Providing Athletic Training Services & Secondary Schools

Scott Sailor, President NATA
Larry Cooper, MS, ATC
Robert Huggins, PhD, ATC
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Katherine Dec, MD
Outline

• Overview of NATA related initiatives
• Athletic Training Value Model
• Athletic Training Locations and Services (ATLAS) Project Update
• Preliminary Results from CSSS 1\textsuperscript{st} Annual Meeting
• Promoting AT services from the physician’s perspective
• Open discussion, questions, how can we help?
Progress At The Secondary School Level

Scott Sailor, NATA President
NATA Update

• We Share Similar Goals
  • Your organization and the NATA’s members help student athletes perform at their best and get them back to play (safely)

• Healthcare Challenges
  • We understand the challenges with providing appropriate healthcare

• My Role:
  • To inform you about some recent NATA data on AT services and let you know about a few projects that will be highlighted in this session
Called every public and private high school in the nation (15,011)

- 70% of public schools have athletic training services
- 37% have “Full Time AT Services”
- 31% have “Part Time AT Services”

Key Barriers Identified By Athletic Directors

- Lack of power
- Budget concerns
- Rural locations
- Misconceptions about the role of the athletic trainer
- Community interference
NFL Club Initiative

- Sponsored by NFL Foundation, NATA, PFATS and Gatorade (2015)
  - 19 teams total
  - Variations from full-time ATs to game-only coverage
  - More than 6,000 student-athletes benefitted from this program

- Product support provided by J&J and Gatorade
National NFL Initiative

• NFL Foundation, NATA, PFATS, Gatorade
• 10 Schools Awarded “Start-up Kit”
• MN(2), NY(2), CA (4), ID, TX, NJ, MO, SD, MA, OH

FIFTEEN HIGH SCHOOLS AWARDED $50,000 EACH TO FUND ATHLETIC TRAINERS

The NFL Foundation, the National Athletic Trainers’ Association (NATA), Gatorade and the Professional Football Athletic Trainers Society (PFATS) today announced the winners of the Athletic Trainer Initiative, a national grant contest to expand access to athletic trainers in underserved high schools and improve youth athlete safety. The fifteen winning schools each received $50,000 to develop athletic training programs that will provide nearly 5,000 student athletes with consistent access to this valuable resource. The announcement was made at the seventh-annual Youth Sports Safety Summit, hosted by NATA and the Youth Sports Safety Alliance. ...
NATA Youth Sports Safety Initiative

• Developed in 2009

• 258 Members
  • members ranging from parent advocate groups, research institutions, professional associations, health care organizations, and youth sports leagues

• One goal: make America's sports programs safer for young adults
  • Developed National Action Plan to guide policymakers on the steps that will accomplish that goal
Safe Sports School Award

• Recognizes secondary schools around the country that take the crucial steps to keep their athletes free from injuries

• Goals:
  • Create a positive athletic health care administrative system
  • Provide or coordinate pre-participation physical examinations
  • Promote safe and appropriate practice and competition facilities

• Schools Awarded To date = 750
Insurance Project

- Funded by NFL, NATA
- Conducted by KSI
- To demonstrate liability of not having an on-site AT and determine if there is an insurance cost-savings to schools that employ at least one full-time AT
Consumer Awareness Efforts

• NATA’s Plan
  • Launch consumer awareness survey, conducted by KSI,
    • Gain benchmark data on knowledge of ATs from parents, ADs, legislators and other youth sports stakeholders
  • Consumer website “AT Your Own Risk” to launch in June with specific calls to action
  • Regular articles to increase awareness of the AT’s role
    • Huffington Post (quarterly)
    • USA Today High School Sports (monthly)
CSSS
March 22-23, 2016
Secondary School Value Model
SSATC
Larry Cooper
Why?

- “How do we show our Value?”
- Quality of Life
- Job Satisfaction
- Attrition highest among YP ATs
- Working conditions/ Burn out/ Pay
- More Schools need an AT
  - 70% of US High Schools have access to an AT
  - 37% of US High Schools have a Full Time AT
- 45 youth sports deaths in 2015
- Options – Choices within your desired profession
Business Side

- Teaching the SS AT how to practice the business side of working in the secondary school setting
- Showing them how to articulate their value
- Understanding the insurance end of showing their value
- How to show your ROI
- What they do everyday that brings value to their school, community and student athletes
• What is this worth?
What is its value?
What is its value now?
Same question?
Ultimate Goal
Secondary School as a Business

Job Performance
- Determines raises
- Based on job description
- Improves value

Outcomes
- Determine job performance
- Required for compensation
- Improves value

Professionalism
- Appropriate behavior
- Documentation
- Improves Value
THINK like a business......

