



Canadian
Physiotherapy
Association

Annual Report 2020

Table of Contents

Message from the President	1
Joint Statement	1
Board of Directors	3
CPA Operations Through a Global Pandemic	4
I. Advocacy and Research	5
II. Business Development	7
III. Communications.....	8
National Physiotherapy Month 2020	9
Tomorrow Campaign	9
CPA Communications by the Numbers	10
IV. Events.....	11
CPA Virtual Summit.....	11
V. Learning and Divisions	12
Divisions	
V1. Membership.....	13
YOY Membership Comparison	14
About CPA Members.....	15
Divisions	16
The Physiotherapy Foundation of Canada	17



Message from the President and CEO

CPA President, Viivi Riis, PT, MSc: 2020 has been an unusual year. The Board normally meets four times in a year, but in 2020 we met 12 times. I thank all the Directors for stepping up to the plate in difficult times. JP and the staff recognized early on that they needed to avail themselves of physiotherapy perspectives, which meant that not only did the Board meet more frequently to address emerging issues, but JP and I spoke daily or several times a day throughout much of the year. After an unusual year, JP and I agreed to take a slightly different approach to our Annual Report by preparing a joint message from the President and the CEO.

CPA CEO, JP Cody-Cox: To build off of Viivi's introduction, we see the accomplishments of the CPA as not just the accomplishments of the CPA's Board or our staff, but the accomplishments of our Association's members, students, and partners whose work help educate, fill the pages of our magazine and journal, provide the evidence for our policies, and mold our advocacy programs. Our new joint message is an acknowledgement of that interconnectedness and reliance on each other in the articulation and amplification of the voice of our profession.

Joint Statement

The CPA's mission states, "As the vital partner for the profession, the Canadian Physiotherapy Association leads, advocates, and inspires excellence and innovation to promote health." This work is made possible by the education, practice, advocacy, and research of physiotherapy, which has an on-going impact in optimizing the health of Canadians and the health care system.

Physiotherapy practitioners, researchers, and educators help inform what we know and how we cope with human issues. As Canada's national voice for physiotherapy, the CPA supports the work physiotherapists do and shares this work with the public, our partners, and stakeholders.

As we write this year's message, we are still in the troughs of COVID-19. Vaccination of Canadians is accelerating across the country and we are looking towards returning to some level of pre-pandemic, in-person interaction with our friends, family, and peers. Physiotherapists have been there for Canadians, helping them cope, recover, and thrive during these difficult times. As a profession, we have demonstrated our value to Canadians, but we still have work to do as a community to strengthen the way we work, support each other and our patients, and grow as a self-regulated profession.

We are proud of all parts of the CPA - Divisions/Assemblies, our Branches, and staff. And our partners - the academic community, the regulators, researchers, and members who have been part of our arsenal of knowledge and leadership that has allowed us to prevail as a critical player in Canada's health care environment despite the

pandemic. We have said this consistently - We Are Stronger Together. At our best we demonstrate what we can do together as a profession, but there have been moments that illustrate there is room to do better.

Many positives have come from the pandemic:

[As our COVID-19 resource page can attest, many members of our community pulled together to support our profession in coping with the pandemic.](#)

- Recognition of the role physiotherapy plays in management of cardiorespiratory conditions, as well as the effects of COVID-19 recovery and long-haul COVID-19, through ongoing research, which has been reinforced in media and social media.
- The emergence of virtual care as a core service that has the potential to expand access to physiotherapy to rural and remote communities and to those who otherwise can't easily access physiotherapy services.
- The CPA has participated in many knowledge translation opportunities to expedite pandemic-related physiotherapy research that has been led by Canadian physiotherapy researchers.
- We've seen our academic colleagues and our Division experts pivot and evolve the methods used in teaching physiotherapy students and delivering professional development to recently graduated physiotherapists.
- Our legal and insurance partners pulled together to help guide our members through the labyrinth of issues related to running their practices during a pandemic.



Joint Statement Continued

Advocacy wise, we have grown as an organization. The CPA and our provincial Branches continue to work with Insurance and Government officials at the federal and provincial levels to advocate for and voice the concerns and needs of our members, who want all Canadians in all parts of Canada to have improved access to physiotherapy services as we tackle the COVID-19 pandemic and recovery.

- The federal government health care plan has suspended the requirement for physician referrals to access physiotherapy; we continue to advocate for this suspension to be made permanent.
- Our combined advocacy with our other health professional association partners helped move the federal government to accelerate investments in broadband infrastructure needed for Canadians to access care wherever they live in Canada.
- Urging the federal government to take action on better funding and enhanced strategies around healthy aging, including greater access to physiotherapy.
- Recognition of the value of virtual physiotherapy. We have helped to convince many insurers to pay for virtual physiotherapy services at the same rate as face-to-face care. We have said this consistently – We Are Stronger Together. At our best we demonstrate what we can do together as a profession, but there have been moments that illustrate there is room to do better.

