Secondary School Value Model

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Conflict of Interest

No Conflict

- The views expressed in these slides and in today's discussion are ours
- Our views may not be the same as the views of our companies, clients, or our colleagues
- Participants must use discretion when using the information contained in this presentation

Objectives

- Participants will be able to contrast between Value and Worth.
- Participants will investigate organizational strengths and weaknesses and apply Value documents to strengthen identified weaknesses.
- Participants will be able to construct organization based Value documents based on organizational data.

Background

- Vision Quest Initiative in 2013
- Secondary School Workshop
  - Position Proposal Guide (PPG)
  - Position Improvement Guide (PIG)
- Value Model development: COR/COPA
  - College/University Value Model launched 2012
  - Secondary School Value Model 2015
  - Performing Arts Value Model 2016
  - Physician Practice Setting Value Model 2017

Thank You's

- Kathy Dieringer, EdD, LAT, ATC
- Larry Cooper, MS, LAT, ATC
- NATA Secondary School Committee
- Secondary School Value Model Work Group
- NATA Committee on Revenue
- NATA Committee on Practice Advancement
- NATA Board of Directors
- Every Secondary School AT in the country

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
  - 65% of US High Schools have access to an AT
  - 35% of US High Schools have a Full Time AT
- 45 youth sports deaths in 2015
- Options – Choices within your desired profession

8 Worst (least productive) Words in Healthcare…….and Life

Because We Have Always Done It That Way…..

"Don't wish it were easier. Wish you were better."
– Jim Rohn

Nuts & Bolts

- Revenue—compensation associated (directly or indirectly) with providing service
- Reimbursement—payment for providing an athletic trainer service.
- Worth—monetary cost of a service
- Value—extent to which a service's worth is perceived

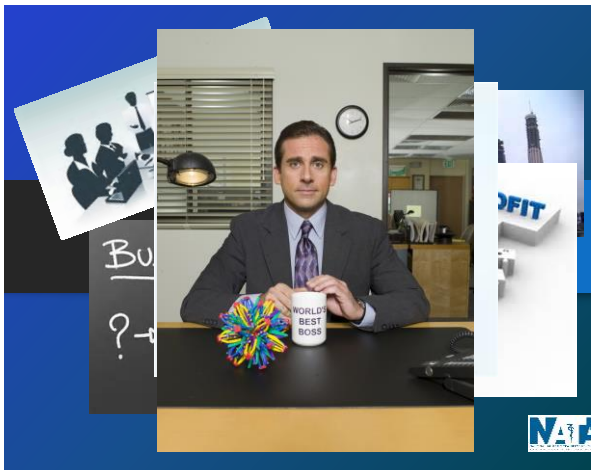
- What is this worth?

What is its value?

What is its value now?

Same question?

Ultimate Goal



Being a Business in the Secondary Schools Setting

First Step:
Recognize that our facilities are satellite healthcare facilities

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?
- Tooting your own horn!
- Do you have your NPI?
- Opportunities for improvement
- What do you do everyday that is of value?
- The importance of advocacy
- "Working Hard" isn't always enough

ROI

- Return on Investment
- Show me the money!
- How do you show your value?

Value:

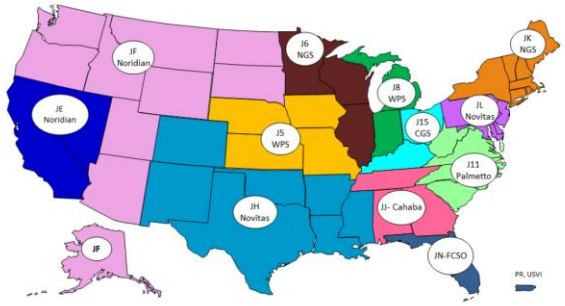
- Industry Standards
  - Business is XXXX standard
  - HealthCare standard: - CPT Codes Worth

