



Home Health Section Strategic Plan

Revised by the Home Health Section Board of Directors on 9-2016

Mission

The Home Health Section's (HHS) purpose is to provide a means by which Association members having a common interest in the delivery of physical therapy in the home and other alternative settings within the community may meet, confer, and promote these interests.

Access to Physical Therapist Services

Strategic Outcome: Policy barriers to patient/client access to physical therapist services in home and community-based settings will be reduced and where possible eliminated.

Objectives:

- a. Influence policy, regulation and legislation to ensure and improve access to physical therapy services in home and community-based settings.

| Assigned | Strategies | Completion Date |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Government Affairs | 1. Comment on proposed regulations. <ol style="list-style-type: none"> a. Improve member engagement in regulatory process. b. Provide resources to members. | |
| Government Affairs | 2. Develop resources to support Section positions in relation to the elimination of practice act-based barriers to PT practice in home health. <ol style="list-style-type: none"> a. Medication management campaign. (Government Affairs to support by identifying experts as needed.) | |
| Government Affairs | 3. Develop and support House motions to address policy barriers in home health practice. | |



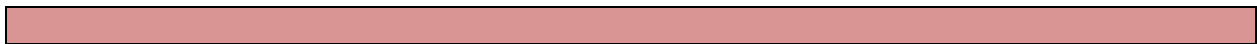
Education

Strategic Outcome: PT and PTA educational opportunities will be available to meet the needs of home health clinicians, agencies, and students.

Objectives:

- a. Provide quality continuing education programs and educational resources that facilitate and advance best practice utilizing evidenced-based medicine.
 - a. Integrate Education and Programming to deliver forward-thinking content that equips membership with tools to excel in a value-focused environment.
 - b. Develop and/or distribute educational resources using appropriate delivery methods to optimize engagement and perceived value for membership.

| Assigned | Strategies | Timeline |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Educational Programming | 1. Align 2017 Educational offerings and CSM 2018 Programming with 10 areas of focus identified in membership survey by proactively seeking qualified content experts. <ol style="list-style-type: none"> a. CSM 2018 Programming- February 28, 2017 b. 2017 Educational offerings- minimum of 2 approved submissions per quarter (March, June, September, December) with a 3:1 ratio of regulatory/leadership to clinical, respectively. | |
| Educational Programming | 2. Secure a minimum of 1 PTA for the Education committee and 1 PTA for the Programming task force in an effort to integrate the PTAs' perspective in educational offerings. | |
| Educational Programming | 3. Formalize process and gain Executive Committee approval for sponsorship activities for webinars and CSM programming by June 2017. | |
| Publications | 4. Expand and deepen the publication's audience and pool of authors through the use of social media: <ol style="list-style-type: none"> a. Publish one free article via social media quarterly. b. Solicit for submissions via social media. Call for authors and topics. Distribute Writer Guidelines. (December deadline). 5. By December, recruit a PTA to the Publication Committee. | |



Payment for Services

Strategic outcome: Payment policies will reflect the clinical and practice management expertise and resources required to deliver quality physical therapist services to patients and clients in home and community-based settings.

Objectives:

- b. Insure and influence appropriate coverage and payment for physical therapist services in home and community-based settings.

| Assigned | Strategies | Completion Date |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Gov. Affairs Committee | 1. Identify experts in existing payment policy in home and community-based settings to serve as knowledge resources to members. | |
| Gov. Affairs Committee | 2. Produce timely information and education in a variety of formats to members (and non-members). | ongoing |
| Gov. Affairs Committee | 3. Advocate for the value of PT/PTA services and appropriate coverage of their services by insurers. a. Work with state chapters to provide support. b. Work with APTA/Governmental Affairs | ongoing |



Public Awareness/Recognition

Strategic Outcome: Home health agencies , professional groups and the public will recognize physical therapists’ as self-directed practitioners within interdisciplinary teams in home and community-based settings.

Objectives:

- a. Raise awareness among home health agencies, professional groups and the public about physical therapists’ role as self-directed practitioners in home and community-based settings.
- b. Increase positive media coverage of physical therapists’ services in home and community-based settings.
- c. Promote physical therapy leadership in the home and community based settings

| Assigned | Strategies | Completion Date |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| PR - President | <ol style="list-style-type: none"> 1. Continue and enhance our relationships with national, individual state home care associations, and student groups. <ol style="list-style-type: none"> a. Identification of key states (hot button states) and section presence through booth presence b. AHHQI/VNAA – foster relationships/partnerships within these associations. <ol style="list-style-type: none"> i. Participation in AHHQI/VNAA policy and financial forums. | Ongoing |
| PR - President | <ol style="list-style-type: none"> 2. Enhance PR presence by making Social Media TF a committee. Establish a Committee Chair. | December 2016 |
| Social Media Committee | <ol style="list-style-type: none"> 3. Push existing resources through social media. <ol style="list-style-type: none"> a. Highlight listserv conversations in social media | |
| PR- President | <ol style="list-style-type: none"> 4. Create a clear communication plan for inter-connectivity of Section technology, media platforms. | |
| Nominating | <ol style="list-style-type: none"> 5. Develop additional awards applicable to leadership and practice, representative of both external and internal entities. | |

Research

Strategic Outcome: Facilitate creation of and access to knowledge that informs clinical decision-making about the delivery of physical therapist services at the point of care.

Objectives:

- a. Advocate for the prioritization of physical therapy research in the home and community-based settings.
- b. Increase access to research for physical therapists in the home and community-based settings.

| Assigned | Strategies | Timeline |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Research | <ol style="list-style-type: none"> 1. Award Home Health Section grant. | |
| Research | <ol style="list-style-type: none"> 2. Distribute abstracts via social media. | |
| Publications | <ol style="list-style-type: none"> 3. Measure sustainability of a peer-reviewed publication by determining level of interest in contributing among members with advance degrees. | |

Standards for Practice

Strategic Outcome: Evidence-based practice principles will be routinely identified, applied, and integrated in physical therapist practice in home and community-based settings.

Objectives:

- a. Increase physical therapists' use of evidence-based medicine.

| Assigned | Strategies | Timeline |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Practice Committee | 1. Revise white paper on therapists and medications and provide to Executive Committee (Matt Janes, contact) for campaign. | December 2016 |
| Practice Committee | 2. Develop a new resource on documentation of medical necessity and skilled care. | December 2016 |
| Practice Committee | 3. Submit a CSM 2018 proposal for the New Grad Program. | March 2017 |
| Practice Committee | 4. Review and update existing Practice Committee resources on the website. <ol style="list-style-type: none"> a. Review appropriateness of presenting resources through other media, such as podcasts. | June 2017 |
| Practice Committee | 5. Boost awareness of practice-related resources through social media. | |

Organization Stewardship

Strategic Outcome: Ensure appropriate stewardship of Section resources by optimizing responsible use of membership investment in dues and offerings.

| Assigned | Strategies | Timeline |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| Finance | 1. Finalize 2017 Section budget by November 14 th for review and approval by Executive Committee. | Nov. 14 |
| Finance | 2. Revise committee budget policy and procedure to meet new timelines by May 2017. | May 2017 |
| Finance | 3. Identify a minimum of 2 additional Finance Committee members by March 2017. | March 2017 |
| Finance | 4. Distribute a bi-annual descriptive financial report in the Quarterly publication to optimize financial transparency and communicate investment of Section resources. | March & September 2017 |
| Finance | 5. Analyze financial performance of educational offerings and provide Education/Programming with guidance related to future planning. | March, June, September, December 2017 |
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