- How do your actions contribute to the “team”?
- What is your ROI?
- How do you show your ROI?
- Opportunities for improvement
- What do you do everyday that is of value?
- The importance of advocacy
- “Working Hard” isn't always enough
Documentation

• Policy & Procedures
• Standards of care
• Injury Records
• CPT Codes
• ICD-10s
• Tracking outcomes
• Facility visits and….
Act like a health care provider

- Document appropriately and consistently
- Dress appropriately
- Working for free vs. volunteerism/service
- Metrics
- Track Outcomes
- Economic Impact
- Team Based Healthcare
Outcomes

- Hours worked per week
- Athletes seen/Evals done
- Treatments delivered
- Athlete days missed
- Standards of care from past outcome results
- Functional Outcomes surveys
Self Assess & Protect

- Job description
- Annual Review
- Reporting Hierarchy—future?
- Exempt vs. Non-exempt
- Use of Resources
- Continuing Education
- Maintaining Your Credential
- Daily Tasks
5 Buckets

- Medical Services
- Cost Containment
- Organizational Value
- Risk Minimization
- AT Influence on Academic Success
Medical Services is Team Based Healthcare
Medical Services

- Coaching Education
- Injury Prevention
- RTP’s
- INJURY TRENDS
- CEUs
- Patient Advocate
- Baseline Concussion Testing
- PPEs
- Referral’s
- Policies and Procedures
- Injury Assessment
- EAPs
Risk Minimization

Assess Risk → Control Risk

Identify Risk → Review Controls
Cost Containment

• Insurance
• Staffing
• Budgeting
• Fundraising
The A.T.L.A.S. Project

Robert Huggins, PhD, ATC
Vice President of Research, Korey Stringer Institute
National Coverage of AT Services
The Concept

NATA’s Goal:
To have an Athletic Trainer in every secondary school across the country

KSI’s Goal:
To prevent sudden death in sport and physical activity. We believe the #1 means to prevent death during sport is:

**APPROPRIATE MEDICAL CARE**

Together NATA and KSI
Share the goal in getting ATs in every high school across the country
Purpose(s) Of ATLAS

1. Create a real-time database of athletic training services in secondary schools
2. Create a directory for each state’s athletic training association and high school athletics association
3. Assist states in moving toward full-time athletic training services
4. Provide useful data to each state’s athletic training association and high school athletic association
5. Identify common factors associated with increased athletic training services across the country.
OUR SHARED VISION

• To use KSI and the NATA’s recently collected data to:
  • Map the extent of Athletic Training Services
  • Give the membership the opportunity to confirm and expand upon their services rendered
  • Make it available to all members in a public capacity and in “real time”
  • Use the data to strategically target areas where AT services are under-served and under-utilized
  • Prompt secondary schools to move towards the “Safe Sport School Award”
Information Flow to AT(s), AD and/or Principal

- No AT
- Part-Time AT
- Full Time AT

**No AT**
- NATA Position Proposal Guide
- NATA Secondary School Value Model

**Part-Time AT**
- NATA Position Improvement Guide
- NATA Secondary School Value Model

**Full Time AT**
- NATA Safe Sports School Award
- NATA Secondary School Value Model

Model Developed By:
Larry Cooper, Chair NATA SSC
Ronnie Harper, ATC

- Information can flow in an automated and manual format based on setting.
- A series of automated follow-up emails can be created that are targeted to that particular setting.
- Individual emails can be sent to celebrate the success of one of their peer schools as they move up the ladder of success.
What can you do?

