

WPTA Vision Statement

Physical therapy services, provided exclusively by physical therapists and physical therapist assistants, will be directly accessible by the public who values the physical therapist as the provider of choice in preventive, rehabilitation and wellness services throughout the lifespan.

WPTA Mission Statement

To recognize and address the physical therapy needs of people in Wisconsin, to inspire and support members and to promote the highest standards for evidence-based physical therapy practice, education and economic viability.

Essential Functions

- **Promote high standards of practice and professional integrity.**
- **Promote an informed membership.**
- **Preserve and expand the practice of physical therapy to meet the needs of people in Wisconsin.**
- **Facilitate public understanding and awareness of the value of physical therapy.**
- **Insure financial viability.**

Consumer Goal #1 (Goal Champion – Connie Kittleson)

Consumers and health care providers will recognize physical therapists as practitioners of choice in prevention, rehabilitative and wellness services

- Objectives:
- Five hospitals will achieve direct access privileges annually
- WPTA will implement a marketing strategy utilizing WPTA/APTA resources to actively engage the membership

Practitioner Goal #2 (Goal Champion – Jeff Nasman)

Practitioners will influence policy on access and payment for physical therapy services from diverse sources

- Objectives:
- Provide education to PTs and PTAs three different educational delivery modes on compliant documentation, billing, business systems and outcome measures to ensure optimal payment
- Provide education and consultation to payers that results in three payer policy changes that are consistent with professional standards for medical necessity, skilled care, direct access, coding and documentation
- Develop meaningful benchmarks to assess the reimbursement for physical therapy services among members

Professional Goal #3 (Goal Champion – Steve Johnson)

Members will demonstrate understanding of the attributes of autonomous practice as defined by APTA

- Objectives:
- Provide member education on what autonomous practice is/looks like across all practice settings utilizing WPTA communication vehicles
- Develop and pilot an acute care practice model that is reflective of the tenets of APTA Vision 2020

- Monitor change in the practice environment

Professional Goal #4 (Goal Champion – Rob Worth)

Eliminate barriers to autonomous practice in Wisconsin

- Objectives:
- Highlight autonomous practice success stories related to direct access
- Catalog barriers to autonomous practice and present strategies to overcome the barriers
- Formulate a legal and regulatory agenda to affect change necessary to permit autonomous practice

Professional Goal #5 (Goal Champion – Jane Bernatovich)

Enhance membership by recruiting and retaining involved and engaged members

- Objectives:
- Achieve a retention rate of 82%
- Recruit at least 75 new members annually
- Generate active student involvement and leadership in the WPTA

Professional Goal #6 (Goal Champion – Steve Johnson)

Establish and maintain methods of communication for promoting an informed membership

- Objectives:
- Investigate and implement communications to members through a variety of venues