Overview

- What the CUVM is and why it was developed
- How you should utilize this document
- When you should apply it in your clinic
Purpose

- Resource for value assessment for the AT in college/university setting
- Unique global revenue strategy
- Presentation template to promote AT to non-members
Value vs. Worth?

- **Value**
  - Perception

- **Worth**
  - Actual monetary value

2011 Survey Salary

- **National Average**
  - $51,483

- **College and University**
  - $45,842

$5,641 below average!
How Do You Value YOU?

Athletic Trainers

What my friends think I do.

What my mom thinks I do.

What society thinks I do.

What society thinks I do.

What I think I do.

What I actually do ......
Athletic Trainers save lives!!
Revenue

- Compensation associated either directly or indirectly, with providing athletic training services
Evidence of Healthcare Value

- The Center for Healthcare Value
  - February 2012
    - Study on care of diabetic patients
    - Patient outcomes driving care

- Wedge FM et al, 2011
  - Outcome measures showing effectiveness of PT programs

- Wisconsin Collaborative for Healthcare Quality
  - Public reporting incites change
Litigation in Athletic Training

- Toradol injection and heart attack
  - USC FB athlete with chronic shoulder injury

- Federal concussion lawsuit against NCAA
  - Eastern Illinois students
  - Long term damages
Introduction

- Different universities = different missions
- Comprised of 5 “Buckets”
- Help articulate the value of our services to:
  - Salary increases
  - Budgetary increases
  - Staff increases
Medical Services

- Domains of Athletic Training
  - How to achieve objective data
  - HCP in state
  - Track encounters
  - National injury averages
Risk Minimization

- Encompasses any area to cover the protection of the students and staff appropriately
  - EAP
  - BBP, OSHA
  - Facilities
  - Etc…
Organizational/Administrative Value

- Behind the scenes
  - Documentation

- Compliance with governing bodies
  - State, BOC
  - OSHA
  - NCAA/NAIA?
Cost Containment

- Overlaps with other buckets
- In-house vs. contracted services?
- Student-athlete retention
  - Research on social connectedness and integration
AT Influence of Academic Success

- Becoming a positive role model for student athletes
- Being able to seek out appropriate help
Application

 Prioritize what you “need”

 Know your employer
  • Cost savings driven?
  • Student experience?
Application

- Look at colleges and universities similar to yours
  - Location
  - League
  - Private vs. public
Where will C/UVM be housed?

- Continues to be a working document
- NATA website
  - Revenue section
- Overseen by CUATC
Tips for presentation

- Change takes time
- Do your research!
- Have objective data
- Who are your stakeholders?
  - What do they value?
Case Study #1

- You are a recently new staff athletic trainer and your boss has a “It has been done this way for years and this is how it will stay” mentality. How can this document help?
Case Study #2

- Athletic trainer at a Division 1 school working with the football team
  - Post season coach brought him into his office and states “we’ve had more injuries than I want, why is this?”
Resources

- College University Value Model
  - http://www.nata.org/revenue-models
- AMCIA
  - www.nata.org/appropriate-medical-coverage-intercollegiate-athletics
- NATA Salary Survey 2011
  - www.nata.org/nata-salary-survey

More on C/UVM…
Conclusion

- This is another resource!
- You MUST be a healthcare professional
- Utilizing resources and doing some research can help
THANK YOU!

ANY QUESTIONS?
No more?

- I have some questions for you…
  - What are your departments strengths/weaknesses?
  - Where can you grow in knowledge?
  - Etc…