Bridging the Centennial Vision with Vision 2025

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USC Chan Division of Occupational Science & Occupational Therapy

President (2008 – 2012)
Occupational Therapy Association of California

Celebrate 100 years of occupational therapy!
AOTA’s Centennial Vision

We envision that occupational therapy is a powerful, widely recognized, science-driven, and evidence-based profession with a globally connected and diverse workforce meeting society’s occupational needs.
POWERFUL
AOTA LEADERSHIP DEVELOPMENT PROGRAMS

- Leadership Fellowships for Occupational Therapy Faculty (AOTA/AOTF)
- Emerging Leaders Program
- Leadership Institute for State Presidents
- Cultivating Power & Confidence – Leadership Development Program for Middle Managers

Celebrate 100 years of occupational therapy!
VOLUNTEER LEADERSHIP IS ESSENTIAL

- The Volunteer Leadership Development Committee (VLDC)
  - Identify volunteer leaders
    - Invite participation
    - Assure an open process
  - Awards/Recognitions

- The COOL database was launched in 2010
  - 1,800+ members have created “volunteer profiles”
Grassroots advocacy on Capitol Hill to improve visibility of occupational therapy with decision makers and to empower professionals

- Doubled the size of the Annual Hill Day every 5 years:
  - 2006 and 2007: 120 participants
  - 2010 and 2011: 350 participants
  - 2015 and 2016: 650 participants

- Grassroots efforts led to the inclusion of occupational therapy in the SAMHSA Regulations for new Community Behavioral Health Centers

- Established Board Hill Days to occur at 2x per year – policy makers hear the voice from AOTA leaders

- Assisted educational programs with their own Hill Days & advocacy promoting student leadership and advocacy

- Hosted a Hill Day during Annual Conference in 2014 in Baltimore, included the majority of the Affiliated State Association Presidents.

- Hosted a Joint Hill Day with the American Society of Hand Therapists in 2016
Grassroots Advocacy

- Dramatically increased the number of grassroots messages to the Hill:
  - 2011 – 2012 (113th Congress): 4,340 activists sent 14,905 messages to Capitol Hill
  - 2015 – 2016 (115th Congress): 12,377 activists sent 45,967 messages to Capitol Hill

- Promoted a Therapy Cap “call-in” around the Senate amendment to permanently repeal the cap
Medicare Outpatient Therapy Cap

Stop the Therapy Cap

Celebrate 100 years of occupational therapy!
• Recognition of occupational therapy in ACA
  – Habilitation and rehabilitation were included as **Essential Health Benefits**

  – **Definitions for “habilitative services” and “rehabilitative services”** specifically including occupational therapy developed under authority of the Department of Health and Social Services

• The Department of Health and Human Services adopted a uniform definition of *habilitative services and devices* specifically including occupational therapy.
MENTAL HEALTH

• AOTA collaborated with leadership at SAMHSA, including participating in their annual **VOICE awards**.

• AOTA achieved inclusion of occupational therapy as a **required service** if participating in Medicare Partial Hospitalization.

• Occupational therapy is included in **behavioral health training grants** in major, national legislation to improve mental health services.
Protecting Occupational Therapy in Medicare

• Secured a vote on the Senate floor to permanently repeal the therapy cap in April 2015.

• Actively working with the Centers for Medicare & Medicaid Services to implement the IMPACT Act and protect the role of OT in post-acute care settings.

• Achieved appointments to multiple technical expert panels, advisory groups for CMS, and other organizations on issues such as quality and payment reform.

• Developed a strategy for quality of care and measure development implementation for the profession.
  — Hired a new Director of Quality to lead the strategy.

• Reformed approach to coding for occupational therapy in evaluations and defended intervention codes in a 4-year initiative within the American Medical Association.
Educational Foundation

• In 2012, AOTA became a member and sponsor of the Interprofessional Professionalism Collaborative (IPC)

• In 2016, became a member of the Interprofessional Education Collaborative (IPEC), composed of 16 national associations of schools of health professions.

• In 2016, launched the Academic Leadership Institute (ALI), to develop academic leaders across all levels of occupational therapy education.

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Academic Education

• Launched the **AOTA Residency Program** in 2014. Occupational therapy residencies are designed to advance a therapist’s performance and interpersonal skills, critical and ethical reasoning, and overall expertise in a focused area of practice.

