



FY 2024-2026 Strategic Framework

Who We Serve

- **Core:** PTs and PTAs
- **Secondary:** SPTs and SPTAs
- **Tertiary:** All Marylanders

What We Do

- To improve the lives of the diverse communities we serve, we:
- Advocate for physical therapy across Maryland
 - Offer educational programs
 - Promote best practices

How We Do It

- Optimizing movement
- Diversifying the profession
- Transforming healthcare

Mission: Foster excellence in the physical therapy profession to improve the lives of the people we serve.

Vision: We are the leading healthcare providers who optimize movement and function to improve health and quality of life.

STRATEGIC PRIORITIES	
<p>Sustainable Profession</p> <p>Protect the long-term sustainability of the profession by leading and championing local advocacy efforts</p>	<p>Member Value</p> <p>Deliver compelling value to attract, recruit, and retain a vibrant and growing member community</p>
OBJECTIVES	
Empower members to be grassroots champions through enhanced training and educational resources	Create a welcoming and inclusive environment where all Maryland PTs, PTAs, and students feel that they belong
Continue to champion key advocacy issues that strengthen the standing of PT practice in Maryland	Create clear and compelling value proposition statements and corresponding benefits packages that align with the needs and preferences of members
Identify and develop relationships with insurers to reduce barriers to care	Enhance communication and marketing of member programs and opportunities
	Rethink our approach to engagement to meet the varied needs of our stakeholders
OUTCOMES	
Increased engagement and representation of members in local and state advocacy	Increased membership, member retention, and perceived value
Long-term sustainability of the profession	Increased awareness of chapter opportunities and resources
Improved access to physical therapy	Increased engagement across key demographics