



2014–2017 STRATEGIC PLAN

PHYSICAL THERAPY BOARD OF CALIFORNIA



ADOPTED NOVEMBER 2014



THE PHYSICAL THERAPY BOARD OF CALIFORNIA

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ABOUT THE PHYSICAL THERAPY BOARD OF CALIFORNIA

The Physical Therapy Board of California (Board) licenses and regulates physical therapists and physical therapist assistants. The Board is comprised of four licensed members and three public members. The Governor appoints the four licensed members and one public member; the Speaker of the Assembly appoints one public member; and the Senate Rules Committee appoints one public member. The Board's mandate is to protect the public from any incompetent, unprofessional, and fraudulent practice of physical therapy.

To meet this mandate, the Board must ensure that:

- Applicants meet the necessary education, examination, and experience qualifications to obtain licensure;
- Licensees comply with continuing competency requirements to maintain licensure;
- Consumers are informed of their rights and how complaints may be filed with the Board;
- Consumer complaints are processed efficiently;
- Appropriate action is imposed on licensees who are found in violation of the Physical Therapy Practice Act; and
- Laws and regulations uphold the Board's mandate, mission, and vision.

This strategic plan will systematically chart the Board's course for the next four years by establishing its goals and objectives. These goals and objectives are the framework that will tactically guide activities and focus resources to uphold the Board's mandate in the most efficacious manner possible.

RECENT ACCOMPLISHMENTS

As part of the strategic planning process, the Board evaluated its previous goals, identified objectives that were met, and made note of any items that require further attention. The following list provides the significant Board accomplishments since the adoption of the previous strategic plan in 2009:

- Revised the Physical Therapy Practice Act
- Established enforcement performance measures to track complaint processing times from complaint receipt to complaint resolution
- Revised customer satisfaction surveys to more accurately gather data and assess performance of the application, licensing, and enforcement programs
- Expanded the use of social media and the Board's website to provide updates, information, and services to applicants, licensees, and consumers
- Developed and implemented a continuing competency program
- Updated the California jurisprudence examination



MISSION

To advance and protect the interests of the people of California by the effective administration of the Physical Therapy Practice Act.

VISION

California's physical therapy consumers and licensees are provided a safe, fair, and competitive marketplace.

VALUES

EFFECTIVENESS

We make a difference and have a positive impact for consumers and licensees.

ACCOUNTABILITY

We operate transparently and hold ourselves accountable to the people of California.

INTEGRITY

We are honest, fair, and respectful in our treatment of everyone.

SERVICE

We strive to provide the best service possible to consumers and licensees.





A word cloud centered around the text "Physical Therapy Board". The words are arranged in a circular pattern around the central text. The words include: "Physical", "Therapy", "Board", "Practice", "protect", "effective", "California", "marketplace", "consumers", "interests", "practitioners", "safe", "competitive", "advance", "people", "Act", "provided", "fair", "administration", and "interests". The words are in various colors (red, teal, grey) and sizes, with "Physical", "Therapy", and "Board" being the largest.

Physical
Therapy
Board
Practice
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GOAL 1: APPLICATIONS

Ensure all applicants meet minimum qualifications for licensure while providing reasonable access to the profession.

- 1.1 Establish effective examinations.
- 1.2 Improve the approval process for physical therapy facilities to supervise the clinical service of foreign-educated applicants.
- 1.3 Improve application and licensing processing times by pursuing an increase in budgetary authority to fund necessary staffing levels.
- 1.4 Define in regulation a pass point for the licensure and jurisprudence examinations.
- 1.5 Ensure BreZE interfaces accurately capture the application program's processes.
- 1.6 Educate applicants on the licensure process.

GOAL 2: LICENSING

Proficiently provide timely licensing services and promote consumer protection through continued competency.

- 2.1 Improve licensing maintenance processing times by pursuing an increase in budgetary authority to fund necessary staffing levels.
- 2.2 Establish sufficient resources to provide an efficient continuing competency program.
- 2.3 Ensure BreZE interfaces accurately capture the licensing program's processes.
- 2.4 Improve the quality of the wallet license.

GOAL 3: ENFORCEMENT

Protect the health and safety of consumers through the effective enforcement of the laws and regulations governing the practice of physical therapy.

- 3.1 Ensure sufficient enforcement program funding to cover the costs resulting from disciplinary actions by pursuing an increase in budgetary authority.
- 3.2 Explore establishing an in-house investigation program.
- 3.3 Improve enforcement processing times by pursuing an increase in budgetary authority to fund necessary staffing levels.
- 3.4 Ensure BreEZe interfaces accurately capture the enforcement program's processes.

GOAL 4: LEGISLATION AND REGULATION

Ensure that statutes, regulations, policies, and procedures strengthen and support the Board's mandate and mission.

- 4.1 Foster effective, positive relationships with the Legislature.
- 4.2 Ensure laws are implemented in a timely and effective manner.
- 4.3 Update regulations to clarify licensee requirements to support the highest level of consumer protection.
- 4.4 Explore the development of a Code of Professional Conduct.





GOAL 5: PROGRAM ADMINISTRATION

Enhance effectiveness and efficiency to improve the quality of service provided by each program.

- 5.1 Enrich staff's skills, knowledge, and experience by providing training and development opportunities.
- 5.2 Create and implement a workforce and succession plan.
- 5.3 Assess the Board's organizational structure for effectiveness.
- 5.4 Manage program issues that may arise from the conversion to and implementation of the BreEZe system.
- 5.5 Ensure the interfaces of BreEZe accurately capture the cashiering process.

GOAL 6: OUTREACH AND EDUCATION

Increase education and outreach efforts to consumers, licensees, and other stakeholders regarding laws, regulations, and the practice of physical therapy.

- 6.1 Leverage existing technologies (e.g., web conferencing, webinars, teleconferencing, and social media) to increase interaction between the Board and its stakeholders.
- 6.2 Utilize existing technologies to promote education through social media sites (e.g., YouTube, Twitter).
- 6.3 Provide education and resources regarding licensure and the laws that govern the practice of physical therapy.
- 6.4 Increase the Board's attendance and participation at both professional and consumer events.
- 6.5 Provide quarterly notifications to advise and update stakeholders of laws and regulations.
- 6.6 Create educational brochures for consumers, licensees, and applicants.



Physical Therapy Board of California

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