• Between 2010 and 2016 the Academic Leadership Council meetings grew to average more than 300 academic leaders at each meeting twice a year.
  – The meetings focus on addressing challenges in higher education.
## Building the Capacity: OT Programs

<table>
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<th>Programs</th>
<th>Accredited</th>
<th>Candidate</th>
<th>Applicant</th>
<th>Total</th>
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<tr>
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<tr>
<td>TOTAL</td>
<td>173</td>
<td>37</td>
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Note: Doctoral candidate and applicant numbers include 14 existing OT programs closing their masters level program.

Note: There are 11 OT Master’s additional locations not included in the number.

Note: In 2007 there were 5 Doctoral and 142 Masters programs
## Building the Capacity: OTA Programs

<table>
<thead>
<tr>
<th>Programs (Primary Sites)</th>
<th>Accredited</th>
<th>Candidate</th>
<th>Applicant</th>
<th>Total</th>
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<tr>
<td>OTA</td>
<td>224</td>
<td>15</td>
<td>27</td>
<td>266</td>
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Note: There are 8 OTA additional locations not included in the number.

Note: In 2007 there were 128 OTA programs.
Building Capacity: Faculty

Academic Leadership Institute

Orlando 167
Philadelphia 206
Indianapolis 213
San Diego 229
Baltimore 245
Nashville 268
Chicago 310

Celebrate 100 years of occupational therapy!
• **Annual Conference & Expo** attendance, sessions, and presenters have tripled over the past decade

• Since December 2010 AOTA has offered 17 **Specialty Conferences** to offer sessions for advanced-level practitioners that provide best practices

• Almost 4,000 practitioners have attended these various Specialty Conferences.

• Launched the annual **National Student Conclave** in 2007 that provides a balance of clinical and professional development sessions.
  – Since its inception, almost 5,000 students have attended the Conclaves.
AOTA/NBCOT NATIONAL STUDENT CONCLAVE

Celebrate 100 years of occupational therapy!
TIME FOR LEARNING & TIME FOR DANCING

Celebrate 100 years of occupational therapy!
PROFESSIONAL DEVELOPMENT

• Released three online core modules of the *Mindful Path to Leadership Series*. The online series expands the reach of leadership development programs.

• Developed two low cost (or no cost to members) continuing education products that help practitioners understand the new ICD-10 codes and the new CPT evaluation codes.

Celebrate 100 years of occupational therapy!
PROFESSIONAL DEVELOPMENT

• Created three courses highlighting *best practice documentation* for practitioners, including occupation-based goal writing, the basics of documentation for occupational therapy, and Medicare Part A requirements.

![AOTA Documentation Series](image1)

- **Module 1: The Nuts and Bolts of Effective OT Documentation**
- **Module 2: Occupation-Based Goal Writing for OT Practice**
- **Module 3: Documentation Essentials for Medicare Part A in SNF’s**

*Celebrate 100 years of occupational therapy!*
PROFESSIONAL DEVELOPMENT

• New continuing education (CE) digital badging program offers verifiable credentials to practitioners who have completed several OT CE courses and assessment activities.

AOTA Digital Badging Program

You’ve invested time, energy, and money into your continuing education. Make sure the right people know about it.

Celebrate 100 years of occupational therapy!
WIDELY RECOGNIZED
A COMPELLING PUBLIC IMAGE WAS NEEDED

• Developed the **branding message for the Centennial Vision**, “Occupational Therapy: Living Life to Its Fullest®.”

[Image of a glass of water and a clock]
PUBLIC IMAGE & PROMOTION

• Focused on media coverage highlighting the value of OT through client examples and research supporting the profession
  – In 2016, articles highlighting the distinct value of occupational therapy appeared in over 750 news outlets

Celebrate 100 years of occupational therapy!
COMMUNICATING OUR VALUE:
CARING MAGAZINE, PEDIATRICS & FAMILY PHYSICIANS

Use Occupational Therapy To Achieve Your Goals

- High Patient Achievements
- Strong Outcomes

With the recent medicare changes, therapy assessment and planning have become critically important. Occupational therapists will help meet these changes and improve your patient lives by developing point-of-treatment plans with measurable outcomes that lead to reimbursable services.

