



Indiana Chapter

American Physical Therapy Association

INAPTA ANNUAL REPORT

PR Committee

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HIGHLIGHTS FROM 2017

- Formed the PR Committee
- Strategic Plan and goals for PR Committee
- Increased social media presence
- Created and issued statewide survey gaining insight to relevant issues

PROJECTIONS FOR REMAINDER OF 2017 AND 2018

- PT Day at the Statehouse in January 2018
- PR campaign to promote direct access and #ChoosePT
- Apply for grant monies to assist with PR campaigns