2008 Renewals

The Board of Certification, Inc. (BOC) would like to express our appreciation for the time and dedication that goes into providing quality continuing education programs for Certified Athletic Trainers (ATs). We would like to remind you that 2008 BOC Approved Provider renewals were mailed in October.

If you did not receive a renewal notice, please contact the BOC at (877) 262-3926 ext. 119 or MindyL@bocatc.org.

Audit Results

Results of the BOC Approved Provider audit reveal the continued use of the terms NATA, NATA/BOC and NATA Board of Certification when referring to the Board of Certification, Inc. (BOC). These terms are extinct; the only acceptable terms are the Board of Certification, Inc. and the BOC. Another find is the use of the outdated BOC Approved Provider logo. The BOC has been using the logo shown below since 2003, and it is the only logo BOC Approved Providers are authorized to use in marketing materials and documents of attendance/completion.

Please remember that the use of the following statement, along with the BOC Approved Provider logo, is strongly encouraged on certificates of attendance:

Company Name is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. This program has been approved for a maximum of (X) hours of Category A continuing education. Certified Athletic Trainers are responsible for claiming only those hours actually spent participating in the continuing education activity.

BOC Approved Provider Number: Pxxxx
Number of hours actually participated: _______ (To be entered by the AT)

Mailing Lists

Market those end of the year events! There are more than 7,000 Certified Athletic Trainers (ATs) that still need to report continuing education by the end of 2007. Mailing lists are available to BOC Approved Providers at a discounted rate and include all ATs. Obtain the entire database of ATs or a customized list by designating certain states, districts or ZIP codes. Let us help you market your services to the ever growing population of ATs. Visit our website at www.bocatc.org or email MindyL@bocatc.org to obtain an order form. Promotional materials distributed to ATs are required to be approved at the time a BOC mailing list is ordered.

Promotional material guidelines:
• The following is the only statement that may be used to identify a BOC Approved Provider: “Company Name is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers.”
• The BOC Approved Provider logo, which can be downloaded from the BOC website, is formatted as a perfect square (image height is equal to image width). The image should not be altered to be any other shape. Size adjustments can be made; however, the logo must remain proportionate. Please Be Certain™ the logo is always in proportion to the original dimensions.
**Marketing Your Events Online**

Announce your program on the “Calendar of Events” page at [www.bocatc.org](http://www.bocatc.org). Athletic Trainers will be able to view details of your event including a description, cost, number of CEUs, location and how to register. Posting an event/course is a free service for BOC Approved Providers.

Don’t be left out!

Please complete the Calendar of Events form available on the BOC website at [www.bocatc.org](http://www.bocatc.org). Return the completed form via fax to (402) 561-0598 or by mail to:

Board of Certification
Attn: Provider Relations Manager
4223 S 143rd Cir
Omaha NE 68137

**Marketing Tip**

In today’s society, consumers are all about right here, right now. Convenience and speed online is the norm; if those needs are not met, then it is on to the next company. No second thoughts. Most BOC Approved Providers have a website as a means of communication and know that competition for the continuing education dollar can be high. Certified Athletic Trainers (ATs) have many options for where to obtain their continuing education, which makes it important for BOC Approved Providers to make their courses as attractive as possible. Island Data’s *Listening to Your Customers for Market and Business Intelligence* summed it up by saying:

“Simply stated, the internet has shifted the balance of power to the customer, and companies that fail to empower customers risk losing them to competitors who are only a short click away.”

([www.islanddata.com/assets/pdfs/wp_listening.pdf](http://www.islanddata.com/assets/pdfs/wp_listening.pdf))

*Be Certain.*™ ATs know you are a BOC Approved Provider, which courses apply to ATs and how many CEUs are offered. Use of the BOC Approved Provider logo and the following statement are effective tools for easy recognition:

“Company Name is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers.”

While we encourage you to use the above statement and the BOC Approved Provider logo, we also want you to maintain your identity as a company. Please do not make promotional materials appear to be from the BOC (i.e., on the envelope, in the brochure). The BOC does not condone use of our name or logos in such a way that leads consumers to believe that we have distributed advertising materials on behalf of a BOC Approved Provider or any other company. We ask that any information or communication regarding recertification deadlines and number of CEUs due be left to the BOC.

