

STATE OF THE SECTION 2007
Summary 2007 activities and initiatives for the SoWH

PROFESSIONAL DEVELOPMENT:

Thanks: Mary Dockter, Lisa Saez, Carrie Schwoerer, CAPP Committee Members, Ann Dunbar & Linda Nolte Smith and many other volunteers!

1. **Specialization**

Women's Health Specialty Council (WHSC) has been working diligently to make the ABPTS exam in 2009 a reality. Exam writers have been trained, a bank of questions is growing, preparatory reading lists, study guides, references and other resources are being developed.

These resources will be on the Sections website and available to all members as they become available

2. **Residency:**

Goal is to develop at least one new residency site per year

- Duke University was credentialed
- 3 sites are in the application process
- Marketing to recruit new sites is ongoing
- Resources have been developed to make the residency application process easier

3. **CAPP - Pelvic Floor - a Success Story!**

CAPP Level 1: ~145 certificates, Level II: ~58 certificates, Level III: ~17 Certificates

T-CAPP: Level 1: ~56 awarded, Level II: ~91 awarded, Level III: ~65 awarded

- Courses manuals & supplemental materials were updated
- High quality graphics will be added shortly to the manuals
- Several CAPP case reports have been submitted & reviewed. Process in place to submit appropriate reports to the Journal (JWHPT)

NEW Pacific University, School of Physical Therapy (Oregon) is offering 7 credits towards a Transitional DPT for CAPP recipients*

4. **CAPP - Obstetrics**

- Committee recruited and they have created course outlines, objectives and descriptions for the 3 levels of courses for CAPP- obstetrics to become a reality
- One trial course is planned for 2008
- Lab assistants and futures speakers are being sought & mentored

5. **Regional Courses:**

- 13 courses were successful executed in 2007 and 18 planned for 2008
- 8/9 Pelvic Floor Seminars were sold out
- Capacity was increased in 7/8 courses from 30 to 40 participants
- Lab assistants were mentored at all courses
- Considering a course in Canada for 2008
- Established policy for PTA attendance at Sections courses
- New policies were written & implemented regarding application process for speakers wanting to teach courses for the SoWH
- The first Exhibitors presence at Regional courses was successful. Will be ongoing in 2008

6. **Home Study Modules:**

- Chronic Pelvic Pain HSM is available on CD at CSM 2008!
- Member requests for HSM's: Incontinence, Osteoporosis, Hi-Risk OB
- Under development: Basic Biofeedback
- Sales in 2008: 48 Marketing, 40 Intraabdominal Pressure, 87 Obstetrics

7. **CSM and Pre-Cons and Student Conclave**

- Student Conclave has a canned "women's health presentation" - members living in the area will be contacted to speak at Conclave every year
- PTA pre-con, scheduled and cancelled - did not meet break even numbers.

COMMUNICATION, MARKETING AND VISIBILITY:

Thanks Erin Hytrek,

NEW VENUES: SHOP TALK AND TOWN HALL

SHOP TALK: Round Table Discussions with a Facilitator on a variety of clinical and business topics (replaces Your Turn). This may continue as an evening event or become a morning coffee event in the future. The cost of food at CSM is a consideration along with meeting space availability. Please submit your suggestions for SHOP TALK to the Director of Communications

TOWN HALL: An opportunity to meet face to face with your Board of Directors for discussion, clarification and offer your ideas on what initiatives are important for the Section's officers to work on (replaces Open Board Meeting and will continue to be held on Wednesday night after Pre-cons)

1. **WEBSITE**

Many upgrades have been made and continue to be made to keep YOU informed!
We have 170 ACTIVE PAGES to our website! Most are a MEMBERS ONLY BENEFIT!