Inform your athletic directors and athletic trainers in your state to:

1. Check their listing
   ✓ Visit http://ksi.uconn.edu/nata-atlas/ to get to the link to the state maps

2. Take the ATLAS Survey to help the NATA SSC and KSI update your information and to provide other useful information not included in the maps by completing the questionnaire (5-10 minutes) and your marker will be updated for your school.
   ✓ Please allow 1 week upon completion for map to be updated online

3. Help us to remove unnecessary school listings
   ✓ Schools without athletics
   ✓ Middle schools
Insurance Project
The Value of AT in Secondary School Setting

• Why don’t you have an AT?.....”It’s just NOT IN THE BUDGET”

• A 2012 study by the American Academy of Pediatrics showed that having an athletic trainer as a part of a school’s athletic program makes school sports safer

• Schools without an athletic trainer reported:
  • Reported 1.2-1.7 times the number of injuries
  • 3-5 times higher rates of preventable recurring issues
  • Concussion injury rates were more than 4.5 times higher in schools without staff athletic trainers = UNDETECTED CONCUSSIONS
Secondary School Insurance Cost Comparison

• What is the total cost of tax payer dollars currently paying for secondary/excess medical, general liability, and catastrophic insurance?
  • Entities included: High Schools, School Districts, State High School Athletic Assoc.

• Based on claims data, what are insurance providers paying out in claims?
  • What is the potential cost savings for billed claims services that an AT provides such as rehabilitation?
AT Coverage Score (%)

- Coverage score if a school has:
  - Full time = 100%
  - Part time = 50%
  - Per diem = 25%

- Coverage score for school district with multiple high schools:
  - Sum of their coverage score ÷ number of schools
  - Example: School district A has 1 school with 1 full time and 1 school with 1 part time AT.
    
    \[
    (100\% + 50\%) \div 2 = 75\%
    \]

Athletic Training Services in Public Secondary Schools: A Benchmark Study

Riana R. Pryor, MS, ATC; Douglas J. Casa, PhD, ATC, FNATA, FACSM; Lesley W. Vandermark, MS, ATC; Rebecca L. Stearns, PhD, ATC; Sarah M. Attanasio; Garrett J. Fontaine; Alex M. Wafer

Korey Stringer Institute, Department of Kinesiology, University of Connecticut, Storrs
Claim Rate & Cost By AT Coverage

• Full time AT coverage?
  • YES: Coverage ≥ 100%
  • NO: Coverage <100 %

• YES: claim rate = 0.75
  • 1187 claims out of 1578 policy holders
    • Claim cost= $3,769.63

• NO: claim rate= 1.05
  • 539 claims out of 514 policy holders
    • Claim cost= $3,494.82
Results From Detailed Claims

• 69 public school districts and 484 athletic injury claims
  • 22 YES: Full time
  • 25 NO: Part time or No athletic trainer
    • 24 districts part time
    • 1 district no AT
  • 26 UNKNOWN

• 82% of injuries may be triaged, prevented, or managed by full time AT
  • Pain, Sprain, Concussion, ACL, Laceration, Tear, Contusion, Bruise, Meniscus, Subluxation, Hyperextension, Stress Fracture, Tendonitis

• 18% of injuries require emergent referral regardless of AT coverage
  • Fracture, Dislocation, Shoulder separation, Rupture, Internal injuries
Percent of Insurance Losses by AT Coverage

Sum of Sports Insurance Cost

- No + Other (N=40)
  - 22.5% 25.0% 35.0% 10.0% 7.5%
- Full Time (N=31)
  - 41.9% 25.8% 25.8% 3.2% 3.2%
- Unknown (N=49)
  - 36.7% 28.6% 22.4% 8.2% 2.0% 2.0%

Claims Cost Distribution by Category (%)
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<th></th>
<th>Number of Policy holders</th>
<th>Number of Policy holders with no loss</th>
<th>% No Loss</th>
<th>Median Athletic Premium Cost</th>
<th>Median Losses</th>
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<tr>
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<th>Sum of Athletic Premium Cost Reported</th>
<th>Sum of Losses Reported</th>
<th>Mean Athletic Premium Cost</th>
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To Be Continued...

• KSI will continue to gain injury insurance data for premiums and claims from all of these companies to:
  • Gain a better appreciation for the value of the AT from the insurance perspective
  • Continue to analyze the cost from all entities

• Our goal, is to support the hiring of full time high school ATs and provide sound research justifying injury costs from the insurance perspective.

• Meeting on April 6th at NFL Headquarters with key stakeholders and innovators in optimizing AT services from the insurance based perspective.

