



PTWA Strategic Plan 2020

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

Charged to Communications and Public Relations Committee

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.

Charged to Goal 2 Task Force

1. 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. In collaboration with APTA, continue to encourage participation in value-based care payment models especially in light of the opioid crisis.
 2. Continue to encourage member participation in the PT Outcomes Registry in order to increase outcomes data that can be used to illustrate the role of physical therapy in decreasing healthcare costs.
 1. If their EMR isn't compatible, encourage them to use FOTO, Care Connections
 3. Monitor and explore corporate sector and state efforts to increase value-based care.
 1. Identify 5-10 large employers with whom we might share outcomes data once it's available.
 - B. Increase member awareness of the impending payment system transformation.
 1. By July 1, 2020, develop a communication strategy to inform members about the current state of system transformation, as well as a plan for communicating about new developments and the fluid nature of this evolving state of affairs.
 1. Include historical perspective for how we got here.
 2. Develop a strategy, using data when possible, to illustrate variation in care and variation in value (variation in treatment tactics, visit number and cost) for common diagnoses by the end of 2020.