

# NATA Conference on Practice Advancement 2021: AT Leadership and Value in Patient- Centered Care

All times listed in Central Standard Time

**Friday, March 26**

**2 p.m. – 3:30 p.m.**

## **Leadership in Health Care (V)**

*Skill Level: Advanced*

*CEUs: 1.5 Category A*

*Christina Sciascia, Leadership Consulting*

As healthcare continues to evolve, so do the non-clinical skills needed to care for patients, advance teams and be a leader. The focus of leadership is not 'new' and as employee expectations in the workplace change -- the focus of inclusive cultures and flexible work environments, drive away the autocratic and bureaucratic leadership styles.

As generations Y and Z consume more of the workforce, leadership focusing on coaching and serving others are at the forefront. This session focuses on the foundations of non-titled driven leadership, with clearly distinguishing manager vs leader and the role each plays. Grounding in Servant leadership principles, will spend time focusing on what it means to serve and serve first. With your team members and patients, utilizing effective communication to resolve conflict and drive results is to key to success. Finally, focusing on having a workplace culture which promotes individual best self; an environment where teams feel success and patients feel welcomed.

At the conclusion of this session, participants will be able to:

1. Distinguish between manager and leader and the role each plays in healthcare
2. Define the values of Servant Leadership in creating team and driving positive patient outcomes
3. Develop trust with patients by being a leader in the care needed
4. Identify non-verbal and verbal communication styles and the impacts in our health care space, teams and patients

**4 p.m. – 4:55 p.m.**

## **Understanding Modifiable Risk Factors in Patients Managing Osteoarthritis and Optimization for Joint Arthroplasty (II)**

*Skill Level: Advanced*

*CEUs: 1 Category A*

*Tim Nicoletto MS, LAT, ATC, University of Arkansas*

Osteoarthritis is the most prevalent orthopedic diagnosis that affects millions every year. It can present as a chronic condition that is managed over years or manifest acutely and progress rapidly. Understanding a patient's medical history to include their co-morbidities and modifiable risk factors is critical to managing their symptoms but also preparing them for a success outcome following hip or knee arthroplasty.

At the conclusion of this session, participants will be able to:

1. Review epidemiology/prevalence of osteoarthritis.
2. Review common co-morbidities in adults who have osteoarthritis.
3. Review modifiable risk factors to improve success rates related to osteoarthritis management as well as joint arthroplasty.

### **Health Care Leadership: The Keys To Managing Up (V)**

*Skill Level: Advanced*

*CEUs: 1 Category A*

*Jason Muchow, MHA, ATC, Mercy Clinic*

As health care providers, it's important to have a baseline understanding of the processes and procedures it takes to operationalize a sports medicine program. Each step must be supported and, ultimately, approved by an executive leader. Whether it is a "boots on the ground" coworker or a manager, it is important to be aware of the language and metrics used in the decision-making processes for executives.

At the conclusion of this session, participants will be able to:

1. Identify the operational language and metrics utilized by health care executives when making decisions.
2. Establish a baseline understanding of day-to-day operations of a health care administrator.
3. Identify key stakeholders in an organization who are relevant and important for the progress of your services and program.

### **5 p.m. – 5:55 p.m.**

#### **When It All Goes Wrong, How To Make It Right: ATs in a Code Scenario (III, V)**

*Skill Level: Advanced*

*CEUs: 1 Category A*

*Daniel Ruedeman, MS, LAT, ATC, University of Colorado Hospital*

*Laura Stewart, MS, ATC, OTC, Children's Hospital Colorado*

*Neil Carroll, ATC, OTC, PES, Maine Medical Partners Orthopedics & Sports Medicine*

Codes are low-incidence events with high-risk consequences that may occur in an exam room, waiting room, or operating room. The effectiveness of the team that responds to a code often determines the resuscitation outcome. With athletic trainers working in a variety of settings where a code may occur, it is paramount that they understand their role in implementing

lifesaving measures in a fast and efficient manner in collaboration with other health care team members.

At the conclusion of this session, participants will be able to:

1. Describe key component of running an efficient and effective code based on research.
2. Discuss and analyze code case studies in order to prepare athletic trainers to think critically about their potential role during a code.
3. Create actionable steps for the athletic trainer to be further integrated into implementing an effective code.

### **How To Prove Value for an Outreach AT Program (V)**

*Skill Level: Advanced*

*CEUs: 1 Category A*

*Kolin Tomlinson, ATC, CSCS, Mercy Sports Medicine*

This session will provide leaders with an overview of how to effectively present and promote the value of athletic training outreach programs to key stakeholders within a hospital or clinical setting.

At the conclusion of this session, participants will be able to:

1. Understand the concerns or common challenges athletic training outreach programs face from a corporate or executive operations perspective.
2. Discuss areas of value and associated metrics of value an athletic training outreach program can provide.
3. Outline the systems, infrastructure and training required to bring the appropriate data to these discussions.

## **Saturday, March 27**

**10 a.m. – 10:55 a.m.**

### **Building a Business Case: Turning Ideas Into a “Yes” (V)**

*Skill Level: Advanced*

*CEUs: 1 Category A*

*Travis Gallagher, ATC, Nationwide Children’s Sports Medicine*

A solid business case is critical to ensure an organization is investing in the right ideas. This session is designed for anyone who has an idea or proposal for an initiative, such as improving patient care, creating new services or growing existing services. You will learn how to transform your idea into a comprehensive and compelling business case to present it to stakeholders to gain approval and support.

