



## Strategic Plan (2023 – 2026)

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

**Mission:** Advance the physical therapy profession in the state of Washington.

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**Goal 1: Improve the long-term sustainability of the profession by leading efforts to enhance the fiscal viability of the profession.**

Outcome 1: Lead and/or partner with other stakeholders to enhance payment and access to PT services.

**Goal 2: Increase membership by delivering unmatched opportunities to belong, engage, and contribute.**

Outcome 1: Retain current members year over year by 95 percent.

Outcome 2: Increase new member growth in Washington by 10 percent.

**Goal 3: Drive demand for and access to physical therapy as a proven pathway to improve the human experience.**

Outcome 1: Increase percentage of people with MSK conditions who seek PT as form of treatment by 5 percent.