



## **PTWA Strategic Plan 2018-2019**

**PTWA Vision Statement:** The physical therapy profession is recognized as the best choice for optimizing movement to improve the human experience

**PTWA Mission Statement:** The PTWA Mission is to advance the physical therapy profession in the state of Washington through compassion, accountability, representation and excellence.

### **PTWA Goals/Objectives/Strategies**

1. Providers, consumers, and key stakeholders know that physical therapist practice is the best choice to optimize movement.
  - A. Increase consumer understanding of how physical therapist practice optimizes movement.
    1. By July 1, 2018 develop a multi-year plan to educate consumers about the role of physical therapist practice in optimizing movement.
      - i. Plan to include the educational preparation of and comprehensive plan of care provided by physical therapists.
      - ii. Differentiate PTs from other providers.
      - iii. Role of members and PTWA in educating.
    2. Implement the consumer education plan throughout the rest of 2018 and 2019.
  - B. Increase provider understanding of the value of physical therapist practice in enhancing quality of life.
    1. By July 1, 2018 develop a multi-year plan to educate providers about the value of physical therapy in enhancing quality of life.
      - i. Plan to include the identified targeted provider groups.
      - ii. Include the strategies for education.
      - iii. Identify the targeted research and available resources.
    2. Implement the provider education plan throughout the rest of 2018 and 2019.

2. Physical therapists/physical therapist assistants, payers and consumers value care that is compensated on the basis of quality and the achievement of meaningful outcomes.
  - A. Establish relationships with payers to collaborate on value-based care.
    1. Collect physical therapist outcome data from FOTO, Care Connections and the APTA Outcomes Registry and existing literature by July 1, 2018.
    2. Meet with Regence and Premera by December 1, 2018 to share outcomes data.
    3. Hold an employer summit in 2019 to which 5-10 large employers are invited.
  - B. Increase member awareness of the impending payment system transformation.
    1. Obtain data and share it with members illustrating the variation in care for common diagnoses by the end of 2018.
    2. Develop a primer for members on value-based care in 2018.
    3. Establish “value-based care” as the 2019 PTWA conference theme.
  - C. Empower consumers to choose high quality physical therapist practice.
    1. Create and distribute three social media campaigns about high quality physical therapist practice in 2018.
    2. Develop a consumer-oriented one-pager about high quality physical therapist practice that can be distributed by members to their patients/clients in 2019.