



The Athletic Trainers' Role in the Changing Healthcare Market

Kathy I. Dieringer EdD, LAT, ATC

WE are the missing piece!

Objectives

- Explain team based health care vs. patient centered health care
- Identify opportunities made available to ATs in today's healthcare market
- Explain initiatives/strategies identified by Healthcare Reform Workgroup
- Define ROI, and identify tools to demonstrate ROI in an AT's practice
- Integrate advocacy and value strategies into an AT's practice, including patient outcome surveys

Conflict of Interest

No Conflicts

- 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





TRAINERS CONVENTION
KANSAS CITY MO. JUNE 24, 1950

679935
Montgomery
Fort

Then and Now

• History

- Behind the scenes
- Support/Athletics Staff
- Little to no recognition
- Educational Apprentice

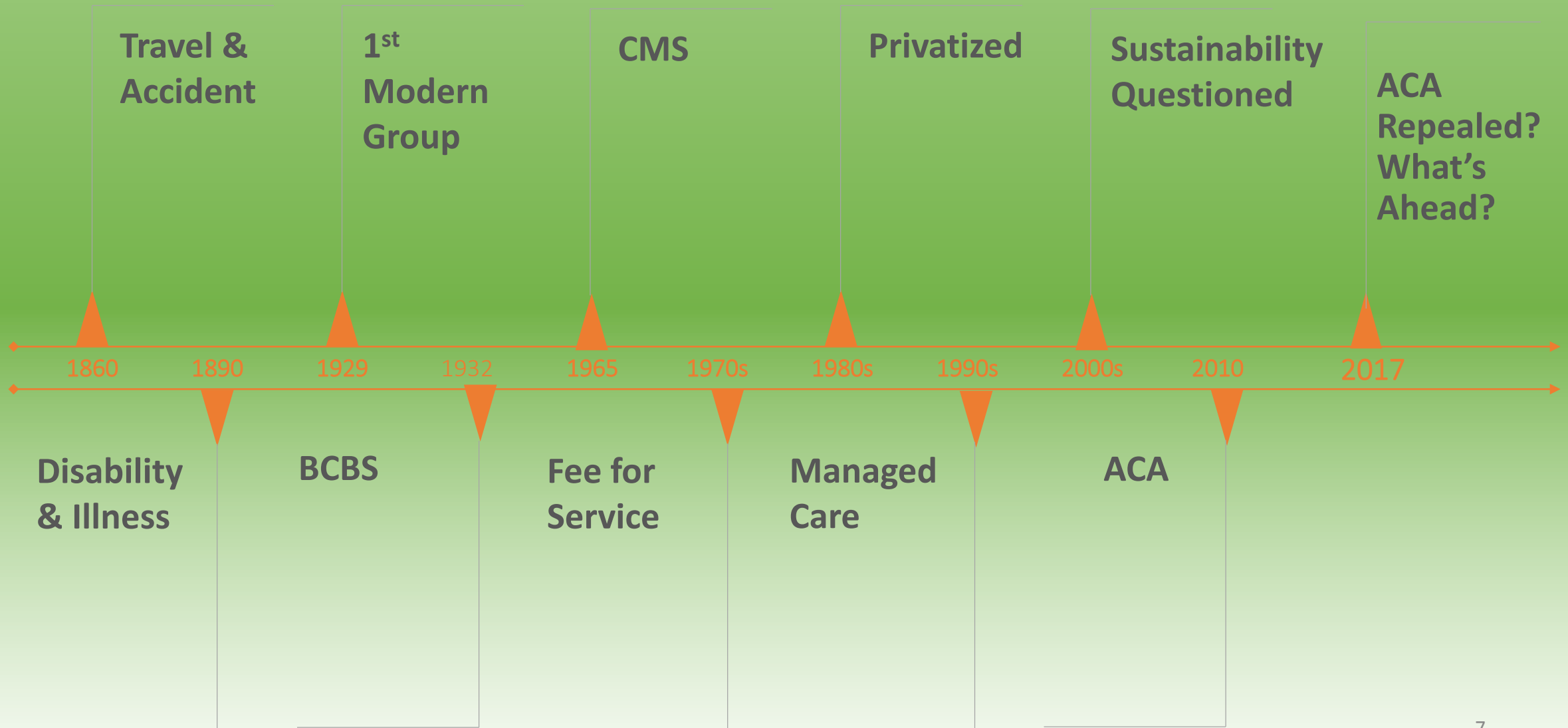


• Today

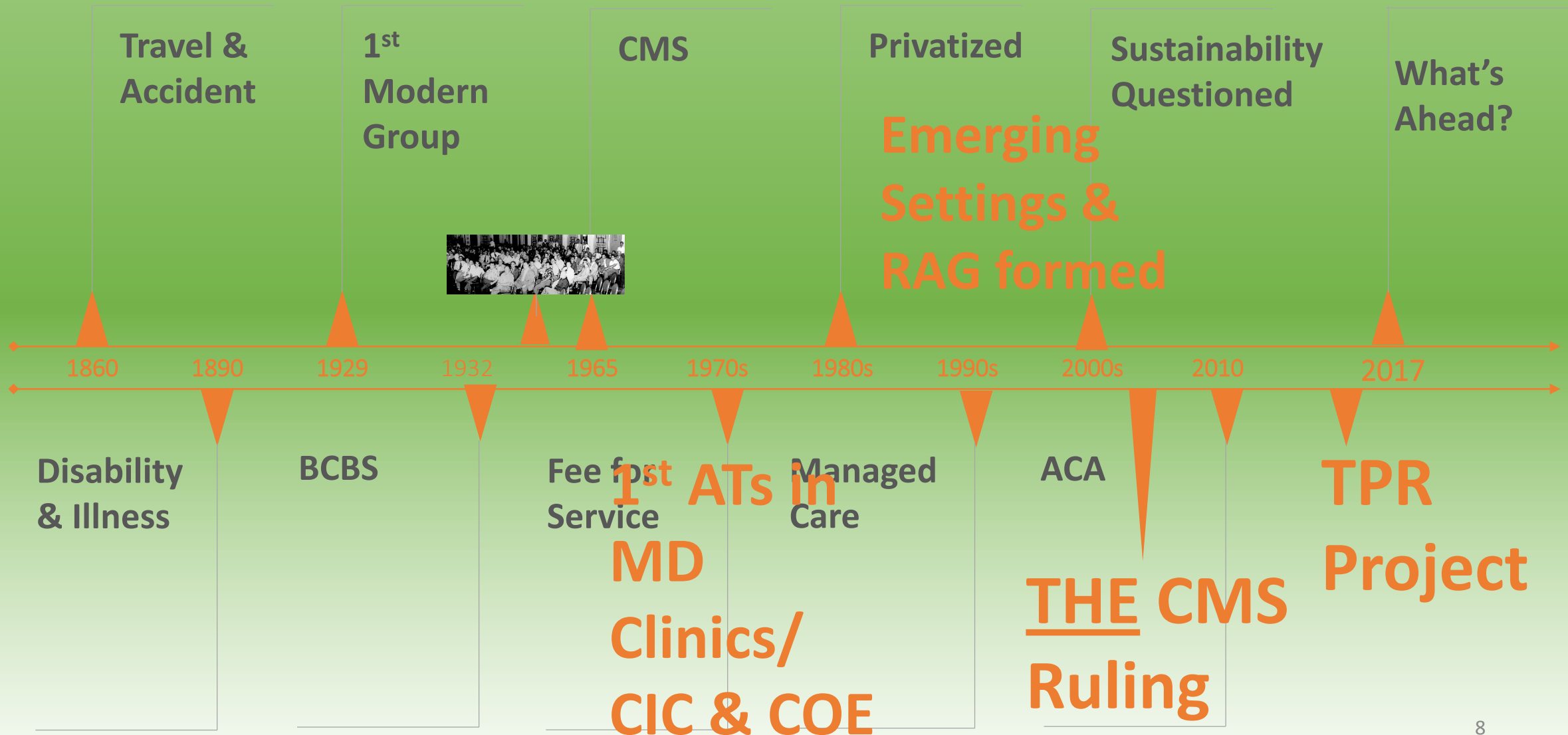
- Multiple Settings
- Health Care Provider
- Medical Model
- Education Reform



Healthcare



ATs in Healthcare



What happened?

