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The Strategic Goals			
<p><b>Physical therapists are autonomous practitioners to whom patients have unrestrained, reimbursable direct access for all elements of patient/client management in all practice environments</b></p>	<p><b>Increase the presence and influence of physical therapy we serve and be the primary source physical therapy information in Tennessee</b></p>	<p><b>Promote the value of membership to increase and retain membership, increase member involvement, and provide opportunities for professional development through educational and mentorship, with a focus on students and 0-5 year clinicians</b></p>	<p><b>Ensure the dissemination of information about Health Care Reform and ACO to the consumer, professional and healthcare partner for understanding of the physical therapist as a front line provider</b></p>
<p>50% of membership is utilizing DA which in turn increases PT access to healthcare</p>	<p>-All districts will participate in at least one community outreach project annually. -PT clinicians will use PT Now and will promote its use to raise knowledge of evidence-based practice -Most Tennesseans will be able to identify their PT provider of choice -Marketing efforts conducted in all regions of the state annually.</p>	<p>-Membership retention of 95% -Membership increase of 8% -Increase state meeting attendance to 350 people</p>	<p>-Physical therapists recognized and reimbursed as a front line health care provider</p>
<b>Success Criteria for the Goals</b>			
<b>Strategies</b>			
<p>Champions : Scott, Pam</p> <p>Host annual legislative training workshop for PT/PTAs with at least 80% new to the training process and 30% 0-5 year</p> <p>Send call to all members to identify and report providers infringing on term, title.</p> <p>Provide innovative ideas to the membership and vendors to achieve the goal of annual PAC contribution equal to \$20k</p> <p>Appoint a task force to review the current PT practice Act and create a Model Practice Act</p> <p>Host an annual payors' forum</p> <p>Ensure PT/PTA graduates have adequate opportunity to sit the license examination and receive their licenses in a timely manner</p> <p>Educate referral sources on physical therapist's ability as musculoskeletal experts</p> <p>Continue to monitor and be proactive in addressing issues affecting practice Of Physical Therapy</p>	<p>Champions: Pat Larry</p> <p>Enhance and expand use of multi-media to promote PT</p> <p>Promote the role of physical therapist as entry-level provider</p> <p>Promote consumer education related to evidence-based physical therapy resources</p> <p>Districts will participate in community outreach projects to increase awareness of physical therapy</p>	<p>Champions: Baron, Justin</p> <p>District-promoted community events</p> <p>Each district to formulate a group of PT's PTA's to be mentors</p> <p>Online availability of district/state meetings</p> <p>Activate a technology committee to assist with multi-media communications</p> <p>Districts sponsor 2-3 people to state meeting per year</p> <p>Student assembly funded by TPTA</p> <p>Attain 50% of non-member email addresses</p> <p>Regular updates in multi-media formats (website, twitter Facebook, email)</p> <p>Membership drive contests for individuals and districts</p> <p>Bi-annual survey on the value of TPTA</p> <p>Increase district-level social events to promote networking</p> <p>District level liaison to student programs to promote membership, involvement</p>	<p>Champions:</p> <p>Establish a gov't affairs task force to understand legislative implications to include an Ambassador to our lobbyist</p> <p>Provide definitions, information on guidelines, expectations, goals/objectives on current issues related to HCR/ACO</p> <p>Align task force with PT/PTA schools for education and HCR prep of our current and future PT professionals</p> <p>TPTA programming related to HCR and ACO at state and district levels</p> <p>Road Show</p> <p>Web</p> <p>Info packet on : What TPTA is/How it may impact our profession/Goals &amp; objectives of the PTS role in HCR/ACO</p> <p>Use multi-media approach</p> <p>-Facebook/Twitter</p> <p>-Website/Email</p> <p>-state meeting</p> <p>-District meeting</p>