The American Occupational Therapy Association (AOTA) can help your therapy staff maintain their rate-of-ear mark skills through training on legislation, practice trends, evidence, documentation, reimbursement, and more. AOTA Members also meet their special needs in continuing education materials and other products.

To support your occupational therapy staff through AOTA's membership and continuing education, contact AOTA at 800-999-8746 or aota.org.


For assistance or more information on the Home Health Care, contact the Reimbursement Department.

AOTA is a committed leader in occupational therapy, empowering people to achieve meaningful lives.

OCCUPATIONAL THERAPY
Living Life To Its Fullest

Meet AOTA at the NAC Annual Meeting in Las Vegas, Booth 1221.

She was better, but she couldn't play like this until she had OT.

From bending back after injury or surgery to managing the challenges of autism, ADHD, childhood obesity, and other conditions, occupational therapy practitioners can provide customized strategies that help your patients get in the game.

Occupational Therapy:
Provides Early Intervention Services
- Develops physical abilities like sitting independently, standing, and crawling
- Builds social skills like sharing, taking turns, and coping with disappointment
- Helps develop creativity and imagination through toys and play

Facilitates Success in School
- Directs strategies that address the full spectrum of school activities, including
- Reading attention tasks
- Completing schoolwork
- Riding the bus
- Eating with friends in the cafeteria
- Behaving appropriately

Promotes Healthy Lifestyles
- Works with schools, camps, and individual families to
- Develop wellness and safety programs focused on healthy lifestyles
- Organizing the physical environment for children of all abilities
- Strengthening social skills for participants

Addressing Physical, Developmental, and Cognitive Disabilities
- Creates individualized treatment plans that include:
- Modifying environments
- Providing adaptive equipment
- Creating options for play
- Addressing social skills

Adaptive Sensory Challenges
- Identifies and reduces sensory triggers
- Teaches self-regulatory skills
- Teaches how to tolerate increased activities
- Works with the entire family to increase understanding and enhance relationships

Help your patients live life to its fullest by referring them to occupational therapy.

OCCUPATIONAL THERAPY
Living Life To Its Fullest

www.AOTA.org

“See my patients live longer. Occupational Therapy can help them live life to its fullest.”
—Dr. Judy Alton, Neonatal Intensive Care, IV

OCCUPATIONAL THERAPY
Living Life To Its Fullest

www.AOTA.org

OCCUPATIONAL THERAPY practitioners work with adults of all abilities to do the things they want and need to do through the use of therapeutic activities (occupations).

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Celebrate 100 years of occupational therapy!
PARTNERSHIP

• Developed a productive partnership with the National Council on Aging (NCOA) & the CDC, resulting in enhanced appreciation for OT’s role supporting productive aging, especially in falls prevention and management.

OLDER ADULT FALLS
A Common Concern

IN 2014:

1 in 4 older adults reported a fall.

More than 7 MILLION
of those falls required medical treatment or restricted activity for at least a day.

More than
27,000
older adults died as a result of falls — that’s 74 older adults every day.

NCOA Blog
falls prevention

by: Scott A. Trudeau | 10.27.2016

18 Steps to Fall Proofing Your Home

More than 75% of older adult falls happen in or near the home, but your home doesn’t have to be a falls hazard. Learn quick and easy changes you can make to your home today using this 18 step checklist.

Celebrate 100 years of occupational therapy!
PARTNERSHIP

• Collaborated with AARP on HomeFit, resulting in AARP’s website highlighting the role and value of OT in home modifications, participation in the Home Fit pilot project, and the Home Fit Guide revision to include OT.
PARTNERSHIP

– Collaborated with AARP for “We Need to Talk,” and online CarFit training
  • Over 2,000 OT practitioners trained in CarFit

– Invited to contribute to the AARP Driver Safety Program curriculum revision, including video presentations.

Celebrate 100 years of occupational therapy!
The National Coordinating Committee for School Health and Safety

Center for Medicare and Medicaid Services’ Technical Expert Panel on Potentially Preventable Readmissions

American Academy of Neurology/American Psychiatric Association work group to update the Dementia Measurement Set.