- 2002—CMS approved a policy restricting PM&R to PTs, OTs, and SLPs
- CMS Lawsuit
- Legislative Fix
- Regulatory activity



Good News/Bad News

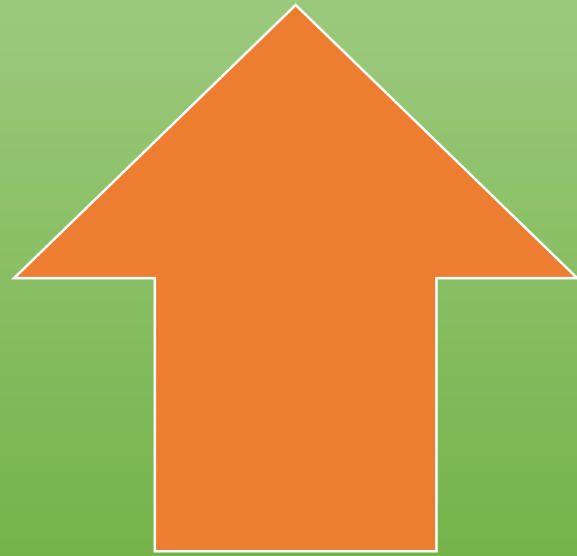
Bad

Legislative Fix
Difficult

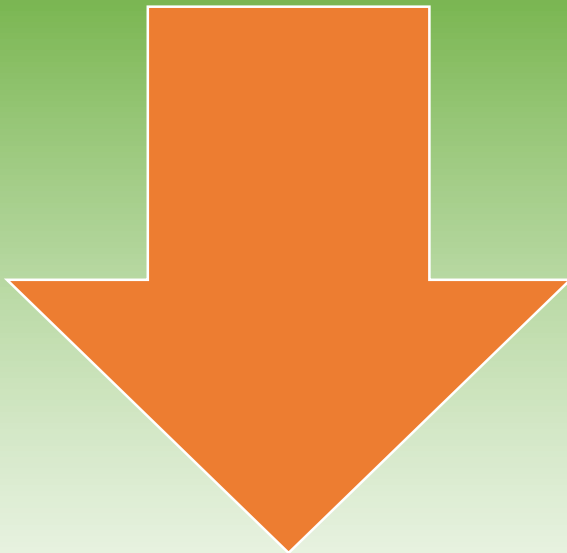


Good

Only applies to
fee for service



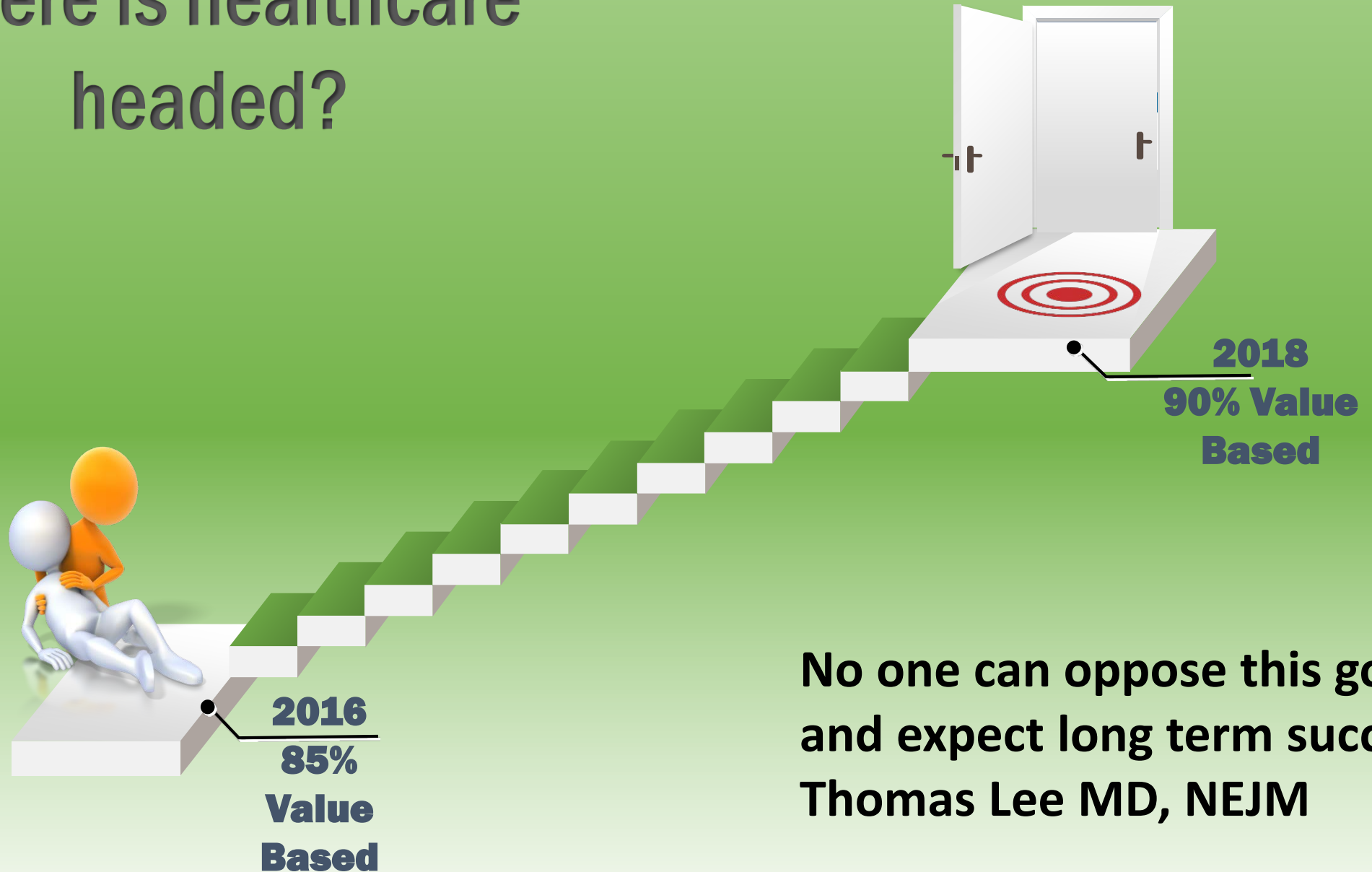
Value
Based



Fee for
Service



Where is healthcare headed?



