

Animal Rehabilitation Special Interest Group Orthopaedic Section, APTA, INC. Strategic Plan 2018-2023

Mission

To lead and innovate in the art and science of physical therapy in animal rehabilitation

Vision

Serve as the premier resource for excellence in practice, education, research, and advocacy by physical therapists in animal rehabilitation, fitness, and performance

Goal A: EDUCATION: Develop competent physical therapists in animal rehabilitation and provide opportunities for life-long learning through continuing education (CE).

Objective 1: Complete Practice Analysis (PA) to determine the unique knowledge, skills, and abilities of physical therapists who practice in the field of animal rehabilitation.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Analyze and organize data for the Description of Specialty Practice (DSP).	Kirk/Stevan	2-2018			None
2. Write and publish a White Paper summary of the PA.	Group	5-2018			None
3. Review and update the original document on Clinical Competencies based on results of the PA.	Lin, Charlie, Carrie	6-2018			None
4. Utilize PA results to outline required competencies for physical therapists to practice animal rehabilitation, and guide the development of a credentialing program.					None

Objective 2: Develop a post-graduate degree “level one” certificate course leading to a full credentialing program for physical therapists to practice animal rehabilitation through partnership with a privatized entity.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Develop strategies for the SIG and Orthopaedic Section to partner with a privatized entity to support a credentialing program for physical therapists to practice animal rehabilitation.	Kirk/Stevan	1-2018			None
2. Create a formal partnership with a privatized animal rehabilitation credentialing entity that will provide qualified faculty, comprehensive curriculum, site locations & program length, in addition to clinical internship options.	Working Group (CSM)	4-2018			None
3. Offer an introductory CE course for physical therapists to practice animal rehabilitation in support of a more comprehensive privatized credentialing program.	Group	8-2018			SIG/Section Revenue
Objective 3: Provide continuing education (CE) related to physical therapy in animal rehabilitation to promote awareness, education, and growth in SIG membership.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Provide CE programming at CSM annually (pre-conferences and SIG programming).	Stevan/VP	2-2018			SIG/Section Revenue if Pre-Conference
2. Supplement funding for CE speakers at CSM.	Stevan/VP	2-2018			SIG Unencumbered Expense

3. Conduct 2-3 presentations on physical therapy in animal rehabilitation at a variety of DPT schools annually.	Stevan/VP	On-going			SIG/Section Revenue
4. Create a SIG presence at APTA Student Conclave annually.	Kirk/Pres	On-going			Section Revenue through membership dues

Goal B: POLITICAL ADVOCACY: Influence legislative changes to support the practice of physical therapy in animal rehabilitation in all 50 states.

Objective 1: Provide educational & communicative resources to support state legislative initiatives.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Develop consistent SIG-approved messaging for key political debate.	Karen, Kirk	On-going with reports at CSM			None
2. Create a resource manual (members only benefit) on how to approach regulatory bodies, including evidence to support the SIG's position on the following: <ul style="list-style-type: none"> • Insurance (malpractice) information (no claims), • North Carolina Supreme Court Case re: restraint of trade/anti-trust/monopolization, • 73+ aggregate years of no complaints of harm or negligence in any "indirect supervision" state, • Modification of sunset clauses. 	Carrie, Karen, Charlie, Kirk, Stevan	1-2018			None
3. Maintain current practice act information (members only benefit) on website.	Cheryl, Charlie	On-going			None

4. Add FAQs regarding legislative issues/practice acts to website.	Cheryl, Charlie	10-2017			None
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Objective 2: Develop a legislative consulting team (LCT) to assist individuals and groups with state legislative processes.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Identify key consultants with appropriate legislative experience on a state-by-state basis.	Kirk, Karen	On-going			None
2. Identify APTA/OS administrative and electronic resources which are available to SIG members regarding the legislative process.	Amie	12-2017			None
3. Develop a webinar and/or seminar/forum series.	LCT	12-2019			Potential SIG/Section Revenue
4. Develop a SIG funding mechanism to support advocacy efforts.	Stevan	12-2018			SIG Expense

Objective 3: Develop a proactive relationship with the Federation of State Boards of Physical Therapy (FSBPT).					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Create model statutory and regulatory language for physical therapy in animal rehabilitation.	Kirk, Karen, Charlie	5-2018			None
2. Present at a future FSBPT annual meeting.	Kirk	6-2018 and on-going			Potential SIG/Section Expense
3. Educate state chapter executives and legislative committees to explore change in expanding the scope of PT practice to remove the words "human" or "persons" if applicable and include animal rehabilitation with criteria for	Kirk	On-going			Potential SIG/Section Expense for travel

additional competencies. Or collaborate with the veterinary profession to integrate referral options to physical therapists in statutory and regulatory language.					
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Goal C: EVIDENCE-BASED PRACTICE: Provide evidence to support clinical practice by physical therapists in animal rehabilitation.

