

Gotta Wear Shades

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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
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Objectives

- Explain the difference between value & worth
- Demonstrate how ATs can better demonstrate their value
- Explain specific tools to assist in demonstrating value
- Define & describe ROI
- Explain how the value of an AT will continue to rise
- Demonstrate progress and current projects of the NATA





Understanding Value:
How important is it?

Forbes

OWNER/
PRESIDENT
MANAGEMENTHARVARD
BUSINESS SCHOOL
Executive EducationHealthcare, Fiscal, And Tax
JUL 27, 2014 @ 12:01 AM 14,705 VIEWS

Where Is The Value In Health Care?

The Apothecary
Insights into health care and institutional reform.
FULL BIO >

Yevgeniy Feynman, Co

It seems that everywhere based purchasing" (or va hailed as the savior of U.I. it, comes the promise of i for quality rather than vo money tells the same sto: KHR giant Athena Healt beat Qo revenue estimat million, and saw revenue percent from the same p broadly, hospitals appea heavily in tracking the va deliver: a Leap Frog Grov the number of hospitals i physician order entry ha percent in 2009 to 43 pe

If nothing else, however, value-based care is an ap After all, for decades, An

Start here with

Harvard
Business
Review

HEALTH

Getting Real About Health Value

by David Blumenthal and Kristof Stremikis

SEPTEMBER 17, 2018

Words can spearhead social transformation. Let's hope that's true for "v other mantras - such as quality or managed care - have failed to galvaniz stakeholders, value may have a chance.

What seems special about the term is that, seemingly simple, it is actually complex and subtle.

Under its umbrella, a wide range of interested parties can find the things they hold most dear, from improved patient outcomes to coordination of care to efficiency to patient-centeredness. And it is intuitively appealing. As Thomas Lee noted in the *New England Journal of Medicine*, "no one can oppose this goal and expect long-term success."

The question, of course, is whether the term will help spur the fundamental changes that our health care sector so desperately needs. In this regard, a closer examination of the value concept confirms its appeal but also exposes the daunting challenges facing health system reformers.

Michael Porter has defined value as "health outcomes achieved per dollar spent." Any survivor of introductory microeconomics will hear echoes in this phrase of one basic measure of economic efficiency: output per unit of input. An efficient business gets the most output possible, given current technology, from every dollar spent.

IMPROVE CASE
INVESTMENT ROI

CHALLENGE

COMPETITION
HEIGHTENED RISK OF

Walmart

See What's in Store



HOSPITALS

How to really measure the value in health

By VIVIAN S. LEE M.B.A., M.D., PH.D.

39 Post a comment / Jan 21, 2014 at 6:00 AM

39
SHARES

$$V = \frac{Q + S}{\$}$$

(VALUE) (QUALITY) (SERVICE) (COST)

Nearly two years ago, we embarked on journey into uncharted waters. We were moment in our history when our Receptional Patient Experience results and UE rankings affirmed that we had remarkable organizational capability, agility and for change. Then, the Affordable Care Act had an uncertain future. We moved in direction we thought made sense in the face of that uncertainty. We focused on fundamentals—the continuous pursuit of quality and service with a stronger an efficiency, cost, and effectiveness.

Peter Drucker once sa was. The School of M measure outcomes, w meeting of folks in fin others. The goal? To c providers to view the arena of outcomes an true costs, not charges

<http://healthcarenews.com/2014/01/health-care-value/>

The Meaning of "Value Health Care

JAN 8, 2015

By PAUL KECCKLY

There are terms in healthcare circles that get t around as if there's a common and widely acc definition.

Consider "quality": every hospital touts its quality, every physician confidently affirms their delivery of high quality care, and every trade and professional sector in healthcare has its own definition that aligns with attributes of quality they deem most important. "Quality" is touted on every website and in every boardroom, but rarely is it defined and measured consistently.

"Outcomes" is another. Most ascribe positive outcomes in their performance, but the indicators on which they're based and the time periods over which they're captured—days, weeks, months, or years—varies from user to user. Valid and reliable measures are ephemeral: process measures are used more frequently because they're easier for regulators, policymakers and payers to monitor; i.e. "advising a patient to stop smoking or lose weight" but these may have little to do with the actual outcome.

