2009
BOC Athletic Trainer Regulatory Conference

Friday, July 10th
Saturday, July 11th

Omaha, Nebraska

This conference program is sponsored by:

EarningRESULTS

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Facilitators/Moderators/Panelists/Speakers

Ann Berry    Pete Koehneke    Judy Pulice
Sara Brown   Mark Lane       Jeff Rosa
Denise Fandel Jan Lauer      Greg Rose
Keith Gardner Kurt McClurg   Brad Sherman
Paul Grace   Eric McDonnell  Nina Walker
Dennis Helwig Tim McLane     Ron Walker
Valerie Herzog David Montgomery Les Wallace
Patsy House   Bernadette Olson Ericka Zimmerman

Program Sponsor

Earning Results was founded to maximize revenue potential for integrated healthcare practices and practitioners. Our team of experts have over 25 years of combined experience in program design and implementation, strategic initiatives and revenue enhancement for medical, wellness and fitness facilities and professionals.

Our Advisory Council of preeminent experts in revenue enhancement opportunities, college university athletics and administration, wellness, marketing and the business of healthcare are an integral part of Earning Results. They are available to offer input in areas of program design, development and implementation and include accountants, lobbyists and attorneys specializing in healthcare legislation, policy and finances.

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Conference Overview

Friday, July 10th

10:00am – 5:00pm  Registration
1:00pm  Welcome
1:10pm  Keynote Speaker: “Welcome to Permanent Whitewater: The New Normal”
1:40pm  Perspectives on the Future of Healthcare Regulation
3:20pm  Break – Networking Opportunity
3:30pm  Facilitated Session – Future of Healthcare Regulation
5:00pm  Welcome Reception

Saturday, July 11th

7:00am – 12:00pm  Registration
8:00am  Round Table Discussions – Continental Breakfast
9:45am  Update Session
11:30am  Hotel Checkout
12:00pm  BOC Awards Luncheon
1:00pm  Rules, Regs and the RD…Priceless
1:30pm  BOC Role Delineation Workshop
2:45pm  Legislative Expectations for Athletic Trainer Regulatory Boards
3:15pm  Break – Networking Opportunity
3:30pm  A Legacy of 21st Century Leadership
4:30pm  Conference Summary and Looking Forward to 2011
5:00pm  Adjourn

Athletic Trainer Regulatory Conference Advisory Panel

Brad Sherman, Chair, Wisconsin
Dennis Helwig, Wisconsin
Valerie Herzog, Utah
Kurt McClurg, Ohio
Tim McLane, Florida
Jeff Rosa, Ohio
Greg Rose, Kentucky
Ron Walker, Oklahoma
Ericka Zimmerman, West Virginia

Continuing Education

Certified Athletic Trainers can earn up to 10.75 CEUs for their participation. Certificates of attendance will be provided at the end of the conference.
Conference Objectives

Participants of the 2009 BOC Athletic Trainer Regulatory Conference will:

- Explore the future of healthcare regulation from a variety of perspectives
- Obtain updates from the BOC, the NATA, the NATA Governmental Affairs Committee, the NATA Education Council and the CAATE on how each is contributing to the regulatory process and public protection
- Network with participants to share experiences
- Learn how the BOC Role Delineation Study can be used as evidence to support an effective regulatory process
- Understand legislative expectations for Athletic Trainer regulatory boards
- Discover techniques to create leadership in your organization

Notes
Friday, July 10th

Opening Remarks
1:00pm – 1:10pm  Brad Sherman  Salons ABC

Keynote Speaker: “Welcome to Permanent Whitewater: The New Normal”
1:10pm – 1:40pm  Moderator: Brad Sherman  Speaker: Les Wallace  Salons ABC

Les Wallace has a PhD in Communication and Organizational Behavior from the University of Oregon (UO). He founded Signature Resources in 1982 and has grown the company to three domestic and three international offices. During his career, he has served as university professor and administrator at the UO and Colorado State University as well as a hospital administrator at a large urban teaching hospital.

Healthcare delivery and reimbursement will transform over the next decade unlike any in recent memory. The impacts of technology, aging, government oversight, payment systems and a shifting inclusiveness of regulation look very different from previous decades. Welcome to the New Normal.