- Educational information: How to host courses, Ideas for new courses, Information about CAPP, Professional development opportunities, Specialization and related educational requirements, On line Registration for SoWH courses
- Gyn 101 Study Guide
- Expert Database - sign up on-line
- Coming Soon: Consumer Section, Locate a PT by Specialty and zip code, Practice Section, Research Section, on line testing (when funds permit). New marketing and PR section will also be added to the website

2. **ENHANCE NEWSLETTER - Welcome Jill Franz (Newsletter Editor)**

- E-Highlights will start in March 2008 - paper version discontinued
- "Volunteer Spotlight" added to e-Highlights to recognize the valuable contributions made by our volunteers
- New format to highlight our initiatives and keep members in touch with the Sections business
- Please submit any suggestions you might have to enhance Highlights.

3. **MARKETING BROCHURES**

Did a marketing survey of members to ask what they would like assistance with. Members have been asking for marketing tools. Three brochures will be available that can be downloaded off the website - A MEMBERS ONLY BENEFIT

These are: incontinence, pelvic pain and pregnancy

4. ESTABLISH DATABASE OF “EXPERTS”

Add YOUR name to this growing list of experts if you would like to be a listed contact for interviews, speaking engagements or other PR opportunities. The SoWH will list preferably three names under each venue in alphabetical order and allow the consumer to reach the member directly

5. GETTING OUR MESSAGE OUT DIRECTLY TO THE COMMUNITY AND OTHERS

- Elizabeth Jones wrote an article for PERSPECTIVES (newsletter focusing on the 1-5 year PT)
- Focusing on getting our message into PT Magazine and For Your Health
- Donations to shelters: Sales from the Lucinda Pins and an additional \$500 is donated annually to women’s health shelters in the city of CSM and Annual conferences.
- Pelvic Pain News Releases
- Buttons are available for purchase to give to patients regarding Pelvic Floor Exercise
- Section Booth continues to travel to physician conferences
 - SoWH is establishing criteria so that the booth goes to the most effective venues
 - Script is being made up for booth hosts where applicable
 - 2008: CSM and Student Conclave, Louisiana Chapter as a donation, AUGS. Other options are being explored for medical conferences that might be more effective PR and reach a larger audience than sending the booth e.g. sponsoring a coffee break, placing an ad in the manual

THE SECTION NEEDS WRITERS FOR VARIOUS PROJECTS; PLEASE CONTACT ERIN HYTREK, DIRECTOR OF COMMUNICATION IF YOU WOULD LIKE TO WRITE SOME PIECES.

MEMBERSHIP RECRUITMENT AND RETENTION

Strategy to include survey of what members want and plan to budget for it

- Downloadable marketing brochures
- Practice by specialty and zip code
- Professional Recognition venues: specialization, CAPP’s
- Communication: website, e-Highlights, e-notes
- Visibility in other Sections and Student Conclave

The numbers:

Year03.....#2548 Year04.....#2544 Year05.....#2384 Year06.....#2486

Member Type	Year 2007	1/15/08
PT	2282	2281
PTA	96	94
Students	120	194*
TOTAL	2498	2596

OUR INTERNATIONAL PRESENCE:

- You are a member of IOPTWH if you are a SOWH member
- Take advantage of your membership by joining the list serves for incontinence, pelvic pain, and obstetric back pain - participate in the discussion or just listen in to learn a whole bunch!

RESEARCH AND THE JOURNAL

Grateful appreciation is extended to Ann Beth Mincer PT MS for her years of service to the Journal as Editor for Current Literature Abstracts.

JOURNAL

- Acquired advanced editorial assistance with PhD prepared biostatistician who also has qualitative research review experience
- Publish CAPP III case studies
- Moving towards Medline journal indexing - target application for indexing: TBD

New Appointments

Diane F. Borello-France, PhD PT

Duquesne University, Department of Physical Therapy, Pittsburg PA

Wenting Wu, PhD

Lead Statistician, Department of Health Sciences, Research, Division of Biostatistics
Mayo Clinic, Rochester, MN

Open Positions:

Book Review Editor

Editor for Current Literature Abstracts

If you are interested, please e-mail Nancy Rich, Editor in Chief at nrich1@roadrunner.com

RESEARCH INITIATIVES:

Travel Grant Awards:

2007: M. Alysia Mastrangela, PT, PhD, Assistant Professor of Physical Therapy,
Richard Stockton University

2008: Sara Reardon, DPT, Sullivan Physical Therapy, Austin, Texas

4-fold increase in applicants this year!

