

PHYSICAL THERAPY BOARD OF CALIFORNIA 2009 STRATEGIC PLAN TRACKING MATRIX

| ASSIGNED LEAD | GOALS, OBJECTIVES, MAJOR ACTIVITIES, & PERFORMANCE MEASURES | COMPLETE FY2009/2010 | COMPLETE FY2010/2011 | COMPLETE FY2011/2012 |
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| | GOAL 1 The PTBC proactively protects the consumer. | | | |
| | OBJECTIVE 1.1 Explore on-site inspection program and implement as appropriate. | | | |
| | MAJOR ACTIVITIES A. Identify the means of creating and implementing an on-site inspection program. | | | |
| Elsa | Performance Measures Research other Boards on-site inspection program. | | | |
| Elsa | Performance Measures Determine the feasibility | | | |
| | Performance Measures Obtain specific authority to perform random on-site inspections of physical therapy practices | | | |
| Status | | | | |
| | MAJOR ACTIVITIES B. Evaluate the information obtained to construct specific plan for implementation | | | |
| Status | | | | |
| | OBJECTIVE 1.2 Ensure the PTBC has budgetary authority to fund a sufficient number of staff to protect the public | | | |
| | MAJOR ACTIVITIES A. Document staff's workload to prepare and submit a BCP to hire additional staff | | | |
| Status | | | | |
| | OBJECTIVE 1.3 Review all physical therapy regulations and Board resolutions to recommend revisions to ensure best practices | | | |
| | MAJOR ACTIVITIES A. Ensure all regulations and Board resolutions are reflecting best practices (e.g. physical therapy corporation ownership by a layperson) | | | |

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| | Performance Measures | Staff to review all Board resolutions and regulations and identify those that do not reflect best practices | | | |
| | Performance Measures | Present staff recommendations to the Board | | | |
| Status | | | | | |
| | OBJECTIVE 1.4 | Explore additional avenues for consumer protection | | | |
| | MAJOR ACTIVITIES A. | Establish cooperative relationships with other health related consumer protection agencies. | | | |
| | Performance Measures | Identify other existing cooperative government agencies | | | |
| | Performance Measures | Cultivate a partnership with other government agencies to assist the Board in providing consumer protection | | | |
| Status | | | | | |
| | OBJECTIVE 1.5 | Monitor and respond to physical therapy workforce trends. | | | |
| | MAJOR ACTIVITIES A. | Facilitate direct access to physical therapy care. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Assess the impact of the changing demographics in California (i.e. aging population, aging licensees, language, and cultural barriers). | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES C. | Assess if there is a shortage of physical therapists and physical therapist assistants in California. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES D. | Determine feasibility of incentive programs for recruitment into the physical therapy profession within underserved areas. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES E. | Identify any barriers to entry or re-entry into the physical therapy profession. | | | |
| Status | | | | | |
| | OBJECTIVE 1.6 | Improve the quality of license identification. | | | |

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| | MAJOR ACTIVITIES | Determine the feasibility of a driver's license style photo wallet license. | | | | |
| Status | | | | | | |
| | OBJECTIVE 1.7 MAJOR ACTIVITIES | Implement the revisions of the Physical Therapy Practice Act. | | | | |
| | A. | Seek legislator to author amendments to the Physical Therapy Practice Act. | | | | |
| Status | | | | | | |
| | MAJOR ACTIVITIES | Elicit support from interested parties for revisions to the Physical Therapy Practice Act. | | | | |
| | GOAL 2 | The enforcement process is efficient and effective. | | | | |
| | OBJECTIVE 2.1 MAJOR ACTIVITIES | Establish an external review of the services provided by the enforcement program. | | | | |
| | A. | Survey licensees regarding the enforcement program. | | | | |
| | Performance Measures | Insert the survey with the renewal notice. | | | | |
| | Performance Measures | Add a survey on the PTBC's website. | | | | |
| Status | | | | | | |
| | MAJOR ACTIVITIES | Establish performance measures from complaint to resolution based on complainant survey responses. | | | | |
| | B. | | | | | |
| Status | | | | | | |
| | MAJOR ACTIVITIES | Evaluate the enforcement process to identify improvements, measure outcomes, and manage performance based on the survey responses. | | | | |
| | C. | | | | | |
| Status | | | | | | |
| | MAJOR ACTIVITIES | Establish a forum to seek input from licensees and consumers. | | | | |
| | D. | | | | | |
| Status | | | | | | |
| | MAJOR ACTIVITIES | Establish a social networking site online. | | | | |
| | E. | | | | | |
| Status | | | | | | |