Corporately, the CPA has engaged in major projects to enhance our capacity and focus, including:

- A comprehensive governance review that will revise our bylaws, policies, regulations, and procedures.
- The CPA recognizes the fundamental role physiotherapy research and researchers play in the vitality of the profession not only in Canada and is pleased to work with researchers, including those involved in the Research Advisory Committee (RAC). This is one way we live our values, including the integration of evidence, clinical reasoning, and therapeutic skills in practice. We thank the research community for their passion and commitment to the CPA.
- Preparing for a revision of the Strategic Plan in 2022.

2020 has also exposed areas for improvement for the CPA and the profession:

- Diversity, Equity, Inclusion, and Anti-Racism (DEIA) – For both the profession and the world in general, the year has laid bare some uncomfortable and persistent truths of discrimination within our society and systems. The CPA and the profession need to partake in some overdue self-reflection to ensure we do a better job of walking the talk in Diversity, Equity, Inclusion, and Anti-Racism. We have invested in addressing this issue. We will take our time to listen, learn and act; this is not an issue to be rushed if we want to make meaningful change. All aspects of the CPA, including our Divisions and Assemblies, staff, committees, and Board of Directors will be engaged in this process. The CPA will also continue to partner with the larger physiotherapy community in this regard.
- Physiotherapy Clinical Examination (PCE) – The pandemic adversely affected thousands of candidates eligible to challenge the practical component of the PCE. We are proud of the work the CPA has done to speak for the candidates/residents stuck in limbo during the cancellations of the clinical examination since 2019. But, we still believe that all the leaders in the profession, including the CPA, could and should do better to ensure a collaborative and swift response to getting candidates licensed and practicing immediately. There is still work to be done in this regard.

2020 is a year unlike any we have faced in a long time. As an organization, the CPA celebrates our successes, but also admits there are areas in which we can learn and do better. The profession and our members have done great things to help Canadians throughout the pandemic and the CPA will be there to help them recover and get stronger in the future. The CPA commits to supporting our members to be the best they can be in the way forward.