American Academy of Neurology Parkinson’s Disease Quality Measures work group

Celebrate 100 years of occupational therapy!
COMMUNICATING OUR VALUE

• Created Older Driver Safety Awareness Week (ODSAW), an annual event since December 2009. Activities include Twitter chats, consumer information, and media campaigns.
COMMUNICATING OUR VALUE

• Developed an extensive array of resources for dissemination and built awareness through outreach with partners and stakeholders through the work of the Older Driver Initiative

  – received $400k in grant funding in 2003 from a sub contract with the University of Florida

  – went on to receive an additional $1.6m thru today from the National Highway Safety Administration
COMMUNICATING OUR VALUE

- Created over 40 **Tip Sheets** for consumers (including 10 in Spanish) and 57 **Fact Sheets** for other professionals that articulate the value of occupational therapy services for particular conditions and areas of practice.

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**TIPS for living life to its fullest**

**LIVING WITH AN AUTISM SPECTRUM DISORDER (ASD) - SUPPORTING A SMOOTH TRANSITION TO PRESCHOOL**

**OCCUPATIONAL THERAPY PRACTITIONER** can make it easier for children with ASD and their families to go from home or local programming to preschool. Practitioners can help adapt school activities based on a child's learning needs and help a child participate more fully in the classroom. The following tips are from occupational therapy practitioners who work with children on the autism spectrum who are preparing to enter the preschool setting.

**If you want to:**

**Consider these tips:**

**An occupational therapy practitioner offers expert for:**

- **Prepare your child for preschool.**
  - **Join a play group to help your child get used to being away from home and from family.**
  - **Actively encourage them to know how to ask questions and listen to an adult.**
  - **Follow the leader to help your child practice taking turns and following rules.**
  - **Teach your child to recognize when they are being left behind, such as in the post office.**

- **Learn about the programs in your community and the other children in your child.**

  - **Ask the school to help you get your child to the school.**
  - **Ask the school to the classroom when your child is ready to have school.**

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**Fact Sheet**

**The Role of Occupational Therapy in Providing Seating and Wheeled Mobility Services**

More than $1.6 million people in the United States depend on a wheelchair mobility device (wheelchair or scooter) to perform activities of daily living and instrumental activities of daily living (U.S. Census Bureau, 2010). Seating and wheeled mobility (SWM) services provided by occupational therapy practitioners include specific seating equipment, mobility devices, durable medical equipment (DME), and complex rehabilitation technology (CRT), and is focused on improving functional access and the ability to safely perform daily activities. Seating systems and equipment are designed to meet individuals’ needs for postural support and alignment, skin integrity, function, and safety. Research shows the positive impact of equipment, such as adaptations, on the quality of life for participants with mobility issues (Keller, Hengstler, Reis, & Stoddard, 2013).

Occupational therapy can enhance an individual’s PME, as well as CRT and mobility services. Occupational therapy practitioners' focus on ability to perform meaningful activities contributes to an individual’s participation in daily activities; which is valued in not only in settings, but also in CRT and mobility systems to achieve health, well-being, and participation in life.

**Seating and wheeled mobility devices include:**

- **PME, which is equipment that can help with manual or self-use, i.e., a man who could normally be seated and is primarily and custom built to become a manual purpose and generally is not used in the absence of an Ellsor or injury.**
- **CRT, which is an individualized device that requires evaluation, configuration, fitting, adjustment, or programming.**

The Role of Occupational Therapy in SWM

Occupational therapy is the only health profession that can use a rehabilitation approach perspective that considers the interrelatedness between three elements when assessing and recommending seating equipment. This requires in-depth knowledge of occupational performance and participation, and the provision and evaluation of seating systems for improved function, and the impact of physical, behavioral, social, and cognitive changes throughout the lifespan. Occupational therapy practitioners have a unique opportunity to consider the impact of seat and posture on the individual’s functional outcomes, as well as the impact of seating and posture on the individual’s life. This is achieved by determining what equipment will be most beneficial to the person’s individual needs, using a client-centered, participatory approach to intervention. Occupational therapy practitioners working in PME can provide strategies or recommendations based on their knowledge of seating and posture, which can help individuals with and without disabilities improve their seating and mobility independence.

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Celebrate 100 years of occupational therapy!
Forged collaborations with aging services partners such as:

- the National Association of Home Builders (NAHB)
- the Age Lab at MIT
- the Center for Gerontology at the Hartford Group.

