Stories from the Sidelines

An International Perspective

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Disclosures

- No disclosures/conflicts of interest
Training/Education

- 3 programs for Sports Rehabilitation and Athletics Therapy in all of Ireland

- 4 Year Bachelor of Science Program
  - Year 1: Basic sciences/gen. ed. Requirements
    - Core science modules
    - Core sports rehabilitation modules

  - Year 2: Focus on full MSK Assessment
    - Injury pathology, pathophysiology
    - Neuroanatomy
    - Soft tissue manual therapy
Training/Education

- Year 3: Treatments, start on-site clinicals, movement dysfunction
  - Strength and conditioning, Olympic lifting
  - Traumatology
  - Sports nutrition and psychology

- Year 4: Advanced Rehab, Differential Diagnosis, Internship and on-site clinicals
  - Year long dissertation
Certification

- **2 pathways**
  - Athletic Rehabilitation Therapy Ireland (ARTI)
  - British Association of Sports Rehabilitators (BASRaT)

- **To certify:**
  - Graduate of a recognized program
  - EFR certified

- **BASRaT**
  - WFATT Member
  - No certification exam
  - Larger membership fee
Certification

- ARTI
  - WFATT member
  - Membership is open to students
  - Certification Exam
    - 50:50 Theory:Practical
  - Must achieve a passing 70% grade in both components in order to be certified
  - Examiners are current ARTI members
ARTI History

- Education & scope of practice are similar to Athletic Training but there are variations
  - CAT is an **autonomous** allied health care professional
    - No standing orders
    - Able to diagnose and make treatment decisions without guidance/outside input
Insurance

- Combined Medical Malpractice/Public/Products Liability Insurance
  - Required to maintain ARTI certification
    - Can’t practice in Ireland with out it

- ARTI member discount

- Covers you for any treatment modalities that you are trained to do but you must be able to show certificates reflecting this

- Approx €200/$240 per year
Employment Opportunities

- Majority of graduates work in private practice
  - Stand alone clinical practice
  - Clinic in their home
  - Clinic in a fitness center/gym
  - Industrial/corporate setting
  - Teams
  - Event Coverage

- Difficulties faced:
  - Awareness by the public as to what we do/offer
  - Lack of willingness
Other Employment Opportunities

- **Personal Trainer/ Strength & Conditioning Coach**
  - Some will do this to get discounted rates at the gym that they have a clinic in
  - Offer discounted rates to members of the gym that they work in
  - Exercise classes

- **Pilates/Yoga Instructor**
  - Exercise classes
  - Ties in with personal trainer/strength & conditioning coach

- **Per Diem**
  - Cover games
  - Group chat
  - Some clubs supply materials, others don’t
Other Employment Opportunities

- Physio Clinic

- Massage Therapist
  - At a physio clinic

- Team game/practice coverage
  - primarily there for emergency care
  - Rare you’d be contracted by a club for player care
    - Typically players would come for care if they are familiar with seeing you at practice/games
PURE

- Daunting when starting out
- Cutting the cord
- Where do I start? What do I need?
  - Logo/Brand
  - Business cards/flyers
  - Website
  - Social media
- Word of mouth is great **but** don’t sell yourself short
● Creating a brand
  ● What do you want to be known for?
  ● What’s your selling point going to be?

● PURE
  ● Reach - initial goal setting
  ● Rehab - the process
  ● Recover - the end destination
▪ Sell yourself
  ▪ Online presence
  ▪ Eye catching advertisement
  ▪ Volunteer coverage
  ▪ Discounted rates for volunteer events
  ▪ Initial ‘get you in the door’ discounted incentives
▪ Don’t undervalue your worth
  ▪ Undervaluing/underpricing will make people question how good you are if you’re cheaper than others in the area
PURE

- Clinic at my apartment
- Travel to patients
  - At hours that suited them
- Corporate clients
  - Treatments for employees during the day
  - Increase workplace productivity
- Per Diem Game Coverage
PURE

- Client Demographics
  - Stay at home parents
  - Working parents
  - Teenagers
  - Sedentary
  - Recreationally active
  - Marathon Runners

- Patient Examples
  - Child-minder
  - Adolescent athlete
  - Office worker
  - Marathon runner
Online Presence

- Website
  - Multiple options
  - Weigh up on the cost of the various options
  - Keep your overheads low

- Social Media
  - Facebook
    - Plug regularly
    - Give advice
    - Draw people in, eye catching
    - Promote facebook posts for a small fee
      - Specify your demographic/location
Things to be aware of: image copyright/ownership, content ownership (credit),

Image ownership

- Important not to just ‘take’ an image off Google without giving credit to the original owner

Work around

- Find an image you like and create something similar but different
- Pixelmator, photoshop

Similar issue for graphic images off Google

- Can get away with printing the graphics without giving credit but if you have an online platform you can’t
Useful Resources

- www.arti.info
- www.purewithorla.wixsite.com/pure
- www.wfatt.org
- www.sportireland.ie
Thank You

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Please don’t hesitate to reach out if you have any further questions!