Board of Directors

Viivi Riis, President
Collingwood, Ontario

Amanda de Chastelain, President-Elect
Calgary, Alberta

Jason Coolen
Vancouver, British Columbia

Kate Grosweiner
Halifax, Nova Scotia

Sandra Lamb
Vancouver, British Columbia

John Nagy
Richmond, British Columbia

Dr. Sandy Rennie
Ottawa, Ontario

Melissa Anderson
Ottawa, Ontario



Viivi Riis
President



Amanda de Chastelain
President-Elect



Jason Coolen



Kate Grosweiner



Sandra Lamb



John Nagy

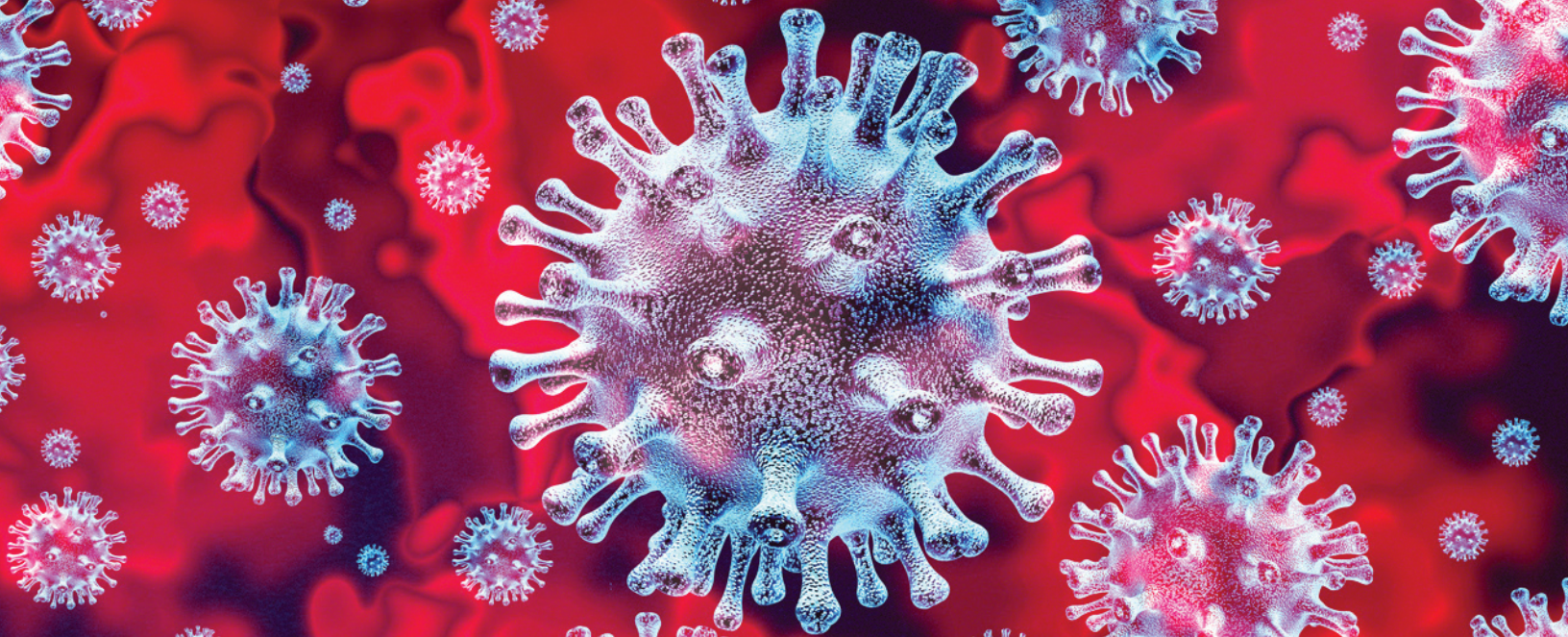


Dr. Sandy Rennie



Melissa Anderson





CPA Operations Through a Global Pandemic

2020 was set to mark the 100th Anniversary of the Canadian Physiotherapy Association. Significant initiatives were planned including a can't-miss Congress 2020, CPA 100th Anniversary Medals of Distinction, a national public awareness campaign, education opportunities and loads of benefits for CPA members. In March 2020, at almost exactly the same time as the organization was scheduled to kick-off its celebrations on its official anniversary, March 20, 2020; the organization was forced to pivot, like the rest of the world, and address the outbreak of the COVID-19 pandemic.

CPA staff worked from March through the end of year from home offices, operations shifted to an entirely digital environment, and many

of the plans scheduled for the year were either shifted, cancelled or put on hold as the organization put all of its resources into helping its members, and the profession writ large weather the beginning of the COVID-19 pandemic.

In this year's annual report, we take a look at the operations resulting from CPA's pivot from "celebrating the 100th Anniversary" in 2020 to "equipping, informing and supporting the profession through the COVID-19 outbreak".

- I. Advocacy and Research
- II. Business Development
- III. Communications
- IV. Events
- V. Learning and Divisions
- VI. Membership



I. Advocacy and Research

In 2020, as a result of hard work and planning in 2019, the CPA Advocacy team welcomed new staff, resources and capacity to build CPA's relationships across the industry, in the government and beyond to push forward the critical advocacy issues identified in 2020 bolstered by the ability to say that the Association had reached its 100th Anniversary. As early as February 2020, the CPA had sent out targeted advocacy surveys to its members, engaged in meetings with various stakeholder groups and partners, and began its outreach to federal government to prepare to contribute to the federal budget cycle and more.

In March, as the pandemic was declared, the entire Advocacy team shifted its focus to supporting the efforts put forward by the federal government with the roll out of its COVID-19 relief measures, influencing the application of those relief measures for those physiotherapy professionals that were left out, and ensuring that physiotherapy professionals were top of mind as calls went out for health care workers to help weather the storm in the health care system.

In addition to fielding calls from members, contributing to resources, the COVID-19 webinar series and generating expert commentary and research to CPA's efforts to support, inform and equip members, the CPA Advocacy team:

- Participated in the study of the Canadian response to the outbreak of the coronavirus undertaken by the House of Commons Standing Committee on Health. We submitted a policy brief to the committee, outlining the core recommendations from the CPA on how to strengthen the health system in response to COVID-19.
- The CPA supported the federal government's temporary suspension of the Public Service Health Care Plan's (PSHCP) requirement for a physician referral for physiotherapy, including continued lobbying for the change to be made permanent.
- Alongside the AQP, lobbied directly with Quebec governments to deploy physiotherapists as a support for the health care system through the pandemic.
- The CPA engaged with the federal government before the fall 2020 session of Parliament to advocate for new investments in community and home-based care, expansion of the student loan forgiveness program to include physiotherapists and physiotherapy assistants working in rural and remote communities, and the infrastructure needed for all Canadians to access virtual care.
- A letter was sent to the Minister of Finance, The Honourable Chrystia Freeland, which outlined the CPA's priorities for the next federal budget and emphasized the financial supports our members still needed to see action on in order to ensure that they were included in the government's COVID-19 response package.
- The CPA also submitted a pre-budget brief to the House of Commons Standing Committee on Finance as they began engaging with stakeholders on the development of the 2021 federal budget. The submission proposed recommendations on investments the federal government should make to meet the needs of Canada's aging population and improve nationwide access physiotherapy.
- The CPA led advocacy in partnership with the Extended Healthcare Professionals Coalition (EHPC is a coalition of 11 national professional health and social organizations) calling on governments to allow regulated health professionals to remain open during future pandemic closures, such as during the expected second wave of COVID-19. This critical advocacy was undertaken collectively with other professions to ensure a strong and unified voice on this issue with governments at all levels.
- As a member of the Extended Healthcare Professionals Coalition (EHPC), the CPA co-developed a letter addressed to Prime Minister Trudeau calling for regulated health professionals to be authorized as essential services and to remain open and accessible to Canadians who require their services during future pandemic closures, such as the expected second wave of COVID-19. This critical advocacy was undertaken collectively with other regulated health care professions to ensure a strong and unified voice on this issue with governments at all levels.
- On September 23, 2020, Parliament returned for the Speech from the Throne (SFT) and the new fall session. In advance of the SFT, the CPA had been advocating for federal investments to better meet the needs of Canada's aging population and improve nationwide access to physiotherapy.
- The CPA engaged with the Prime Minister, Ministers of Finance, Health, Seniors, Employment, Workforce and Disabilities, and Small Business, as well as leaders of the opposition parties and their health critics to call for new investments in the following areas:
 - Community and home-based care;
 - Student loan forgiveness for physiotherapists working in rural and remote communities;
 - Infrastructure needed for all Canadians to equitably access virtual care; and
 - Additional supports needed due to the impacts of COVID-19.



