



Association Profile

January 2024

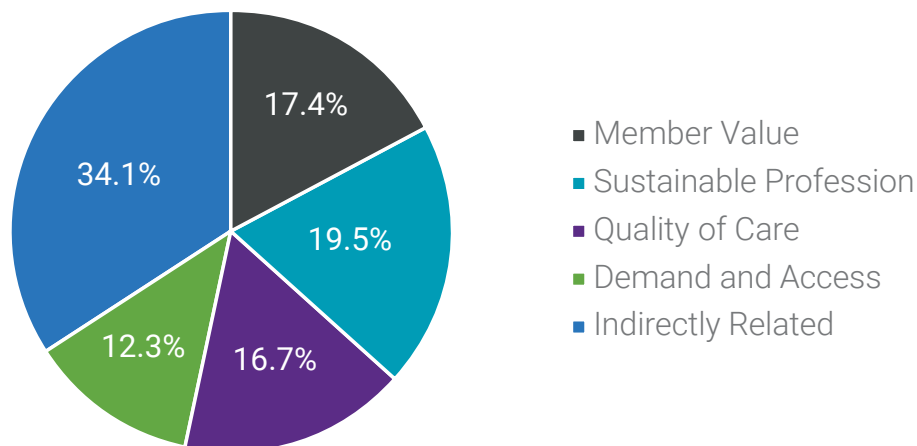
APTA Strategic Plan 2022-2025

Mission	Building a community that advances the profession of physical therapy to improve the health of society.
Vision for the Physical Therapy Profession	Transforming society by optimizing movement to improve the human experience.
Commitment to Diversity, Equity, and Inclusion	APTA is committed to increasing diversity, equity, and inclusion in the association, profession, and society.

Member Value	Sustainable Profession	Quality of Care	Demand and Access
GOALS			
Increase member value by ensuring that APTA's community delivers unmatched opportunities to belong, engage, and contribute.	Improve the long-term sustainability of the profession by leading efforts to increase payment, reduce the cost of education, and strengthen provider health and well-being.	Elevate the quality of care provided by PTs and PTAs to improve health outcomes for populations, communities, and individuals.	Drive demand for and access to physical therapy as a proven pathway to improve the human experience.
OUTCOMES			
APTA will grow membership market share to extend the reach and impact of the APTA community.	APTA resources on financial literacy and published education program comparisons will drive decision making to lower individual education costs.	A portfolio of new APTA evidence-based resources will drive quality-of-care evolutions to impact health at all levels.	Use of and access to physical therapist services as a primary entry point of care for consumers will increase.
The profession will realize improvement in diversity and representation among program applicants, graduates, and association leaders.	Physical therapists and physical therapist assistants will be paid fairly and will spend more time with patients than with paperwork.	A record number of members will seek career advancement through specialization, residency, fellowship, continuing education, and/or certifications.	The APTA community will collaborate to reach more consumers, drive demand for physical therapy, and expand the markets and venues that promote the profession.
APTA CONNECTED OPERATIONAL PLANS			
Diversity, Equity, and Inclusion Action Plan	APTA Public Policy Priorities A Vision for Excellence in Physical Therapy Education	APTA Scientific Research Priorities for the Physical Therapy Profession	The Economic Value of Physical Therapy in the United States

Better Together	To maximize its effectiveness, reach, and impact, APTA collaborates with stakeholders, including components, external organizations, public sector entities, and consumers. To improve the health of society, we believe every stakeholder in the APTA community has a role to play.
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Strategic Plan Spending



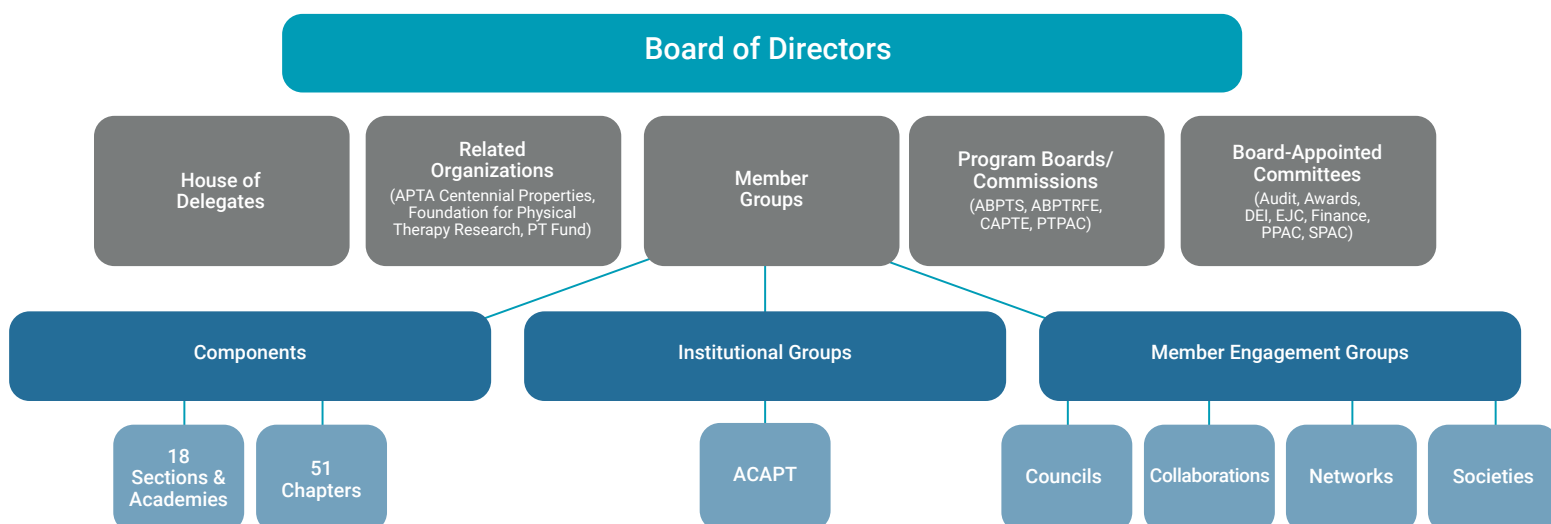
Quick Facts

APTA is a voluntary individual membership professional organization representing more than 100,000 member physical therapists, physical therapist assistants, and students of physical therapy.

