

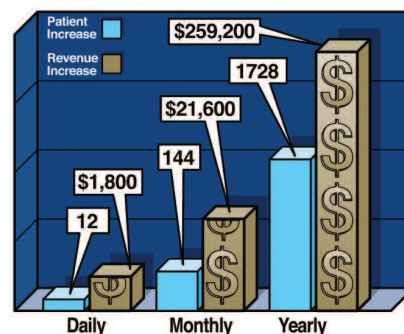
Certified Athletic Trainers in Physician Offices Unique Health Care Providers

Physicians are learning that certified athletic trainers (ATs) help improve productivity, patient outcomes and satisfaction. Certified athletic trainers are regularly employed in the offices of orthopedists and in family, pediatric, physiatry and sports medicine practices.

The AT works as an effective physician extender. Here's how:

- Time savings – Certified athletic trainers help move patients faster through the appointment and treatment process.
- Patient satisfaction – Patients like the personal care and attention that athletic trainers provide.
- Revenue – Athletic training services are reimbursable by many insurance companies, and services are either directly billed or billed incident-to physician services. Physical medicine and rehabilitation codes (97000 CPT codes) are the most common codes used.*
- Increases physician productivity and efficiency, allowing the office to treat more patients in the same amount of time. A 1998 "Time on Task" study showed athletic trainers working as physician extenders increased clinic production by 12 patients per day.
- Patient education – Understanding their path to recovery helps put patients' minds at ease.

Patient/Revenue Increase*



*Source: 1998 "Time on Task" study

"I believe that ATs are the best physician extenders and I use them in that role daily."

— Ron Clark, MD, Valparaiso
Orthopedic Clinic

In a physician's office, certified athletic trainers can:

- Significantly reduce re-injury rates through patient instruction.
- Reduce recovery time from non-surgical injuries.
- Rehabilitate musculoskeletal injuries.
- Achieve same or better outcomes than other allied health care professionals.

All of this with a documented patient satisfaction rate of more than 96 percent!

"My patients experience excellent outcomes as a result of therapy provided by ATs. My patients love working with them. ATs are a value-added service to my practice. I could not do without them."

— Thomas D. Kohl, MD, family practice physician; director, Sports Medicine, Comprehensive Athletic Treatment Center, Wyomissing, Pa.



*Direct billing sometimes determined by state practice act.



National Athletic
Trainers' Association
www.nata.org/careercenter

Unique Health Care Providers

Now you know the value of a certified athletic trainer in a physician's practice, here's how to find the right one to hire ...

NATA Career Center

Minimal Cost, Maximum Impact

Make the certified athletic trainer your allied health care professional of choice and use the NATA Career Center to locate one today.

The National Athletic Trainers' Association Career Center (www.nata.org/careercenter) is the most visited page on the NATA Web site – and there's a good reason for that! Last year, 2,879 jobs were listed. The site had more than 1.7 million visitors and 15.5 million total page views.

The NATA Career Center is the place to advertise if you wish to hire a certified athletic trainer. Ninety-two percent of all certified athletic trainers are members of the NATA. Each of those 30,000 members has access to the Career Center.

Employers may take advantage of special options to maximize their use of the Career Center. You can create an Employer Profile that includes a brief description of the organization, address and a link to the employer's Web site. Employers may search the database for candidate profiles by various criteria, including:

- Job setting
- Geographic location
- How long resume has been in system
- Applications by job - lists all applications submitted for current or archived jobs
- Applications by date - lists all applications submitted over a date range for current or archived jobs
- Job statistics - shows number of applications, views and e-mail-to-friend clicks

Other resources include:

- Sample job descriptions
- Salary information
- Links to success stories of certified athletic trainers in many health care settings

At just \$250 for a full-time position listing and \$50 for a part-time job listing, the NATA Career Center is truly a bargain. Have access to the largest database of certified athletic trainers for less than the cost of most local newspaper advertisements simply by listing on the NATA Career Center.

Not to be confused with personal trainers, certified athletic trainers are allied health care professionals. More than two-thirds have a master's degree and all have at least a bachelor's degree. Many hold a teaching certificate.



National Athletic
Trainers' Association

**To learn more about certified athletic trainers,
contact the National Athletic Trainers' Association at 800-879-6282 x112.
To purchase a position listing, visit the NATA Career Center directly at
www.nata.org/careercenter and begin your search today.**