

**Oregon Physical Therapy Association
Board of Directors Retreat**

MINUTES

September 15, 2007

Riverhouse Hotel – Bend, OR

Attendance: Karen Walz, Dode Jackson, Ricci Susick, Emily Lighthipe, Mark Duyck, Chris Murphy, Jeff Cox, Dylan Hogan, Heather Goodell, Andrea Hughbanks, Stacey Cochran, Susan Bamberger, Jerry Cain, Carol Schunk, and Sandra Fisher.

President Walz declared a quorum present and called the meeting to order. Walz reviewed the agenda with the board.

Surveys: The board reviewed the 2007 membership survey results which had a 22% response rate. The board noted that the majority of the respondents are out-patient based. The board reviewed each of the membership survey questions and responses.

Karen Walz reviewed the responses she received from the board survey regarding the retreat and summarized the following:

Three things that OPTA can do better: accountability, increase pr/media exposure and increase funding to do so, increase meeting with local therapists, increase research into what we do, inclusivity of language/diversity (ie: skill levels, practice levels), business meeting organization, member growth, PT Month participation, membership drive, PAC fundraising, consistent follow through with turning in meeting reports, more board meetings, increasing student relationships with students and with the program, better job of market analysis when contemplating PR projects, continue to get the word out to the public about what PT does, and mentor and foster more members into leadership position.

Unresolved Issues:

- DPT in legislation – how to pursue/handle
- Develop a mentor program for students
- Develop a student scholarship program where member's pay for the student's dues
- Need to establish reimbursement/practice chair and committee
- Can nonmembers participate in committee's and other volunteer activities?

Opportunities:

Students—enough clinic sites, shortage of PTs to fill positions, over 3,000 licensed therapists to seek membership from, chiropractor's ballot initiative can galvanize the profession, mandatory continuing education and new pain CE requirement and new Medicare certification.

Member Services Representative Report: The board reviewed a written report from Susan Bamberger regarding her work as the member service representative report. The board requested that future reports include specific data on when/where the meetings are held, how many attendees (member v. nonmember), number of brochures distributed, etc. The board is interested in both quantitative and qualitative results. Bamberger noted that perhaps the membership goal set for this position may be too ambitious and she is frustrated by the low attendance at the town hall meetings around the state. She also noted that the connections she is making in the communities is very positive.

OPTA Vision: The board reviewed the OPTA vision that was created in 2005.

Brainstorming:

PR Change of Focus: Andrea Hughbanks suggested that exhibiting at trade shows is not very successful, and the committee would like to explore eliminating that piece and focus on more major advertising (ie: billboards, movie theater preview ads, magazine ads, etc.). Ideas of other activities: fall prevention day, post race events, legislative day, get involved in other types of community events (ie: Special Olympics), survey membership on what activities they would participate in. The board agreed to have the government affairs committee take all responsibility for the planning of legislative day instead of the PR committee, and the PR committee to select two shows per year to be at. The board also recommended that the PR committee update the website so that members know they can get information to be at trade shows on their own.

Member/Nonmember Interactions:

Newsletter: Emily Lighthipe requested the board to generate a list of themes for each newsletter for the year.

Nov/Dec 2007: Stress management

Jan/Feb: Heart awareness, obesity

March/April: Pain management

May/June: This issue goes to all members, stroke, grassroots PR

July/Aug: Sports

Sept/Oct: PT Month, sports, school related, cancer

Nov/Dec: Stress management

Website: Drive members to website about every two months.

School Interactions: Stacey Cochran would like the board to approve her OPTA Emerging Student Leader program: select 2nd year PT student in September that would stay in that role through their 3rd year. The student leader would do the following for the first year: attend one OPTA board meeting, give a 15 minute presentation on OPTA activities in their class (20 minutes in third year), attend two HoD prep meetings in advance of HoD, attend HoD, serve as a liaison between the students and OPTA board, write a Log article. We would give them sponsorship to attend the HoD and the APTA Student Conclave (in their third year) for up to \$800 and funding will be matched by the school. Total funding for the PT student would be \$1,600 per year as when the student moves to third year another one will be brought forward for the second year slot. For PTA students the responsibilities are the same but the selection would start in January. The board will decide on this at the end of the meeting.

Bob Burles Events: Karen Walz will work with Joyce Wheeler on brainstorming ideas.

Reimbursement Forum: A forum is scheduled for the spring of 2008 in Oregon. Tracy Fritts has agreed to chair the forum. We will need to secure a couple more people to help Fritts run the event.

PAC Fundraiser: Walz would like to \$50,000 raised for the PT PAC. The board agreed to solicit contributions for the PAC at the October business meeting highlighting the chiropractor's ballot measure initiative issue. The group also discussed holding a stand alone fundraising event. The group agreed that a stand alone PAC fundraiser would be more successful than tacking it onto the annual conference. The group agreed to target a stand alone fundraiser in the fall of 2008. The board also agreed to have forms and announcements made at the fall 2007 and annual conference 2008 meetings.

Mentors: The board talked about rewarding volunteers for serving on committees and doing volunteer work for OPTA. Ideas discussed included: sending thanking you cards to volunteers, and offering discounts on continuing education for committee members. The board discussed that personal invitations and thank yous have powerful impact on members and potential members. The board considered ordering thank you note cards. Walz asked each board member to consider bringing a member or potential member to a board meeting.

