

AOTA FY 2014 Centennial Vision Priorities: Boldly Navigating a Changing World

AOTA's Board of Directors has ranked those activities most critical for staff, financial, and volunteer resource allocation and attention for FY 2014 (which began July 1), along with the measures to be achieved (see FY 2014 Logic Model: Powerful and FY 2014 Logic Model: Science and Evidence). The Board used the results of an environmental scan survey sent to members of all the governance bodies, the Affiliated State Association Presidents (ASAP), organizational partners including the American Occupational Therapy Foundation (AOTF) and the National Board for Certification in Occupational Therapy (NBCOT), the Special Interest Section Standing Committees, AOTA staff, and others to inform their discussions, which took place during their March 2013 meeting.

The activities and measures, as they relate to the Centennial Vision, are listed below.

THE PROFESSION IS POWERFUL AND WIDELY RECOGNIZED

- **AOTA continues and amplifies leadership development programs; socializing students, new practitioners, educators, and clinical managers for increased power and leadership while building an AOTA leadership community. (Level 1)**
 - By 2017, 100 to 120 emerging leaders who are representative of a diverse profession have undergone leadership training and have assumed active roles on ad hoc committees, commissions, or other organizational bodies.
 - By 2017, 90 occupational therapy middle managers with organizational influence who are representative of a diverse profession have participated in the AOTA Leadership Development Program for Managers and have attained measurable progress in leadership abilities and career growth.
 - In spring 2015, AOTA will launch an academic leadership development initiative. The program will last for 11 months and include face-to-face and online interaction.
 - AOTA will support graduates of its leadership development programs through ongoing contact, sharing of resources, a Conference reception, and participation in AOTA's leadership community.
- **Support the start-up of the VLDC, its examination of leadership development needs, and recognition of individual leaders' contribution to the achievement of AOTA's strategic and Centennial Vision goals.**

- Profile the leadership development program's participants in AOTA communication vehicles.
- Review CE offerings for leadership content and investigate the feasibility and scalability of an online leadership course.
- **Enhance the effectiveness of communications to members to help them message appropriately within their settings and to their decision makers.**
 - Provide Tip Sheets, Fact Sheets, PowerPoints, Web resources, social media channels, etc. for describing the profession and promoting major AOTA initiatives. Track utilization and increase in social media followers.
 - Roll out and promote AOTA's new Web site and practitioner resources.
- **Enhance AOTA's role as an essential resource to the occupational therapy community in a changing world.**
 - Promote occupational therapy to consumers through social media, Tip Sheets, paid advertising, media stories, and the Web site.
 - Expand our capacity to reach our members through their preferred social media and content delivery vehicles (CE, books, *AJOT*, etc.).

Promotion & Advocacy

- **Continue, enhance, and tailor our external communications.**
 - Create journalist resources, track media hits, and target releases to media outlets.
 - Increase mainstream media coverage of occupational therapy for key audiences (in top 200 media outlets) to result in a total of 25 stories in FY 14.
 - 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 presence at external conferences featuring consumers, physicians, and payers.
 - Focus, customize, and target these external communications. Emphasize OT's distinct value and its effect on everyday living, health, and well-being, especially being client centered by meeting their needs and helping clients do what they need and want to do.
- **Engage in broad-based advocacy to ensure funding for OT in traditional and emerging areas. (Level 1)**
 - Medicare continues to cover occupational therapy in all current settings and in new and emerging settings.

- Expand the role and use of OT in home health under Medicare and in the emerging health care system.
- Medicare will adopt occupational therapy-appropriate documentation and outcome measure standards as these are changed by CMS.
- The role of occupational therapy in schools for behavioral and mental health interventions will be enhanced, including services for children with autism.
- The role of occupational therapy in mental health is promoted in federal legislation and programs.
- The AMA CPT© coding system will be examined and revisions proposed to promote optimum recognition of and payment for occupational therapy services.
- Collaborate with and support state associations to advocate for inclusion of occupational therapy in state legislation.
- Support and enhance state associations' ability to deal with health care reform implementation.
- Board members, other AOTA leaders, and educators participate in Hill visits or other advocacy activities.
- Continue to expand grassroots participation through the AOTA Legislative Action Center, Hill Day, and local advocacy efforts.
- Maintain AOTA influence in legislative and regulatory decision-making, including health care reform implementation.