I. Advocacy and Research

- On November 9, 2020, the Prime Minister announced a significant investment in broadband that is set to see 98% of Canadians connected to high-speed internet by 2026. The CPA was pleased to see this commitment, as it is one of the main issues we'd called for in our advocacy earlier in the year. This infrastructure is critical in connecting to health, education, and social supports during the COVID-19 pandemic and beyond.
- The Organizations for Health Action (HEAL), a coalition of 40+ regulated health care professional organizations that the CPA belongs to, released a new core advocacy document aimed at the federal government, *Beyond COVID-19: HEAL's recommendations for a healthier nation*. As a task-force lead for this project, the CPA made significant contributions to this work, which makes recommendations for achieving a healthier Canada. The document looks at opportunities to strengthen health supports for Canadians through a COVID-19 lens and focuses on priority policy areas of mental health and seniors' care.
- On November 6, 2020, the federal government released their latest report from the Canadian Pain Task Force, an external advisory group working to help Health Canada understand and address the needs of people who live with chronic pain better. The CPA contributed to the consultation on which the task force report is based and looks forward to continuing to contribute to the work of the task force as it seeks to improve access to treatment and build capacity to better understand, prevent, and manage chronic pain.
- The CPA continues its work to lobby the federal government for new investments in community and home-based care, funding to promote healthy and active aging, student loan forgiveness for physiotherapists working in rural and remote communities, and the infrastructure needed for all Canadians to access virtual care. To further these lobbying efforts, the CPA met with the office of the Deputy Prime Minister and Minister of Finance to discuss these issues, as well as our recommendations that the government extend the moratorium on Canada Student Loan payments and expand eligibility of CEBA and CEWS programs to help sole-proprietors and contract workers qualify under federal COVID-19 support programs.



Matt Jeneroux, MP for Edmonton Riverbend, Barbara Wright, Viivi Riis, JP Cody-Cox

In support of the Advocacy team, as well as to further support physiotherapy researchers in the community, in 2020 the Research team:

- Reconvened a Strategic Research Committee to provide recommendations on how CPA can best support research in the physiotherapy profession; the report was shared with the Board of Directors in late 2020 for consideration in 2021.
- Supported the collection and dissemination of key research projects to CPA members through social, email and web channels.
- Endorsed the *Physiotherapy Management for COVID-19 in the Acute Hospital Setting: Recommendations to guide clinical practice*. An international team of expert researchers and clinicians, including lead author Dr. Peter Thomas, PhD, BPhy (Hons), within the intensive care and acute cardiorespiratory fields have developed these recommendations for physiotherapy management for COVID-19 in the acute hospital setting. It includes recommendations for physiotherapy workforce planning and preparation, a screening tool for determining requirements of physiotherapy, recommendations for the selection of physiotherapy treatments, and personal protective equipment (PPE).
- Established the COVID-19 Foresight Working Group, a diverse collection of CPA members and physiotherapy professionals who were brought together to provide insight and guidance to the CPA on what a post-COVID-19 future could look like for the physiotherapy profession in Canada. Together, the Working Group authored and shared a report.



II. Business Development

Through the outbreak of the COVID-19 pandemic many of the partners which support the CPA experienced the same uncertainty we all faced. The market changed dramatically, and our business development team worked hand in hand with our corporate partners changing the way we work to reflect these new realities. In addition, new suppliers related to PPE, tele-rehabilitation and new emerging technologies joined our ranks to support our members. We're proud of how all of our new and existing partners embraced our shift to digital and continued to support our members through these uncertain times.

Thank you to:

- Our CPA Virtual Summit 2020 Sponsors: Clinicmaster, First Defence Face Masks, Johnson Insurance, Lifemark Health Group, OrthoCanada and Physitrack.
- OrthoCanada for their continued sponsorship of the successful CPA Student Kit Program, contributing to the PFC.
- Performance Health Canada for their sponsorship of the CPA 100 Days of Giveaways campaign.
- Life Mark Health Group for their sponsorship of the CPA Career Centre.
- Our committed business solutions partners, BMS, Clinicmaster, Performance Health, Physitrack and TD Merchant Services BMS, Embodia Academy, Fitterfirst, First Defence Face Masks, Goodlife Fitness, Gowling WLG, Johnson Insurance, MBNA, and Manulife for providing CPA members with discounts.



