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The Value of Athletic Trainers in the Physician Practice

## 1. Course Description

Research and financial data shows that athletic trainers are valuable for both increasing revenue and patient satisfaction in a physician practice. Learn how athletic trainers can be utilized in a physician practice to provide better care to concussion patients while also improving operational activities.

## 2. Speaker

Aaron F. Hajart, MS, ATC

## 3. Contact Hours

1

## 4. Cost

Free

## 5. Registration Link

[ConcussionCareTraining.com](http://ConcussionCareTraining.com)

## 6. Target Audience

Physicians, Nurse Practitioners, Physician Assistants, Athletic Trainers

## 7. Location/Format

Internet Activity Enduring Material

## 8. Learning Objectives

(Achievement assessed through post-course evaluation/quiz)

At the end of this course, the learner will be able to:

- Identify the primary functions of athletic trainers in a physician practice.
- Identify the benefits of having an athletic trainer in a physician practice.
- Measure the financial and productivity impact of having an athletic trainer in the physician practice.

**Summary of Evidence:** Athletic trainers can play a role in the physician practice. There are many benefits to employing an athletic trainer in the clinical setting. They increase productivity, revenue, and patient satisfaction.

## 9. Educational Level

Beginner / Introductory / Essential

## 10. Course Outline

- Primary roles and functions of Athletic Trainers in a Physician Practice
- Athletic Trainers' impact on revenue, productivity, and patient satisfaction in a Physician Practice
- Indirect and downstream revenue opportunities
- Review the Hospital view of cost-benefit ratio
- Q&A



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### CE Credits Offered:

#### Physicians

ImPACT Applications, Inc. is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

#### AMA Credit Designation Statement

ImPACT Applications, Inc. designates this live activity for a maximum of 1 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

#### Athletic Trainers

ImPACT Applications, Inc. (BOC AP# P3429) is approved by the Board of Certification, Inc. to provide continuing education to Athletic Trainers. This program is eligible for a maximum of 1 Category A hours/CEUs. ATs should claim only those hours actually spent in the educational program.





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## Course Completion Requirements

Learners must do the following to receive a valid statement of credit or certificate:

Watch the live presentation

Complete the course quiz (80% minimum passing score) and satisfaction survey

## Attendance Requirements

Attendees should claim only those hours actually spent in the educational program.

## Prerequisites

None

## Healthcare Provider Applicability

Available upon request. Please email [training@impacttest.com](mailto:training@impacttest.com) to request.

## Special Needs Requests

Participants who have special needs are encouraged to contact program organizers so that all reasonable efforts to accommodate these needs can be made.

## Included with Registration

Access to recording of the webinar for 48 hours after the live session

Presenter contact information available on request

## Required Materials

ImPACT Applications training dashboard login

## Speaker Standards

Statements and opinions contained in this presentation are solely those of the presenter.

Treatments and tools presented today are some of many that are available.

Presenters have agreed to demonstrate high standards of professional conduct and will not discriminate against learners on the basis of gender, age, socioeconomic or ethnic background, sexual orientation, or disability.

ImPACT Applications owns the slides presented. Attendees may not use any materials presented without written permission from ImPACT Applications.



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## The Value of Athletic Trainers in the Physician Practice

### Complaint Policy

When a participant, either verbally or in written format, files a grievance and expects action on the complaint, the following actions will be taken.

If the grievance concerns a speaker, the content presented by the speaker, or the style of presentation, the individual filing the grievance will be asked to put his/her comments in written format. The planning committee will then pass on the comments to the speaker, assuring confidentiality.

If the grievance concerns a workshop, its content, level of presentation, or the facilities in which the workshop was offered, the planning committee will mediate and will be the final arbitrators. If the participant requests action, the final arbitrator will follow the standard cancellation and refund policies.

If the grievance requires a resolution, a member of the planning committee will take necessary action.

Please contact ImPACT Applications at [training@impacttest.com](mailto:training@impacttest.com), (877) 646-7991 ext. 908, or +1 (412) 567-8400 to submit a complaint, or if you have additional questions.

### Commercial Support

Currently, ImPACT Applications does not accept commercial support for any continuing education programs.

### Conflict of Interest Policy

Available upon request

All individuals in control of content disclosed **no relevant financial relationships.**

The planning committee identified **no conflicts of interest** for this course.

### Commercial Bias

The intent of this course is to promote improvements in the management of concussion. Attendees are encouraged to inform the course planning committee through the course evaluation if any commercial bias is detected.



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### The Value of Athletic Trainers in the Physician Practice



#### Aaron F. Hajart, MS, ATC

Chief Operating Officer/Senior Vice President for Strategy and Innovation  
Bergen New Bridge Medical Center

Aaron F. Hajart joined Bergen New Bridge Medical Center in July 2017 and currently serves as the Chief Operating Officer and Senior Vice President for Strategy and Innovation. Mr. Hajart provides executive leadership for hospital operations, strategic planning, managed care, and service excellence. He joined New Bridge initially leading the transition process for Care Plus Bergen as they took over operations of the medical center as the Chief Transition Officer and served as Chief Strategy Officer prior to his elevation to COO in April of 2018.

In addition to general hospital operational responsibilities, Mr. Hajart oversees the Diagnostic Services, Physical Medicine and Rehabilitation, Laboratory, Patient Experience and Relations, Behavioral Health Access, Patient Scheduling, Emergency Medical Services, Clinical Service Lines, Managed Care, Facilities/Engineering, Safety, and Capital Planning departments.

Prior to joining New Bridge, Mr. Hajart served as the Assistant Dean for Clinical Strategy and Development at Rutgers New Jersey Medical School. In his role at NJMS, he oversaw the Office of Clinical Affairs at Rutgers New Jersey Medical School and focuses his efforts on strategic alignment, clinical operations, and the development of a growth strategy for the clinical enterprise with current and future clinical affiliates. He initially joined Rutgers, then the University of Medicine and Dentistry of New Jersey, as the Sr. Director of Administration for the Neurological Institute of New Jersey and was a service line administrator in sports medicine and orthopedics at SUNY Downstate Medical Center before his move to New Jersey.

Mr. Hajart completed his Bachelor's Degree in Athletic Training from Hardin-Simmons University and went on to receive his Master's Degree in Human Relations in Business at Amberton University. He has held a number of professional and academic roles and is active in clinical and business related research.