OPPORTUNITIES

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1. Demonstrate how ATs can better demonstrate their value
2. Explain specific tools to assist the AT with creating opportunity
3. Define & describe ROI
4. Explain how the value of an AT will continue to rise
5. Explain opportunities that are available in all settings
6. Comprehend personal resiliency and how to develop that skill.
THE VIEWS EXPRESSED IN THESE SLIDES AND IN TODAY’S DISCUSSION ARE MINE ALONE.

MY VIEW MAY NOT BE THE SAME AS THE VIEWS OF MY COMPANY, CLIENTS, OR COLLEAGUES.

I HAVE NO FINANCIAL INTERESTS OR CONFLICTS IN REGARD TO THE INFORMATION PROVIDED.

PARTICIPANTS MUST USE DISCRETION WHEN USING THE INFORMATION CONTAINED IN THIS PRESENTATION.
LET'S TALK ABOUT CHANGE........
"Change is the law of life. And those who look only to the past or present are certain to miss the future."

-John F. Kennedy
The people who are crazy enough to think they can change the world are the ones who do.

Steve Jobs
WHY?

• Self-advocacy
• Healthcare Acumen
• Business Acumen
• Marketing
1950

- Few hundred men
- Mostly College/University
- Some professional ATs
- Very few secondary schools
Membership by Setting 2019

- Amateur/Recreational/Youth Sports --<1%
- Business/Sales/Marketing --1%
- Clinic 15%
- College/University 23%
- Sports/Performance Enhancement/Clubs 1%
- Hospital 5%
- Independent Contractor 1%
- Military/Law Enforce. --1%
- Did not specify 2%
- Professional Sports 3%
- Retired 3%
- Secondary School 24%
- Student 10%
- Occupational Health 2%
- Other 5%
- Unemployed 4%
CHANGES WE’VE SEEN
CHANGES WE’VE SEEN
CHANGES WE’VE SEEN
CHANGES WE’VE SEEN
CHANGES WE’VE SEEN
The real opportunity is next time, not last time.
EMERGING OPPORTUNITIES
OPPORTUNITIES

- ED’S
- PRIMARY CARE MD OFFICES
- ACO
- CMS
- RESIDENCIES, FELLOWSHIPS & SPECIALTY CERTS.
- OTHERS?
DEFINITELY AN OPPORTUNITY!
THE POWER OF DIVERSITY

- Recruitment
- Leadership
- Celebration
OPPORTUNITY?
COVID-19 OPPORTUNITIES
El Arroyo

HAVE WE
TRIED
PUTTING 2020
IN RICE?

REALITY!
RESILIENCE

AN ABILITY TO RECOVER FROM OR ADJUST EASILY TO MISFORTUNE OR CHANGE.

-MERRIAM-WEBSTER DICTIONARY
WHAT DOES IT MEAN TO BE RESILIENT?
RESILIENT AT!
COVID-19 RESPONSE
WHAT IS NEXT?
IF YOU DON’T LIKE SOMETHING, CHANGE IT.
IF YOU CAN’T CHANGE IT, CHANGE YOUR ATTITUDE.

MAYA ANGELOU
UNDERSTANDING VALUE: HOW IMPORTANT IS IT?
PATIENT CENTERED/VALUE BASED HEALTH CARE
WHAT DO WE WANT?
WHAT HAS WORKED?

• Medical Decision-Making Autonomy
• Clinical Specialist
• Secondary School Infusion
• Emerging Settings
• Youth Sports
• Branding
Showing Value

**Documentation**
- Medical Records
- Data!
- ROI
- Functional Outcome Surveys
- Healthcare Standard

**Professionalism**
- Attire
- Behavior

**Advocacy**
- 10 sec elevator speech
- Stakeholders

**Patient Outcomes**

**Cont. Ed.**
- EBP
- Best practices
- Interprofessional
- International

**Showing Value**

**Documentation**

**Professionalism**
AS HEALTHCARE PROVIDERS

- Documentation
- Data!
- Third Party Reimbursement
- CMS Recognition
IS THIRD PARTY REIMBURSEMENT THE ANSWER?

What’s the question?
POTENTIAL BENEFITS OF BEING A REVENUE GENERATING CLINICIAN

• Higher Salaries
• More Credibility
• Work/Life Balance
DEVELOP A BUSINESS PLAN FOR YOU!

• Description
• Market Analysis
• Marketing & Promotion
• Funding
• Projections
• What’s Your Brand?
MOST FAMOUS OF ALL!

MAYBE NOT.
YOU ALREADY HAVE A BRAND.

Is it the one you want?
PERSONAL BRAND VS. PERSONAL BRANDING

Personal Brand

• Who you are, what you stand for, the values you embrace, and how they are expressed.
• Your story.

Personal Branding

• Conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility and differentiating them from their competition to have a larger impact.
OR.....

• What people say about you.
  • “She’s the best rehabilitation AT in the area”.
• What excites you?

• What you say about yourself.
  • “I excel at rehabilitation and focus on learning more every day.”
• How will you describe who you are?
• What exhausts you?

What do you want to be known for?
WHAT DO YOU WANT TO BE KNOWN FOR?

- Today and as a roadmap for tomorrow
- Focus
- Honesty, integrity
- Genuineness
WHAT’S YOUR ELEVATOR SPEECH?
TELL YOUR STORY
WHAT’S OUT OF REACH?
• Specific
• Measurable
• Attainable
• Realistic
• Timely
WHAT'S YOUR OPPORTUNITY?
FUTURE IS NOW!

- Passionate
- Innovative
- Forward Thinking
- Open Minded
- Brand you want!
Show our Value!

Look for Opportunity!

Resilient AT!
DON’T SEE A PROBLEM--SEE AN OPPORTUNITY!
THANK YOU!
QUESTIONS?

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