Perspectives on the Future of Healthcare Regulation
1:40pm – 3:20pm  Moderators: Brad Sherman and Les Wallace  Salons ABC
Panelists: Pete Koehneke, Mark Lane, Paul Grace, Denise Fandel, David Montgomery

This session will highlight current regulatory systems. It will then identify what a potential future might look like in which regulation is carried out in an effective and collaborative manner. Finally, the session will identify some thoughts on what regulators can do in order to achieve this new future.

Break – Networking Opportunity
3:20pm – 3:30pm  Ballroom Lobby

Facilitated Session – Future of Healthcare Regulation
3:30pm – 5:00pm  Facilitator: Les Wallace  Salons ABC
Panelists: Pete Koehneke, Mark Lane, Paul Grace, Denise Fandel, David Montgomery

This open discussion session is designed to hear diverse perspectives on the future of certified health professionals in a different era of regulation, reimbursement and more universal coverage.

Welcome Reception
5:00pm – 7:00pm  Regency Ballroom
Saturday, July 11th

Round Table Discussions – Continental Breakfast
8:00am – 9:45am
Moderator: Greg Rose
Regency Ballroom

Topics will not be determined until Friday evening and will be based on your feedback. A large Post-it® will be available on an easel outside of the meeting room for all participants to share their thoughts and needs for Round Table topics.

Update Session
9:45am – 11:30am
Moderator: Kurt McClurg
Panelists: Judy Pulice, NATA; Eric McDonnell, NATA Governmental Affairs; Sara Brown, NATA Education Council; Patsy House, CAATE; Bernadette Olson, BOC; Nina Walker, BOC Role Delineation Committee
Salons ABC

The NATA, the CAATE and the BOC will provide updates of what each is doing to promote and assist state associations and agencies with regulation.

BOC Awards Luncheon
12:00pm – 1:00pm
Regency Ballroom

Rules, Regs and the RD…Priceless
1:00pm – 1:30pm
Moderator: Ron Walker
Speaker: Ann Berry
Salons ABC

This session will discuss the use of the Role Delineation Study in drafting rules and regulations for the state of Michigan’s Athletic Training Board. In addition, Ms. Berry will highlight the BOC services that were essential in assisting the Michigan Department of Community Health in drafting the rules.

BOC Role Delineation Workshop
1:30pm – 2:45pm
Moderator: Ron Walker
Speakers: Nina Walker and Jan Lauer
Salons ABC

This workshop is designed to give insight into the creation and utilization of the Role Delineation Study. The interactive workshop will allow attendees to understand in detail how domains, tasks and knowledge and skill sets are created and how to use this information in writing legislation at their respective level. It will also allow attendees to interact with committee members and expert panelists for the sixth edition of the Role Delineation Study who will discuss how this document was designed to evolve with our ever changing profession.
Saturday, July 11th (continued)

Legislative Expectations for Athletic Trainer Regulatory Boards

2:45pm – 3:15pm

Moderator: Valerie Herzog
Speaker: Keith Gardner

Salons ABC

This presentation will speak from the legislative perspective on licensure and regulation and the interaction of the Legislative Branch with the Executive Branch (state licensure board). It will provide insight on what legislators look for when considering scope of practice issues or changes and how to better interact with elected members.

Break – Networking Opportunity

3:15pm – 3:30pm

Ballroom Lobby

A Legacy of 21st Century Leadership

3:30pm – 4:30pm

Moderator: Brad Sherman
Speaker: Les Wallace

Salons ABC

The 21st century is teaching us to be careful with the concept of “impossible.” While all centuries are different, the 21st appears to signal accelerated change, greater chaos and much different demands on leadership. The risk we face is applying old solutions to new problems. Dr. Wallace will highlight how we need to think differently about leadership in this era and offer perspectives for both personal and organizational leadership as we confront a profoundly different century.

Conference Summary and Looking Forward to 2011

4:30pm – 5:00pm

Moderators: Athletic Trainer Regulatory Conference Advisory Panel

Salons ABC

The panel will summarize the conference and lead a discussion and brainstorming session regarding the future of Athletic Trainer regulation and the 2011 BOC Athletic Trainer Regulatory Conference.

Notes
Notes
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