws and provides counsel and advice to presenters of resolutions and motions at meetings of BOD to insure proper form and wording. As the Reference Committee, it provides counsel and advice to presenters of resolutions and motions at meetings of the Delegate Assembly to ensure proper form and wording.
6. Leadership:
 - i. Encourages new and continued leadership on the District and Chapter levels of the NYPTA and conducts leadership development activities
7. Legislative (Advisory Panel):
 1. Monitors all legislative activities that affect the practice of physical therapy in New York State, serves as a resource for related information and recommendations, and oversees the NYPTA Lobby Day
8. Marketing and Engagement
 1. Provides guidance for marketing strategies for Chapter as a whole including all committees
9. Membership:

1. Promote Chapter membership recruitment and retention activities, Coordinate District membership activities.
10. Minority Affairs:
 1. Assists public relations efforts to help recruit minority students into physical therapist and physical therapist assistant roles and minority membership and leadership in the NYPTA.
11. Nominating:
 1. Prepares a slate of candidates for vacancies in Chapter Officer and Nominating Committee positions and for the HOD and PTA Caucus, and oversees the chapter elections at the Delegate Assembly.
12. Payment(Advisory Panel):
 1. Monitors insurance issues affecting the practice of physical therapy in New York State and serves as a resource for related information and recommendations
13. Physical Therapist Assistant:
 1. Fosters communication among physical therapist assistants.
14. Political Action
 1. Raises funds to support our legislative agenda.
15. Practice:
 1. Monitors the practice of physical therapy in New York State and serves as a resource for related information and recommendations, and conducts an annual Issues Forum at Chapter Conference.
16. Program:
 1. Assists the Chapter Office staff in planning and implementing the programming for the Conference and other continuing education.
17. Research:
 1. Facilitates clinical research by Chapter members through resource material and grants, and coordinates research platform and poster presentations at the Chapter Conference.
18. Other Units -In addition, certain other components serve the Chapter:
19. Liaisons:
 1. Each District has liaisons who link the District and Chapter in the following areas: Legislative, Membership, Physical Therapist Assistant, Public Relations, Research, and Payment.
 2. The Chapter is linked to the APTA by a Component Federal Affairs Liaison.
20. Academic Administrators' Special Interest Group (SIG):
 1. Provides an opportunity for PT/PTA program directors in NYS to meet, confer and give input to the BOD.
21. Alliance of Independent Physical Therapists (AIPT)
 1. A special interest group formed to address the specific needs of private practitioners.
22. Other:
 1. Legal Counsel and Lobbyist
22. Benefits for New York State Physical Therapy Association Members
 1. ThriveHive – Small Business marketing tool
 2. Long Term Care Brokers
 3. Allied Health Education

- a. Allow NYPTA members to access live monthly continuing education webinars and over 40 on-demand webinars at a discounted price.
- 4. Discounted subscription to MedBridge
 - a. Have collaborated to provide NYPTA members accredited and cost-effective online curriculum taught by internationally recognized clinicians.
 - b. Will also have tools to educate patients about their vital role in the rehabilitation process, including a library of 3D-animated conditions.
- 5. Low-cost credit card processing
 - a. NYPTA members have access to a low-cost Credit Card Processing Program through the Retail Council of New York State.
- 6. Transamerica Supplemental Benefits Program
 - a. 1. NYPTA has contracted with Transamerica to offer supplemental benefits for our members.
- 7. Insurance Brokerage Services through The Wladis Companies
 - a. 1. The Wladis Companies is a full service employee benefit brokerage that specializes in health insurance.
 - b. 2. This is an ever changing business that requires a significant amount of education to employers and their employees.
- 8. Membership rewards – for minimal fee per year access to many discounts.

23. Other Benefits of New York State Physical Therapy Association Membership

- a. Discounted registration rates for conferences and district continuing education events
- b. Weekly e-newsletter with pertinent, up-to-date information (HotPoints)
- c. Bi-monthly Empire State Physical Therapy Newsletter
- d. High-profile political representation and lobbying
- e. Leadership Development Workshops
- f. Mailing labels at reduced rates – hard copy or excel file
- g. Access to Continuing Education certificates for NYPTA Sponsored programs – kept on file for 5 years
- h. Career Center
- i. Sponsored awards, scholarships and research grants
- j. Directors' Intern Program for PT and PTA Students
- k. Access to Chapter Office Staff
- l. Access to Benefits offered by the APTA <http://www.apta.org/benefits/>
- m. Featured Member of the Month
- n. Member Spotlight
- o. Recognition of Clinical Specialist and significant awards and achievements.