These relationships have allowed us to provide the perspective of occupational therapy relative to driving issues, home technologies, and aging in place.
SECURING OUR ROLE

• Worked with Autism Speaks to show the value of OT, which resulted in having OT included as mandated benefit in 44 state autism insurance reform laws.
  – Work continues with Autism Speaks to secure a key role for OT in transition services provided at the state level.

• Developed collaborative relationships with the American College of Occupational and Environmental Medicine and the American Academy of Neurology on AOTA’s Practice Guidelines to promote the value and role of OT.
PROTECTING OUR PRACTICE

- Defended and strengthened the state regulation of occupational therapy:
  - As of 2017, OTs and OTAs are licensed in all 50 states, DC, and Puerto Rico, providing all jurisdictions with a legally defined scope of practice.
  - States including Colorado, Indiana, Idaho, Michigan, Pennsylvania, New York, and Utah revised their licensure laws to include contemporary scope of practice language and continuing competence requirements.
  - Efforts to deregulate OT and/or consolidate OT licensure boards in several states were defeated.
Occupational therapy’s distinct value is to improve health and quality of life through facilitating participation and engagement in occupations, the meaningful, necessary, and familiar activities of everyday life. Occupational therapy is client-centered, achieves positive outcomes, and is cost-effective.
RESEARCH & SCHOLARSHIP ARE KEY

• Implemented a Research Track at the AOTA Annual Conference & Expo in 2015.

• Started publishing the Research Track Conference Proceedings in 2015 in the American Journal of Occupational Therapy (AJOT) to increase opportunities for early and mid-career scientists to publish.

• In 2016, AOTA and AOTF launched the Summer Institute of Future Scientists in Occupational Therapy.

• Launched the biannual Education Summit in 2013 to foster the scholarship of teaching and learning in occupational therapy education.

Celebrate 100 years of occupational therapy!
BUILDING CAPACITY

• The American Journal of Occupational Therapy rankings, impact factors, and number of research articles published have all increased.

  – At its last measurement, AJOT obtained a 5-year impact factor of 2.113 and a 2-year impact factor of 1.806, the highest ever.

  – It is now ranked 10th of 71 journals in the Social Science Divisions’ Rehabilitation subsection.

Celebrate 100 years of occupational therapy!
BUILDING CAPACITY

• The Accelerating Clinical Trials and Outcomes Research (ACTOR) Conference, a joint effort between AOTA & AOTF, was held in 2011 and was funded by AHRQ to accelerate the pace of generating rigorous clinical trials and outcomes research.
  – The conference drew 85 early to mid career researchers from several rehabilitation disciplines but predominantly from occupational therapy.

• Participated in the National Quality Forum and had a number of volunteer leaders appointed to key task groups and advisory panels.
RELATIONSHIPS & PARTICIPATION

• Fostered a relationship with:
  – National Institutes of Health (NIH) Director, National Center for Medical Rehabilitation Research
  – NIH Deputy Director, National Center for Medical Rehabilitation Research
  – NICHD Legislative and Policy Lead relative to occupational therapy’s contribution to the NIH Rehabilitation Research Plan

• Staff serves on various advisory panels of national research programs that have the potential to impact future OT practice
  – the Care of Persons with Dementia in their Environments (COPE-Connecticut trial) Translational Advisory Committee
  – Home Evaluation with Strategic Triangulating Integrative Approach [A Home Evaluation App]) Research Advisory Board.

Celebrate 100 years of occupational therapy!
EVIDENCE-BASED
KNOWLEDGE TRANSLATION & DISSEMINATION

- A new *AJOT* series, Evidence Connection, provides **clinical application of systematic reviews**.

- Using a clinical case format, Evidence Connection articles illustrate how the research evidence from the reviews can inform and guide clinical decision-making.

- Special Issues of AJOT on results of systematic reviews
• AOTA EBP For You in OT Practice

- Rehabilitation and Recovery
  - The Role of OT in Concussion Rehabilitation
  - Reviving OT’s Roots in Mental Health in Minnesota
  - Promoting Exercise as Meaningful Activity for Adults With Parkinson Disease

• Evidence boxes within the SIS Quarterly Practice Connections

Table of Contents

- Community Participation/Mobility
  - Community participation is not just a passive activity but is intrinsically linked to an individual’s health and well-being.
  - Evidence boxes within the SIS Quarterly Practice Connections

- Special Interest Section Guide
  - Physical Disabilities
  - Sensory Integration
  - Technology
  - Work & Industry

Celebrate 100 years of occupational therapy!
Findings from the systematic reviews and related implications are summarized by themes in a revised “mini-CAT” format.

