You are Worth it!
Tools and Resources for the College/University Athletic Trainer
The College/University Value Model

Quantifying Your Value Within Your Athletic Department

John Davis, MS, ATC
Coordinator or Athletic Training and Sports Medicine Service
Montclair State University
Past President of the EATA
Former Member CUATC
Disclosure

I did not create the material in this presentation. The College Value Model is a product of the Committee on Revenue with the College/University Athletic Trainers’ Committee and in particular the College Value Model Workgroup.

I am not an expert on this topic, just the guy that showed up with some slides.

Kenny Boyd, MS, ATC, LAT, - University of North Carolina - CATS Spring Symposium for Athletic Trainers & Team Physicians, May 15-17, 2014

Hopefully it will make you think differently about your value every day.

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CVM Work Group

- Amanda Thoens, Boston University, Athletic Trainer
- Kenny Boyd, University of North Carolina, Athletic Trainer
- Ernest Eugene, Marquette University, Athletic Trainer
- Paul Higgs, Georgia College & State University, Head Athletic Trainer
- David Stuckey, Hardin-Simmons University (Abilene, TX), Director of Athletic Training Education
- Allen Shelley, Mars-Hill College, Head Athletic Trainer
- Melinda Larson, Whitworth University, Head Athletic Trainer, Assoc. Professor
- John Davis, Montclair State University, Head Athletic Trainer
- Linda Mazzoli, Committee on Revenue, Chair
- Matthew Lyden, Regional Sports Medicine (Spartanburg, SC), Athletic Training Services Director (Former member)
- Janet Panek, Holy Family University (Philadelphia, PA), Head Athletic Trainer (Former member)
Overview

- Terms of Value
- Review the College/University Value Model (CVM)
  - www.nata.org/revenue-models
- Application of the value model
Terminology

► VALUE
  ► The extent to which a service’s worth is PERCEIVED

► WORTH
  ► The MONETARY value of a service provided
Terminology

- **REVENUE**
  - **COMPENSATIONS** associated either directly or indirectly with providing athletic training services

- **REIMBURSEMENT**
  - **PAYMENT** for providing an athletic training service
Terminology

► Metrics
  ► ...measurement by which efficiency, performance, progress...can be assessed

► Encounters
  ► ...meeting with a health care provider...

► Documentation
  ► Substantiating the occurrence...by making written or photographic records.
Evidence to Quantify/Qualify Value

- Job Satisfaction
- Job Retention
- Life-Work Balance - “Quality of Life”
- Sustainability
Evidence for Work-Life Balance.


- “Sources of Work Family Conflict (WFC) and burnout sited as inflexible work schedules, inadequate staffing”
College/University Value Model: PURPOSE

- Resource for value assessment for Athletic Trainers in college/university setting
- Unique global revenue strategy
- Presentation template for education of non-members
- Collection of resources to assist the C/U AT to address “opportunities to improve” at their institution
College/University Value Model: OVERVIEW

- 5 “Buckets” of information
- “Applying Value”
- Resources/Reference
- Project Team Members/Mentors

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How are you perceived and how are you valued?

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!!

Memes & Funny Pics FRABZ.COM
Andre Agassi rule - Perception is Everything

■ Do you work in an **Athletic Training Room** or do you work in an **Athletic Training Facility**?

■ Do you answer the phone “Training Room”?

■ Charlie Thompson’s pet peeve - Do you provide “coverage” or **Health Care**?
DEFINITION OF APPROPRIATE MEDICAL CARE

- More than basic emergency care
- Encompasses other health care services for ongoing daily health care, may include:
  - PPE
  - Prevention
  - Evaluation
  - Rehabilitation
  - Psychosocial
  - Administration
  - Professional Development
  - Other
VALUE BUCKETS

1. MEDICAL SERVICES
2. RISK MINIMIZATION
3. ORGANIZATIONAL/ADMINISTRATIVE VALUE
4. COST CONTAINMENT
5. AT INFLUENCE ON ACADEMIC SUCCESS
Community & Professional Involvement

- What volunteer positions do you hold/have you held within the Athletic Training profession?
- What volunteer positions do you hold/have you held within the community?
- What on campus committees do you serve on?
- How does your reputation and work reflect on the University?
- Are you an asset in a PR sense?
- Is the AT Facility a stop on recruiting tours?
MEDICAL SERVICES

- Injury Evaluation and Treatment
- Injury Rehabilitation and Reconditioning
- After hours/On-call consultation and injury/illness management
- Outside Medical Provider Services
- Team Physician Services
- Diagnostic Testing
- Injury prevention programs
- Ancillary medical services
METRICS on MEDICAL SERVICES

- Encounters
  - Active Student-Athlete (S-A)
  - In-Active S-A (graduated/expired eligibility/medical scholarship)
  - Faculty/Staff Member
  - Coaches and their family

- OUTCOMES
  - Annual/Season vs. Conference vs. National
Daily ATR Visits

Treatment

New

Recurrent

Post-surgical

Short Term

Physician Visit

Labs

Diagnostic Imaging

Modalities

Manual Therapy

Ancillary Provider

FT Staff

PT Staff

Billing

Contracted Rates

Billing

Contracted Rates
Trainer Porn
RISK MINIMIZATION

- Patient Care
- Professional Credentialing
- Facilities - (rent facilities/rent AT?)
- Equipment
- Travel
- Emergency Planning

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METRICS on RISK MINIMIZATION

