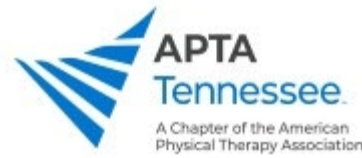


Mission: To represent and advocate for the profession of physical therapy and promote excellent, ethical, and autonomous practice, which serves the culturally diverse population of Tennessee



Vision: Transforming society by optimizing movement to improve the human experience

Strategic Framework FY 2024-2026

Strategic Drivers		
Increase Member Value and Engagement Enhance and improve the member value proposition to recruit, retain and engage members to be more representative of the profession	Ensure a Sustainable Profession Improve the long-term sustainability of the profession by leading local efforts to increase reimbursements, reduce administrative burden, and address the scope of practice issues	Enhance Quality of Care Improve the quality and access of care through promoting innovative healthcare best practices, increased evidence-based practices, and reduced variability of practice
Objectives		
Conduct quantitative research with members and nonmember PTs, PTAs to better understand member needs and pain points	Conduct quantitative research to understand reimbursement, burnout, productivity, and debt challenges and how APTA TN can support members in navigating these challenges	Track and share specific healthcare disparity data to identify gaps in PT care within the state of TN
Update and enhance communications strategy and the website to communicate more effectively with stakeholders	Develop a strategy and accompanying processes to identify, track and grow member connections with state and local representatives, college and university officials, payors, and other key players.	Identify and address PT and PTA continuing education needs and delivery preferences in Tennessee
Support student members and young professionals in Tennessee through inclusive member programming and expanded engagement with the chapter		
Outcomes		
Increased membership, retention rates, and membership satisfaction	Decrease therapists leaving the profession to burnout in the state	Increased access to PT care throughout the state
Increased number of volunteers on each committee and overall volunteer engagement within the association	Increased reimbursement for physical therapy	PTs and PTAs have increased access to clinical research and practice guidelines
Increased conversion rate from student membership to full membership	Increased PAC funding	APTA TN members agree they have the educational resources needed to promote quality care throughout the state