No one can oppose this goal
and expect long term success.
Thomas Lee MD, NEJM

Quadruple Aim

- Improve Health
- Improving patient experience
 - Quality
 - Safety
- Decrease Costs
- Care OF the provider



OPPORTUNITY

it

VALUE

Climbing the Stairs of Healthcare

Provide a
necessary
and valuable
healthcare
service

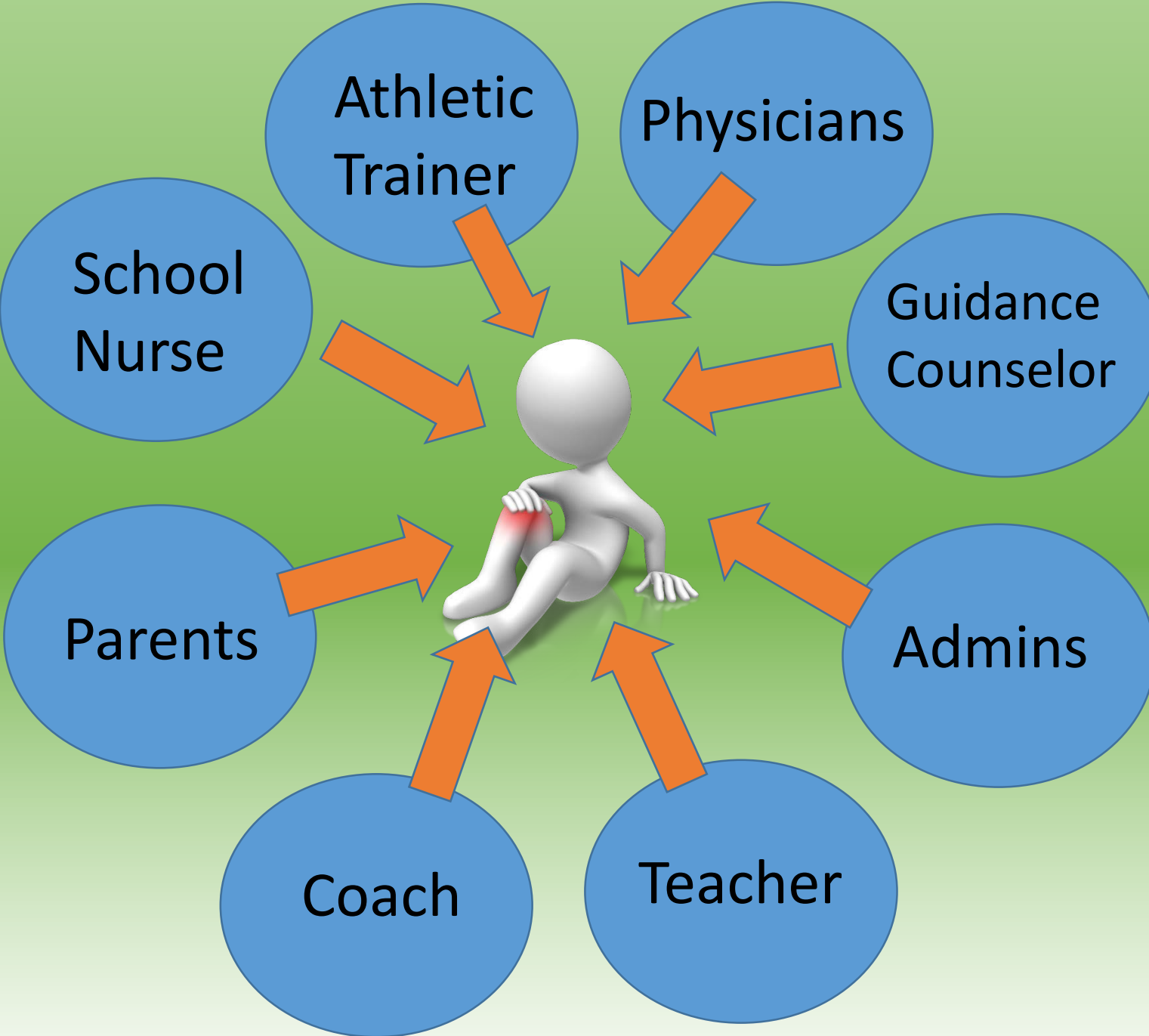
Embrace our strengths
as providers.



