Home Health Section Strategic Plan
Revised by the Home Health Section Board of Directors on 6-8-2012

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.

Strategies

1. Survey membership about known practice act barriers to delivery of PT services in home care.
   a. Rally Section members in those states for support.
   b. Engaging House of Delegates and delegates at state levels
2. Establishing a message to support section to identify barriers in state practice acts and strategize opportunities for elimination of those barriers, such as medications.
   a. Develop white papers to support Section positions in relation to the elimination of practice act-based barriers to PT practice in home health.
3. Review the model practice act and propose revisions that would help to eliminate barriers in home health.
4. Educate state Chapters about practice act barriers in their practice acts and how these barriers impact physical therapist practice.

Notes

Solicit current members that are delegates
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.

Strategies:
   1. Continue to develop timely resources to keep members informed.
      a. White papers, podcasts, audio conferences, webinars, tools, guidelines
   2. Explore opportunities and needs for the development of a certificate of competency or specialist certification in home health.
      a. Board Specialists and Certification
      b. Certification and Competency
      c. PTA Certification
      d. Residency/Fellowship
   3. Identify and develop new delivery methods for Section continuing education.
      a. Survey members about needs related to education methods.
   4. Examine the feasibility of creating a peer-reviewed publication, steps involved, needs, etc.
   5. In 2012 - 2014 obtain post CEU knowledge of HH Section members through surveys

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:
   a. Influence physical therapists’ knowledge of existing payment policy in home and community-based settings.
   b. Insure and influence appropriate coverage and payment for physical therapist services in home and community-based settings.

Strategies:
   1. Obtain current knowledge level of HH Section PT members of existing payment policies through surveys followed by a results posting.
   2. Partner with APTA in the development of a new payment structure for Home Health.
      a. Create a task force overseen by governmental affairs with the purpose of gaining knowledge of current/proposed payment systems which positively and negatively impact Physical Therapy services.
   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
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.
- c. Increase positive media coverage of physical therapists’ services in home and community-based settings.
- d. Promote physical therapy leadership in the home and community based settings.

**Strategies:**

1. Collaborate with APTA to include home health in national campaigns to educate the public about physical therapy services.
2. Create opportunities for greater collaboration with state APTA chapters.
3. Sponsor and promote leadership development to develop leaders within the association and the section.
4. Continue and enhance our relationships with NAHC and individual state home care associations.
   - a. Identification of key states (hot button states) and section presence through booth presence.
   - b. Enhancement of booth presence.
      - i. Development of booth materials and products.
      - ii. Identify section “expertise” personnel to support the exhibits.
5. Developing a pool of “experts” or section representation for key issues on other associations needs (conferences, lobbying, booth representation and state association needs).
6. Determining the role of technology related to the practice of Physical Therapy.
   - a. Identification.
   - b. Exploring the option of a consultant.
   - c. Determination of content of social media.
   - d. Use of current and future technologies.
      - i. Apps.
      - ii. Social media venues.
**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.
- e. Increase access to research for physical therapists in the home and community-based settings.

**Strategies**
1. Examine the feasibility of creating a peer-reviewed publication, steps involved, needs, etc.
2. Support and foster research opportunities specific to home health.
3. Determine the need to develop some type of Journal Library and other available research resources
4. Obtain current knowledge to facilitate the best dissemination of research to the HH Section members through surveys followed by a results posting.

**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.

**Strategies:**
1. Review and re-evaluate the value of the current Guidelines for Practice in Home Health.
2. Develop guidance and tools related to practice in home health.
3. Explore opportunities and needs for the development of a certificate of competency or specialist certification in home health and continued competence.
4. Determine how we align ourselves with APTA Guidelines for Practice.