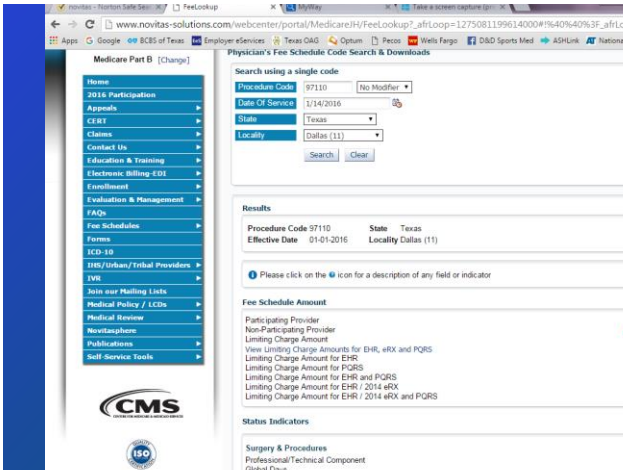
CMS.gov

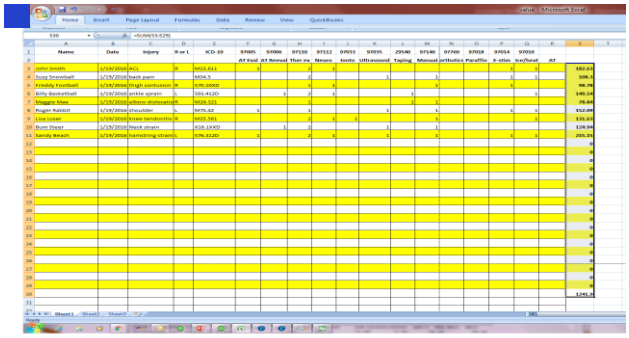
-Assign worth to CPT

A/B MAC Current Jurisdictions

as of January 2015

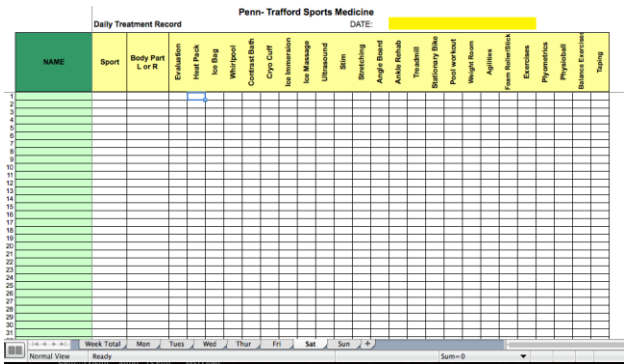






Documentation

- Policy & Procedures
- Standards of care
- Injury Records
- CPT Codes
- ICD-10s
- Tracking outcomes
- Facility visits and….



Initial Evaluation $50.00-$100.00
Electrical Stimulation $40.00
Ultrasound $40.00
Exercises/Manual Therapy $40.00
Average visit $90.00-$100.00

2014-2015 Injury Summary					
Body part	**# of injuries**	**# of boys**	**# of days Missed**	**# of girls**	**# of days Missed**
Concussions	30	21	413	9	225
Knee	14	8	274	6	98
Ankle	14	7	35	7	14
Back	2	1	3	1	53
Finger/Thumb/Hand	5	4	16	1	0
Wrist	8	6	92	2	25
Feet/Toes	9	5	6	4	35
Hip	0	0	0	0	0
Neck	1	1	0	0	0
Upper Leg	4	2	10	2	27
Lower Leg	3	3	9	0	0
Arm	2	0	0	2	4
Shoulder	13	7	116	6	47
Eye	1	0	0	1	1
Illness/ Heat Illness	3	1	3	2	13
Chin/Face/NoseJaw	3	2	8	1	0
Chest/Ribs/Clavicle	7	5	81	2	10
Head	2	2	3	0	0
Heart	0	0	0	0	0
Conditioning	0	0	0	0	0
Internal Injuries	0	0	0	0	0
Testicles	0	0	0	0	0
Elbow	2	1	31	1	0
Mouth/teeth/lip	2	2	9	0	0
Skin Conditions	26	26	56	0	0
TOTAL	151	104	1165	47	552
Total days missed	1717				

Fall Season: 2014	# of injuries	days missed	season ending				
Boys	34	503	10				
Girls	16	157	3				
Total injuries	50						
Total Days missed		660					
Surgeries	3						
casts	1						
immobilizer	5						
stitches	0						
ER visits	13						
Physician Visits	36						
Out of Sports Visits	1						
Sport: Days Missed	**0 Days**	**1-7 Days**	**8+ Days**	**TOTAL**			
Football	6	9	15	30			
Boys Soccer	0	0	1	1			
Girls Soccer	0	4	3	7			
Cross Country	0	2	0	2			
Volleyball	1	0	0	1			
Tennis	1	1	0	2			
Field Hockey	2	2	2	6			
Golf	0	0	0	0			
Cheerleading	0	0	0	0			
MS GBB	0	0	0	0			
Inline Hockey	0	0	1	1			
TOTAL	10	18	22	50			
Sport: Grade	**12**	**11**	**10**	**9**	**8**	**7**	**TOTAL**
Football	6	3	6	9	4	2	30
Boys Soccer	0	0	0	1	0	0	1
Girls Soccer	3	2	1	1	0	0	7
Volleyball	1	0	0	0	0	0	1
Cross Country	0	0	0	2	0	0	2
Field Hockey	1	1	1	3	0	0	6
Tennis	1	0	1	0	0	0	2
Cheerleading	0	0	0	0	0	0	0
PMS GBB	0	0	0	0	0	0	0
Inline Hockey	0	0	1	0	0	0	1

