If You Can Make It Here, You Can Make It Anywhere

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Creating an Athletic Training Job in Today’s Healthcare Market
Performing Athletes

- Like athletes performers strive to achieve similar levels of endurance, strength, power and agility. We must begin to accept the idea of performers as athletes and recognize that the performance demands of each show deserve equal consideration in regards to injury prevention.

- Treat all of your performers as athletes, they will respect and embrace the analogy. The match between performers and athletic trainers is perfect.
How to Create Your Own Athletic Training Program

1. Create a Needs Assessment
1. Creating a Needs Assessment

- Demonstrate a need for preventative care in the way of injury management

**Ultimate Goal:** Show cost savings !!!!!
Demonstrating a Need

Ways to obtain injury data

- **Within the Organization**
  - Stage Management, Producers, Theater Owners

- **Outreach Clinic**
  - Owner of clinic, Athletic Trainers or Physical Therapists who are treating performing athletes

- **College/University Performing Arts Program**
  - Dance program director, needs assessment research project
Demonstrating a Need

Information to ask for

- **Within the Organization**
  - Stage Manager Reports, Injury Rate Information, Workers’ Compensation Claim Information

- **Outreach Clinic**
  - Number of visits to clinic from Performing Athletes

- **College/University** Performing Arts Program
  - Number of injuries within performing arts dept. (set-up and design as research project)
Demonstrating a Need

Compiling Effective Needs Assessment Results

- Clear, simple, easy to read result
  - Important data to include
    - Type of injury – show most common
    - Site of injury – show most common
    - Number of shows missed – if available
    - Various treatments received

- Provide suggestions on preventative measures which may be applicable to company based on results of needs assessment
How to Create Your Own Athletic Training Program

1. Create a Needs Assessment
2. Obtain physician or hospital support
2. Obtaining Physician & Hospital Support

- Research sports medicine facilities in your area. Look for doctors who may specialize in the performing arts.
- Approach hospitals directly, especially those associated with clinics that see performing artists.
- Speak with the performing artists in the area and get recommendations of doctors they may have seen.

**Ultimate Goal:** Obtain access to doctor 24/7 while company is rehearsing & performing
How to Create Your Own Athletic Training Program

1. Create a Needs Assessment
2. Get a physician or hospital support
3. Design Program
3. Program Design

Key Elements to include

- Needs Assessment Results
- Goals & Objectives
- Preparticipation Screening
- Day to Day Operations
- Budget Suggestions
- Future Goals & Objectives

Ultimate Goal: Have all the answers
Needs Assessment Results

Type of Injury 2003

- Strain
- Sprain
- Tendinitis/Bursitis
- Contusions
- Blisters
- Sprain
- Shin Splints
- Fracture
- Impingement
- Planter Fascitis
- Shin Gynecomastia
- Other

Graph showing the distribution of different types of injuries in 2003.
Goals & Objectives

- Provide injury & wellness support through an in-house athletic training program similar to those seen in professional & collegiate sports for Radio City & the Rockettes
- Reduce the time lost by employees due to injury

- Implement preparticipation screenings.
- Provide clinical time for the treatment of injuries
- Provide access to a sports medicine doctor
Preparticipation Screenings

- Establishes an initial line of communication between the performing artist, athletic trainer and doctors
- Recognize predisposing factors that could potentially place the dancer at risk for injury and intervene prior to the start of the season.
- Provide baseline measures to use for comparison if injury does occur.
Day to Day Operations

- Regular training room hours for rehearsals and performances
- Over-see physical therapy scheduling and overall treatment
- Overall administration of Athletic Training Program i.e.. coordinate athletic trainers, physical therapists, podiatrists and orthopedist
- Communicate with production staff daily regarding status of performers
Budget Suggestions

- Athletic Trainers Salary
- Training room set-up costs
  - Salvage equipment from within your organization or outside sources
  - Donations / Sponsorship
  - Buy new
  - Bring your own
- Fees to Doctors & other health care professionals
Program Evaluation

Record Keeping & Program Review

- Document Everything !!!!
- Review program
  - Use cost effectiveness comparisons
  - Workers’ compensation info if available
  - Create your own review
  - Offer revisions
Injury comparisons as a form of program review

Comparison of Injuries 2001 & 2003
Future Goals & Objectives

- Be very optimistic
- Always suggest to increase number of athletic trainers employed
- Suggest overall expansion of program
- Make new recommendations each year
- Suggest revisions where necessary
How to Create Your Own Athletic Training Program

1. Create a needs assessment
2. Get a physician or hospital support
3. Design Program
4. Pitch Program
4. Pitching Program

- Find out who the decision makers are and/or those individuals most persuasive within the company
- Letter writing campaign
- Other approaches
  - union representatives
  - human resources

**Ultimate Goal:** Schedule a meeting to pitch program
Finished Product

What to include in the presentation to organization

- Performers as Athletes
- Show the need
- Show results from other ATC’s in the field
- Elements of Program (offer segments)
- Future Suggestions
- Set-up time frame for follow up
# Athletic Training within the Cablevision organization

Cablevision Systems Corporation
A leading telecommunication & entertainment Company

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How to Create Your Own Athletic Training Program

1. Create a Needs Assessment
   **Ultimate Goal:** Show cost savings

2. Get physician or hospital support
   **Ultimate Goal:** Obtain access to a doctor 24/7 while company is rehearsing or performing

3. Design program
   **Ultimate Goal:** Have all the answers

4. Pitch Program
   **Ultimate Goal:** Schedule a meeting to pitch program
Thank You!!