



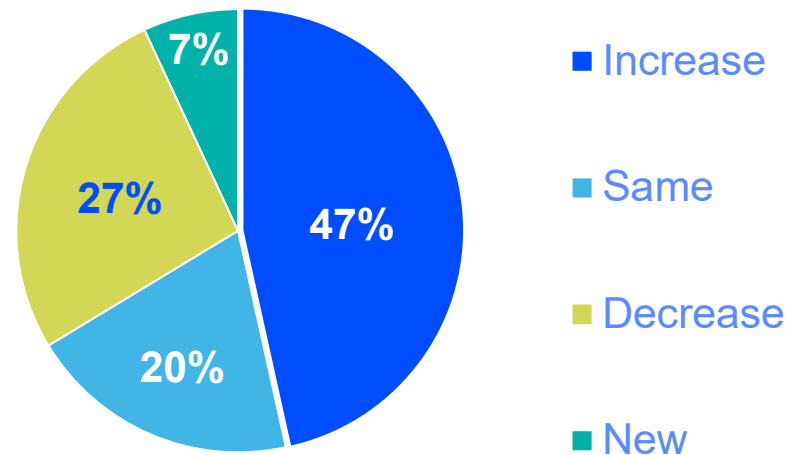
World Physiotherapy

**NORTH
AMERICA
CARIBBEAN**

**ANNUAL
MEMBERSHIP
CENSUS**

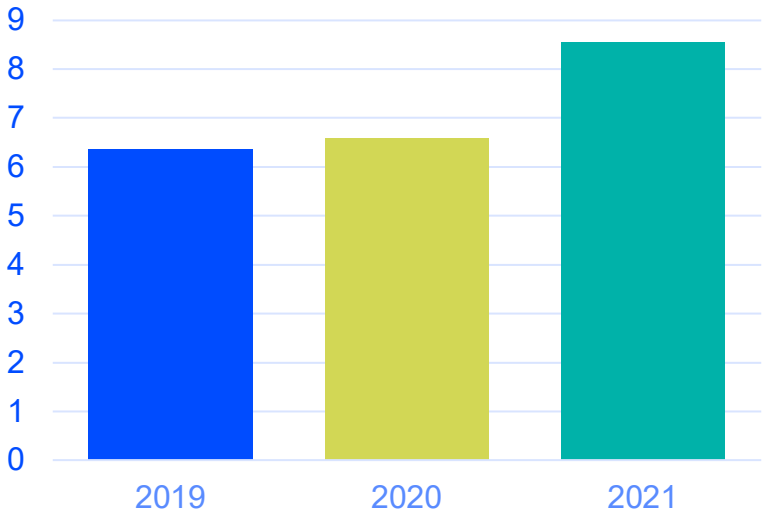
2021

MEMBERSHIP GROWTH



The North America Caribbean region now has the **second highest ratio** of practising physiotherapists across all five regions

PHYSIOTHERAPISTS PER 10,000 POPULATION IN NORTH AMERICA CARIBBEAN REGION



67%

of member organisations in the region have **increased or maintained** their membership during the last year

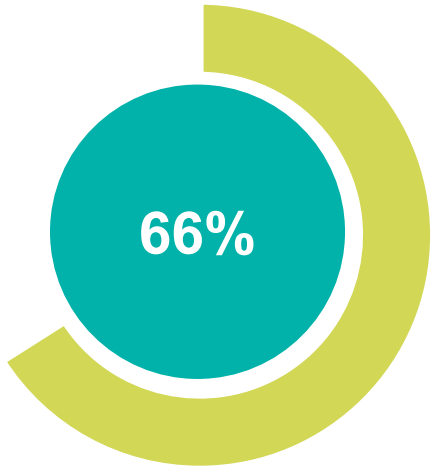


8.6

is the average number of **practising physiotherapists** per 10,000 population in the World Physiotherapy **North America Caribbean region** in 2021. This ratio has **increased from 6.4 in 2019**.