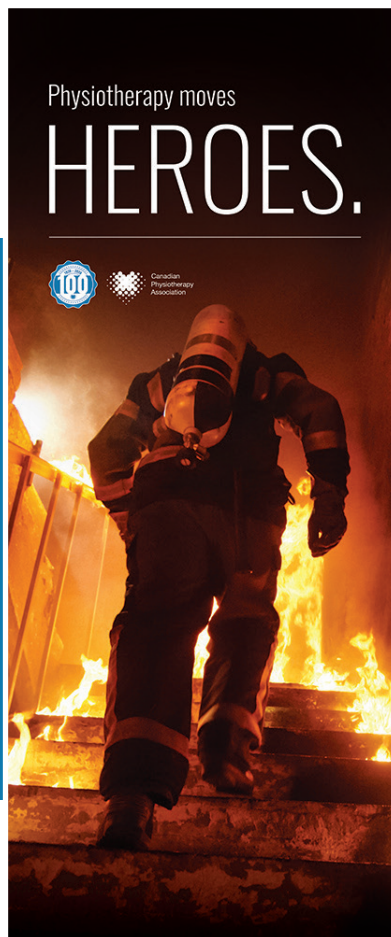
We would like to thank all advertisers, partners and sponsors in 2020.
Thank you for your continued support through 2020.



III. Communications

In 2020, the CPA communications team was ready to throw a party on all of its channels to celebrate the 100th Anniversary:

- Its first issue of Physiotherapy Practice took a deep dive look at the membership in its 100th year as an Association and was originally going to be a 100th anniversary series. This was pivoted to both celebrate the centennial and provide members with COVID-19 resources and information they desperately needed.
- The CPA 100th Anniversary Medals of Distinction were set to launch in spring 2020, but ultimately had to be delayed – the nominations opened in 2020 and the selections and announcements were planned for Congress 2021.
- In January 2020, the CPA had launched its “Physiotherapy Moves” campaign which was a graphic, bold look at how physiotherapy helps Canadians. The celebratory tone of the campaign was not in keeping with realities beyond March 2020, and was pulled from the communications campaigns as the organization shifted its resources to COVID-19.



The Physiotherapy Moves campaign was designed to celebrate the profession in its 100th year.



III. Communications

The number one priority for the CPA communications team starting March 2020 was getting CPA members, the profession and Canadians the support they needed through the COVID-19 outbreak across the country and the world.

In 2020, the CPA team created a COVID hub on physiotherapy.ca which housed information and resources provided by experts, the Advocacy and Learning teams, the Board of Directors, CPA members, Divisions, the international community and more including:

- A comprehensive resource guide with expert contributors to a regular webinar series on implementing tele-rehabilitation, business interruption insurance, COVID-19 relief measures and their impact, cyber-security and more
- Relevant research including endorsed guidance for physiotherapy professionals working with patients with COVID-19
- A comprehensive list of surveys and other data collection opportunities for physiotherapy professionals to participate in timely research of the pandemic and its impact on health care, Canadians and more
- Cross-country check ups with disaster relief and physiotherapy expert members engaging the profession internationally about the pandemic
- Blog posts and resources on tele-rehabilitation, guidance on PPE, links to public health and provincial guidance on reopening
- Advocacy statements related to current, relevant developments that were impacting the profession
- Regular, consistent updates on the state of COVID-19 relief measures, ongoing advocacy and statements from the CPA Board related to the COVID pandemic and its impact on physiotherapy professionals, clinics, business owners, Canadians and more
- Links and CPA contributions to leading news stories, media and press about the pandemic and its impact on Canadians, their health, and the value of physiotherapy

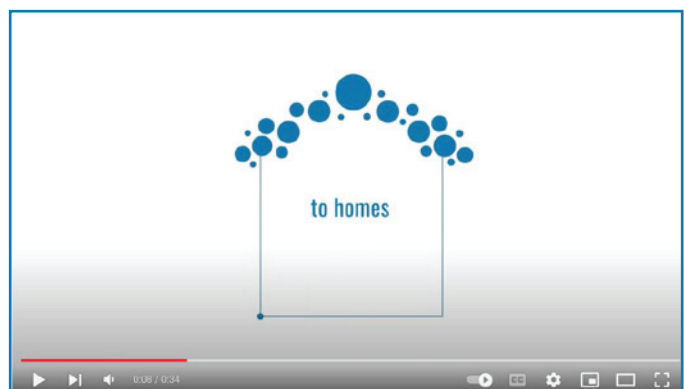
In addition, with the cancellation or postponement of campaigns identified above, the CPA shifted its campaign-focus to ensure that Canadians knew about the great work happening in the physiotherapy profession to support their health through the pandemic, including:

National Physiotherapy Month 2020 – The Healing Series



In 2020, we celebrated National Physiotherapy Month by sharing real COVID-19 related stories from Physiotherapists, Physiotherapist Assistants and others from across the profession, across Canada. The campaign highlighted the positive outcomes in the care provided through the COVID-19 outbreak in a variety of settings by people in the physiotherapy community. We asked physiotherapists from across the country to share some of their success stories to shed some much-needed light on how the practice of physiotherapy and physiotherapists themselves have helped patients across Canada.