Everyday Evidence podcasts are available on the Stitcher app, which has millions of users.

The Evidence Exchange, a central repository for evidence-based literature reviews and related resources:
- includes opportunities for members to participate as CAP reviewers and to submit CAPs.
• AOTA Practice Guidelines continue to meet the inclusion and trustworthiness criteria for acceptance to the National Guideline Clearinghouse™ (NCG).

• Released continuing education courses based on the Practice Guidelines
  – Serious Mental Illness
  – Home Modifications
  – Neurodegenerative Disorders
  – Traumatic Brain Injury
GLOBALLY CONNECTED & DIVERSE WORKFORCE
ACTIVE INVOLVED MEMBERS ARE KEY

- **Membership has grown** from 35,529 in 2006 to 60,000 (up 69%) in 2017, expanding our audience to important professional information and up-to-date practice resources.

- Our reach was further expanded through the growth of the Internet and social media.
  - **AOTA.org has grown** from a few hundred thousand to more than 13.5 million page views in 2016, and we have more than 146,000 followers on our social media channels.
EMBRACING DIVERSITY & INCLUSION

• Dr. Freeman Hrabowski, President of the University of Maryland, Baltimore County, delivered the keynote address in 2009 devoted to diversity.

• The Centennial Vision and Diversity Within Our Profession: Celebrating Success Centennial Vision session in 2009 highlighted five successful practitioners from diverse backgrounds and their innovative practice areas.

• Published Culture and Occupation, 3rd Edition, in 2016

• President Florence Clark appointed a Diversity Ad Hoc Committee in 2012.
  – Their report in May 2013 made a number of recommendations which were undertaken by staff and members.
  – Board Champion for diversity and inclusion

• Multicultural, Diversity, and Inclusion (MDI) Network created a toolkit with resources for understanding the specific values, norms, beliefs, attitudes, and behaviors associated with different cultural groups

Celebrate 100 years of occupational therapy!
EMBRACING DIVERSITY & INCLUSION

• Several AOTA Emerging Leaders formed the Coalition of OT Advocates for Diversity (COTAD) in 2013
  – they have compiled helpful resources on their website (linked to AOTA website) including a recruitment toolkit

• Several Fact Sheets were translated into Spanish

• Videos of occupational therapists telling their career stories in their native language filmed by students in the University of Illinois at Chicago’s Department of Occupational Therapy
  – posted in the Considering OT as a Career section of our website

Celebrate 100 years of occupational therapy!
STUDENTS ARE OUR FUTURE

- **E.K. Wise Scholarships** support female students from diverse backgrounds pursuing a post baccalaureate entry-level degree program in occupational therapy.
  - Three awards are granted annually in the amount of $2,500.
  - Twenty-seven students have received these scholarships since 2009.

- Launched the **Fieldwork Educators Certificate Program** in 2009.
  - More than 6,000 practitioners have completed this 2-day workshop.

- **Diversity highlighted in Student Recruitment materials**

- **Academic Leadership Councils** continue to explore strategies for recruitment of students from diverse backgrounds.

Celebrate 100 years of occupational therapy!
INTERNATIONAL FOCUS

- Approximately 50 to 75 AOTA Annual Conference sessions are offered each year with a focus on international and/or multicultural content— institutes, short courses, posters, and International Breakfast

- AOTA participated as a gold sponsor of Collaborating Across Borders (CAB) IV (2013 in Vancouver, BC) and CAB V (2015 in Roanoke, VA).

- In 2013 AOTA became a member and sponsor of the National Academies of Sciences, Engineering and Medicine: Global Forum on Innovation in Health Professional Education
  - Brings together stakeholders from multiple nations and professions.
  - The 56 appointed members to the Forum are academic experts and health professionals representing 19 different disciplines from 9 countries.
INTERNATIONAL COLLABORATION

- International leaders summit held in April 2011, 2013, & 2015
  - Sharing ideas, resources & ideas
  - Sharing journals
    AOTA – CAOT – BCOT

- Reciprocal membership discounts, Conferences and CE

Celebrate 100 years of occupational therapy!
2017 Celebrate Our Centennial !!