Demonstrate and Articulate our Distinct Value to Individuals, Organizations, and Communities

- **Promote occupational therapy's role in service delivery system redesign to assure fair payment and provision of quality care (Level 1), with particular emphasis on:**
 - **Primary Care**
 - **Prevention**
 - **Expansion of mental health**
- Build relationships with family physicians and other health professionals in order to influence development of models of primary care and coordinated, interprofessional, team-based care delivery systems.

- Engage our members and develop occupational therapy's professional roles in primary care and other coordinated, interprofessional, team-based care delivery systems.
- Identify and disseminate existing occupational therapy research relevant to primary care and other coordinated, interprofessional, team-based care delivery systems.
- Create Position Papers on Primary Care, Interprofessional Education, and Interprofessional Collaborative Practice.
- Engage in appropriate activities and collaborate with appropriate organizations around Interprofessional Education and Interprofessional Collaborative Practice.
- Engage with CMS/CMMI and other federal entities around innovation opportunities.
- **Provide strategic support for educators, practitioners, and researchers to meet rapidly changing societal needs.**
 - Increase educators' understanding of the need to accelerate content development in curricula for changing workforce opportunities in areas such as wellness; prevention; primary care; wounded warriors; mental health; and work and industry.
 - Support the preparation of existing occupational therapy practitioners for traditional and changing roles, environments, and patient demographics through continuing education, conference sessions, books, and their preferred communication vehicles.
 - Provide resources to educate occupational therapy practitioners about new service delivery models.
 - Provide resources to assist occupational therapy practitioners to recognize and act upon opportunities within the new service delivery models.

THE PROFESSION IS DIVERSE AND GLOBALLY CONNECTED

- **Foster member cultural competence to meet changing demographics and societal needs.**
 - Develop CE materials, invite conference submissions, and utilize AOTA communication vehicles to support cultural competence.
 - Engage Program Directors' leadership to enhance cultural competence and diversity in our academic programs.

- **Explore opportunities for heightened collaboration between the 3 major occupational therapy professional membership organizations (AOTA, BCOT, CAOT).**
 - Pursue implementation of recommendations for international collaboration flowing from the 2nd International Organizational Leader's Summit taking place in April 2013, including the feasibility of an international research-related conference.

THE PROFESSION IS SCIENCE DRIVEN AND EVIDENCE BASED

Science, Evidence, and Translation

- **Make members aware of AOTA PERFORM & National Outcomes Database.**
 - Expand the use of AOTA's documentation templates by members, as well as demonstrate the integration of standardized assessments embedded in AOTA PERFORM.
- **Improve linkage between evidence-based practice and documentation.**
 - Refine/revise documentation templates as member feedback is received; evaluate the effectiveness of templates once finalized.
 - Promote AMPAC as the preferred occupational therapy outcome measure to members.
 - Assure documentation and other templates promote and reflect evidence-based practice.
- **Promote evidence-based practice.**
 - Multiple evidence dissemination avenues are examined and evaluated to promote usability for our members.
- **Collaborate with AOTF in support of research activities which build the occupational therapy knowledge base and support quality practice. (Level 1)**
 - Collaborate with AOTF to build research capacity, such as successfully pursuing NIH, IES, NSF, and CDC ROI awards.
 - Identify and propose priority areas of practice needing research funding to AOTF on an annual basis.

- **Enhance access to research resources for our members.**
 - Relationships and networks continue to be built with research funding agencies with priorities related to the profession (public, large private).
 - Increase the participation and engagement of AOTA researchers to build a community with linkages to AOTA through multiple paths, including submitting data into the AOTA Research Database.
 - Actively promote a broader profile and resources for Rehabilitation Science within federal agencies including, but not limited to, NIH, PCORI, IES, NSF, and CDC.
 - Look at various delivery modes for translation of research/evidence.
- **Develop and implement a strategy to facilitate OT researchers' acquisition of funding from the Patient Centered Outcomes Research Institute (PCORI). (Level 1)**
 - Promote OT participation in study sections and reviews.
 - OT professionals will attend PCORI events and workshops in order to increase profession's knowledge base about the Institute's mission, process, and criteria.
 - AOTA will engage in actions to monitor the priorities and activities of PCORI disseminate relevant information on these priorities and activities to the occupational therapy scientific and research community, and encourage and facilitate OT researcher participation.
 - AOTA will maintain list of PCORI-funded researchers.