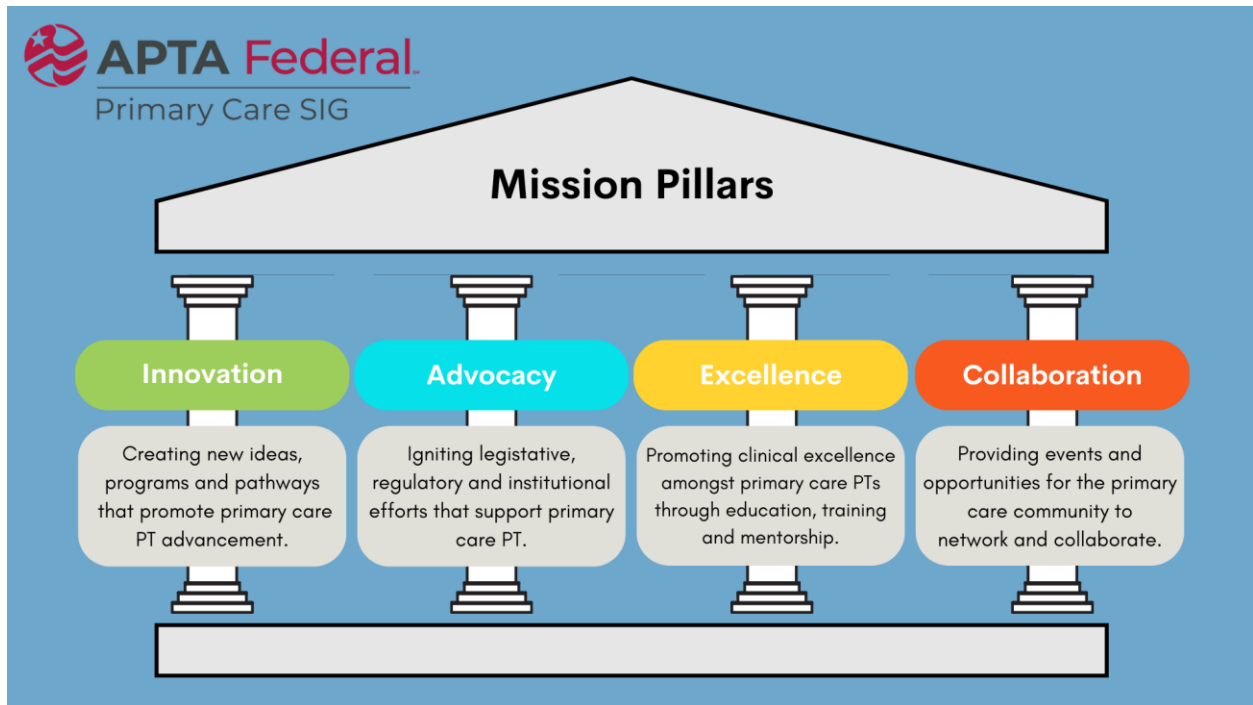


Primary Care SIG Strategic Plan March 2026/2027

VISION: Physical Therapists are universally recognized front-line providers in the primary care arena.

MISSION: Advancing the Physical Therapy profession by providing front-line physical and functional services within primary care teams through innovation, advocacy, clinical excellence, and collaboration to optimize the healthcare experience for all.



Strategic plan focuses on key pillars - definitions and rank/priority

Pillar 1: Innovation	
Objective: Develop and disseminate common practice and language regarding Primary Care Physical Therapy	
Action Item:	Timeline
1. Build toolkit and implementation guide for standard guidance in developing primary care programs	NOV 2026

2.Support engagement with physical therapy clinicians, academics, and other healthcare professionals to generate creative ideas to address gaps in primary care healthcare service delivery in meeting the physical and functional needs of the public.	ONGOING
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Pillar 2: Advocacy	
Objective: The practice of primary care physical therapy will be advanced through multi-level advocacy efforts	
Action Item:	Timeline
1.Create a “Legislative Toolbox” for states to use as a template for promoting PTs as PCPs within their respective Practice Acts.	FEB 2027
2. Develop and provide presentations for State Chapters on PC PT developments to include legislative actions, advances in PC PT models, ongoing information and educational opportunities.	Draft slide deck MAY 2026
3.Develop a FAQ sheet for PC PT and PC SIG vision, mission, initiative, and ways to get involved. Different lists for different consumers: Providers, Patients, Payers, Legislators. To be shares at presentations, posted on website, shared during outreach and engagement.	SEP 2026

Pillar 3: Clinical Excellence	
Objective 1: The primary care SIG will provide resources to its members that support best clinical practice	
Action Item:	Timeline
1. Define PCPT clinical site requirements.	JAN 2027
2.Publish list of PC PT clinical affiliations sites.	MAR 2027
3. Compile library of supporting resources posted on SIG website for the ABPTS specialty exam.	JUN 2027
Objective 2: The primary care SIG will provide programming to keep its members up to date on developing and innovative primary care practices	
Action Item:	Timeline
1. Provide quarterly business updates via member meetings, webinars, emails, Instagram highlights, YouTube, and other trending social media platforms.	ONGOING

2. Develop web-based educational content a) Create and populate the Learning Management System (LMS). b) Investigate having ed content on APTA Learning Center.	FEB 2027
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Pillar 4: Collaboration	
Objective 1: The primary care SIG will promote intradisciplinary and interdisciplinary collaboration through the execution of programs, events, and networking	
Action Item	Timeline
1. Initiate a community of practice meetings that provide programming pertinent to primary care physical therapy while encouraging engagement from multiple healthcare disciplines.	AUG 2026
2. Partner with Sections and SIGs that support and/or focus on the delivery of PC PT.	ONGOING
3. Steer research engagement via Federation of PT Research (FPTR) and engaged educational institutions.	NOV 2026
Objective 2: The primary care SIG will organize and facilitate opportunities for professional development and communication	
Action Item	Timeline
1. Standardize the approach for advertising PCPT courses, events, and collaboration on the SIG website, social media, engagement with other Sections/SIGs.	JUN/JUL 2026
2. Recruit members and engage with students and early professionals through marketing efforts, mentorship programming, and educational content.	SEP 2026
3: SIG members will submit articles, presentations, newsletters, and other products that support the SIG mission and vision	ONGOING
Objective 3: SIG will become the focal center and recognized SME on PCPT practice	
Action Item	Timeline
1. Define what section/sig partnerships look like.	AUG 2026
2. APTA to engage with SIG on all things related to primary care PT.	JUN 2026