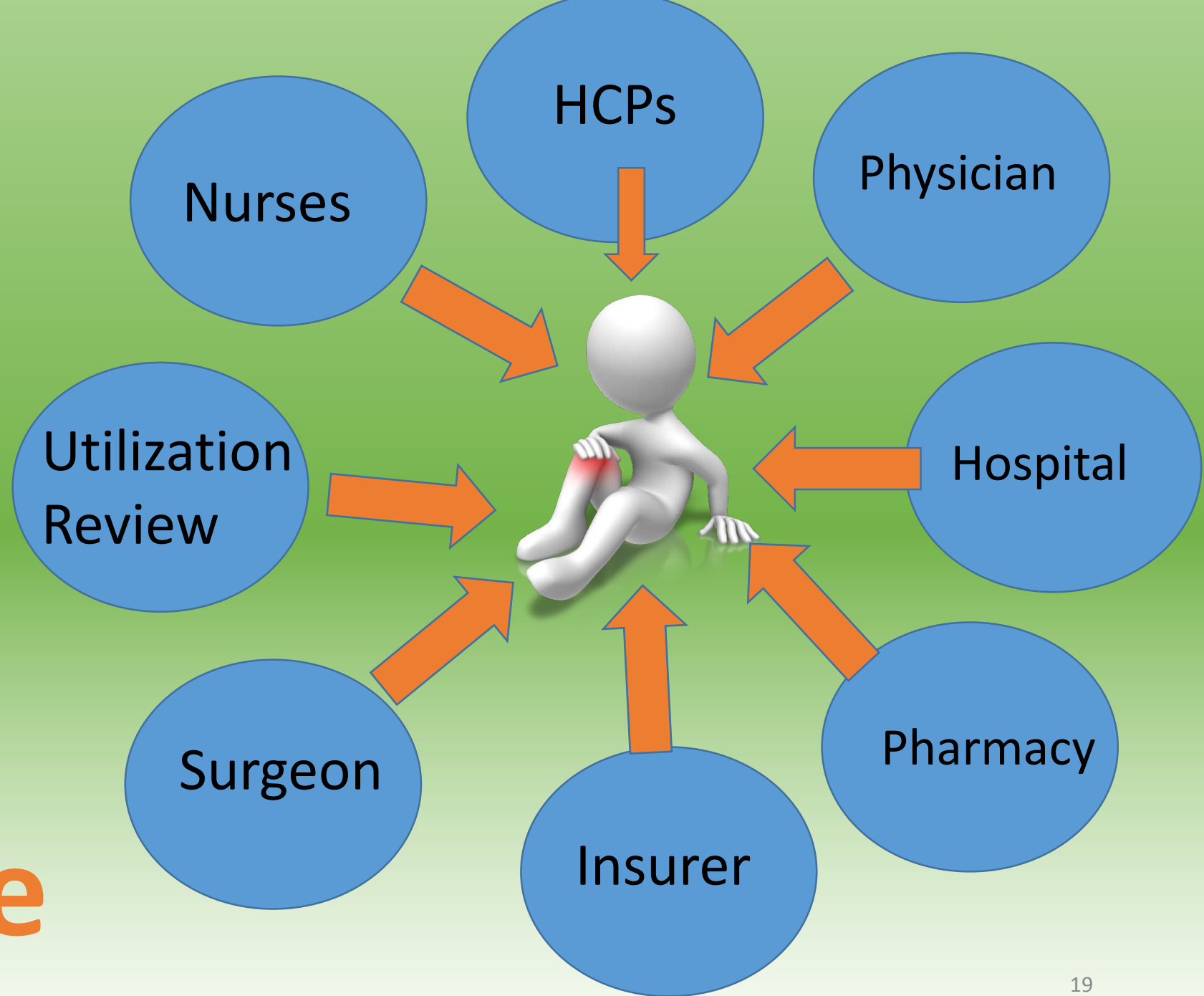
“Team-based health care is the provision of health services to individuals, families, and/or their communities by at least two health providers who work collaboratively with patients and their caregivers—to the extent preferred by each patient—to accomplish shared goals within and across settings to achieve coordinated, high-quality care.”