"Cost" is a third example of these elusive but widely used terms. It seems simple enough, but not so fast. When used by some, it's inclusive of only direct costs that can be easily captured in the supply chain, like parts, drugs, disposables; or things easy to count, like length of stay, prescriptions or the number of calls run



Value in health care: Time to stop scratching the surface

Anupam B. Jena, Tomas J. Philipson
April 7, 2016 4:41 pm | *Forbes*

"Paying for value" has become a ubiquitous saying in healthcare. The federal government now financially incentivizes (http://www.npr.org/dol/full/10.1056/NEHmp1500445?query=featured_home&hospitals) hospitals to deliver "high-value" care through a series of programs including the hospital value-based purchasing program. By the end of 2018, half of all Medicare fee-for-service payments to physicians will be tied to quality or value. (<http://www.forbes.com/sites/bhrucejansen/2015/01/26/medicare-bolt-from-fee-for-service-means-50-percent-value-based-pay-by-2018/#2caa6376ab0>). But perhaps no other sector than pharmaceuticals has had as much scrutiny in trying to quantify value. We argue that our current notions of how drugs should be valued fall woefully short.



(https://www.aei.org/wp-content/uploads/2016/04/value_health_Care_pharmaceuticals_doctor_hospital_medicare_2020_500x293.jpg)

Twenty20 License (<https://www.twenty20.com/>)

The rising costs of specialty drugs - which accounted for 4% of all health care spending in 2014 - have led many observers of the pharmaceutical industry to question the value that new drugs provide and their impact on health care budgets (or 'budget impact,' as the terminology goes). With these drugs affecting potentially large markets - e.g., PCSK-9 inhibitors for high cholesterol and new medications for hepatitis

<https://www.aei.org/publications/value-in-healthcare-time-to-stop-scratching-the-surface/>



Worth vs. Value

WORTH

Monetary Cost of a
Service



VALUE

Extent to which a
service's worth is
perceived



THE VALUE EQUATION RECONSIDERED FOR HEALTH CARE

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

*Patient outcomes + safety + experiences

** Cost to all purchasers & providers



Showing Value

Documentation

- Medical Records
- Data collection/ROI



- Functional Outcome Surveys
- HC Standard

Patient Outcomes

Professionalism

- Attire
- Behavior



- EBP
- Best Practices

Cont. Ed.