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| | OBJECTIVE 2.2 | Establish an external review of the enforcement program's communicative effectiveness. | | | |
| | MAJOR ACTIVITIES A. | Survey consumers and licensees to ascertain how they access relevant information from the PTBC. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Review relevant Boards' websites to compare how they communicate their complaint process. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES C. | Create a blog on the PTBC's website seeking feedback regarding the enforcement process and program. | | | |
| Status | | | | | |
| | OBJECTIVE 2.3 | Ensure the PTBC has budgetary authority to fund a sufficient number of staff to protect the public. | | | |
| | MAJOR ACTIVITIES A. | Obtain investigators dedicated exclusively to the PTBC. | | | |
| Status | | | | | |
| | OBJECTIVE 2.4 | Implement an effective subpoena process. | | | |
| | MAJOR ACTIVITIES A. | Obtain authority from the Director of the Department of Consumer Affairs. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Establish and implement training for staff. | | | |
| Status | | | | | |
| | OBJECTIVE 2.5 | Promote reporting of violations. | | | |
| | MAJOR ACTIVITIES A. | Educate courts on their legislative mandate to report records of conviction of licensees. | | | |
| | Performance Measures | Contact DCA and its boards to determine their receipt of criminal records of conviction directly from the courts. | | | |
| Status | | | | | |

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| | MAJOR ACTIVITIES B. | Communicate to licensees the importance and benefits of reporting violations. | | | |
| Status | | | | | |
| | OBJECTIVE 2.6 | Work with Department of Consumer Affairs to improve data system technology. Encourage Department of Consumer Affairs to enhance data systems to interface with one another, and to be more user-friendly. | | | |
| | MAJOR ACTIVITIES A. | | | | |
| Status | | | | | |
| | GOAL 3 | PTBC's outreach and communication is efficient and effective. | | | |
| | OBJECTIVE 3.1 | Ensure the PTBC's website is designed to be efficient and accessible. | | | |
| | MAJOR ACTIVITIES A. | Create a customer service survey on the website. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Solicit feedback from physical therapist and physical therapist assistant students and program directors. | | | |
| | Performance Measures | Work with program directors to create an assignment for the students to research information. | | | |
| | Performance Measures | Request PT and PTA Program Directors to provide feedback. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES C. | Update Frequently Asked Questions. | | | |
| Status | | | | | |
| | OBJECTIVE 3.2 | Enhance reflective decision making by the Physical Therapy Board. | | | |
| | MAJOR ACTIVITIES A. | Prepare Board members by providing them with decision-making information in a timely manner. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Gather and provide data and resources necessary for informed decision making by Board members. | | | |
| Status | | | | | |

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| | OBJECTIVE 3.3 | Develop a consumer education program. | | | |
| | MAJOR ACTIVITIES A. | Educate third party payors and legislators. | | | |
| Status | MAJOR ACTIVITIES B. | Participate in a statewide campaign to reduce unlicensed activity of physical therapy. | | | |

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| | MAJOR ACTIVITIES C. | Participate in consumer awareness events. | | | |
| Status | MAJOR ACTIVITIES D. | Develop and implement a "Notice to Consumer" on how to contact the PTBC. | | | |

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| Status | MAJOR ACTIVITIES E. | Increase consumer awareness through public service announcements. | | | |
| | Performance Measures | Podcasts | | | |
| | Performance Measures | Television and Radio Announcements | | | |
| | Performance Measures | Billboard Advertisements | | | |
| | Performance Measures | Web Video (PTBC Website Announcements) | | | |

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| Status | MAJOR ACTIVITIES F. | Identify relevant methods of communication to educate the public. | | | |
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| | OBJECTIVE 3.4 | Ensure the PTBC has budgetary authority to fund a sufficient number of staff to protect the public. | | | |
| | MAJOR ACTIVITIES A. | Document staff's workload to prepare and submit a budget change proposal to employ additional staff. | | | |