Tomorrow Campaign - CPA - Helping Canada Recover



In 2020 the CPA launched a brand campaign showcasing how physiotherapy and the profession as a whole has been a monumental part of helping Canadians recover from COVID-19. With paid social posts and videos, YouTube videos, posters and digital assets which members and stakeholders across the physiotherapy profession used to welcome Canadians back into their clinics, hospitals, rehabilitation centres and more.



III. Communications

With an international, widespread pivot to digital, the CPA used this focus as an opportunity to audit its communication channels to reflect the changing consumption habits of our members and the profession, and to emphasize the importance, accessibility and quality of our digital offerings.

CPA Communications By the Numbers

Social Media

Audiences as of December 30, 2020



Facebook
13,200 Likes



LinkedIn
19,000 Followers



Twitter
17,000 Followers



Instagram
5,000 Followers



Website
1,300,000
Unique Visits

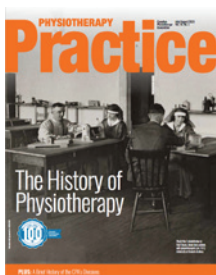
physiotherapy.ca

The primary source for information, news and resources for members.

Physiotherapy Practice Issues

Physiotherapy Practice is the CPA's member magazine. Launched in 2011, it focuses on practical matters related to the practice of physiotherapy.

Published six times a year, Physiotherapy Practice is an important source of practice news and information about advances in the profession.



Vol.10 No.1 - January 17, 2020

The Face of the CPA Membership

Vol.10 No.2 - March 30, 2020

Divisions of the CPA

Vol.10 No.3 - July 23, 2020

The History of Physiotherapy

Vol.10 No.4 - September 23, 2020

Advocacy

Vol.10 No.5 - December 18, 2020

First Digital Issue

Physiotherapy Canada

Physiotherapy Canada is the CPA's independent journal for research on physiotherapy. It is led by Scientific Editor Dr. Dina Brooks and produced by the University Toronto Press. An essential vehicle for scientific and research content, the Journal remains an important and priority publication for the CPA and its members.



2020 Article
Downloads
(January – December)
538,591



IV. Events

To celebrate the 100th Anniversary of the Canadian Physiotherapy Association on March 20, 2020, the CPA had planned a massive event to be held at CPA Congress 2020. The event, which announced a full-scale scientific program, had hundreds of registrants and a new-look innovative approach to education prepared to roll out in Ottawa; but, it had to be cancelled. In response, with the intention to explore a virtual Congress event in 2021, the CPA introduced Virtual Summit 2020 as an opportunity to engage with members, learn from the profession and celebrate the 100th Anniversary.

The CPA's first-ever Virtual Summit – a new event for new world – was held November 20-21, 2020. The CPA offered members complimentary registration to attend the Virtual Summit and leveraged applicable content originally submitted for CPA Congress 2020, alongside relevant education related to the pandemic. The CPA saw this as an opportunity to build community and create a connection for its members during this difficult time.



CPA Virtual Summit included:

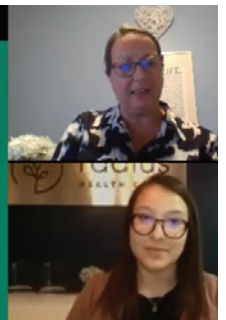
- Over 200 live participants and hundreds more video watches of the content since
- Words of Welcome from the Minister of Health, the Honourable Patty Hajdu
- An opening keynote by World Physiotherapy President Emma Stokes
- Over a dozen sessions which could be viewed live or watched on playback following the event

- The first-ever virtual Enid Graham address presented by Enid Graham Award recipient Dr. Michel Landry of Duke University
- A virtual gala and live auction to raise money for the Physiotherapy Foundation of Canada

There were certainly some hiccups along the way as event organizers learned and adjusted to hosting an entirely new event, but the CPA was proud of its members for their consistent support, attendance and appreciation for the event that helped prepare the organization to host a virtual Congress in 2021.

Interprofessional Perspectives for Pelvic Health Conditions

Grecia Alaniz PT, MScPT
Sinéad Dufour PhD, PT



V. Learning and Divisions

In 2020 the CPA continued to provide content for members, hosted on PD Marketplace. As the pandemic response took over, the CPA recognized the need to deliver virtual learning and support to members and the wider physiotherapy community.

From March to June the CPA held the COVID-19 Webinar Series mentioned above. The webinar series included 21 expert-led sessions to help address concerns and issues affecting the profession. These recordings were added to the CPA website and had a total 9,496 views. In particular, the Cardiorespiratory Division made several of its courses available to members for free.

Divisions

In conjunction with the Division Chairs' Committee and Assembly Presidents, the CPA collaborated with the Divisions and Assemblies through 2020 to support them in offering benefits to the CPA members.

The CPA would like to recognize and thank the Division Chairs' Committee and Assembly Presidents. They are volunteers who continue to go above and beyond for the profession, for their commitment to the organization and its members.

