#ATValue: Demonstrating Your Worth in Your School System

Mike Hopper, MS, ATC
Conflicts of Interest

• None
Objectives

• Help Athletic Trainers Understand The Need For Value Data

• Use Data To Drive Decisions In The Growth of Athletic Training and Sports Safety
HELP ATHLETIC TRAINERS UNDERSTAND THE NEED FOR VALUE DATA
Definitions

• *Value* = the regard that something is held to deserve, the importance, the worth, or usefulness of something

• *Worth* = the value equivalent to that of someone or something under consideration; the level at which someone or something deserves to be valued or rated

• *Dictionary.com*
Definitions

• *Invaluable* = extremely useful, indispensable
Definitions

• CPT—Current Procedural Terminology: medical code that is used to report medical, surgical, and diagnostic procedures and services to entities such as physicians, health insurance companies, and accreditation organizations.

https://searchhealthit.techtarget.com/definition/Current-Procedural-Terminology-CPT
Definitions

- Non-contact: Low risk of contact such as volleyball, cross country, swimming, etc
- Contact: Moderate contact sport such as basketball, soccer, baseball, etc
- Collision: High collision sport such as football, boys lacrosse, and wrestling.
The Why

• We must always answer this question.
• Why should we take the time to do data collection?
• Why is it worth my effort?
• Don’t I work enough?
The Why

• Have a goal in mind before you start
• So let’s think about why we want to do this:
  • Bigger staff?
  • Pay Increases?
  • New Facility?
USE DATA TO DRIVE DECISIONS IN THE GROWTH OF ATHLETIC TRAINING AND SPORTS SAFETY
Case Study

• Bishop Lynch High School
• 1,000 students
• 700 student-athletes
• Year One: $339k in services over 7500 patient visits
• Year Two: $336k in services over 6600 patient visits
Case Report

- Jaida
- 2 Evaluations
- 2 Re-evaluations
- 26 Ice packs
- 70 Game Ready Treatments
- 3 heat packs
- 13 Electrical Stimulation
- 64 Manual Treatments
- 88 Therapeutic Exercise
- 16 Tapings
- 118 Patient Visits
- $7,963.20
Bishop Lynch High School

• What are our goals?
• 3\textsuperscript{rd} AT position
• Salary increases
• Massive ATR Expansion
• Show Our Value!!
What Are We Tracking?

• Hours Logs
• Treatment Logs
• Game Coverages
<table>
<thead>
<tr>
<th>Treatment</th>
<th>Evaluation</th>
<th>Re-evaluatio</th>
<th>ImPACT Test</th>
<th>Ice (97010)</th>
<th>Game Ready</th>
<th>Whirlpool (9)</th>
<th>Heat (97010)</th>
<th>Stim (97032)</th>
<th>Ultrasound</th>
<th>Manual (971)</th>
<th>Exercise (971)</th>
<th>Tape</th>
<th>Patient Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>20</td>
<td>12</td>
<td>17</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>13</td>
<td>12</td>
<td>66</td>
</tr>
<tr>
<td>Week 2</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>45</td>
<td>27</td>
<td>35</td>
<td>14</td>
<td>2</td>
<td>0</td>
<td>21</td>
<td>60</td>
<td>94</td>
<td>202</td>
</tr>
<tr>
<td>Week 3</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>65</td>
<td>35</td>
<td>19</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>62</td>
<td>111</td>
<td>110</td>
<td>238</td>
</tr>
<tr>
<td>Week 4</td>
<td>13</td>
<td>2</td>
<td>1</td>
<td>74</td>
<td>48</td>
<td>26</td>
<td>5</td>
<td>10</td>
<td>3</td>
<td>68</td>
<td>134</td>
<td>90</td>
<td>260</td>
</tr>
<tr>
<td>Week 5</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>82</td>
<td>50</td>
<td>23</td>
<td>0</td>
<td>12</td>
<td>0</td>
<td>71</td>
<td>176</td>
<td>146</td>
<td>267</td>
</tr>
<tr>
<td>Total</td>
<td>41</td>
<td>7</td>
<td>1</td>
<td>286</td>
<td>172</td>
<td>120</td>
<td>28</td>
<td>28</td>
<td>3</td>
<td>234</td>
<td>494</td>
<td>452</td>
<td>1033</td>
</tr>
</tbody>
</table>

| Price     | $116.19    | $104.57      | $81.00      | $10        | $19.74      | $24.05        | $10         | $37.07      | $34.78     | $31.80      | $33.75         | $15  |
| Total Price | 4763.79   | 731.99       | 81          | 2860       | 3395.28     | 2886          | 280         | 1037.96     | 104.34     | 7441.2      | 16672.5        | 6780 |

Total Value: 47034.06
<table>
<thead>
<tr>
<th></th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jan-19</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td><strong>4</strong></td>
<td><strong>5</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>6</strong></td>
<td><strong>7</strong></td>
<td><strong>8</strong></td>
<td><strong>9</strong></td>
<td><strong>10</strong></td>
<td><strong>11</strong></td>
<td><strong>12</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>11</strong></td>
<td><strong>10</strong></td>
<td><strong>10</strong></td>
<td><strong>10</strong></td>
<td><strong>10</strong></td>
<td><strong>0</strong></td>
<td><strong>51</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>13</strong></td>
<td><strong>14</strong></td>
<td><strong>15</strong></td>
<td><strong>16</strong></td>
<td><strong>17</strong></td>
<td><strong>18</strong></td>
<td><strong>19</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>10.5</strong></td>
<td><strong>11</strong></td>
<td><strong>10.5</strong></td>
<td><strong>10</strong></td>
<td><strong>10.5</strong></td>
<td><strong>3.5</strong></td>
<td><strong>56</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>20</strong></td>
<td><strong>21</strong></td>
<td><strong>22</strong></td>
<td><strong>23</strong></td>
<td><strong>24</strong></td>
<td><strong>25</strong></td>
<td><strong>26</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>13</strong></td>
<td><strong>11</strong></td>
<td><strong>11</strong></td>
<td><strong>11.5</strong></td>
<td><strong>14</strong></td>
<td><strong>0</strong></td>
<td><strong>60.5</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>27</strong></td>
<td><strong>28</strong></td>
<td><strong>29</strong></td>
<td><strong>30</strong></td>
<td><strong>31</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>10</strong></td>
<td><strong>14</strong></td>
<td><strong>9.5</strong></td>
<td><strong>10</strong></td>
<td></td>
<td></td>
<td><strong>43.5</strong></td>
</tr>
<tr>
<td><strong>Monthly Total</strong></td>
<td><strong>232.5</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
HOW?
How Do We Do It?

- Spreadsheets, Spreadsheets, Spreadsheets
- EMR=RankOneSport
- Manual Sign In Sheet
Tracking Value

• Pick the services that you want to track
• Look up CPT Codes for those services
• Determine prices
• Build Spreadsheet and collect data
Our Data

- We use Texas Medicaid Rates
- Minor modifications
FEEDBACK
Feedback

• Feedback from Administration
• Next Steps
OBSTACLES
Obstacles

• What obstacles do you face and how do you overcome them?
Where to Learn More

• February 2019 *NATA News* article
• NATA Secondary Schools Committee website
Resources Available

• AT Value Google Drive folder (email me)
• NATA Secondary Schools documents
Contact Me

• [Mike.Hopper@bishoplynch.org](mailto:Mike.Hopper@bishoplynch.org)
• [@mnhopper1s](https://twitter.com/mnhopper1s)