

2023–2025 Strategic Plan

Strategic Vision

By 2025, the Canadian Physiotherapy Association will be recognized as the trusted authority on the advancement of the physiotherapy profession in Canada. In collaboration with our Branches, Divisions, Assemblies, and members, we will represent the unified voice of physiotherapists in Canada.

Advocacy

Our focused, co-operative and evidence-based approach to national advocacy will **increase physiotherapy funding and access** and provide **innovative solutions to the greatest challenges facing the Canadian healthcare system**

12–18 Month Outlook

- **Enhancing and expanding advocacy capabilities** to increase our influence among government and insurers and better position the CPA to advocate for increased funding and access to physiotherapy
- **Focusing advocacy efforts** on two to three strategically chosen positions to ensure maximum impact
- **Building relationships** with key partners and decision-makers to strengthen our advocacy efforts and amplify our narrative
- **Monitoring the impact** of our advocacy efforts to ensure that our efforts are continuing to make tangible progress on issues of key importance to the profession and contributing to the modernization of Canadian health care

Business Operations

Our innovative, inclusive and adaptive approach to modernizing and streamlining our business structures, processes, and operations will **enrich the overall member experience** and enable us to **build recognition as a leader and driver in the profession**

12–18 Month Outlook

- **Evolving Divisions** to align them to a national structure and elevate their position as the CPA's subject matter experts on physiotherapy
- **Diversifying revenue streams** to reinforce the long-term sustainability and viability of the CPA and enrich the member experience
- **Leveraging our membership growth momentum** to ensure that our membership is inclusive of the full physiotherapy sector in Canada and strengthen our position as the national advocate for physiotherapy
- **Increasing our communications capacity** to enhance member and partner engagement and represent the unified voice of the profession
- **Positioning the Physiotherapy Foundation of Canada** to grow and thrive under independent leadership, while maintaining our strategic partnership

Partnerships

Our collaborative approach to building and strengthening strategic relationships with key stakeholders will **increase the value of membership** and **amplify the impact of our advocacy**

12–18 Month Outlook

- **Building and strengthening relationships** with new and existing partners across all aspects of the organization to elevate existing business practices, increase the value of CPA membership, amplify advocacy efforts and collaborate on issues of national importance
- **Creating a comprehensive framework** to map, track, engage and report on all of the CPA's current and future partnerships
- **Aligning work across all lines of business and departments** to allow staff and volunteers to focus on improving and cultivating relationships that meet the CPA's overall strategic goals

Informing all of our actions will be our commitment to fostering equity, diversity, inclusion and belonging within the physiotherapy profession and across the Canadian health care system