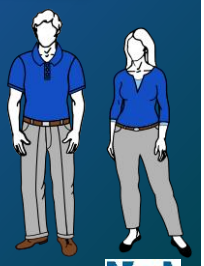
Winter Season: 2014-15	# of injuries	days missed	season ending				
Boys	59	478	4				
Girls	11	135	2				
Total injuries	70						
Total Days missed		613					
Surgeries	2						
casts	0						
immobilizer/boot/medicaldevice/brace	5						
stitches	2						
ER visits	20						
Physician Visits	43						
Out of Sports visits	3						
Sport: Days Missed	**0 Days**	**1-7 Days**	**8+ Days**	**TOTAL**			
Varsity Wrestling	8	20	5	33			
Varsity Boys Basketball	1	6	1	8			
Varsity Girls Basketball	1	2	1	4			
Swimming & Diving	0	3	5	8			
Jr Hi Wrestling	2	4	0	6			
9th Boys Basketball	0	0	1	1			
Bowling	0	0	0	0			
MS Basketball	0	1	0	1			
Indoor Track	0	0	0	0			
Ice Hockey/Inline Hockey	1	2	4	7			
Cheerleading	0	0	2	2			
Out of Season	0	0	0	0			
TOTAL	13	38	19	70			
Sport: Grade	**12**	**11**	**10**	**9**	**8**	**7**	**TOTAL**
Wrestling	17	11	4	2	2	2	38
Boys Basketball	2	1	4	2	1	0	10
Girls Basketball	2	0	1	1	0	0	4
Swimming & Diving	2	1	2	1	0	0	6
Bowling	0	0	0	0	0	0	0
Indoor Track	0	0	0	0	0	0	0
Ice Hockey/Inline Hockey	2	0	1	2	1	1	7
Cheerleading	0	1	0	1	0	0	2
Out of Season	1	0	1	0	0	1	3
						TOTAL	70

Spring Season: 2015	# of injuries	days missed	season ending				
Boys	11	184	3				
Girls	20	259	3				
Total injuries	31						
Total Days missed		443					
Surgeries	0						
casts	0						
immobilizer	0						
stitches	0						
ER visits	3						
Physician Visits	27						
Non-visit	1						
Sport: Days Missed	**0 Days**	**1-7 Days**	**8+ Days**	**TOTAL**			
Baseball	0	1	0	1			
Softball	3	3	1	7			
Track & Field	0	1	3	4			
Mens Volleyball	1	1	0	2			
9th Grade Girls Volleyball	0	0	0	0			
PMS Track & Field	0	1	0	1			
TMS Track & Field	0	0	0	0			
TMS Girls Volleyball	0	0	0	0			
Lacrosse	0	0	3	3			
PMS Girls Volleyball	1	0	0	1			
Out of Season	0	1	11	12			
TOTAL	5	8	18	31			
Sport: Grade	**12**	**11**	**10**	**9**	**8**	**7**	**Total**
Baseball	1	0	0	0	0	0	1
Softball	1	3	0	2	1	0	7
Track & Field	1	0	1	2	1	0	5
Mens Volleyball	1	1	0	0	0	0	2
MS Girls Volleyball	0	0	0	0	1	0	1
Out of Season	2	1	2	4	3	0	12
Lacrosse	0	1	2	0	0	0	3
					TOTAL	**31**	
							5/28/15 LC