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| Status | OBJECTIVE 3.5 | Enhance communication with licensees. | | | |
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| Status | MAJOR ACTIVITIES A. | Publish articles in publications available to licensees. | | | |
| Status | MAJOR ACTIVITIES B. | Obtain current technology to afford applicant and licensees access to application and licensing information electronically. | | | |
| Status | MAJOR ACTIVITIES C. | Advertise the advantages of online address changes. | | | |
| Status | MAJOR ACTIVITIES D. | Create inserts on the continuing competency requirements to mail out with license renewals. | | | |
| Status | MAJOR ACTIVITIES E. | Include articles regarding the enforcement program in each newsletter. | | | |
| Status | OBJECTIVE 3.6 | Establish green methods for operation. | | | |
| | MAJOR ACTIVITIES A. | Obtain current technology to afford applicant, licensees, and consumers access on the status of their information electronically. | | | |
| Status | MAJOR ACTIVITIES B. | Offer electronic payment options to applicants and licensees. | | | |
| Status | MAJOR ACTIVITIES C. | Provide Board members with Board materials electronically. | | | |
| Status | MAJOR ACTIVITIES D. | Communicate electronically with consumers, applicants, and licensees when applicable. | | | |
| Status | GOAL 4 PTBC has an established role in physical therapy education. | | | | |

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| | OBJECTIVE 4.1 | Develop a historical overview of the PTBC's role in physical therapy education. | | | |
| | MAJOR ACTIVITIES A. | Research and identify current and potential issues relating to education and seek input from educators. | | | |
| | Performance Measures | Examine existing statutory authority standards. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Evaluate the involvement in physical therapy education of other state physical therapy licensing boards. | | | |
| | Performance Measures | Survey other state physical therapy licensing boards. | | | |
| | Performance Measures | Report survey results to the Board. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES C. | Evaluate the involvement in education of other related California professional licensing Boards. | | | |
| | Performance Measures | Survey other related California professional licensing boards. | | | |
| | Performance Measures | Report survey results to the Board. | | | |
| Status | | | | | |
| | OBJECTIVE 4.2 | Monitor the implementation of the continuing competency requirements. | | | |
| | MAJOR ACTIVITIES A. | Establish standards for recognition of approval agencies. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES B. | Establish inactive license status. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES C. | Monitor exemptions from the continuing competency requirement. | | | |
| Status | | | | | |
| | MAJOR ACTIVITIES D. | Determine auditing standards. | | | |
| Status | | | | | |

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| GOAL 5 | | The licensing program is efficient and effective. | | |
| OBJECTIVE | 5.1 | MAJOR ACTIVITIES | Establish an external review of the services provided by the application and licensing program. | |
| | | Performance Measures | Survey licensees regarding the application and licensing services program. | |
| | | Performance Measures | Insert the survey with the renewal notice. | |
| | | Performance Measures | Add a survey on the PTBC's website. | |
| | | Performance Measures | Create a survey that is specific to the application type. | |
| Status | | MAJOR ACTIVITIES | | |
| | | B. | Establish performance measures based on survey responses. | |
| Status | | MAJOR ACTIVITIES | | |
| | | C. | Evaluate the application and licensing renewal process to identify improvements, measure outcomes, and manage performance based on the survey responses. | |
| Status | | MAJOR ACTIVITIES | | |
| | | D. | Establish a forum to seek input from applicants and licensees. | |
| Status | | MAJOR ACTIVITIES | | |
| | | E. | Establish a social networking site online. | |
| Status | | OBJECTIVE | | |
| | | 5.2 | Ensure the PTBC has budgetary authority to fund a sufficient number of staff to protect the public. | |
| | | MAJOR ACTIVITIES | Document staff's workload to prepare and submit a budget change proposal to employ additional staff. | |
| Status | | OBJECTIVE | | |
| | | 5.3 | Work with Department of Consumer Affairs to improve data system technology. | |

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| | MAJOR ACTIVITIES A. | Encourage Department of Consumer Affairs to enhance data systems to interface with one another and to be more user-friendly. | | | |
| Status | | Support Department of Consumer Affairs' efforts to work with Department of Justice to import applicant criminal offense record information (CORI) into the applicant tracking system. | | | |
| Status | | Support Department of Consumer Affairs' efforts to work with the Federation of State Boards of Physical Therapy to import applicant's examination scores into the applicant tracking system. | | | |
| Status | MAJOR ACTIVITIES D. | Encourage Department of Consumer Affairs to complete the Breeze project. | | | |
| Status | | Review and update the PTBC's California Law Examination and the Electroneuromyography Certification Examination. | | | |
| Status | MAJOR ACTIVITIES A. | Establish a relationship with a vendor (e.g. Office of Professional Examination Services, | | | |
| Status | MAJOR ACTIVITIES B. | Federation of State Boards of Physical Therapy, outside vendor). | | | |
| Status | MAJOR ACTIVITIES C. | Solicit subject matter experts and schedule workshops. | | | |
| Status | MAJOR ACTIVITIES D. | Implement updated examinations. | | | |