Founded	Headquarters	Nonprofit Status	Membership
1921	3030 Potomac Ave. Alexandria, Virginia	501(c)(6)	100,000+ Members

Association Structure

The APTA Board of Directors is the governing authority for the association and as such has the corporate duties of care, loyalty, and obedience. It is the fiduciary for the association and manages the affairs of the association pursuant to law and APTA's bylaws. The chart below provides a high-level overview of the association structure.



APTA Staff

APTA has approximately 154 staff, led by the CEO and nine additional senior team members. There are seven units with departments within each.

Units	Business Affairs	Education	Technology Solutions & Organizational Support	Leadership & Operations	Member Experience	Public Affairs	Scientific Affairs
Departments	Business Development Diversity, Equity, & Inclusion Finance Related Organizations	Accreditation Certifications Residency & Fellowships Student Recruitment	Information Technology Organizational Performance Data Management Member Success	Governance People Strategy & HR Legal Affairs	Brand Strategy & Communications Marketing & Member Development Member Engagement Member Events	Government Affairs Health Policy & Payment Public Relations	Career Advancement Clinician Integration & Innovation Practice Research





Delivering on APTA's Brand Promise

Our brand promise is to make sure our members feel that with APTA they get the trusted leader in the physical therapy profession, empowering them to thrive and make a difference in people's lives. We deliver on that promise in the following ways:

We Advance the Profession

- Legislative, regulatory, and payment advocacy.
- Industry trends and reports.
- Media relations.
- Public relations.

We Build Community

- APTA Engage volunteer portal.
- Diversity, equity, and inclusion initiatives.
- APTA specialty sections and academies.

We Set Professional Standards/Competencies

- Code of Ethics.
- Board-certified specialization.
- Accreditation of PT and PTA programs.
- Certificate programs.
- APTA Certified Clinical Instructor Program.
- APTA practice advisories.

We Share Knowledge

- PTJ: Physical Therapy & Rehabilitation Journal.
- APTA Combined Sections Meeting.
- APTA Leadership Congress.
- APTA Learning Center.
- APTA clinical practice guidelines.

We Support Our Members

- Financial literacy and student debt education resources.
- APTA Health Benefits Marketplace.
- Membership benefits and discounts.

We Increase Awareness

- ChoosePT.
- Find a PT.
- PT Moves Me.

The Physical Therapy Profession

246,000+ Physical Therapists

There are 246,948 licensed physical therapists nationwide, with approximately 74 physical therapists per 100,000 people.

114,000+ Physical Therapist Assistants

There are 114,574 physical therapist assistants nationwide working under physical therapist direction and supervision, with approximately 34 physical therapist assistants per 100,000 people.

48,000+ PT and PTA Students

There are more than 300 accredited and candidacy physical therapist student programs, with more than 38,000 students enrolled in 2023. Programs are typically three years in length (following undergraduate education), with graduates receiving a doctor of physical therapy degree. There are 393 accredited and candidacy physical therapist assistant student programs, with more than 10,000 students enrolled in 2023. Programs are typically two years in length, with graduates receiving a physical therapist assistant associate degree.

31,000+ Board-Certified Specialists







More than 31,000 physical therapists maintain American Board of Physical Therapy Specialties certification in one or more of 10 areas: cardiovascular and pulmonary; clinical electrophysiology; geriatrics; neurology; oncology; orthopaedics; pediatrics; sports; women's health; and wound management.



Connecting to our Members

APTA's official social media accounts have more than 290,000 followers.




apta.org

-  /AmericanPhysicalTherapyAssociation
-  @APTA_official
-  @Official_APTA
-  /company/american-physical-therapy-association/
-  @APTAvideo
-  @Official_APTA

Connecting to our Consumers

APTA's official consumer information website serves millions of unique visitors annually.

ChoosePT.com

-  /ChoosePhysicalTherapy
-  @Choose_PT
-  @ChoosePTvideo



APTA Centennial Center

APTA opened its new headquarters on Jan. 15, 2021, exactly 100 years after the association's founding. The state-of-the-art building supports APTA's workforce of today and tomorrow, and it serves as the national gathering place for our members.

APTA Centennial Center doesn't just evoke movement. It inspires it, both inside and out – and not just for tenants and visitors, but for the broader community.

Features of the building include inviting stairways that encourage movement, indoor bike parking, a fitness center and locker rooms, and an adjoining public plaza. The top-floor conference center includes a large open-air terrace with views of the Potomac River and Washington, D.C. And its National Landing location provides easy access to walking and biking paths.

The focus on providing a healthy, energizing, and supportive work environment has earned APTA Centennial Center FitWel's highest rating as a workspace that supports human health. APTA Centennial Center also was awarded LEED silver designation as a healthy, green building.