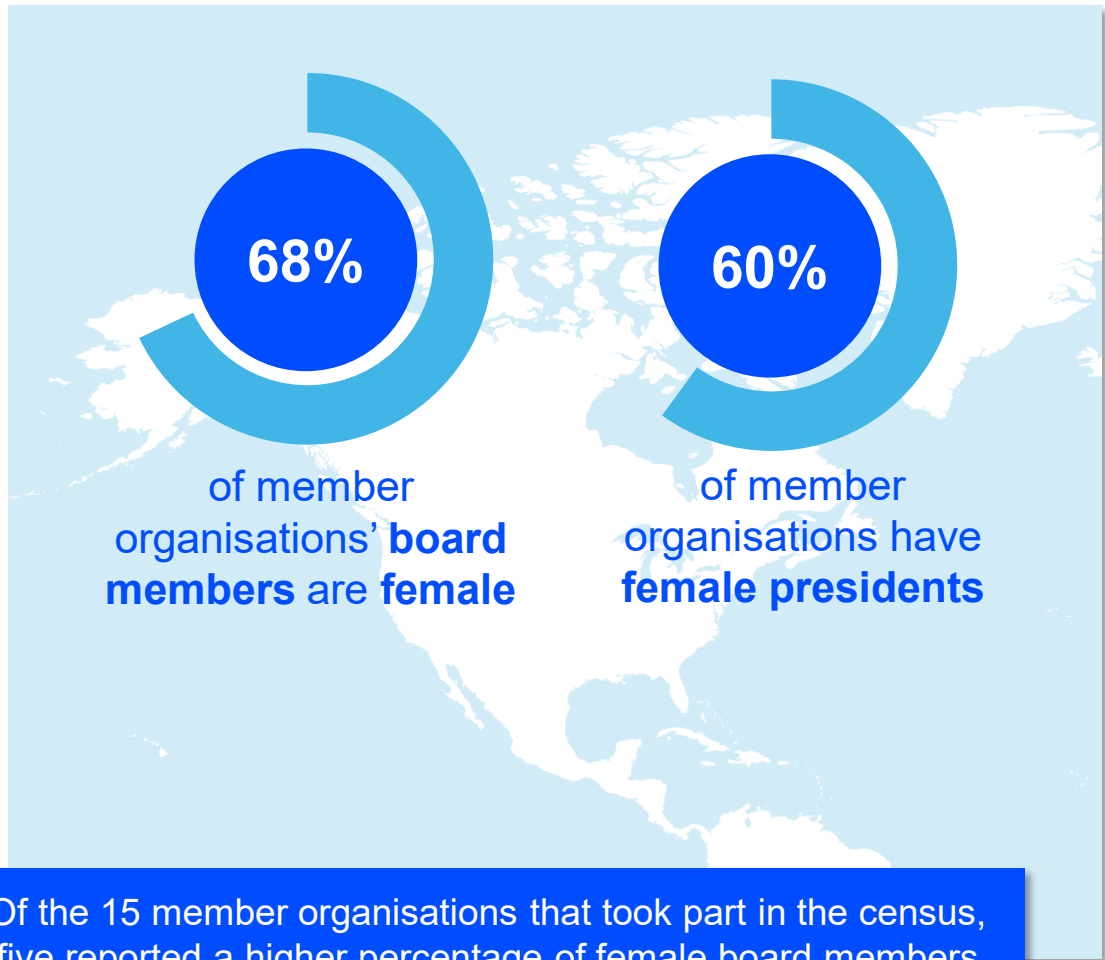


of physiotherapists in
member organisations
in the
**North America
Caribbean region**
are female



