Associated Challenges in Athletic Training
EATA Student Conference
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Ethics

- Two scenarios
- What is it?
  - The study of standards of conduct and moral judgment; moral philosophy.
- Why do groups have ethics? (Ray)
  - To provide a guide to appropriate conduct for members.
  - To provide a reference by which to judge members when their conduct comes into question.
  - To provide assurance and protection to the public served by members of the profession.
Ethical Standards

- BOC – Board of Certification, Inc.
- NATA – National Athletic Trainers’ Association, Inc.
- State Ethical Standards
- Employer Ethical Standards
- Conference
  - NCAA
  - State Conference
NATA CODE OF ETHICS  September 28, 2005

PREAMBLE
The National Athletic Trainers’ Association Code of Ethics states the principles of ethical behavior that should be followed in the practice of athletic training. It is intended to establish and maintain high standards and professionalism for the athletic training profession.

The principles do not cover every situation encountered by the practicing athletic trainer, but are representative of the spirit with which athletic trainers should make decisions. The principles are written generally; the circumstances of a situation will determine the interpretation and application of a given principle and of the Code as a whole. When a conflict exists between the Code and the law, the law prevails.

PRINCIPLE 1:
Members shall respect the rights, welfare and dignity of all.
1.1 Members shall not discriminate against any legally protected class.
1.2 Members shall be committed to providing competent care.
1.3 Members shall preserve the confidentiality of privileged information and shall not release such information to a third party not involved in the patient’s care without a release unless required by law.

PRINCIPLE 2:
Members shall comply with the laws and regulations governing the practice of athletic training.
2.1 Members shall comply with applicable local, state, and federal laws and institutional guidelines.
2.2 Members shall be familiar with and abide by all National Athletic Trainers’ Association standards, rules and regulations.
2.3 Members shall report illegal or unethical practices related to athletic training to the appropriate person or authority.
2.4 Members shall avoid substance abuse and, when necessary, seek rehabilitation for chemical dependency.

PRINCIPLE 3:
Members shall maintain and promote high standards in their provision of services.
3.1 Members shall not misrepresent, either directly or indirectly, their skills, training, professional credentials, identity or services.
3.2 Members shall provide only those services for which they are qualified through education or experience and which are allowed by their practice acts and other pertinent regulation.
3.3 Members shall provide services, make referrals, and seek compensation only for those services that are necessary.
3.4 Members shall recognize the need for continuing education and participate in educational activities that enhance their skills and knowledge.
3.5 Members shall educate those whom they supervise in the practice of athletic training about the Code of Ethics and stress the importance of adherence.
3.6 Members who are researchers or educators should maintain and promote ethical conduct in research and educational activities.

PRINCIPLE 4:
Members shall not engage in conduct that could be construed as a conflict of interest or that reflects negatively on the profession.
4.1 Members should conduct themselves personally and professionally in a manner that does not compromise their professional responsibilities or the practice of athletic training.
4.2 National Athletic Trainers’ Association current or past volunteer leaders shall not use the NATA logo in the endorsement of products or services or exploit their affiliation with the NATA in a manner that reflects badly upon the profession.
4.3 Members shall not place financial gain above the patient's welfare and shall not participate in any arrangement that exploits the patient.
4.4 Members shall not, through direct or indirect means, use information obtained in the course of the practice of athletic training to try to influence the score or outcome of an athletic event, or attempt to induce financial gain through gambling.
Professional

- **What is a Professional?**
  - Of, engaged in, or worthy of the highest standards of, a profession.

- **First impressions, expectations.**
  - What would you expect in a professional? Compare to other health care professionals?

- **How do you want to be perceived?**

- **Code of Conduct**
Standards of Practice

- **BOC**, NATA
- State Law
- Your place of work
  - Teachers
  - Union
  - Corporation
- Conference
  - NCAA, State Association
The Law and Standards of Practice

- How does it pertain?
- Lawsuits
- BOC – Ethics Board
- State Boards – Is your practice in jeopardy?
- Standing orders
Facilities

- Ideas - **Drawings**
- Square footage
- **Equipment** – **Technical drawings**
- **Getting involved**
- Who is in Charge?
- **Architect**
- **Job Foreman**
- Change orders – **Electrical example**
Budget

- AAAAAAAAAHHHHHH
- What do I need?
- Best Modality and cheap!!
- How do I start?
- What is the process?
  - Who do I see first?
  - Purchasing agent
  - Vendor
  - State law?