Objective 1: Implement a formal process to validate clinical practice of physical therapy in animal rehabilitation.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Create a SIG Grant Review Research sub-committee that will propose criteria, review grant submissions, and provide initial approval for distribution of funds.	Research chair	2-2018			None
2. Fund at least one grant-sponsored research project per year.	Research chair	2-2019			SIG Funds
3. The SIG Grant will result in at least one peer-reviewed scholarly outcome, which may include a published abstract, poster, article, state, national, or international presentation.	Research chair	TBD			None

Objective 2: Disseminate current evidence supporting the practice of physical therapy in animal rehabilitation.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Post current evidence-based content on the SIG web-site along with a critical review.	Research chair, OS Staff	1-2018			None

2. Provide a quarterly SIG blast communication to disseminate current evidence.	Research chair, OS Staff	1-2018			None
3. Publish a current clinically related article on physical therapy in animal rehabilitation in every edition of OPTP.	Lisa	On-going			None

Objective 3: Gain acceptance by the editorial review board of JOSPT for potential publication of articles related to physical therapy in animal rehabilitation.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Seek formal approval from the Board of the Orthopaedic Section to approach the JOSPT editorial board regarding acceptance of animal - related research by physical therapists for publication.	Kirk	12-2017			None
2 .The SIG will determine the current opinion of the editorial board of JOSPT related to publishing articles on physical therapy in animal rehabilitation.	Kirk, OS Board Liaison	2-2018			None

Goal D: PUBLIC RELATIONS AND MARKETING: Create a brand for physical therapy in animal rehabilitation and disseminate through multiple sources (i.e. webpage, social media, printable brochures, published materials).

Objective 1: Utilize PR and marketing strategies to promote legislative changes to ensure that PTs can legally practice animal rehabilitation in all 50 states.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Create PR&M Task Force.	SIG Board	12-2017			None

2. Lobby/solicit public awareness and support for physical therapy in animal rehabilitation.	PR&M Task Force	12-2017 and on-going			None
3. Research/case studies with layperson/legislators in mind (press releases).	Research chair, PR&M Task Force	On-going			None

Objective 2: Utilize PR and marketing techniques through social media to promote acceptance of physical therapy in animal rehabilitation by veterinary professionals, other practitioners, insurers, and potential clients.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Update SIG webpage to include tabs/headers/electronic brochures and key words for search engines utilized by clients, veterinary community, and PTs.	PR&M Task Force, OS Staff	9-2018			None
2. YouTube channel of “what is physical therapy in animal rehabilitation” with case studies; What is manual therapy/therapeutic exercise	Amie, Ria, Lisa	12-2017 and on-going			None
3. Instagram hashtag (for example: #animalPT) for library of videos, images that are posted by practitioners, clients, etc.	Amie, Ria, Lisa	12-2017 and on-going			None
4. Monitor VetRehab listserv for topics which could be addressed by SIG website and PR and marketing resources.	PR&M Task Force	9-2017			None

Objective 3: Utilize PR and marketing techniques to increase membership in the SIG and the number of physical therapists practicing in animal rehabilitation.					
Actions	Responsible Party	Timeline	Progress Report	Date Completed	Fiscal Impact
1. Recruit more SIG non-members to become members through increased member-only resources on SIG website.	PR&M Task Force	On-going			Section Revenue through membership dues
2. Post information regarding the route/pathway for physical therapists to practice in animal rehabilitation (new practitioners) through FAQ on the SIG website.	PR&M Task Force	2-2018			None
3. Discuss the potential for inclusion of physical therapy in animal rehabilitation as a career option for PTs on APTA website and other media sources.	Kirk, OS Board Liaison	2-2018			None