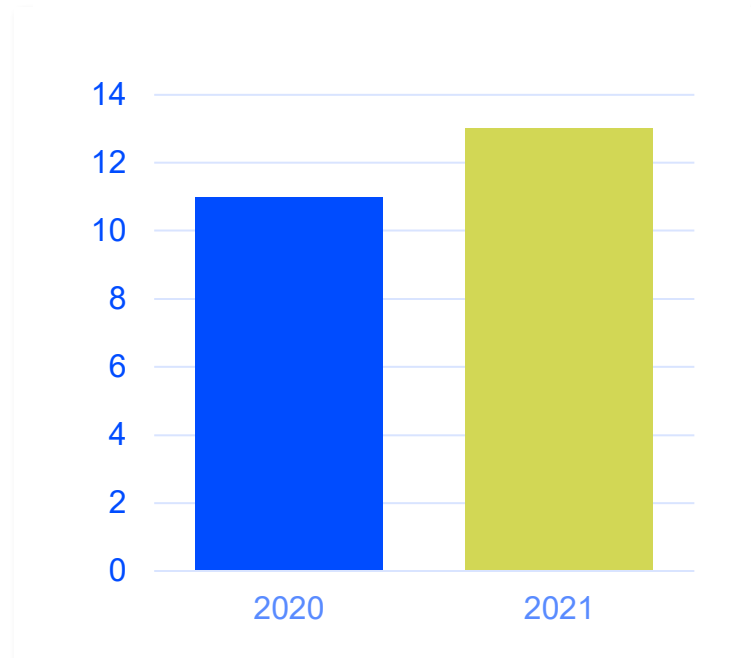
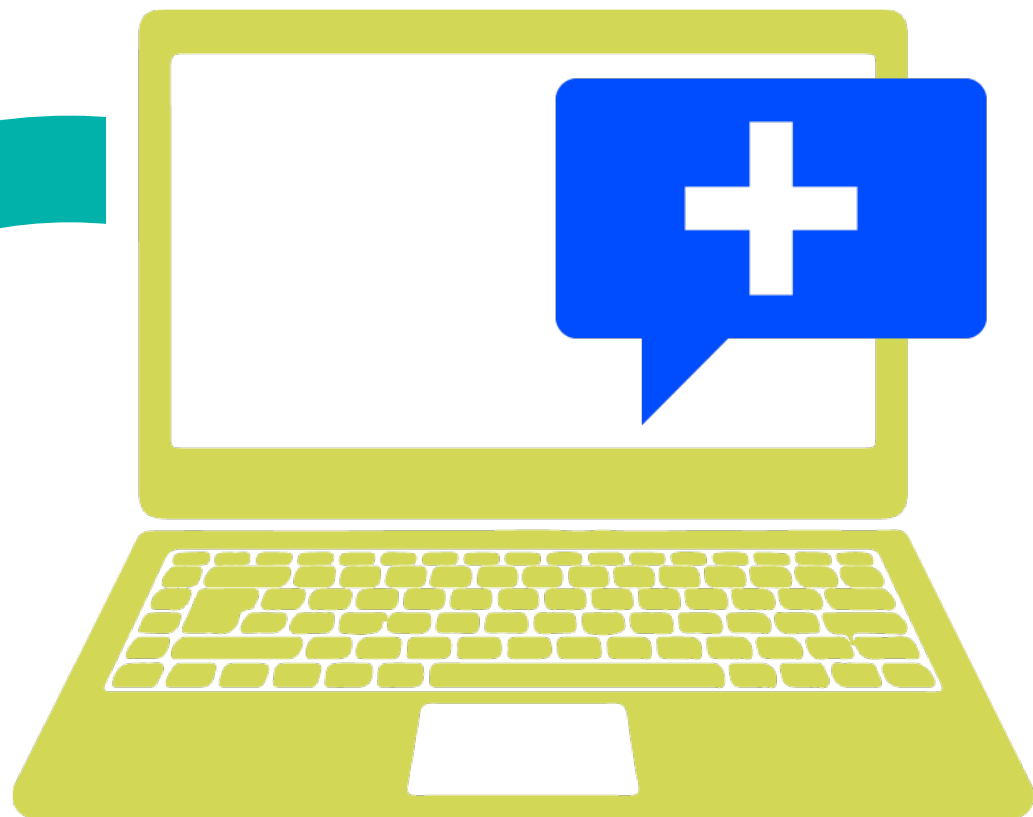
of physiotherapists in the
**North America
Caribbean region**
are female

BOARD MEMBERS



Of the 15 member organisations that took part in the census, five reported a higher percentage of female board members than the percentage of female physiotherapists in the workforce in their country/territory.

NUMBER OF COUNTRIES/TERRITORIES IN THE REGION WHERE PHYSIOTHERAPISTS ARE ALLOWED TO PROVIDE TELEHEALTH SERVICES



87%

of countries/territories allow
**physiotherapists to
provide telehealth services**

8%

increase since 2020 in
number of
countries/territories where
**physiotherapists can
provide telehealth services**

