



Vision: The driving force for optimizing health and quality of life.

Mission: Building and empowering an Arkansas physical therapy community that optimizes movement, function, and wellness.

Advocacy

- Legislative
 - Engage in legislative advocacy and be recognized as leaders in healthcare
- Regulatory
 - Pursue education and other interactions with regulatory bodies to ensure understanding of the profession and appropriate payment for physical therapy services
- Public
 - Promote education and awareness to the public on physical therapy professionals as practitioners of choice for optimizing movement, function, and wellness.

Engagement

- Membership
 - Establish a highly engaged membership through interactive communication
- Consumer/Patient
 - Strategically influence consumer behavior on the effectiveness and value of physical therapy
- Intra-professional/Inter-professional
 - Provide multiple means of disseminating and discussing pertinent content in the areas of healthcare and other related fields

Quality

- Access
 - Enable individuals to optimize their health potential through access of physical therapy services
- Informed Practitioner
 - Empower physical therapy providers to pursue and demonstrate clinical excellence
- Outcomes
 - Facilitate the knowledge and use of outcomes and similar measures to influence reflection and improvement in the patient care experience and quality of care