2014-15	Fall		Winter		Spring		FINAL	
VISITS	1246	14.5/day	650	8.55/day	711	11.28/day	2607	11.04/day
NEW INJURIES	50		70		31		151	
TIME LOSS(1-7)	18		38		8		64	
TIME LOSS (8+)	22		19		18		59	
RE-INJURIES	0		0		0		0	
TREATMENTS	4712	55/day	3786	43.51/day	3006	47.7/day	11,504	48.75/day
TAPING	1102	13/day	300	3.44/day	200	3.17/day	1,602	6.79/day
PHYSICIAN VISITS	36		43		27		106	
SURGERIES/CAST/SLINGS/STITCHES	3/1/5/0		2/0/5/2		0/0/0/0		0	
EMERGENCY ROOM VISITS	13		20		3		36	
Non-MD visits	1		0		1		2	
Season Length	86		87		63		236	
Total AT Hours	1158.4	13.5/day	1474	16.94/day	1152.5	18.29/day	3784.9	16.03/day
Mr. Cooper								
DAYS	83		76		56		215	
HOURS	505.75		401		259.5		1166.3	
HOURS/DAY	6.09		5.28		4.63		5.4	
6 days per week	36.54		31.68		27.78		32.45	
Mrs. Smith								
DAYS	83		80		58		221	
HOURS	577		520		430		1527	
HOURS/DAY	7		6.5		7.4		6.9095	
6 days per week	42		39		44		41.457	
Ms. Linn								
Days	81		83		61		225	
Hours	581.4		553		463		1597.4	
Hours/day	7.2		7		7.6		7.0996	
6 days per week	43.2		40		45.5		42.597	
Total days in season	86		87		63		236	
Total AT Hours	1158.4		1474		1152.5		3784.9	

Act like a health care provider

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



The Art of Bragging

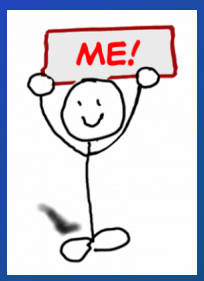
- Try not to become a man of success, but rather try to become a man of value.

Albert Einstein

Myths about Bragging

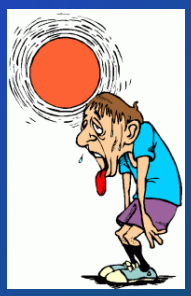
1. A job well done speaks for itself.
2. Only brag during performance reviews.
3. Humility gets you noticed.
4. People will brag for me—I don't have to.
5. Good people don't brag.
6. Bragging is arrogant

Tool Box for Self-Advocacy



- 10 second elevator speech
- Make it a story
- Timing is everything
- Use social media
- "We" vs. "I"

Working Hard



How hard?

- Hours?
- Exempt? Non-exempt?
- "Not for Free"
- Working smarter, not harder, not necessary longer

Outcomes

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

THE UPPER EXTREMITY FUNCTIONAL INDEX (UEFI)

We are interested in knowing whether you are having any difficulty at all with the activities listed below because of your upper limb problem for which you are currently seeking attention. Please provide an answer for **each** activity.

Today, do you or would you have any difficulty at all with:

(Circle one number on each line)

	Activities	Extreme Difficulty or Unable to Perform Activity	Quite a Bit of Difficulty	Moderate Difficulty	A Little Bit of Difficulty	No Difficulty
1	Any of your usual work, housework, or school activities	0	1	2	3	4
2	Your usual hobbies, re creational or sporting activities	0	1	2	3	4
3	Lifting a bag of groceries to waist level	0	1	2	3	4
4	Lifting a bag of groceries above your head	0	1	2	3	4
5	Grooming your hair	0	1	2	3	4
6	Pushing up on your hands (eg from bathtub or chair)	0	1	2	3	4
7	Preparing food (eg peeling, cutting)	0	1	2	3	4
8	Driving	0	1	2	3	4
9	Vacuuming, sweeping or raking	0	1	2	3	4
10	Dressing	0	1	2	3	4
11	Doing up buttons	0	1	2	3	4
12	Using tools or appliances	0	1	2	3	4
13	Opening doors	0	1	2	3	4
14	Cleaning	0	1	2	3	4
15	Tying or lacing shoes	0	1	2	3	4
16	Sleeping	0	1	2	3	4
17	Laundering clothes (eg washing, ironing, folding)	0	1	2	3	4
18	Opening a jar	0	1	2	3	4
19	Throwing a ball	0	1	2	3	4
20	Carrying a small suitcase with your affected limb	0	1	2	3	4
	Column Totals:					

Minimum Level of Detectable Change (90% Confidence): 9 points **SCORE: ____/80**

Source: Stratford PW, Binkley, JM, Stratford DM (2001). Development and initial validation of the upper extremity functional index. Physiotherapy Canada. 53(4):259-267.

THE LOWER EXTREMITY FUNCTIONAL SCALE

We are interested in knowing whether you are having any difficulty at all with the activities listed below because of your lower limb Problem for which you are currently seeking attention. Please provide an answer for **each** activity.

