

# August Newsletter



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## CEO Message

I hope you've all had a chance to enjoy some rest and sunshine this summer! As we get ready to shift into fall, I want to thank you for being part of the Alberta Association of Physiotherapy. We truly value your membership, and we'd love to see you back with us for the 2025/26 year.

CPA renewal is now open, and you should have received a link directly from them. Please also spread the word—encouraging a colleague to join helps grow our community and strengthens the impact of our advocacy, public awareness, and member initiatives. Together, we're building something meaningful, and we're excited to offer even more value in the year ahead.

Looking further ahead, we're already planning our **bi-annual AAP Connect Conference**: mark your calendars for **October 23–25, 2026 in Canmore, AB**! We'll be launching the call for presenters in September and registration will open in the new year. It's going to be a fantastic opportunity to connect and learn together in one of the most beautiful spots in Alberta.

August has been a busy month on the advocacy front, with AAP representing the profession at several key tables (you'll find an update below). A quick reminder that we're also co-hosting an **auto insurance reform info session on September 20th**—a chance to learn more about the changes ahead. Registration details are included below, and we'd love to see you there.

We've also just released a new episode of the **AAP Podcast**! It's a great resource to share with friends, patients, or colleagues—our conversations highlight the many ways physiotherapy can make a difference in people's health journeys. Guests have included physiotherapists practicing right here in Alberta, as well as individuals who've experienced the benefits firsthand. Please help us spread the word by sharing it within your networks.

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As we look toward the new membership year, I'm excited about what's ahead. Thank you again for being part of this community—we couldn't do this without you. I'm looking forward to connecting soon.

Best,  
Jen

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## Summer Advocacy & Engagement Update

Over the summer, AAP continued to represent physiotherapy at a number of important tables and conversations:



- **Insurance Reform Health Advisory Council** – A couple meetings took place over the summer, bringing all healthcare professions up to speed on timelines and the path forward. As shared previously, an [intentions paper](#) was put out about the new Care First model that is set to launch January 1, 2027. We will share any information that is able to be widely circulated as we receive it.
- **Netcare & Privacy Legislation** – We continue to advocate for physiotherapists to be added as custodians for Netcare access. We hope that amendments to the Health Information Act (HiA) will happen by late November 2025, which will bring the College of Physiotherapists under HiA. Access to Alberta Netcare will
- **Indigenous Health** – Initial discussions with Enoch Cree Nation took place this summer to understand the unique challenges and opportunities of the community. Access to physiotherapy was identified as a gap and we will be exploring opportunities for a pilot project to improve access.
- **Pelvic Health** – Access to pelvic health physiotherapy remains a national advocacy priority. AAP is working with CPA to explore joint advocacy and potential pilot projects to expand access in Alberta.
- **Seniors & Assisted Living** – With a new CEO in place at Assisted Living Alberta, AAP will be engaging in upcoming conversations around the role of physiotherapy in supporting Alberta's aging population.
- **Sport & Tourism** – AAP connected with sector leadership around concussion prevention, youth athlete development, and injury prevention. Early conversations suggest potential for future collaboration.
- **Alberta Orthopedic Surgeons (AOS)** - Better integration of physiotherapy into primary care has been a topic that we are exploring with a couple members of AOS. Currently we are considering potential projects that we could jointly put forward for pilot funding.

As we head into fall, AAP will continue to advocate, collaborate, and explore opportunities to strengthen physiotherapy's role across Alberta's Health system.

# Alberta's New Care-First Model:

A Special Panel Discussion

Hosted by the **Alberta Association of Physiotherapy**  
and the **Chiropractic Association of Alberta**



Join us for an important panel discussion on Alberta's new **Care-First Model**—a transformative shift in automobile insurance that aims to improve how care is delivered to Albertans.

Hear from key voices directly involved in shaping this reform as they explore the model's development, implementation, and its far-reaching implications for clinical practice, patient care, and interprofessional collaboration.

The panel will also examine how the Care-First Model may influence provider roles, treatment planning, and access to care across the province.



**Panelists:** Dr. Carol Cancelliere, Dr. Pierre Côté, Dr. Ashley Smith and Dave Mulyk (Government of Alberta)

**Event Details:**

**Date:** Saturday, September 20, 2025

**Time:** 1:00 PM – 3:00 PM

**Location:** Top of the Inn, Delta Hotels Edmonton South  
4404 Gateway Blvd NW, Edmonton, AB

[Register Here.](#)

Registration is required and open to Alberta-based healthcare professionals. Space is limited to 200 participants.

Learn more about the Care-First Model and secure your spot today!

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## September 29th - Virtual PD Session

### Mastering Finances & Practice Management for Physiotherapists



**Date:** Monday, September 29

**Time:** 7:00–8:00 p.m. MST

Join **Robin Valadares**—a practicing physiotherapist and Accredited Financial Counselor Canada (AFCC) candidate, for a practical, empowering session designed to help you “*Overcome the Overwhelm*” of entering and navigating the workforce as a physiotherapist professional.