At the conclusion of this session, participants will be able to:

1. Understand how decision-making stakeholders view benefits versus costs when analyzing ideas and proposals.
2. Illustrate the best way to present data in chart form to quickly convey the intended message.
3. Design a narrative that best tells the story of why your idea and proposal should be approved.
4. Develop and deliver an effective presentation to decision-making stakeholders.

## **Career Progression in Health Care: Becoming the CEO of Your Career Path (V)**

*Skill Level: Advanced*

*CEUs: 1 Category A*

*Aaron Hajart, MS, ATC, New Bridge Medical Center*

With the shift from the athletic fields to the health care setting, athletic trainers are finding more opportunities to progress from clinician to administrator. In many cases, the career progression can be stifled by greater competition for these positions, lack of academic or career experience and misunderstanding from the health care community about the training and skills of the profession. This lecture will look at training and experience profiles of senior health care administrators, ways athletic trainers can better prepare themselves for opportunities as well as the keys to getting their "foot in the door" to administrative roles. In addition, particular attention will be paid to performing personal professional gap analysis and developing strategies to address opportunities for professional improvement.

At the conclusion of this session, participants will be able to:

1. Identify key personality and professional traits of senior health care leaders.
2. Identify critical career success factors and outline steps to incorporate them into your career plan.
3. Understand the need for as well as the application of a personal professional gap analysis.
4. Construct a personal performance improvement plan to address professional gaps.

## **11 a.m. – 11:55 a.m.**

### **COVID-19 Cardiac Evaluation: The Role of the Clinical Athletic Trainer (II)**

*Skill Level: Advanced*

*CEUs: 1*

*Cody Grotewold, MS, ATC, ATC, Mayo Clinic Sports Medicine*

COVID-19 has presented many different challenges for athletic trainers, but has also provided new opportunities for growth by demonstrating their value within health care. This presentation will discuss a unique role for clinical athletic trainers in COVID-19 cardiac testing to determine return to sport.

At the conclusion of this session, participants will be able to:

1. Analyze cardiac sequela following COVID-19 and identify risk factors for athletic participation.

2. Determine appropriate cardiac testing following COVID-19 and return-to-sport recommendations.
3. Describe steps sequentially to administer an electrocardiogram and evaluate testing quality.
4. Explain phlebotomy specimen collection and summarize subsequent laboratory.

## Addressing Uncertainty in Outreach AT Programs (V)

*Skill Level: Essential*

*CEUs: 1*

*Stacey Ritter, MS, ATC, ITAT Concussion Navigation Services*

Outreach athletic training programs can serve an important role in employing athletic trainers as well as widening access to care. The recent COVID-19 pandemic has increased uncertainty for ATs in outreach positions in regard to job security, program sustainability and employee satisfaction. This session will discuss outreach contracts between employers, athletic trainers and organizations that receive services, and alternative solutions for programs that are in jeopardy.

At the conclusion of this session, participants will be able to:

1. Review common outreach contract practices.
2. Identify elements of effective and sustainable outreach contracts.
3. Discuss strategies for strengthening outreach positions.
4. Provide a case example of the successful transition from outreach positions to full-time district employees.

## 12 p.m. – 12:55 p.m.

### ATs and Workers' Comp: NATA's Endless Opportunities

*Skill Level: Advanced*

*CEUs: 1*

*Allen Thompson, MS, ATC, LAT, Drayer Physical Therapy*

There are many possibilities for ATs within the workers' compensation domain, depending on state practices and licensure capabilities. However, in the industrial, private practice and clinical arena, ATs can provide billable encounters that will improve the value and the ATs' outreach. This session will examine average billing codes across America and demonstrate the AT's potential value in each setting.

At the conclusion of this session, participants will be able to:

1. Develop and construct market advantages in workers' compensation.
2. Forecast and compare revenue flow and job security.
3. Coordinate and communicate claimant referral process and billing.
4. Prepare for challenges in the market and devise processes to meet such demands.

## Injury and Encounter Documentation and the Athletic Trainer: Survey Results from the COPA Analytics and Outcomes Committee (V)

*Skill Level: Advanced*

*CEUs: 1*

*Kim Barber-Foss, MS, ATC, LAT, Emory School of Medicine*

### **Part I**

Documentation of patient injuries and encounters is promoted through best practice guidelines. These practices are essential for appropriate care, professional expectation, liability mitigation, and demonstrating AT value. However, there appears to be a disconnect between best practice guidelines and current clinical application.

At the conclusion of the presentation participants will be able to:

1. Identify current documentation practices for injuries and encounters.
2. Recognize the disconnect between best practices and current application.
3. Apply best practice guidelines to their current clinical practice.

*Scott Mullet, MA, ATC*

### **Part II**

As we have been immersed in the “Big Data economy,” athletic trainers have become inundated with massive volumes of data, yet are drastically under informed about said data. Health care, in general, and, more specifically, the athletic training profession is “lagging” behind the adoption and implementation of data analytics strategies and infrastructure that can ultimately transform patient care and improve practitioner value. Therefore, in the 21st century, athletic trainers need to know and understand the impact data collection and analytics can have within their organizations.

At the conclusion of this session, participants will be able to:

1. Define value, worth and data analytics and recognize its role in the area of health information technology.
2. Describe the types of analytics in the understanding of clinical data.
3. Identify ways athletic trainers can collect return on investment and how to utilize this information when presenting to stakeholders.
4. Recognize other data points athletic trainers can collect through daily documentation and patient tracking to improve patient outcomes.