Institute of Medicine
of the National Academies

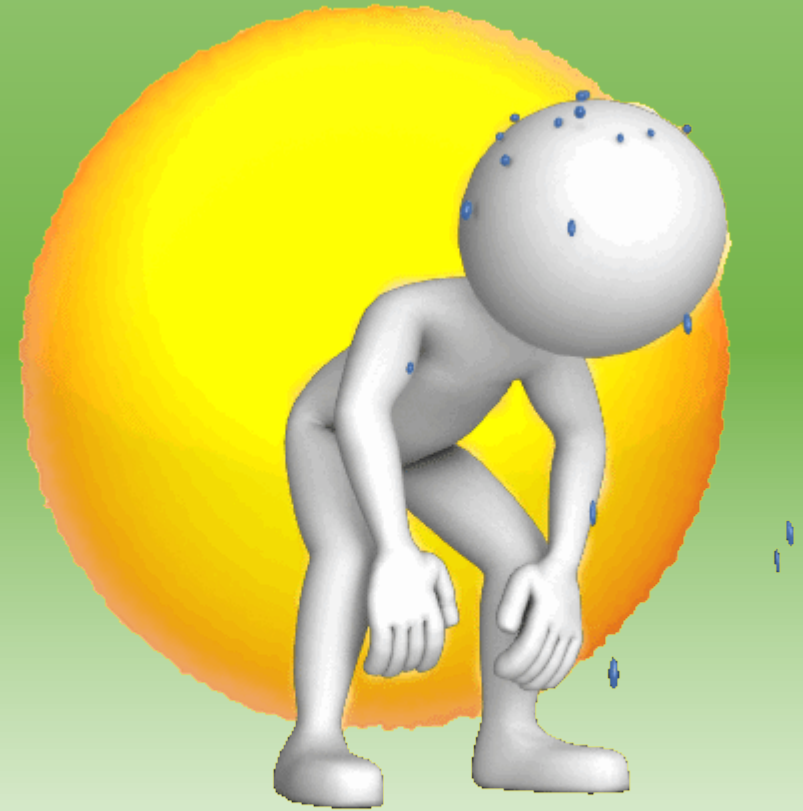
Team Based Healthcare



Patient Centered Healthcare



Worth Vs Value



Source: Linda Mazzoli ATC, PES

What is **Value**?

Quality / Cost

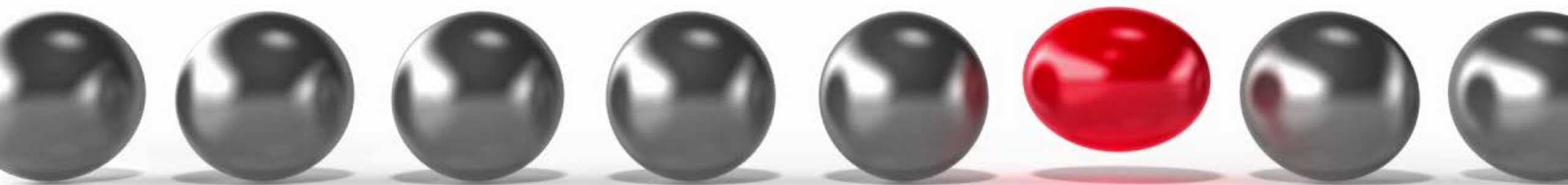


THE VALUE EQUATION RECONSIDERED FOR HEALTH CARE

$$\text{Value} = \frac{\text{Quality}^*}{\text{Payment}^{**}}$$

*Patient outcomes + safety + experiences

** Cost to all purchasers & providers



Demonstrating Your Value

- Data Collection
 - Patients seen
 - Hours worked
 - Treatments provided
- ROI--\$\$\$
- Value Models
- Advocacy
- Outcome Surveys
- Outcome Data