APTA Leadership Event: APTA will be holding a leadership workshop in the spring of 2008. The board will need to work on continuing to foster leaders that attend these types of events.

The group discussed getting students involved at the OPTA board level. The group discussed having conversations with Pacific University to see if they would close down classes for PT students to attend OPTA and APTA events. Cox, Duyck, Cochran and Bamberger will work on these issues.

Government Affairs: The board agreed to explore global health issues that are related to Oregon.

OPTIP: Karen Walz had a recent meeting with OPTIP leadership to see if they would be interested in merging with OPTA as a special interest group. OPTIP members receive discounted legal and reimbursement advice which is a member benefit. OPTIP dues are \$300 per year. Some states have special interest groups that charge dues around \$150 per year. There are currently 125 clinics that are members of OPTIP and about 80% of OPTIP members are also OPTA members. The board agreed to have Walz continue to investigate merging OPTIP into OPTA and to bring progress reports to the board directly as a merger would require board approval.

Merchandise Sales: The board discussed the idea of selling merchandise items to the membership such as t-shirts, pins, bike jerseys, etc.

2007-2008 Strategic Plan Update: The board reviewed each Strategic Plan (SP) goal and objectives.

Goal #1 – Education: Objectives 1-4 are all on-going items that the committee consistently works on. Objectives 5-6 are completed.

Goal #2 – Legislative: Objectives 1-2 are completed. Ricci Susick asked if the board should consider gathering data on how many referral for profit clinics in Oregon there are to ascertain how much of an issue there is. Susick asserted that this data is needed for any legislative discussion regarding this issue. Walz reported that there are currently only two active members on the task force.

Objective 3--The task force agreed that OPTA should use the PowerPoint presentation prepared by APTA for students and others. Educate the public on issues surrounding referral for profit clinics.

Goal #3 – Legislative: Ricci Susick reported that a bill was introduced in 2007. Goals continue to be unlimited direct access and autonomy. They will seek a legislative counsel opinion regarding whether PT's can use the term "doctor".

Objectives 1-3 and 5 have been done and are on-going.

Objective 6 – Address the proposed chiropractic ballot measure initiative and the issue of PT's ability to perform spinal manipulation in Oregon.

Objective 4 – Increase to \$30,000 by 2009.

Goal #4 PR – Updated objective statements for 1 and added 5.

Goal #5 Participation – Objectives 1, 2, 4 are ongoing. Objective 3 accomplished, but on-going.

Goal #6 Participation – Objective 1 is not occurring each year. Objectives 2-3 are on-going. Objective 4-5 have not been done.

Add Objective 6 – develop a recognition plan/program for volunteers.

Goal #7 Research – Incorporate objective 2 to objective 4 as a strategy. All objectives are still on-going.

Goal #8 –Professionalism change title to Ethics – Schunk will submit new goals and objectives

- Promote education
- Investigate ethical cases in keeping with APTA procedures
- Increase member awareness and knowledge of ethical issues.

Goal #9 Professionalism – Covered and incorporated under goal number 3, 4 and 8.

Goal #10 and #11 Reimbursement – Both of these goals are on hold until a committee chair and committee are established.

Goal #12 – Practice Issues – Incorporate as an objective under Goal #7.

The board condensed the strategic plan goals into the following priorities:

Participation – membership, volunteerism, CE

Practice – professionalism, research, reimbursement, ethics

Promotion – public relations, consumer awareness

Budgeting/Finances: Jerry Cain distributed and gave an overview of the budget process for 2008, and how to read a financial statement. He reminded people to make sure to include all costs for running their programs including postage, printing, food/beverage, conference call costs, etc. Cain also gave an overview of how to read the OPTA financial statement.

Wrap Up: The executive committee will assign board members and committee chairs to work on the various strategic plan goals, objectives and strategies.

Unresolved:

- DPT use of term doctor—the board noted that some members are in favor of this and some are not. The board will watch this issue and take action as needed during this transition time of more PT's being DPT's. The legislative committee is going to get a legal opinion on this issue from the Legislative Council.
- Member v. Nonmember as volunteers – Walz will contact APTA and report later.
- Reimbursement/practice issues – expansion of coding with DMAP.
- Revised Student Scholarship Plan – Cochran clarified that her Emerging Student Leader plan calls for a total of \$2,000 per year. \$400 for 2nd year student to go to HoD, \$400 for 3rd year PT student to go to the APTA Student Conclave; \$600 for 1st year students to go to HoD, and \$600 for 2nd year students to go to the APTA Student Conclave. Cochran moved to approve the Student Emerging Leader plan. Mark Duyck seconded the motion, and it was unanimously approved.

Miscellaneous: The board reviewed the direct access brochure draft text brought forward by Walz. Sandra Fisher reviewed the costs of producing the brochure which is approximately \$1,900. The board agreed that they are in favor. Stacy Cochran moved to approve creating and printing the Direct Access brochure. Jerry Cain seconded the motion, and it was unanimously approved.

There being no further business to come before the board, the meeting was adjourned.

Respectfully submitted,

Sandra K. Fisher, CAE
Executive Director