

NATIONAL  
PHYSIOTHERAPY  
MONTH 2024:  
**MEMBERS OF  
PARLIAMENT  
CAMPAIGN KIT**



Canadian  
Physiotherapy  
Association

Association  
canadienne de  
physiothérapie

# KEY MESSAGES ON THE **ECONOMIC IMPACT** OF PHYSIOTHERAPY IN CANADA REPORT

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Based on the findings of *Deloitte's Economic Impact of Physiotherapy in Canada Report*, here are key messages for government and external stakeholders:

- 1 Physiotherapy reduces the economic burden of illness:** Illness costs the Canadian economy **\$235 billion per year**. Deloitte's report shows that physiotherapy is already reducing the burden of illness in Canada by **\$232 million per year**. This is achieved through direct cost savings to the healthcare system and indirect savings related to helping workers stay in the workforce.
- 2 Canada can save the healthcare system millions by increasing access to physiotherapy:** By bringing more physiotherapists into our health systems, we can further reduce the burden of diseases such as **osteoarthritis, back pain, and coronary heart disease** by an additional **\$144 million per year**.
- 3 But we need more physiotherapists to do it: 15% of Canadians receive physiotherapy services each year.** Yet, Canada is lagging behind our counterparts. To reach the OECD average, Canada would need to increase the number of practicing **physiotherapists by 62%**.
- 4 Physiotherapy is cost-effective for Canadians:** Deloitte says that physiotherapy is not only an effective healthcare solution but also **cost-effective**. This helps keep costs down and redirect them to where they can have the most impact.



## KEY ASKS OF GOVERNMENT

Canadians need action to support our positive impact on the healthcare system. The Government of Canada can do this by:

- Supporting physiotherapy by amplifying messages about the positive cost-savings their expertise has on the healthcare system.
- Working and collaborating with the physiotherapy profession and organizations across the country. This includes more seats will need to be funded at existing university physiotherapy programs, and that Canada must credential more internationally educated physiotherapists.
- Working with its provincial and territorial counterparts to dismantle barriers that inhibit physiotherapists from practicing their full scope across the country.

## THE CPA'S MODEST REQUEST

- Would you work with your provincial government to encourage them to dismantle barriers that stop physiotherapists from practicing their full scope in Canada?
- Would you encourage the federal government, including the federal Health Minister, to do the same when meeting with the provinces and territories?



# KEY MESSAGES ON THE PHYSIOTHERAPY SCOPE OF PRACTICE: OPTIMIZING CARE FOR PEOPLE IN CANADA REPORT

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Based on the *Physiotherapy Scope of Practice: Optimizing Care for People in Canada* report, the following key messages can be shared with government and external stakeholders:

- 1 Canada should enable physiotherapists to practice their full potential:** There is significant value in enabling physiotherapists to work to the full extent of their knowledge, skills, and training.
- 2 However, there are variances across jurisdictions:** Different provinces allow physiotherapists to do different things in their healthcare systems. This means a physiotherapist with the same training in one province may be able to do more for their patient than a physiotherapist in another. These variances can impact individuals seeking care, labour mobility, and healthcare system optimization.
- 3 Optimizing scope allows Canadians to access better and faster healthcare:** Optimizing the scope of physiotherapy practice leads to improved access to healthcare, especially in rural areas. It also means faster referrals to specialists, reduced wait times for diagnostic imaging tests, and better clinical outcomes for patients. As the profession continues to evolve, physiotherapists are moving into advanced practice roles, demonstrating the positive impact they can have on increasing capacity in the health system.
- 4 Optimizing scope on imaging and referrals would mean physios could better serve Canadians:** The ability for physiotherapists to order diagnostic imaging (x-ray, MRI and ultrasound) exists in some jurisdictions in Canada, and not in others. This means, depending on what province you live in, your physiotherapist may not be able to help you as fully as in another province. Additionally, the ability for physiotherapists to refer to specialists varies across Canadian jurisdictions, and is not consistently applied or implemented. To serve Canadians better and save the already strained healthcare system, we need these barriers dismantled.
- 5 We can't achieve optimized scope without all levels of government on board:** Our report on the scope of practice for physiotherapists highlights the need for legislation, regulation, and funding policies to keep pace with the evolution of the profession, so that the full value of physiotherapy can be delivered in the Canadian healthcare system.

## KEY ASKS OF GOVERNMENT

Canadians need action to support our positive impact on the healthcare system, which will lead to better health outcomes. The Government of Canada can do this by:

- Working with its provincial and territorial counterparts to dismantle barriers that inhibit physiotherapists from practicing their full scope across the country. This would enable physiotherapists to deliver timely, effective, and optimal care for all, reducing the burden on the healthcare system and providing better outcomes for Canadians.
- Federal elected officials can also collaborate with their provincial counterparts to standardize both licensing and scope of practice across the country. We urge you to commit today to pushing for this needed change.