**CE Reporting Periods**

In 2006, Certified Athletic Trainers (ATs) began to report continuing education using a staggered system. As shown in the table below, ATs who were certified prior to 2006 and whose last name on record in November 2005 began with H–O must report CE by December 31, 2007.

<table>
<thead>
<tr>
<th><em>Last Name Begins With</em></th>
<th>Number of CEUs</th>
<th>Date CEUs Due</th>
<th>CEUs Due Next</th>
</tr>
</thead>
<tbody>
<tr>
<td>A–G</td>
<td>25**</td>
<td>December 31, 2006</td>
<td>75 CEUs due December 31, 2009</td>
</tr>
<tr>
<td>H–O</td>
<td>50**</td>
<td>December 31, 2007</td>
<td>75 CEUs due December 31, 2010</td>
</tr>
<tr>
<td>P–Z</td>
<td>75**</td>
<td>December 31, 2008</td>
<td>75 CEUs due December 31, 2011</td>
</tr>
</tbody>
</table>

*Last name on record as of November 1, 2005
**If you received a sanction notice, please refer to your letter to see if additional CEUs are required

ATs who were certified during 2006 have 75 CEUs due by December 31, 2009, ATs certified during 2007 have 75 CEUs due by December 31, 2010, and so on.
Featured BOC Approved Provider

It is very important that Certified Athletic Trainers are able to recognize BOC Approved Providers when looking at advertisements or attendance certificates. Therefore, the BOC recognizes BOC Approved Providers who follow the guidelines to help identify the BOC in these materials. A BOC Approved Provider is featured in each issue of *The Approved Provider*. The latest featured BOC Approved Provider is MYCEUSOURCE, LLC.

MYCEUSOURCE, LLC has been a BOC Approved Provider since June 2006. As you can see in the online advertisement below, MYCEUSOURCE, LLC adheres to the policies found under “Business Practices” of the BOC Approved Provider Guidebook. Recently, the BOC asked MYCEUSOURCE, LLC’s Owner, Ray Castle to comment on the benefits of being a BOC Approved Provider.

“As a continuing education provider of video-based online CEUs for Certified Athletic Trainers and other professions, as well as also offering an online hosted portal solution that provides organizations the ability to track and offer CEUs, all aspects of our online offerings have revolved around the accurate and secure tracking of online CEUs. A major component of the accurate tracking includes maintaining a highly visible presence of our courses that meet BOC Approved Provider standards, as well tracking the customer’s individual credentials, which are all utilized in display and tracking mechanisms of courses completed. We obtained input from the BOC staff regarding how all courses should be advertised, including wording and placement, which has been one of the most valuable steps we have taken in developing our website. Our customer not only sees the BOC Approved Provider status, but also courses are automatically sorted in course catalog to their BOC credential after logging in to their member home, which also greatly enhances our customer experience in selecting courses directly related to his/her credentials. Our customers are highly pleased with the engaging video format of our courses, the content relevancy to current medicine, the clearly stated BOC Approved Provider statements that are highly visible in several areas for the customer and the course completion certificate, which clearly identifies our courses as meeting specific BOC continuing education requirements.”

For Consideration

If you would like to be considered for recognition as a BOC Approved Provider, please submit your advertisements and certificates of completion for review. You can email your electronic promotional materials to MindyL@bocatc.org or mail your printed promotional materials to:

Board of Certification
Attn: Provider Relations Manager
4223 S 143rd Cir
Omaha NE  68137
**New Website Unveiled!**

The BOC website was redesigned recently. The new look stands to better serve our partners with more ease. We are certain you will find the new layout beneficial to both you and your athletic training customers. Please visit [www.bocatc.org](http://www.bocatc.org) to see the updated design and improved features!

**Online Forms**

Changes have been made to several of the BOC Approved Provider forms to better serve you and Certified Athletic Trainers. Be Certain™ you are using the most current forms when submitting home study courses for approval, ordering mailing lists or submitting courses for the online Calendar of Events. The most current forms can be found at [www.bocatc.org](http://www.bocatc.org).

**Updated BOC Approved Provider Guidebook**

Visit the Approved Providers section of the BOC website at [www.bocatc.org](http://www.bocatc.org) to check out the newly revised guidebook. Some of the modifications include:
- deletion of the inserts; this content is now included within the guidebook pages
- addition of the Good Faith Statement
- revised logo specifications

Please contact Mindy at (877) 262-3926 ext. 119 or MindyL@bocatc.org with any questions.