



FLORIDA CHAPTER

Final Report
Grant Amount:
\$5,000

CHAPTER REPRESENTATIVE:
Jamie Dyson, PT, DPT
President

July 28, 2020

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Orthopaedic Section, APTA, Inc.
2920 East Avenue South, Suite 200
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Attention: Melissa Greco - mgreco@orthopt.org

To Joseph M. Donnelly, PT, DHS, OCS, FAPTA, President:

On behalf of the Florida Physical Therapy Association and our nearly 7,000 members thank you for your grant supporting our 2019-2020 Public Affairs Activities to intervene with the Florida Board of Physical Therapy rule development, and ultimately pursue a legislative solution authorizing the practice of dry needling. Attached are documents indicating the financial expenditures FPTA acquired battling a rule challenge authorizing dry needling and successfully advocating and passing legislation during the 2020 Legislative Session, for this purpose.

Meeting Criteria 1:

The chapter has made financial commitment toward the stated advocacy effort. Describe:

The Florida Board of Physical Therapy initiated a regulatory rule regarding the practice of dry needling that was introduced at its meeting in November 2017, and subsequently adopted the rule at its meeting on February 8, 2018. The rule was challenged by the Florida State Oriental Medicine Association (FSOMA) prior to the May 3, 2018 Board of Physical Therapy meeting, at which time a public hearing commenced for parties either in support or opposed to adoption of the rule.

FSOMA is pursuing further legal action as filed May 14, 2018. FPTA has initiated legal efforts to serve as an intervener with the Florida Board of Physical Therapy defending the proposed rule. The FPTA expended approximately \$260,000 for legal consulting services supporting the adoption of the rule, subsequent regulatory hearings, and legal development of legislation. The FPTA also maintains fulltime lobbying consultants and public relations consultants.

Fortunately, FPTA maintains strong non-encumbered investment reserves, and was able to acquire grant support from organizations like the Academy of Orthopaedic Physical Therapy. These funds were used to defend the rule and begin the process for a successful legislative solution.

Meeting Criteria 2

The chapter has a Political Action Committee (PAC) and has made an effort to raise and distribute PAC funds. Describe:

FPTA strongly supports Florida Physical Therapy – Political Action Committee (FPT-PAC). The Association leads efforts to stimulate member and non-member PAC support which in turn supports candidates for legislative office. During the 2018 election cycle FPT-PAC raised and spent nearly \$80,000 in support of candidates and leadership committees for the Florida House and Senate. FPT-PAC continues to strive to remain actively engaged in 2020 elections despite challenges presented by the COVID-19 Pandemic.

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Meeting Criteria 3

The Chapter has developed a legislative plan for the advocacy effort. Describe the legislative plan:

After the Florida Board of Physical Therapy rule authorizing the practice of dry needling failed, FPTA immediately developed the Modernization Practice Act Task Force. Along with FPTA lobbying, legal, and public relations consultants, the Task Force began its work in May 2019 to develop a legislative solution that could be introduced and advocated during the 2020 Legislative Session.

Since the proposed rule authorizing the practice of dry needling failed, the only remedy available to the profession was pursuit of the legislative solution amending the state's practice act governing the profession.

On March 10, 2020 HB 467 passed the Florida Legislature and was sent to Governor DeSantis for final consideration. On June 29, 2020 Governor DeSantis signed HB 467 into law. It became effective on July 1, 2020.

Additionally, FPTA pursued an aggressive communications advocacy campaign supporting its lobbying activities; Drafted, designed and executed several campaigns on behalf of FPTA, resulting in a collective 40,000 plus emails to lawmakers/officials in Florida. The advocacy base since January 2020 is comprised of 3,200 people – approximately 800 of whom were acquired through digital advertising specifically to advocate for the PT Practice Act/Dry Needling legislation.

Specific 2020 advocacy campaigns and results include:

PT Practice Act: 41,041 emails to legislators and 339 tweets to state legislators. Note: This effort consisted of several campaigns for different committees of reference, as well as an overarching campaign to drive steady consultant contacts.

Meeting Criteria 4

The Chapter's past efforts with this advocacy agenda if any, and the reasons for seeking funding from the Orthopaedic Section. Describe past efforts: Addressed in the other criteria of grant application for support.

Meeting Criteria 5

The Chapter has a detailed plan for how the Orthopaedic Section grant funds will be used. Describe in detail how these funds would be used:

The grant funds were used to help offset the costs of the legal fees accrued in the management of the dry needling rule challenge/lawsuit and statutory development, lobbying fees associated expended to engage the FPTA lobbying team through Metz, Husband, Daughton, and expenses associated with the communications strategies supporting the legislative advocacy campaign to pass a legislative solution.

Public Relations/Communications: \$25,755 - Legislative Lobbying: \$105,000 - Legal Fees for Dry Needling Rule Defense, Legislation, Statute Implementation: \$263,272



Again, many thanks for the Academy of Orthopaedic Physical Therapy support. Please advise if we can be of further assistance.

Jamie Dyson, PT, DPT

President