Strategic Framework 2026-2030

Mission

We connect, empower, and advocate for the physical therapy community to advance the profession.

Vision

Physical therapy is recognized, valued, and accessible to all.

Values

- Community
- Advocacy
- Education

Strategic Framework and Goals: 3 Pillars

Advancing our Payment

Increase economic opportunities for PTs and PTAs to advance the profession

- Specific Goals
    - Advocate for increase payment for physical therapist services – pass fair contracting bill
    - Elevate PTs and PTAs as essential and valued providers across care models – pass attending provider bill

Empowering our Members

Deliver high impact member experience that is relevant across career stages

- Specific Goals
    - Create an APTA culture where every part of the organization is focused on delivering value when and how members need it – continue programing specific to APTA Washington members needs, i.e.
        - Advocacy
        - Education billing practices
        - Emerging models of care – if attending provider bill passes
    - Build an APTA where all PTs, PTAs, and students want to and can belong – retain current membership

Evolving our Practice

Accelerate the transformation of practice models and services to better serve society and the profession

- Specific Goals
    - Champion PTs and PTAs in existing and emerging practice models to better meet the needs of individuals and communities – modernization of scope
        - Prescribe/order durable medical equipment
        - Order imaging

        - Order labs
        - Issue disability placards
- Support development of new PT-first models that drive improved outcomes
    - If the attending provider bill passes, develop a care model specifically designed to leverage that authority.