The Division Chairs' Committee on December 31, 2020:

- Lyndal Solomons, Acupuncture
- Carrie Smith & Kim Barrett, Animal Rehab
- Simone Gruenig, Cardiorespiratory
- Allison Kraby, Global Health
- Joe Putos, Leadership Division & DCC Executive
- Sharon Shew, Neurosciences
- Alex Grant, Oncology
- Jasdeep Dhir, Orthopaedic
- Melissa Cursons, Paediatric
- Janet Holly, Pain Science
- Karim Meghji, Private Practice
- Susan Hunter, Seniors' Health
- Paul Hunter, Sport
- Devonna Truong, Women's Health
- Donna Hennig, DCC Executive

The pandemic was a catalyst for change in terms of how the CPA delivered learning. CPA's members embraced virtual and hybrid learning and attended events and viewed on-demand consistently throughout the year.

In addition, the CPA and our Divisions hosted 58 webinars with a combined audience of 8,720 registrants.

Thank you to all the Division Chairs, education leads and presenters for all the hard work in delivering safe and effective education throughout 2020.

The Assembly Presidents on December 31, 2020:

- Vacant, National Physiotherapist Assistant Assembly
- Prateek Gupta, National Student Assembly

In 2020, CPA members benefitted from several key initiatives run by Divisions and Assemblies including:

- Webinars
- Courses
- Events
- Mentorship Programs
- Networking Opportunities
- Publications
- Articles
- And more!



VI. Membership

2020 was a challenging year for all of CPA's members across the country. The CPA knew that lockdowns, restrictions and uncertainty in health care would dramatically impact its members, what they need from the organization, and their ability to pay their dues.

In May 2020, the CPA introduced the CPA Member Relief Package. Designed to address the economic impacts of COVID-19, the CPA Member Relief Package included membership and liability insurance discounts and alternate payment arrangements for members in 2020. Leveraging the CPA Insurance Reserve Fund, the Association wanted to ensure the profession and community remained strong heading into 2021 and the new post-COVID reality.

The Member Relief Package included a 40% discount on Professional Liability Insurance policies for new and returning CPA members in the 2020 registration and renewal period as well as options for discounts or alternative payment arrangements on CPA national fees. The CPA had been fortunate that, since 2009, its members have been participating in a for-member by-member insurance program. In addition to providing cost-effective and comprehensive insurance products that offer specialized coverage designed to meet the needs of physiotherapists, physiotherapist assistants, and physical rehabilitation specialists, the CPA program is structured to support members in exceptional circumstances, such as the current COVID-19 pandemic.

Unlike other insurance programs where profits are retained by the insurance company, CPA worked with our broker, BMS Canada Risk Services Ltd., to design a program structure that would benefit our insured members, with a portion of funds returned to the CPA in years of low claims activity. These funds are held in the CPA Insurance Reserve Fund on behalf of the program and our participating members. Given the unprecedented impact of COVID-19 and the needs of our members, the CPA decided to use the funds to support members in a time where they needed it.

The CPA Member Relief Package 2020 had been developed to ensure our members were still able to access their Professional Liability Insurance, critical member benefits offered by the CPA, and a continued sense of belonging in our community of physiotherapists, physiotherapist assistants, and physical rehabilitation therapists through tumultuous times which have had an impact on businesses' and individuals' bottom line.

The impact on CPA's membership was profound as the CPA saw growth in membership in 2020, an unexpected and unprecedented show of support from the profession.