Today, do you or would you have any difficulty at all with:

	Activities	Extreme Difficulty or Unable to Perform Activity	Quite a Bit of Difficulty	Moderate Difficulty	A Little Bit of Difficulty	No Difficulty
1	Any of your usual work, housework, or school activities.	0	1	2	3	4
2	Your usual hobbies, re creational or sporting activities.	0	1	2	3	4
3	Getting into or out of the bath.	0	1	2	3	4
4	Walking between rooms.	0	1	2	3	4
5	Putting on your shoes or socks.	0	1	2	3	4
6	Squatting.	0	1	2	3	4
7	Lifting an object, like a bag of groceries from the floor.	0	1	2	3	4
8	Performing light activities around your home.	0	1	2	3	4
9	Performing heavy activities around your home.	0	1	2	3	4
10	Getting into or out of a car.	0	1	2	3	4
11	Walking 2 blocks.	0	1	2	3	4
12	Walking a mile.	0	1	2	3	4
13	Going up or down 10 stairs (about 1 flight of stairs).	0	1	2	3	4
14	Standing for 1 hour.	0	1	2	3	4
15	Sitting for 1 hour.	0	1	2	3	4
16	Running on even ground.	0	1	2	3	4
17	Running on uneven ground.	0	1	2	3	4
18	Making sharp turns while running fast.	0	1	2	3	4
19	Hopping.	0	1	2	3	4
20	Rolling over in bed.	0	1	2	3	4
	Column Totals:					

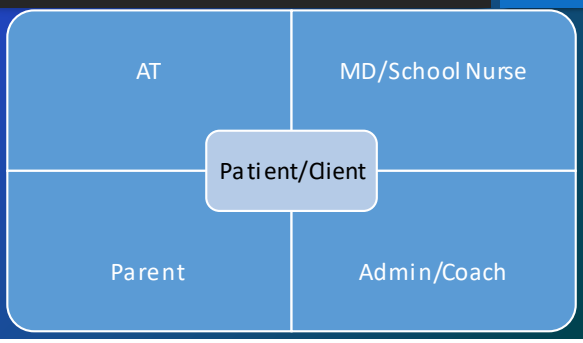
Minimum Level of Detectable Change (90% Confidence): 9 points SCORE: / 80

Self Assess & Protect

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

The 5 Buckets of the SSVM

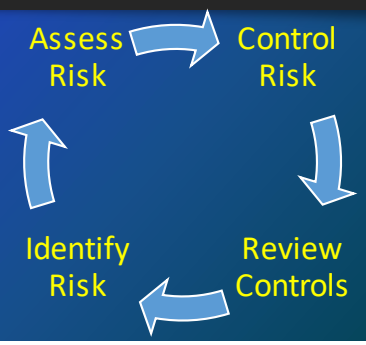
Medical Services is Team Based Healthcare



Medical Services

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

Risk Minimization



What do you do on a regular basis to minimize risk?

- What?
- Why?
- How?
- How often?

Cost Containment

- Insurance
- Staffing
- Budgeting
- Fundraising

Cost Containment Happens Everyday

- What?
- Why?
- How?
- How often?

AT Influence on Academic Success

- Concussion Management
- Life Skills
- Counseling
- Rehab in house vs. out
- MD appointments

Organizational Value Evaluate your House

Evaluate?-Why Me?

- What?
- Why?
- How?
- How often?

Consider:

If you don't value your time, neither will others. Stop giving away your time and talents. Value what you know & start charging for it.
-Kim Garst

Price is what you pay, value is what you get.
-Warren Buffett

Resources

http://www.nata.org/press-room
- Position Proposal Guide (PIG)
- Position Improvement Guide (PIP)
- Consensus Statements
- Official Statements
- Position Statements
- Support Statements

http://www.nata.org/athletic-training/job-settings/secondary-schools-setting
- Best Practices Document
- Case Studies Workbook

http://pass.nata.org/

Resources

- Klaus, Peggy. Brag! The Art of Tooting your own Horn without Blowing it. Time Warner. New York. 2003
- Daly, John A. Advocacy: Championing Ideas & Influencing Others. Yale Press. New Haven. 2011.
- Business of Athletic Training Workshop. Dieringer, Kluchurosky, and Mazzoli. NATA Annual Symposium. 2014.
- Hassell, J., Griffin, O., Pecha, F. The Value of an Athletic Trainer in the Secondary School Setting. NATA News. March 2016

Thank You!

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