Advocacy

- 10 sec elevator speech
- Stakeholders



Showing Value

ATHLETE HEALTHCARE

EXPERTS

PREVENTION

EXPERTS

CONCUSSION

EXPERTS

RETURN TO PLAY

EXPERTS



REHABILITATION

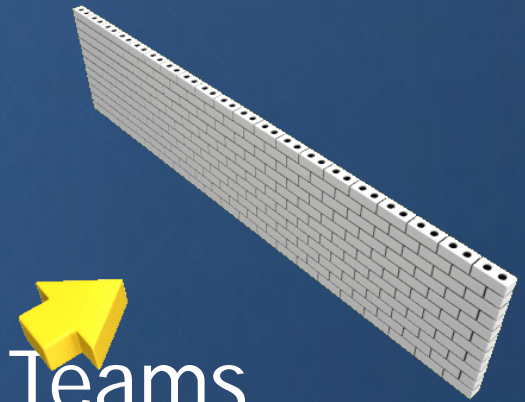
EXPERTS

EMERGENCY CARE

EXPERTS

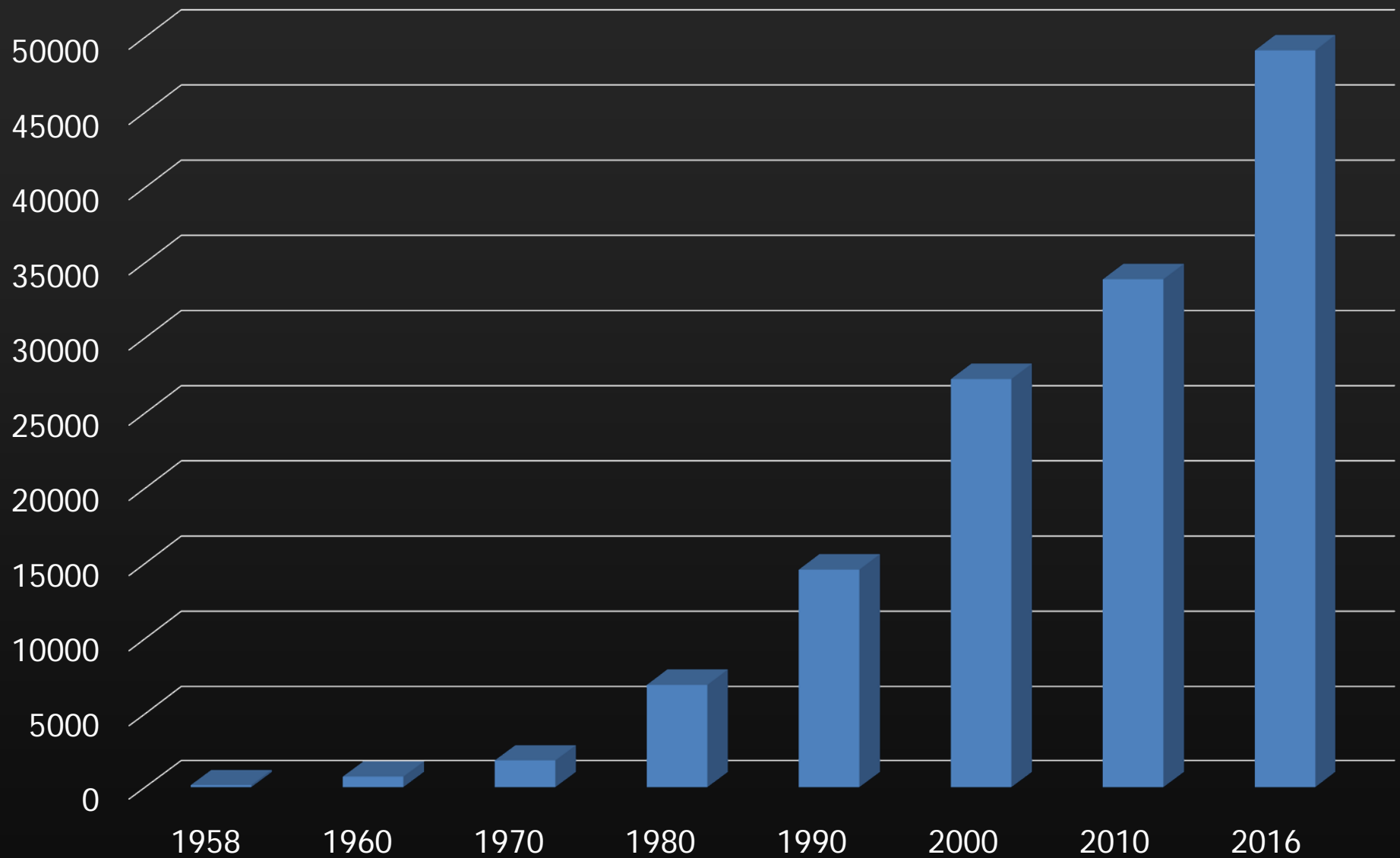
How Do We Make _____ Happen?

- Higher Salaries
- Improved Job Conditions
- Voice of Athlete Healthcare
- 100% SS Saturation
- Healthcare for Club/Recreation Teams
- Respect/Credibility
- Medical Model
- Insurance Payer Recognition
- ???????????