• Question: Why don’t you have an AT?..... “It’s just NOT IN THE BUDGET”

• Answer: You can’t afford not to! If you field an athletics program, there is no reason why you can’t afford an AT.
CSSS Change Survey Results
An Analysis of Progress Towards and Barriers to
Sport Safety Policy Implementation

Alicia Pike, MS, ATC, Korey Stringer Institute
Background Information

• Qualtrics survey sent out to all 2015 CSSS meeting attendees

• Purpose - To examine states’ progress toward and barriers to policy development and implementation in the four major domains:
  • Heat
  • Cardiac/AED
  • Concussion
  • Emergency Action Plans

• Participants were asked whether their state:
  • 1. Implemented a policy advancing best practices for improving athlete safety
  • 2. Made progress, but did not implement a policy
  • 3. Made no progress
Who responded?

• 44 responses representing 38 states

• Of the 44 respondents:
  • 6.82% Executive Director of State High School Association (n=3)
  • 34.09% Assistant or Associate Director of State High School Association (15)
  • 22.73% Chair of SMAC (10)
  • 22.73% Other Member of SMAC (10)
  • 13.64% Other (6)
    ❖ State Association President
    ❖ State Athletic Trainers’ Association, Board Member

• Vast Range of experience in role: 1-30 years
Within State Athletic Associations

- Do you hold voting power as it pertains to policy changes?
  - Yes – 23%
  - No – 77%

- What is your perception of your state’s willingness to make change regarding best practice policies in sport?
Policy Change

Reported Levels of Progress

• Made progress, but have not implemented a policy on advancing health and safety best practices in any area
  • 22.73% (n=10)

• Implemented health and safety best practices in at least one area
  • 75% (n=33)

• Not made progress on advancing health and safety best practices in any area
  • 9.09% (n=4)
AREA SPECIFIC POLICY DATA

HEAT
• Majority of policy implementation regarding heat acclimatization (95%) than WBGT Monitoring (10%)
• For heat acclimatization, least common policy component is “Athletic trainer is onsite before, during, and after all practices (including preseason)” (17%)

CARDIAC
• Formal AED Policy?
  • Recommended in some/all schools (25%)
  • Required by association (0%)
  • Required by state law (56.25%)
  • Do not have one (18.75%)
• AED Policy Applies to:
  • Schools sponsoring athletics (37.5%)
  • All high schools (62.5%)
  • All middle schools (50%)
  • All elementary schools (43.75%)
AREA SPECIFIC POLICY DATA

CONCUSSION
• Of the 84% of respondents reporting implementing a concussion-related policy:
  • MOST COMMON POLICY COMPONENTS
    • Athletes suspected of concussion cannot return to sport until written clearance from physician/AT (88%)
    • Suspected of concussion, can’t return same day (84%)
    • Preseason education for personnel, coaches, athletes (84%)
  • LEAST COMMON COMPONENT
    • Comprehensive medical management plan for acute care of head/c-spine injury (32%)

EMERGENCY ACTION PLANS
• Of the 47% of respondents reporting implementing a policy related to EAPs:
  • MOST COMMON COMPONENTS
    • Every school/organization sponsoring athletics has developed an EAP for managing serious and/or life threatening injuries (78.57%)
  • LEAST COMMON COMPONENTS
    • Recommendations for documentation post-injury/catastrophic incident are specified (35.71%)
    • On-site emergency equipment that may be needed in an emergency situation is listed (35.71%)
Areas of Progress:

- Heat: 33.33%
- Cardiac/AED: 44.44%
- Concussion*: 55.56%
- EAPs*: 11.11%
- Other: 66.67%
What are the Perceived Barriers?

Policy Development

• Funding/cost
  • AEDs, WBGT units, etc.
• Little support from associations
• Unwillingness to make change
• Lack of AT or medical supervision at schools (resources) → challenge for administrators to institute policies
Perceived Barriers to Policy Implementation

- Cost
- Limited access to resources
- Lack of time
- Unwillingness
  Push back
How do we overcome these barriers?
Moving forward...

• In-depth semi-structured interviews of Qualtrics survey participants

• Purpose: To gain a deeper understanding of experiences, perceptions, and barriers to policy implementation and development
  • Hope to interview two representatives in each stage of change (implementation, progress but no implementation, no progress) within each domain (heat, cardiac, concussion, EAPs)
Athletic Training Services From the Physician Perspective

Katherine Dec Prohaska, MD
Potential Topics for Discussion

• States in the room that have had success with increasing AT services, what have you found successful?

• State that had not had success with increasing AT services, what have been your barriers?
  • Are there questions we might be able to answer to help you with?

• Where do you see AT services going in your state?
  • Positive or Negative direction

• What plans do you have to help your athletes get appropriate medical care?