OUTCOMES SURVEYS

- LEFS
- UEFS
- DASH
- Modified Dash
- Oswestry

~~The Quinton Jones / Assessment of an Ofsted
Comparison of the Effect of Medical
Practitioners / Certified Athletic Trainers
Assistants versus Certified Athletic Trainers
in Orthopedic Practice
on Patient Volumes and Revenue
2014 Analysis of Athletic Training
Generation in a Sports Medicine Practice
2013 Journal of Medical Practice Management
Sports Health~~
Marjorie L. Albohm and Gary B. Wilkerson
Hajart A, Pecha F, Hasty M, Burfeind S,
Greene J, Xerogeanes J, Karas S, Himes M,
Mines B.



How do we Make _____ Happen?



- Higher salaries
- Improved job conditions-staffing, hours, budget, etc.
- 100% saturation in high school, middle school, club sports
- ATs report to HCPs, not coaches
- ATs are THE voice for college athletes' healthcare
- Improved credibility
- Insurance payer recognition



HOW?
Focus on our Value!

Expertise

- Prevention
- Concussion Management
- Return to Play
- Emergency Care
- Rehabilitation



Prevention

- Risk Mitigation
- FMS
- Medical Clearance
- Strengthen & Conditioning

OPPORTUNITY



Continuum of Care

- Injury Prevention
- On site evaluation
- Referral source
- Referral
- Retention
- Only one who sees their patients throughout the entire continuum of care

OPPORTUNITY

Per AMA President

- Mid-level provider shortage
- By 2025, shortage of 106,000

OPPORTUNITY

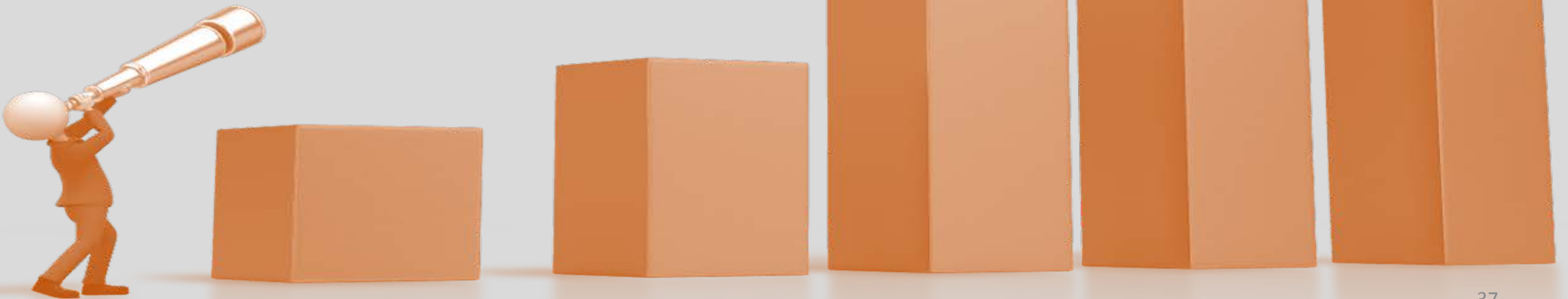
Advocacy



Healthcare Reform Workgroup

- Athletic Trainers
- Physicians
- Insurance Representatives
- Regulatory Agencies

- Embrace Value Based Healthcare
- Identify Opportunities
- Take Advantage of Opportunities
- Demonstrate Patient Outcomes
- Demonstrate your value!



Accountable Care Organizations



OPPORTUNITY

- Patient
- Duplication of care
- More Cost effective
- Coordinated among HCPs

5 Key Functions of Medical Home

- Comprehensive Care
- Patient Centered
- Coordinating
- Access to Services
- Quality & Safety

OPPORTUNITY

Rural Based Healthcare

Primary Care
Providers

Through
Continuity of
Care

OPPORTUNITY





How do we bridge
the gap?