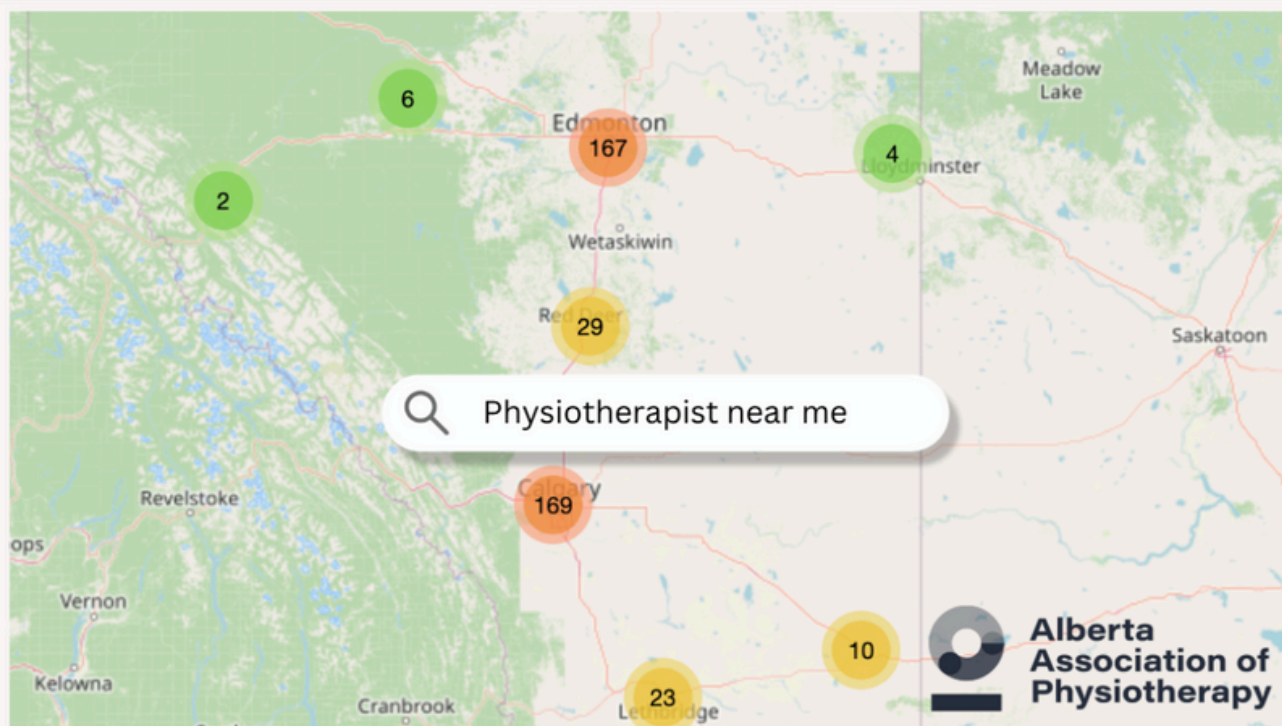
This session is open to all **AAP members and students** and will cover:

- **Navigating Student Debt & Building Your Financial Foundation**
- **Jane:** Streamlining Your Practice & Maximizing Income
- **Investing for Your Future:** Building Long-Term Wealth
- **Balancing Practice & Personal Finances to Avoid Burnout**

Don't miss this opportunity to strengthen your financial confidence and practice management skills.

[Click HERE to learn more and register.](#)

## Find a Physio -





## Can Albertans Find You?

Our [Find a Physio](#) tool is live, and it's the easiest way for Albertans and healthcare professionals to connect with physiotherapy services across the province. Whether by location, treatment type, or specific conditions, this searchable directory makes finding the right care faster than ever.

Every year, AAP receives countless requests from the public and other healthcare providers seeking physiotherapy services. From now on, we'll be sending them straight to Find a Physio. So, make sure your profile is ready to be found!

Add your profile today and be part of building a strong, province-wide directory. Invite your colleagues to join too, non-AAP members are also welcome.



## Tune in to the Goal Getter Podcast!

### *Michelle Plouffe, Canadian National Women's Basketball*

EPISODE 08



*"If you're trying to get back to a baseline level after an injury, your mindset - being willing to stretch, grow, be uncomfortable, and push through some hard days in order to be consistent - is going to be the key."*

**GOAL  
GETTER**  
The AAP Physiotherapy Podcast



### **Episode 8: Levelling the Field: Women, Sports, and the Physiotherapy Advantage with Michelle Plouffe**

What does it take to compete — and succeed — at the highest level of women's basketball?

In this episode of the *Goal Getter Podcast*, we're joined by **Michelle Plouffe**, former Canadian Women's National Team player, Olympian, and recently announced 3x3 Performance Manager with Canada Basketball to explore the unique challenges women face in sport.