## THE CPA'S MODEST REQUEST

- Would you work with your provincial government to encourage them to dismantle barriers that stop physiotherapists from practicing their full scope in Canada?
- Would you encourage the federal government, including the federal Health Minister, to do the same when meeting with the provinces and territories?



# AMALGAMATED KEY MESSAGES FOR THE PHYSIOTHERAPY SCOPE OF PRACTICE & THE ECONOMIC IMPACT ANALYSIS DELOITTE REPORT

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Based on the *Physiotherapy Scope of Practice: Optimizing Care for People in Canada* report and the economic impact analysis prepared by Deloitte, the following key messages can be shared with government and external stakeholders:

- 1 The role of physiotherapists in Canada is crucial:** Physiotherapists play a crucial role in healthcare, offering a wide range of services from assessment and diagnosis to treatment and prevention of various physical conditions. However, there are currently variances in the scope of practice for physiotherapists across provinces and territories. These variances can impact individuals seeking care, labour mobility, and our ability to optimize the healthcare system.
- 2 Canada has a real opportunity to improve the effectiveness of our healthcare system by enabling physiotherapists to practice their full scope:** There is significant value in enabling physiotherapists to work to the full extent of their knowledge, skills, and training. Physiotherapists working up to their full scope of practice across the country means better outcomes for Canadians and for the healthcare system.
- 3 Physiotherapy is cost-effective and is saving the healthcare system millions each year:** Physiotherapy interventions are cost-effective and provide a high return on investment, leading to greater health and economic benefits. The current economic burden of illness on the Canadian economy is **\$235 billion per year**. This is significant as Deloitte's report shows that physiotherapy is already reducing the burden of illness in Canada by **\$232 million per year**. This is achieved through direct savings to the healthcare system and indirect savings related to helping workers stay in the workforce. By enabling physiotherapists to utilize their full scope of practice, we can reduce the burden on the healthcare system even more.



- 4 Optimizing the scope of practice for physiotherapists in Canada can save the healthcare system millions:** Deloitte's report found that by expanding the supply of physiotherapy in Canada, there is potential to further reduce the burden of diseases such as osteoarthritis, back pain, and coronary heart disease by an additional **\$144 million per year**. Additionally, optimizing the scope of practice for physiotherapy leads to improved access to healthcare, especially in rural areas. It also means faster referrals to specialists, reduced wait times for diagnostic imaging tests, and overall better outcomes for patients.
  
- 5 Call to Action:** Physiotherapists are asking decision-makers of all jurisdictions in Canada to remove barriers preventing physiotherapists from working to their full scope. These actions may harness our potential to save the healthcare system millions of dollars each year and improving health outcomes for Canadians.



# VIDEO SCRIPT FOR SOCIAL MEDIA

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May is National Physiotherapy Month, and as the Member of Parliament for [INSERT RIDING], I have heard first-hand about the impact that physiotherapists are having on our community in improving the health of Canadians and reducing the burden on our health care system.

Physiotherapy is for everyone. You may have gotten physiotherapy after a surgery to help you literally get back on your feet, or to recover from an injury like a fall or while playing sports. Helping people to regain their full range of motion and use of their bodies makes physios an integral part of the care Canadians need to live happy, healthy lives.

*(Insert personal anecdote about receiving physiotherapy if you have one)*

To ensure that physios can practice to their full potential, help more patients in more ways and save the healthcare system millions more, governments across Canada need to work together to make sure physios in one province have the same opportunities to provide care as physios in another, and vice versa.

So this month, I want to say thank you to all the physiotherapists in my riding and across Canada for all you do to keep Canadians mobile.

**Social media hashtags: #NPM2024 #MNP2024**

# DRAFT MEMBER'S STATEMENT

## (SO-31)

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May is National Physiotherapy Month, and in my community, I have seen first-hand the positive impacts of physiotherapy.

A recent report shows that physiotherapists are already saving the healthcare system **\$232 million each year**. Millions more can be saved with action.

Right now, different provinces in Canada allow physios to do different things. It means that someone with the same training in one province may be able to do more for their patients than in another province.

To ensure that physios can practice to their full potential and to reduce the burden on our healthcare system, I am committed to working with my provincial counterparts to advocate for change and optimized scope. Happy National Physiotherapy Month!

(word count: 116)

## Questions?

### Kayla Scott

Senior Director, Advocacy

[kscott@physiotherapy.ca](mailto:kscott@physiotherapy.ca)

(613) 564-5454 ext. 225