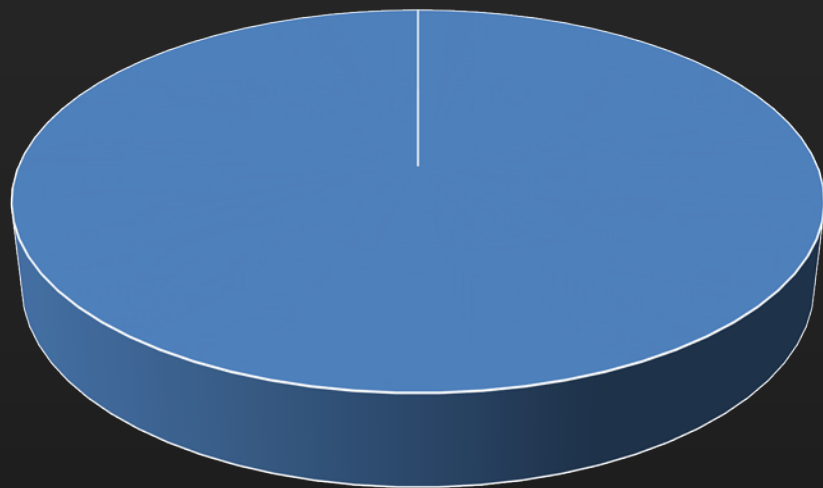




NATA Membership

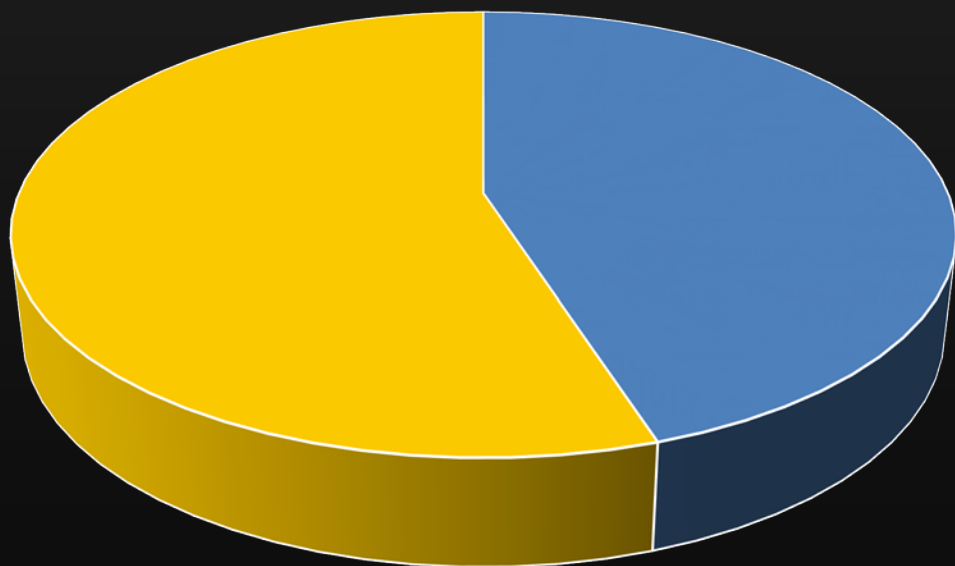


1950

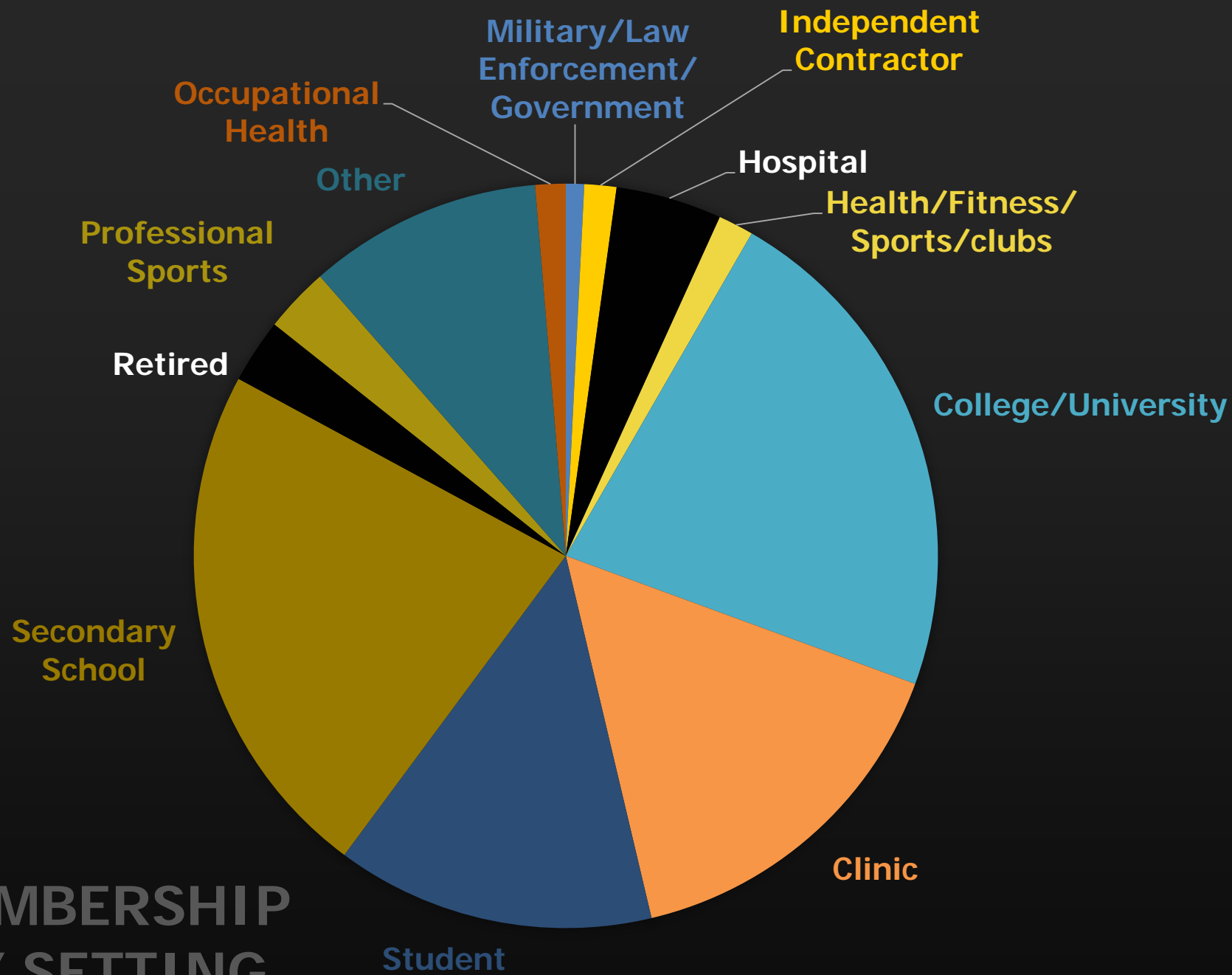


2016

55% Female
45% Male



MEMBERSHIP BY SETTING



Progress



Legislative



International



Advocacy



Education



Leadership



Emerging



Collaboration



Research



Legislative

- HR 302-Sports Medicine Licensure Clarity Act
- Comprehensive Addiction & Recovery Act
- Secondary School Student Athletes' Bill of Rights
- SAFE Play Act
- Many others

Current Legislation ▾ Examples: hr5, sres9, "health care"

[Home](#) > [Legislation](#) > [115th Congress](#) > H.R.302

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H.R.302 - Sports Medicine Licensure Clarity Act of 2017

115th Congress (2017-2018) | [Get alerts](#)

BILL Hide Overview ✕

Sponsor: [Rep. Guthrie, Brett \[R-KY-2\]](#) (Introduced 01/05/2017)

Committees: House - Energy and Commerce | Senate - Health, Education, Labor, and Pensions

Latest Action: 01/10/2017 Received in the Senate and Read twice and referred to the Committee on Health, Education, Labor, and Pensions. ([All Actions](#))

Tracker:

Introduced → **Passed House** → Passed Senate → To President → Became Law

Summary (2) Text (3) Actions (8) Titles (2) Amendments (0) Cosponsors (39) Committees (2) Related Bills (0)

More on This Bill
[Constitutional Au](#)
[Statement](#)
[CBO Cost Estim](#)

Subject — Pol
Health
[View subjects »](#)



Advocacy

- NATA PAC
- NATA Athletic Training Month
- Youth Sports Safety Alliance/Summit
- Capitol Hill Day
- Safe Sports Schools
- NFL AT Initiative
- At Your Own Risk
- Legislative Grants
- Regulatory
- Atlas Project

<https://www.ispot.tv/ad/AXHb/nfl-t>





Leadership

- 25 Active Committees in NATA
- Many more Workgroups & Task Forces
- iLEAD
- NATA Leadership Academy
- ATs Care





Collaboration