CPA MEMBER RELIEF PACKAGE 2020



VI. Membership

Comparison of December 31, 2019, to December 31, 2020

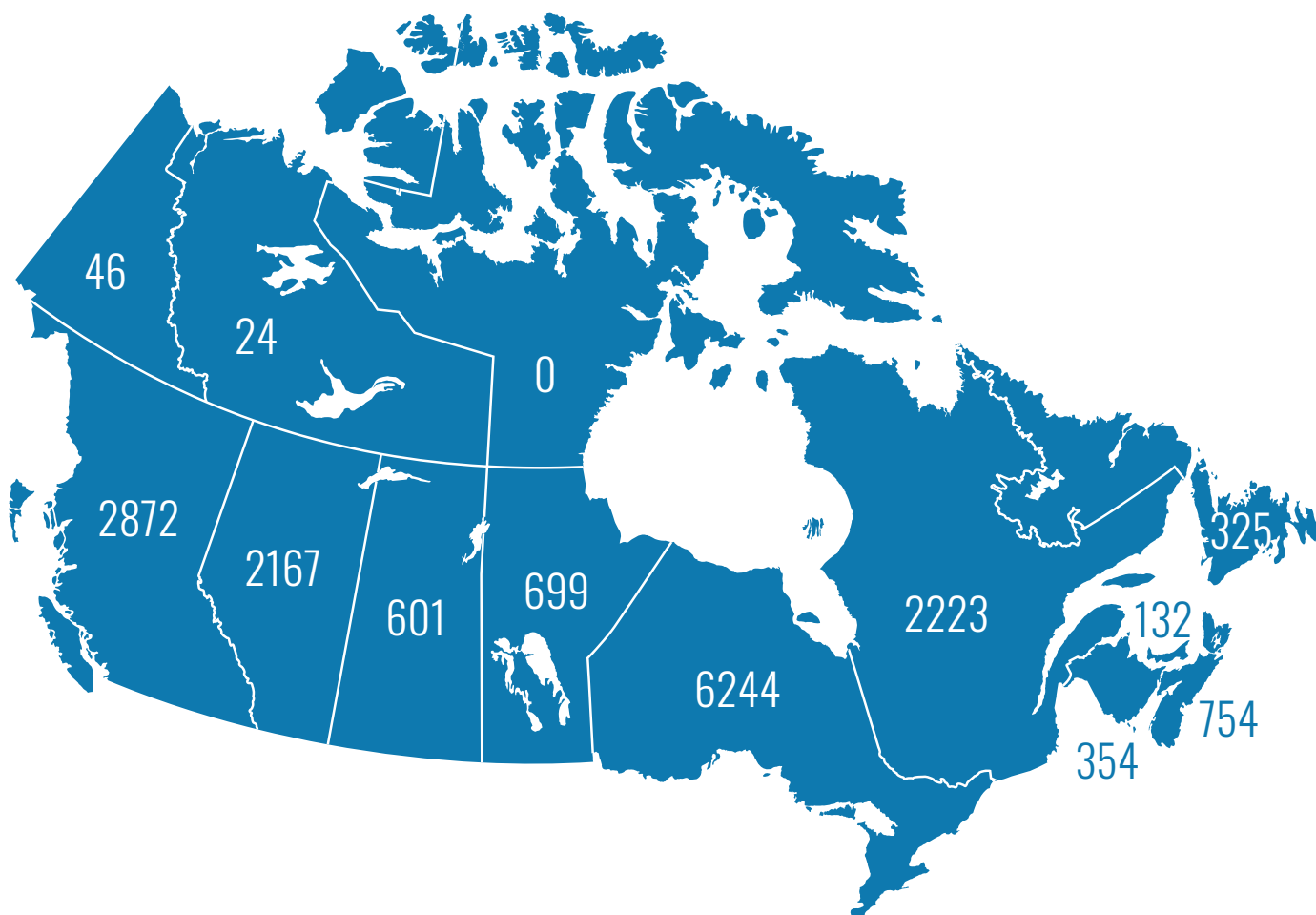
Comparison of Total Members by Member Tier

Member Tier	Dec. 31, 2019	Dec. 31, 2020	Difference	%Growth
Affiliate	8	8	0	0%
Bridging Student	36	61	25	69%
Entry-level Student	1,853	2,599	746	40%
Grad Student	42	37	-5	-12%
Life Member	45	47	2	4%
New Grad	538	549	11	2%
Non-Practising	279	311	32	11%
Outside Canada	59	59	0	0%
Physiotherapist Technologist	18	29	11	61%
Physiotherapist Technologist New Grad	2	8	6	300%
Physiotherapist Technologist Student	276	486	210	76%
Practising A	9,439	9 726	287	3%
Practising B	926	1 015	89	10%
PTA	105	101	-4	-4%
PTA New Grad	3	5	2	67%
PTA Student	548	705	157	29%
Retired	189	195	6	3%
Grand Total	14,366	15,941	1,575	11%



VI. Membership

Total Members by Branch or Province as of September 30, 2020



VI. Membership

Divisions

The great work of the CPA is only made possible by the contributions and collaborations with our CPA branches.

Association québécoise de la physiothérapie (AQP)

Simon Dalle-Vedove, President
Camille St. Pierre/Jennifer Khalil, Co-Executive Directors

Physiotherapy Association of British Columbia (PABC)

Alex Scott, President
Christine Bradstock, CEO

Manitoba Physiotherapy Association (MPA)

Nancy Goodall, President
Jim Hayes, Executive Director

New Brunswick Physiotherapy Association (NBPA)

Ashley Grant McDonald, President
Lisa Pike, CEO

Newfoundland and Labrador Physiotherapy Association (NLPA)

Michelle Sheppard, President
Lisa Pike, CEO

Northwest Territories and Nunavut Physiotherapy Association (NWT/NU)

Lisa Hall, President

Nova Scotia Physiotherapy Association (NSPA)

Stephen Richey, President
Patricia Connors, Executive Director

Ontario Physiotherapy Association

Paulette Gardiner, Millar President
Dorianne Sauvé, CEO

Prince Edward Island Physiotherapy Association (PEIPA)

Sheila MacMurdo, President
Lisa Pike, CEO

Saskatchewan Physiotherapy Association

Lacey Nairn Pederson, President
Sherry Chen, Executive Director

Physiotherapy Association of Yukon (PAY)

Liris Smith, President



VI. Membership

The Physiotherapy Foundation of Canada

The Physiotherapy Foundation of Canada is a critical vehicle for research in the physiotherapy community and important element of an evidence-based profession. With that said, the Foundation is entirely dependent on two key streams of revenue: membership donations and a substantial, annual donation from the Canadian Physiotherapy Association.

Out of an abundance of caution and respecting the dramatic financial impacts of COVID-19 on our donors, members, and the profession writ large, the Physiotherapy Foundation of Canada suspended the dissemination of grants via the PFC Awards in 2020.





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