

Primary Care SIG Strategic Plan 2022/2023

VISION: The Primary Care Special Interest Group is committed to advancing Physical Therapists as front-line providers in the primary care setting.

MISSION: The Primary Care Special Interest Group will serve as leaders in advocating for Physical Therapists by providing an avenue for information exchange, networking and professional development from a primary care PT perspective.

Goal 1: PCSIG will promote high quality educational content and professional development opportunities to advance practice in the primary care PT setting.

Objectives/Initiatives
1. <i>Prepare and present a platform presentation at CSM 2023.</i>
2. <i>Host continuing education course(s) in the area of primary care PT.</i>
3. <i>Organize & Provide quarterly educational offerings (webinar, case study panels, podcast, other). Begin to build 'library' of ABPTS pre-courses for Primary Care Specialty Exam.</i>
4. <i>Support NPTE study guide for primary care related content.</i>
5. <i>Collaborate with APTA and Lead phase 2 of the Primary Care ABPTS petition</i>

Goal 2: PCSIG will work to promote SIG growth with goal of 300 members by July 2023

Objectives/Initiatives
1. <i>Promote PCSIG membership growth through newsletters, social media platforms, educational offerings, engaging with Federal Section and APTA organization at large.</i>
2. <i>Promote student engagement through collaboration/networking at CSM, social media platforms, student email list serves.</i>
3. <i>Multi-Academy Collaboration</i>

Goal 3: PCSIG will provide membership services in the form of shared information and resources.

Objectives/Initiatives
1. <i>Promote PCSIG activities on social media platforms including participation in podcasts. Increase Twitter following to 500, Instagram to 100 by July 2023.</i>
2. <i>Increase engagement with Community of Practice for information sharing (good catches) and mentorship through Basecamp Platform. Add imaging section and examples to Basecamp.</i>
3. <i>Develop and disseminate Quarterly Newsletter/Communication to members.</i>
4. <i>Hold Quarterly Membership Meetings for networking, information sharing and SIG updates.</i>