Michelle shares her journey on and off the court, and we dive into how **physiotherapy plays a vital role in keeping athletes strong, competitive, and injury-free**.

From training and recovery to navigating the demands of elite sport, this episode is packed with insights for athletes, physiotherapists, sports fans, and anyone interested in staying active and healthy.

🎧 Tune in now here:

[Apple](#)

[Spotify](#)

[Youtube - video podcast](#)

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## Attention Alberta Physiotherapists:

Fisiocrem Canada is offering a 20% discount above wholesale pricing on first orders for practitioners who open a wholesale account.

Use code **NEWPRO20** at checkout after getting your pro account approved. Apply for your account to use your discount [here](#).

CREATE A WHOLESALE ACCOUNT

## Telus AAP Exclusive Partner Program Back to School Savings!

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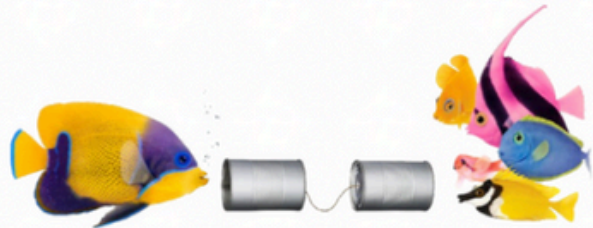
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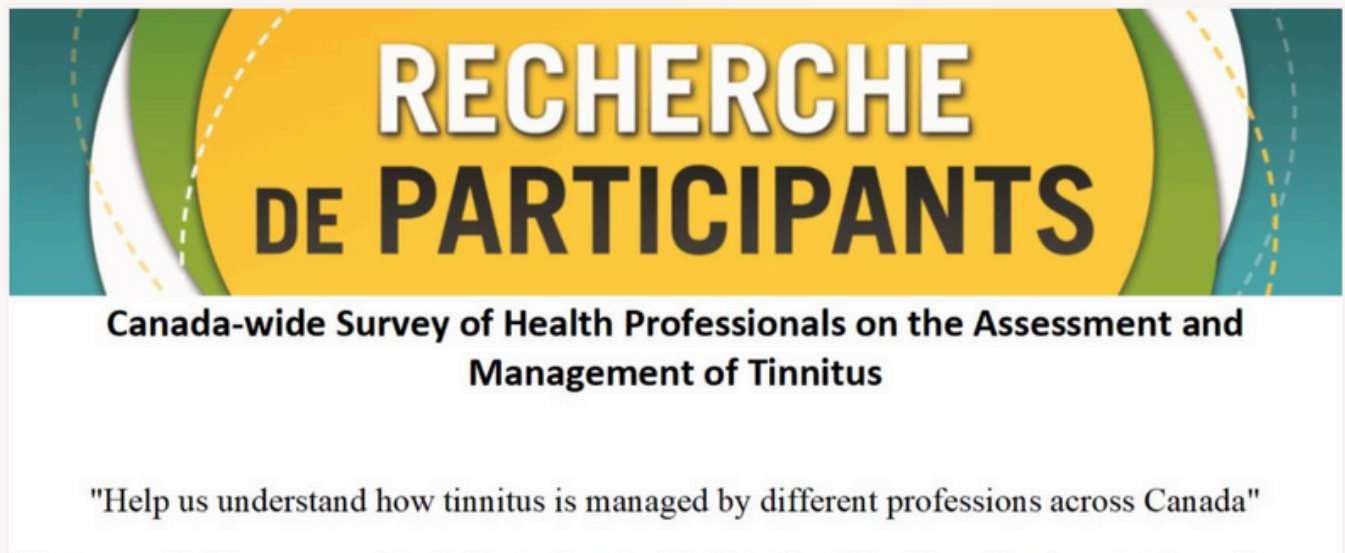
Stay connected and save more. Back to School isn't just for kids. Enjoy seamless connectivity.

Click [HERE](#) to view the latest offerings.

### Back-to-School Highlights:

- iPhone 16 Pro for just \$30/month
  - \$55 Canada-US Plan
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## Research Opportunity



**RECHERCHE  
DE PARTICIPANTS**

**Canada-wide Survey of Health Professionals on the Assessment and Management of Tinnitus**

"Help us understand how tinnitus is managed by different professions across Canada"

Researchers at **Université Laval** are conducting a survey to better understand how various healthcare professionals evaluate and manage **tinnitus**. Your contribution is valuable whether or not you have an interest, experience, or training related to tinnitus.

### Eligibility:

- Be at least 18 years old
- Be a Canadian health professional, such as an audiologist, hearing aid practitioner, speech-language pathologist, psychologist, family physician, otolaryngologist (ENT specialist), physiotherapist, pharmacist, nurse, or psychiatrist

This survey is anonymous, takes approximately 5-10 minutes to complete.