



AMERICAN COUNCIL OF ACADEMIC PHYSICAL THERAPY

ENDORSEMENTS

Adopted by ACAPT Board 3/23/15

Policy Purpose: This policy is intended to clarify what ACAPT will consider endorsing and the process by which an endorsement is confirmed.

Procedure: Endorsement requests are submitted to the Executive Director of ACAPT. The request is forwarded to the Board CWG initial review and consideration. Final approval of endorsements will be made by the Executive Committee of the Board.

A. Endorsement of Other Organizations

ACAPT does not endorse other organizations; however, this in no way precludes ACAPT entering into long- or short-term relationships with other organizations when those relationships further the vision and objectives of ACAPT and are not in conflict with ACAPT bylaws, standing rules, and policies. This policy in no way limits individual member participation in outside organization.

B. Endorsement of Other Organizations' Policies or Position Statements

ACAPT may endorse policies or position statements promulgated by other organizations if those policies or position statements will further the vision and objectives of our organization and are not in conflict with the ACAPT bylaws, standing rules and policies.

C. Endorsement of Member Benefits

ACAPT may endorse products and services as member benefits when said endorsements are beneficial in meeting the personal, practice or academic enterprise needs of members.

Endorsements of member benefits by ACAPT shall not be in conflict with APTA bylaws, standing rules, positions, standards, guidelines, policies or procedures, and shall conform to the evaluative criteria and process established by the APTA Board of Directors [See Criteria and Process for Association Affinity Programs that is attached at end of this document on page 3].

Before engaging in any contractual agreements related to a member benefit endorsement, the group wanting endorsement shall submit a written request from the group's president or designee to ACAPT who consult with and/or process through the APTA Business Development Department for ACAPT Board notification. When a member benefit is endorsed at the ACAPT level only, ACAPT must ensure that publication of the endorsement clearly indicates that ACAPT, not APTA, is the endorser.

D. Endorsement of Non-ACAPT Events

The Executive Committee of ACAPT is authorized to act on behalf of the Board of Directors in granting ACAPT endorsement of public events sponsored or hosted by other organizations which are not consortia / work groups of ACAPT, and declarations, proclamations, and similar official statements issued by other organizations; said endorsement to be at no financial cost or gain to ACAPT, provided that such events and statements are not in conflict with ACAPT or APTA bylaws, standing rules, and policies; and provided further that such events and statements do not have as their purpose the solicitation of donations except for charitable causes; or the giving or sale of services or products in exchange for payment of any kind whether for profit or not.

E. Endorsement of Non-ACAPT Education Programs

ACAPT or its consortia/work groups do not endorse non-ACAPT/non-consortium/work group education programs. ACAPT, its consortia/work groups may, however, co-sponsor or jointly sponsor education programs with other groups, organizations or members if such sponsorship furthers vision and objectives of ACAPT and is not in conflict with ACAPT or APTA bylaws, positions, standards, guidelines, policies or procedures.

Before engaging in any contractual agreements related to a non-ACAPT education program partnership or sponsorship, the consortium/work group shall submit a written request from the consortium/work group or group president or designee to ACAPT Board of Directors who work with APTA's Business Development Department.

F. Potential Conflict of Interest

For any potential endorsement from ACAPT to occur the group or individual requesting endorsement must reveal any personal or financial interests with any ACAPT Board of Directors, representatives and faculty of member programs, i.e. they must reveal if there is any real or potential conflict interest.

CRITERIA AND PROCESS FOR ASSOCIATION AFFINITY PROGRAMS BOD R10-13-05-07 [Amended BOD R03-06-12-27; BOD R02-02-09-08; BOD 03-98-04-08; BOD 06-94-02-02; Initial BOD 03-94-16-39] [Procedure]

The APTA affinity programs provide members with valuable products or services through contractual agreements with selected providers.

A. Criteria

When an affinity program is being considered, the Association and its components will apply criteria that include, but may not be limited to, the following:

1. Presumptive benefit to the member
2. Presumptive minimal risk to the member
3. Expected benefit to the Association
4. Strength of proposal presented to Association
5. Financial strength/stability of provider and, if applicable, administrator
6. Evidence of both front- and back-end service capabilities of the highest standards
7. Availability of Web-based and toll-free customer service lines
8. References
9. Pricing
10. Claim payment/fulfillment philosophy
11. Marketing philosophy

B. Process

Prior to accepting any affinity program, the Association will conduct a 3-step evaluation process, with the understanding that the program may be disqualified from further consideration at any step:

1. A review by APTA's Business Development Department
2. A review by the Business Development Board Work Group as appropriate
3. Consideration by the Board of a recommendation to approve an affinity program brought by the Business Development Board Work Group

Prior to accepting any affinity program a component will conduct a 3-step notification process:

1. A notification to APTA's Business Development Department
2. A review by the Business Development Board Work Group with feedback or recommendations to the component as appropriate
3. Notification to the Board brought by the Business Development Board Work Group

All approved affinity programs shall be governed by an affinity program agreement, in which the Association shall:

1. Be indemnified
2. Grant non-assignable use of the Association logo

3. Determine exclusivity of affinity program as appropriate
4. Have approval right over all marketing copy to ensure accuracy, and consistency with APTA policy and credibility
5. Have discretion to terminate the affinity program
6. Other terms may be included in each agreement as appropriate and as negotiated by both parties

(Business Development Department, ext 3218)

Explanation of Reference Numbers:

BOD P00-00-00-00 stands for Board of Directors/**month/year/page/vote** in the Board of Directors Minutes; the "P" indicates that it is a position (see below). For example, BOD P11-97-06-18 means that this position can be found in the November 1997 Board of Directors minutes on Page 6 and that it was Vote 18.

P: Position | S: Standard | G: Guideline | Y: Policy | R: Procedure