- Comprehensive Medical Screening
- Movement Screening
- Preventative Programs
  - ACL
  - Dental Protection
  - Ankle/Knee Bracing
- Body Comp Testing
  - Skin Caliper v. BodPod v. Dexa

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ADMINISTRATIVE VALUE

- Injury records
- Insurance
- Athletic Department Committees/Initiatives
- Sports Medicine Team coordination
- Drug Testing
- Education (Students/Staff/Coaches)
- Credential maintenance
- Emergency Action Plans (EAPs)
- Risk Management

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METRICS on ADMINISTRATIVE VALUE

- Pre-participation exam
  - Scheduling MD’s, other medical providers, S&C Coaches, Academic Staff
  - Coordinating Team Rosters
  - Scheduling Teams
  - Sending out AND Receiving paperwork
  - Patient education
  - PPE Review: Patient/Parent(s), Medical Staff, Coaches

- Documenting:
  - Procedures
  - Time spent to coordinate and implement
  - Metrics: Successes v. Opportunities to Improve
COST CONTAINMENT

- Insurance Premiums
- Staffing and Workload Management
- Medical Services
- Budget Management
- Fund Raising
- Contracts
METRICS on COST CONTAINMENT

- Advise athletic administrators, business office or other university staff on issues related to appropriate athletics insurance coverage
- Monitor utilization of athletic department insurance benefits
- Keep accurate records to assure insurance coverage and payment
- Assist with creation of discount arrangements with outside medical/allied health services providers, and sometimes pro bono care

(Ex.) negotiate MRI cash price down by $200 determine average 50 cash MRI’s per year true savings $10K
Monetary Value

2012-13
- 457 athletes; 5,355 treatments; 98 off campus referrals
- 15 surgical procedures and rehab
- In-house rehab @ $250/visit = $1,338,750
- In House rehab @ $450/visit = $2,677,500
- 14 MSU ATEP students passed BOC

2013-14
- 519 athletes; 4,870 treatments; 105 off campus referrals
- 20 surgical procedures and rehab
- In-house rehab @ $250/visit = $1,217,500
- In House rehab @ $450/visit = $2,435,000
- 10 MSU ATEP students passed BOC

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INFLUENCE ON ACADEMIC SUCCESS

► Academic Progress Rate (APR)
  ► Student Retention
► Life Skills
► Mental Health
► Counseling
► Bridge between Academics and Physicians
METRICS on ACADEMIC SUCCESS: Student Retention/APR

- Recognition of potential problems and issues inhibiting student-athlete retention
  - Trouble in classes
  - Issues with professors
  - Determination of Major

- Liaison and referral to campus services: career center, learning center, student life, academic advisors

- Impartial observer whose jobs are not based on win/loss records. Student-athletes seek AT’s out for advice beyond injury management
Concussion Expert

- NATA has used this issue to position us as “experts” on campus.
- Is there anybody better on a campus? In an ER? In the Hospital?
- NCAA Guidelines/Protocols
- State Laws
- Rehab? Who ever thought we would be rehabing concussions?
- Who is the best at getting the athlete to “trust the process”?

- Disability Services/Special Needs Staff at Colleges have different experiences
METRICS on ACADEMIC SUCCESS: Life Skills

- Recognition of potential problems and issues related to life skills
  - Communication issues (Dating, roommates, family, friends, team dynamics)
  - Conflict resolution issues
  - Dating/relationship problems
  - Career decisions
  - Job/financial issues
  - General Healthcare and well being
  - Time management
  - Stress management
  - Life challenges/tragedies
  - Homesickness

- Mentoring as a role model and instructor in healthy lifestyle choices

- Liaison to campus services IE: career center, student life

- Treatment or assistance with care of non-sport related conditions that can affect play and continued academic engagement:
  - Depression
  - Eating disorders
  - Self-mutilation
  - Self-disclosed use/abuse issues
COLLEGE/UNIVERSITY VALUE MODEL: “HOW DOES THIS APPLY TO ME?”

- Working Document: Ideas for YOU to implement
- Customize to YOUR institution based on YOUR needs
- Educate Administrators/Coaches: Find out what THEY value...Speak THEIR language
- Educate Medical Staff: Initiate discussions of new opportunities to improve
- Educate Student-Athletes/Parents: Do THEY truly know YOUR value
- Educate the FUTURE: “…what they don’t teach you in class”
- Identify numbers to what we do....and REPORT IT!

USE IT!

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RESOURCES FOR SUPPORT

NATA College/University Athletic Trainer’s Committee:

- www.nata.org/cuatc
- www.nata.org/athletic-training/job-settings/colleges-universities-setting
- College/University Value Model www.nata.org/revenue-models
- Appropriate Medical Coverage of Intercollegiate Athletics (AMCIA): www.nata.org/appropriate-medical-coverage-intercollegiate-athletics
- www.nata.org/access-read/member/10-10-presentations
The AMCIA document will help evaluate an institution’s ability to deliver health care to its student/athletes.

Use of this document demonstrates that an institution has done due diligence with self-evaluation of the medical delivery system and that all stakeholders (AD, risk manager, CEO, athletic trainers, coaches and physicians) are on the same page and in agreement with the system in place.

It is not meant to be a stand-alone document but to work in concert with each institution’s needs.
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FACILITY AND PATIENT CARE STANDARDS

FOLLOWING STATE AND FEDERAL REGULATIONS FOR HEALTH CARE FACILITIES
Thank you for attending!

Thank you to all those that have influenced my thinking!

You are Worth it!

Don’t Count the Days, Make the Days Count!