- Strategic Alliance (CAATE, BOC, Foundation)
- Korey Stringer Institute
- Collaborative Solutions for Safety in Sport
- Youth Sports Safety Alliance
- Youth Sport Safety Governing Body
- NCAA Summit on Appropriate Care
- NATA Joint Committee Meeting
- Joint Commission for Sports medicine Society



International

- NATA International Committee
- World Federation of Athletic Trainers
- JATO/CATA/etc.
- Institute of Medicine (IOM) membership
- International Research Grants
- Ambassador Program





Education

- Knowledge Initiatives
- Executive Council
on Education
- ATEC/iLEAD
- Career Center
- On Demand Courses/CEU quizzes
- NATA Annual Symposium
- ELM





Emerging

- Committee on Practice Advancement
- Third Party Reimbursement Project
- Healthcare Reform Workgroup





Research

- Research & Education Foundation
- Education Advancement Committee
- Journal of Athletic Training
- Journal of Athletic Training Education
- Position Statements



Healthcare Changes

Where will Athletic Training be in the next 10-20 years?



**Leaders in
Healthcare!**



Why?

- Invitations
- Know Us!
- YOU!



If you don't like
something, change it.
If you can't change it,
change your attitude.

Maya Angelou

Resources

- Business of Athletic Training Workshop. Dieringer, Kluchurosky, and Mazzoli. NATA Annual Symposium. 2014.
- Healthcare Reform Workgroup. Dallas, TX. Nov. 2016.
- <http://www.nata.org/press-room>
 - Consensus Statements
 - Official Statements
 - Position Statements
 - Support Statements
- NATA News 2016 Annual Report. NATA. 2016.
- Secondary School Value Model. Cooper, L. & Dieringer, K. 2016

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- <http://medcitynews.com/2014/01/really-measure-value-health-care/>
- <http://www.aafp.org/practice-management/transformation/pcmh.html>



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