Introducing the Industrial Athletic Trainer and How to Create Value

Declarations/Disclosures
There are no conflicts of interest regarding this presentation.
There are no relevant or non-financial relationships to disclose.

The Industrial Athlete

Workout Schedule
- Frequency: Average 75 snaps per game
- Intensity: High
- Duration: About 3 hours
- Warmup: Shoulder Rolls, Triceps Stretch

Box Drop
- Frequency: Constant
- Intensity: Approx. 25lbs
- Duration: 8-12 hours
- Warmup: Shoulder Rolls, Triceps Stretch

Follow-Up Interventions: Home Exercise Programs
- Workers with concerns regarding acute or chronic musculoskeletal issues can be evaluated on an individual basis.
- Deficits are identified through orthopedic evaluation and special testing.
- Corrections are provided by means of creating a personalized strengthening or stretching program based on the needs of the individual.
- Follow-up visits are structured through daily check-ins with the workers at existing temperature checks, or on site throughout the day in order to answer any questions or concerns they may have.
### Health and Wellbeing Programs

#### MENTAL HEALTH PROGRAMS
- **Gratitude Jar**
- **Stress Management Lunch and Learn**
- **Sleep Challenge**
- **Charitable Events**
- **Coming soon! Partnership with digital therapy app**

#### HEALTH & WELLBEING PROGRAMS
- **New Hire Orientation**
- **Health Risk Assessments**
- **Biometric Screenings**
- **1 on 1 Health Consultations and Coaching**
- **Wellness Cart with Treatment Services**
- **Health and Wellness Boards**
- **Work, Play and Safety Toolbox Talks**
- **Health and Wellness Events and Trivia**
- **Mind, Body and Safety Toolbox Talks**
- **Wellness Wednesday Events and Trivia**
- **Behavior Change Competitions**
- **Onsite Lunch and Learns**

#### NUTRITIONAL WELLBEING PROGRAMS
- **Healthy Vending Machine**
- **Fruit & Vegetable Challenge**
- **Hydration Challenge**
- **Tea Stations**
- **Smoothie Stations**

### Performance Enhancement

- Grip strength and endurance is vital for the construction worker as they utilize a variety of hand and power tools through the entire day.
- There is a strong correlation between below average hand strength and hand/wrist injuries.
- ATC can identify deficits through early intervention and prevent both acute and chronic hand/wrist injuries.

### Onsite Events

- **Hydration Stations**: Offer workers Gatorade, water, fruit and water, etc.
- **Stretch & Flex Stations**
- **Mental Wellbeing**: Why you should pay attention
- **Grip Strength Tests / Competitions**
- **Eye Safety Tips including defogging due to masks**
- **Stress Management**: Educate on stress management techniques
- **Suicide Awareness**: Recognizing the signs
- **Nutrition**: How food impacts energy levels & injuries
- **Managing your health conditions**
- **Nutrition**: Healthy alternatives: bring your lunch to work
- **Financial**: 401k money management tips

### Athletic Trainer – Program Services

- **Building Relationships**
- **Creating Value

### Creating Value

- **What is value?**
- **Why is it important to report on our value?**
- **Who is your target audience?**
- **What is ROI? How can we use this tool?**

### Benefits

- **Work-Life balance**
- **Competitive salary**
- **Professional growth opportunities**
- **Challenges critical thinking and strategic planning**
- **Continued support and mentorship**
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