SOWH is the only section providing research recognition & networking

Research Grant Awards:

2007: Carole Fortman, Loyola University Medical Center, Chicago.

“MRI of the Pelvic Floor Musculature in women with Painful Bladder Syndrome”
No-cost extension year; Abstract and manuscript submission 2009

Kerstin Palombaro, Arcadia University

“MRI of the Pelvic Floor Musculature in women with Painful Bladder Syndrome”
Completed & preparing manuscript for submission to JOWHPT

2008: TBA

New application following NIH guidelines; improved quality of submissions

GOAL: to improve quality of research conducted & development of research agenda in women's health physical therapy

RESEARCH WORKING GROUPS: Roll out in August 2008

REVIEW COMMITTEES:

Poster & Platforms:

Pamela Downey, DPT (Chair)
Ann Marie Flores, PT, PhD
Laura LaPorta Krum, PT, PhD
Tracy Spitznagle, PT, PhD

Research Grant and Travel Scholar Awards:

Ann Marie Flores, PT PhD (Chair)
Carole Fortman PT, PhD
Kerstin Palombaro, DPT

CSM Poster & Platform Presentations:

PRACTICE AND LEGISLATIVE:

CMS Rule Change: 90 Day Re-certification

- We urge State Reps to obtain a copy of their State Practice Act and are prepared to answer questions that members might have.
- Legislative updates are being sent to members in email blasts as they occur

FINANCIAL STABILITY:

TOP 5 SOURCES OF INCOME

1. Regional Seminars
2. Dues
3. Income from Investments
4. CAPP Testing Fees
5. Pre CSM Registrations

TOP 5 EXPENSES:

1. Contractual Services
2. Speaker Honorariums
3. Meeting Services (primarily CSM)*
4. Member per diems
5. Printing & Professional Services

**Moved up from #5 to #3*

SUMMARY OF INCOME AND EXPENSES FOR LAST 3 YEARS

Notice that expenses exceeded income in 2005 and 2006. With judicious budgeting and the EXCELLENT work of our Section Treasurer, Cathy Konkler, we are trending positive in 2007.

- ◆ TOTAL INCOME 2005/2006/2007
 - \$404,204 • \$410,524 • \$492,249
- ◆ TOTAL EXPENSES 2005/2006/2007
 - \$408,762 • \$424,420 • \$473,520
- ◆ Investments 2005/2006/2007
 - \$340,145 • \$394,274 • \$373,644
- ◆ Cash on Hand 2005/2006/2007
 - \$72,319 • \$42,770 • \$85,056

FISCAL RESPONSIBILITY

- ◆ ADD NEW REVENUE STREAMS
 - advertising
 - sponsorships
 - product endorsements
 - Women's Health Product Resource Guide - Spring 2008
 - exhibitors at courses
 - fund raising activities
 - raise dues only if absolutely needed
- ◆ PRUDENT INVESTMENTS
- ◆ RE-CONSIDER OUR CURRENT SPENDING AND CUT COSTS
 - Never a popular position but a mandate for an elected Board to be good stewards of the memberships dollars.
 - **Plan for a financially secure future**
 - Align the Budget with our Strategic Focus
 - Get spending in line with what is "reasonable and customary"
 - Closely examine spending line by line!
 - Lower expenses at CSM (meals/food)
 - Re-examine benefits being extended to Section volunteers (per diems, travel to CSM etc) & align with other Sections
 - Budget for upcoming "big ticket items" that members want/need

FINANCIAL DEVELOPMENT:

SOWH RESOURCE GUIDE - a listing of women's health products & services

The Numbers:

Journal Ads:	\$8715	Newsletter Ads:	\$1540
Web Ads:	\$430	CSM Ads:	\$5400
CSM Sponsorships:	\$4500	Product Endorsements:	(\$5000) (ProAct II - Lymphedema Pump)

KUDOS AND RECOGNITIONS: The Board of Directors thanks all Volunteers who give generously of their time. We could not do it without you.