<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Champions: Scott, Pam, Tony</th>
</tr>
</thead>
<tbody>
<tr>
<td>To promote membership involvement</td>
<td>To ensure the health provider recognizes the value of membership</td>
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<tr>
<td>District level liaison to student programs</td>
<td>- Increase membership participation in PTAA events</td>
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<tr>
<td>Promote membership</td>
<td>- Pyramid model for PTAA members</td>
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<tr>
<td>Provides continuing education opportunities for professional development through education</td>
<td>- Arrange webinars and guest speakers</td>
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<tr>
<td>Member benefits increase</td>
<td>- Provide ongoing education for PTAA members</td>
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<tr>
<td>Regular updates in multi-modal formats</td>
<td>- Increase knowledge and awareness of PTAA services</td>
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<tr>
<td>Personal contact is a priority for all</td>
<td>- Increase PTAA membership</td>
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### Challenges

- Provider reimbursement as a cost of health care
- Understand that physical therapists are a cost of health care
- 30% of PTAA members do not have access to the PTAA website
- Increase the percentage of PTAA members who are members of PTAA
- Increase PTAA membership
- Increase PTAA membership through education
- Increase PTAA membership through events

### Success Criteria

- Physical therapy services are reimbursable for all
- Patient access to PTAA services
- Increase PTAA membership
- PTAA members contribute to the community
- PTAA members are active in PTAA events

### Environments

- Management of PTAA
- Environmental barriers to access
- Addressing issues of delivering physical therapy
- Patient education on PTAA services

### Next Steps

- Develop a plan to increase PTAA membership
- Develop a plan to increase PTAA events
- Develop a plan to increase PTAA membership through education