Celebrate 100 years of occupational therapy!
Building Vision 2025

- AOTA Board of Directors began planning in 2014
- Process launched at the 2015 Annual Conference in Nashville
- Culminating with the unveiling of Vision 2025 in Chicago
Building on the success of the Centennial Vision, AOTA will have a relevant and realistic Vision for 2025 that will unify members and the profession, and serve as the foundation for the association’s priority setting and resource allocation through 2025.
Critical Success Factors

- Gathering Reliable Data
- Engaging Key Stakeholders
- Collaboration
- Transition Planning
Visioning Process

1. Consultant hired
2. Review & selection process with Senior Staff and President & VP
3. Interviews with key staff and AOTA past & current leaders + industry leaders
4. Over 6,000 members surveyed
5. Several focus groups at 2015 Conference with governance groups
Visioning Process

- Visioning Summit October 2015
- Elements for draft Vision 2025 developed & agreed upon
- Draft Vision 2025 developed
- Member feedback on proposed vision 2025 – November 2015 to January 2016
- Vision finalized & approved at February 2016 BOD meeting + first strategic priorities decided upon
- Vision 2025 rolled out at Conference 2016 in Chicago
Guiding Principles

• **Accessible**: we provide culturally-responsive and customized services to the clients we serve

• **Collaborative**: we excel in working with others to advance effective solutions

• **Effective**: we are evidence-based, client-centered, and cost-effective

• **Leaders**: we are influential in changing environments and complex systems
Occupational Therapy maximizes health, well-being and quality of life for all people, populations and communities through effective solutions to facilitate participation in everyday living.
Public Awareness

- Promote occupational therapy to consumers through social media, the website, and media stories
- Provide fact sheets, web resources, and social media channels for promoting the OT profession
Advocacy

- Engage in broad-based advocacy to ensure funding for OT in traditional and emerging areas

- Increase AOTA influence in legislative and regulatory decision making with health care reform implementation
Diversity

- Develop strategies and initiatives to foster diversity in current and future leadership initiatives

- Develop continuing education materials, invite conference submissions, and utilize AOTA communication vehicles to support cultural competence
Distinct Value

- Articulate occupational therapy’s distinct value to key organizations and communities

- Target critical audiences (primary care providers; insurers; schools; older adults; key policy and decision makers) through paid advertising using the brand, fact sheets, and social media

- AOTA will have a key presence at external conferences featuring consumers, physicians, and payers
Occupational therapy's distinct value is to improve health and quality of life through facilitating participation and engagement in occupations, the meaningful, necessary and familiar activities of everyday life. Occupational therapy is client-centered, achieves positive outcomes and is cost-effective.
The Role Of Occupational Therapy Professionals

ARTICULATE the Distinct Value

Deliver targeted messages demonstrating clear & distinct value:

• Clients
• Health care professionals
• Organizational administrators
• Payers
• Policymakers
Develop and communicate compelling, focused messages to multiple audiences to clearly articulate and promote the distinct value of Occupational Therapy

- Distinct Value (DV)
  - DV resources have been created by volunteer work groups for each of the 6 broad practice areas.
  - These resources support the DV statement within each of the practice areas with case examples and evidence.

Celebrate 100 years of occupational therapy!
Primary Care & Prevention

- Develop occupational therapy’s professional role in primary care and prevention

- Build relationships with family physicians and other health professionals in order to influence the development of primary care models to ensure inclusion of occupational therapy
Quality

- Define and promote high quality occupational therapy
- Articulate and implement an AOTA Quality Strategy
- Identify, develop, collect, and disseminate quality outcomes measures to promote high quality evidence-based occupational therapy

Celebrate 100 years of occupational therapy!
AOTA Strategic Initiatives

• Leadership Development
• Public Awareness
• Advocacy
• Diversity
• Distinct Value
• Primary Care & Prevention
• Quality
SMART Strategic Goals

• **Specific**: Single focused strategy
• **Measurable**: How will you know that the changes you are making are resulting in an improvement?
• **Actionable**: Clear and realistic actionable statement
• **Relevant**: Is the strategic initiative aligned with the organization’s strategic plan?
• **Time Bound**: Is your team confident that they can achieve the goal in 3 months?
Bridging the Centennial Vision with Vision 2025

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