COUNTRIES/TERRITORIES WITH DIRECT ACCESS TO PHYSIOTHERAPY SERVICES IN THE NORTH AMERICA CARIBBEAN REGION

20%

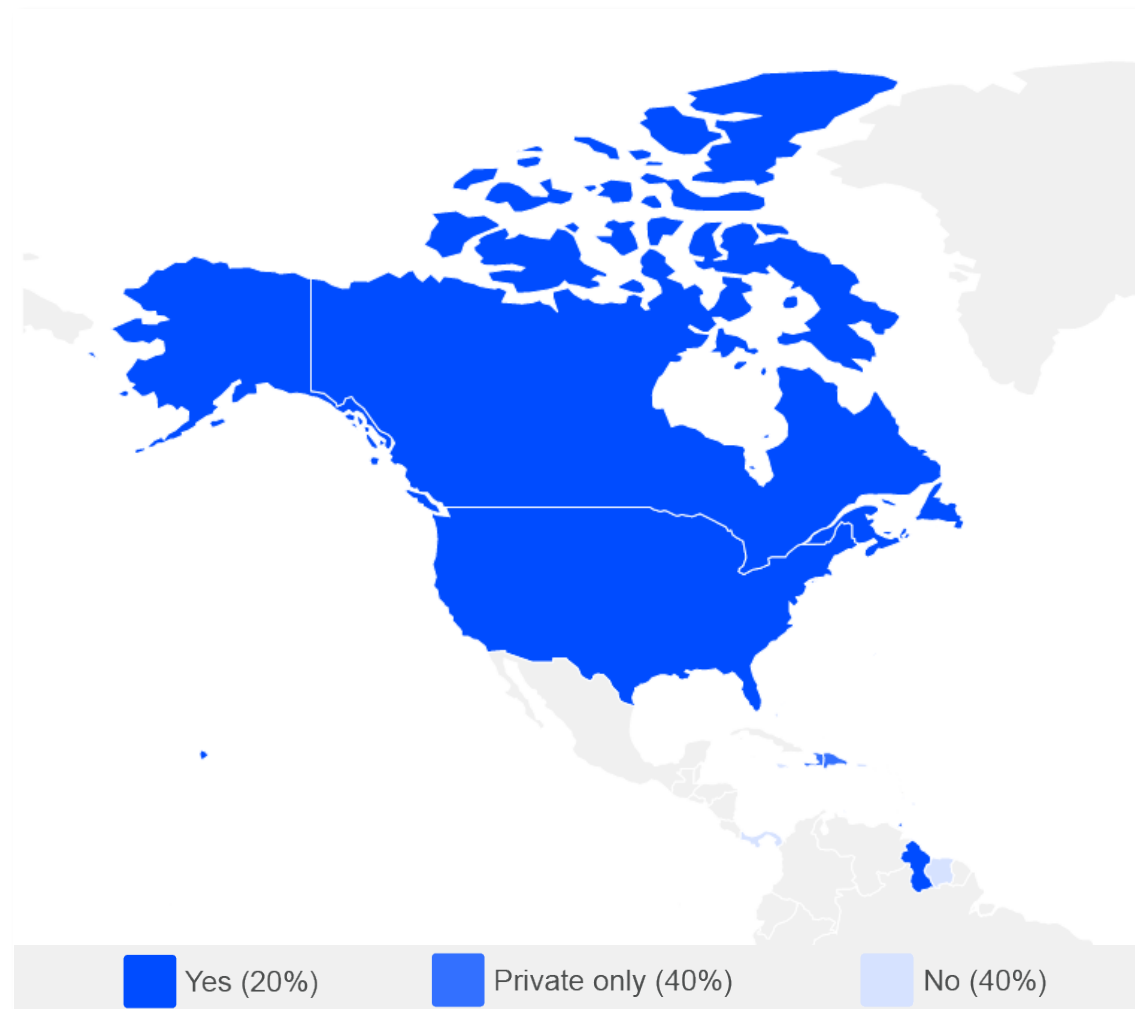
of countries/territories in the North America Caribbean region have **full direct access** to physiotherapy services, the second lowest level of direct access to physiotherapy services across all five regions, just above Europe (14%).

40%

reported that direct access is only allowed for **private physiotherapy** services.

40%

reported that direct access is **not allowed**.



AMERICAN PHYSICAL THERAPY ASSOCIATION

American Physical Therapy Association **increased their membership by 2%** during the last year, after a decrease of 6% in 2020. Their strategies to increase individual membership included:

- **strategic marketing campaigns** to engage lapsed, current, and potential members. This included creating a monthly payment plan, offering free training courses, and gift card raffles for physiotherapists who joined on or before a specific date
- building relationships with directors of **entry level education programmes**
- creating **new resources**, for example APTA telehealth series, COVID-19 resources
- using personalised emails and handwritten postcards from staff to engage with lapsed, current and potential individual members. This included thanking individual members for their loyalty (if they were already APTA members) or reminding them of **membership benefits** with a QR code that led to a member benefit page



AMERICAN PHYSICAL THERAPY ASSOCIATION (CONT/D)

- using the **APTA's 100th anniversary** to advance the profession through multiple celebrations
- APTA secured introduction of the **Expanded Telehealth Access Act** to make permanent the ability of physiotherapists to continue to use and bill for telehealth under the Medicare programme
- APTA also secured introduction of the **Primary Health Services Enhancement Act**, to expand patient access to essential physiotherapy services to children and adults who receive care at rural health clinics
- APTA also carried out **advocacy** at other levels to seek better pay for the physiotherapy profession, better access to physiotherapy services, public education campaigns about the benefits of physiotherapy



North America Caribbean region
Bahamas
Barbados
Bermuda
Canada
Curaçao
Dominican Republic
Guyana
Haiti
Jamaica
Panama
Puerto Rico
St Lucia
Suriname
Trinidad and Tobago
United States

100%
of member organisations
(all 15) in the region
submitted data for the
2021 census

DISCLAIMER

- The data in this report is based on responses to the annual membership census sent to World Physiotherapy’s member organisations.
- In 2021 the annual membership census was sent to 125 member organisations, of which 117 responded, representing a 94% response rate. The census date was 30 June 2021.
- Some data in this report has been collated from other sources available to World Physiotherapy.
- If you have any questions or concerns, or want to make changes to your country’s data, please contact membershipcensus@world.physio.