



## **STRATEGIC PLAN**

### *Mission Statement*

*To be the recognized leader in advancing the science and practice of hand therapy through education, advocacy, research and clinical standards.*

### *Vision Statement*

*ASHT builds and supports the community for professionals dedicated to the excellence of hand therapy.*

#### **I. Governance: ASHT will be a proactive and visionary organization.**

- A. ASHT leadership will encourage regular communication and collaboration among Divisions as well as between the Divisions and the Board of Directors.
- B. ASHT leadership will assess the effectiveness and efficiency of its governance structure at least every 3 years.
- C. ASHT leadership will regularly review and revise (as needed) the process for identifying, recruiting, and selecting new leaders.
- D. ASHT leadership will monitor and ensure consistent use of the strategic plan.
- E. ASHT leadership will set clear roles and expectations, including scope of work, for board members, Divisions and Headquarters Staff.

#### **II. Education: ASHT will consistently provide high quality / high value educational products to its members and customers.**

- A. ASHT will offer a portfolio of educational experiences and opportunities to meet the needs of hand therapists across the continuum of professional development.
- B. ASHT will prioritize allocation of resources to the development and provision of educational products, with the highest priority given to the Annual Meeting, the Clinical Assessment Recommendations book, and the CHT Study/Review Course and Materials.
- C. ASHT's Education Division will collaborate with the Research Division to design and provide educational products which incorporate the highest quality, most recent research pertaining to upper extremity rehabilitation.
- D. ASHT's Education Council will be proactive and visionary by making recommendations to the Board regarding future educational initiatives.
- E. ASHT's Education Council will make recommendations to the annual meeting chair regarding educational programming for the annual conference.
- F. ASHT will offer an Annual Meeting which provides:

1. Educational opportunities for hand therapists across the continuum of professional development.
2. Networking opportunities
3. Opportunities to learn about the latest research in the field of upper extremity rehabilitation

G. ASHT will collaborate with other organizations (i.e., universities, state chapters, continuing education companies, and other societies) to provide high value/high quality educational opportunities for its members and customers.

**III. Research: ASHT will promote research and evidence based practice in the field of upper extremity rehabilitation.**

- A. ASHT will offer a high quality science journal to its members.
- B. ASHT will assist members to develop skills in the location and appraisal of appropriate research studies and in the implementation of clinical research into practice.
- C. ASHT will support research initiatives in the field of upper extremity rehabilitation.

**IV. Communication/Awareness: ASHT will work to increase awareness of the hand therapy profession to target audiences and will provide products and services to facilitate the promotion of the profession by its members.**

- A. ASHT will effectively and efficiently manage all communication vehicles among members, HQ, and alliances to further networking and the profession.
- B. ASHT will support and facilitate member's efforts in promoting the profession of hand therapy to target audiences, including:
  1. Physicians
  2. Other referral sources
  3. Third party payors
  4. The public
- C. ASHT will facilitate information exchange, hand therapy awareness, networking, and volunteer opportunities for its members thru State Chapters, online media, international relations, the Annual Meeting and other ASHT events.

**V. Practice Management and Reimbursement: ASHT will support members in practice and advocacy issues critical to the future sustainability of our profession.**

- A. ASHT will respond to third party payor and public policy issues as appropriate, especially by the following means:
  1. Assist grass roots efforts of members who are dealing with third party payor/reimbursement issues
  2. Collaborate with other healthcare organizations, including APTA and AOTA, to work on legislative issues

3. Inform members about changes in practice and reimbursement policies that affect hand therapists
  4. Provide members with information regarding ways to influence and deal with third party payors
  5. Provide members with information regarding ways influence and affect changes in public policy
- B. ASHT will develop position statements on emerging practice issues.
  - C. Through support of NBAOS, and by any other necessary means, ASHT will promote hand therapists' ability to provide and bill for orthoses and other hand therapy services.
  - D. ASHT will focus its advocacy efforts on hand therapists ability to supply, design, fabricate, and adjust custom orthosis, and receive payment for these and all hand therapy services
  - E. ASHT will focus efforts on coding and reimbursement support to the membership.
  - F. ASHT will develop and offer its members and customers resources for practice management.

**VI. Membership: ASHT will implement strategies to retain and recruit members and will offer its members valuable benefits and services.**

- A. ASHT will create and utilize a clear member profile in order to ensure that benefits and services are consistent with membership needs and values.
- B. ASHT will maintain a retention and recruitment plan and will modify it regularly to promote a high level of membership retention and a steady influx of new members.
- C. ASHT will regularly identify and recognize rising stars within its membership.
- D. ASHT will provide an excellent "total member experience" to ensure that members are satisfied with the services and benefits they receive at every point of contact with the society.

**VII. Finance: ASHT leadership will exercise due diligence to maintain a healthy financial status for the organization.**

- A. ASHT's financial philosophy will be in line with all aspects of the Strategic Plan.
- B. ASHT's leadership will develop a plan for financial growth to strengthen the organization's financial position.
- C. ASHT's leadership will stay abreast of developments which may affect the budget in either negative or positive ways and will respond proactively to ensure the financial health of the society.