Secondary Schools

- Foundation of Adv... Schools
- 70% of Sec... access
- 37% ... have FT AT
- Needs ... be 100%

OPPORTUNITY

College/University

- Voice of athlete health
- Small college/university must have similar resources
- Medical
- Tie to healthcare
- Foundation of Advocacy continued

OPPORTUNITY

How Can You Make _____ Happen?

- NPI
- Functional outcome sup
- Appropriate docum
- Healthcare f
- Professional attitude & behavior
- Evidence-based Practice
- Inter-professional Education
- International

OPPORTUNITY

And.....

- Medical Model (College, Secondary School)
- AT in EVERYWHERE, club, rec. sports
- Outcomes
- Leadership Call to Action
- Healthcare Reform Workgroup

OPPORTUNITY

A close-up photograph of a smooth, red wooden ball resting on a dark, textured wooden surface. The ball is positioned on the left side of the frame, casting a soft shadow. The background is a blurred wooden surface. Overlaid on the right side of the image is the text "The real opportunity is next time, not last time." in a white, sans-serif font.

The real opportunity is
next time, not last time.

Resources

- Albohm, M.A. and Wilkerson, G.B. *An Outcomes Assessment of Care Provided by Certified Athletic Trainers. Journal of Athletic Training. 1999.*
- Berwick, D., Nolan, T., Whittington, J. The Triple Aim: Care, Health, and Cost. *Health Affairs. 27, no 3 (2008): 759-769.*
- Bithoney, W., Galles, P. How Bundled Payments will Redefine Value in Healthcare. *BDO Center for Healthcare Excellence & Innovation. March 2016.*
- Business of Athletic Training Workshop. Dieringer, Kluchurosky, and Mazzoli. NATA Annual Symposium. 2014.
- Centers for Medicare & Medicaid Services. Comprehensive Care for Joint Replacement Model. <https://innovation.cms.gov/initiatives/cjr>. Accessed 2/25/16.
- Doyle, M; Utilization of Athletic Trainers in an Orthopaedic Clinic Setting. *University of St. Thomas, MBA Medical Group Management, 2005*
- Hajart A, Pecha F, Hasty M, Burfeind S, Greene J. *The Financial Impact of an Athletic Trainer working as a Physician Extender in Orthopedic Practice. Journal of Medial Practice management. 2014.*
- Hassell J, Pecha FQ, Griffen O; The Value of an Athletic Trainer in a Secondary School. *Poster*

- Haynes, P; et al. Athletic Trainers Productivity in an Existing Orthopedic Surgeon Practice *Data Presented at National Athletic Trainers Association 2011*
- Health Financial Management Association. H F M A 's Value Project--Value in Health Care: Current State and Future Directions. 2011.
- Mitchell, P. et al. Core Principles & Values of Effective Team-Based Health Care. Institute of Medicine of the National Academies. October 2012.
- Khaja S, Greene J; Athletic Trainers Provide Increased Productivity in Orthopedic Practices *Poster Presentation AMSSM 2012*
- Pecha, F, Xerogeanes J, Karas S, Himes M, Mines B. Comparison of the Effect of Medical Assistants versus Certified Athletic Trainers on Patient Volumes and Revenue Generation in a Sports Medicine Practice . Sports Health. 2013.
- Porter, M. E., and Lee, T. H. The Strategy That Will Fix Health Care. Harvard Business Review. October 2013.
- Porter, M.E. What Is Value in Health Care? *The New England Journal of Medicine*. December 2010; 363:2477-2481
- Porter, M., Larsson, S, and Lee, T. Standardizing Patient Outcomes Measurement. *The New England Journal of Medicine*. February 11, 2016. 374: 504-506
- Schultz, Jon MD. Physician's Roundtable. CAATE Accreditation Conference. 2016.
- Vaidva, A. The Orthopedic Job Market: 6 key trends over 10 years. Becker's Orthopedic and Spine. February 2016.

- http://www.usgovernmentspending.com/healthcare_spending
- <http://affordablehealthca.com/history-affordable-care-act/>
- <https://www.aei.org/publication/value-in-healthcare-time-to-stop-scratching-the-surface/>
- <https://www.forbes.com/sites/theapothecary/2014/07/21/where-is-the-value-in-health-care/#1e4557206f81>
- <http://medcitynews.com/2014/01/really-measure-value-health-care/>
- <http://www.aafp.org/practice-management/transformation/pcmh.html>

Kidier@ddsportsmed.com



D&D SPORTS MED
DENTON • SANGER • AUBREY