



PHYSIOTHERAPY ASSOCIATION OF BRITISH COLUMBIA

2016-2018 Strategic Plan



PABC Vision and Mission

VISION
Moving
for life

MISSION

The Physiotherapy Association of British Columbia leads the physiotherapy profession by fostering excellence in practice, continuing education and advocacy - and by inspiring healthy lifestyles.



Strategic Priorities for 2016-2018

1) Broaden physiotherapy's contribution to improving patient outcomes and health care in BC

- Promote value of physiotherapy
- Improve access to physiotherapy
- Facilitate innovation

2) Enhance member value

- Advance excellence within both the profession and the association

Broaden physiotherapy's contribution

ACTIONS:

Promote value of physiotherapy

- Raise public awareness
- Increase advocacy with key stakeholders
- Collaborate with relevant health NGO's
- Community outreach

Facilitate innovation:

- Increase utilization of eHealth within physiotherapy
- Achieve full scope of practice
- Expand annual Practice Forum into an innovation showcase

- To better patient outcomes
- To lower overall health care costs



STRATEGIC PRIORITY #1

Broaden physiotherapy's contribution

- To better patient outcomes
- To lower overall health care costs

ACTIONS:

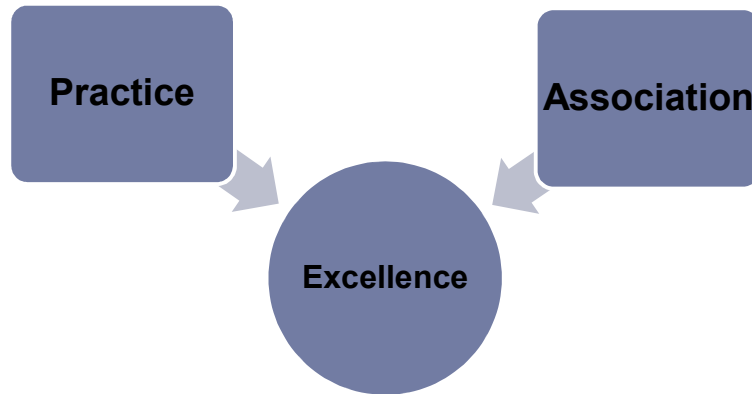
Improve access to physiotherapy:

- Strengthen the relationship with family practitioners
- Expand use of Telehealth
- Work closely with First Nations Health Authority
- Position physiotherapy within new primary health care models



STRATEGIC PRIORITY #2

Enhance member value through advancing excellence both within the profession and the association



Actions

- ✓ Grow revenue streams
- ✓ Enhance effectiveness of communications
- ✓ Retain and expand membership
- ✓ Expand continuing professional development
- ✓ Invest in member Knowledge Services





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