



# Georgia Athletic Trainers' Association

Volume 18, Issue 2

[www.athletictraining.org](http://www.athletictraining.org)

Fall 2007

## GATA Executive Council

### President

Paul Higgs  
M.Ed, ATC, LAT  
Georgia College & State University  
(478) 445-1787  
[paul.higgs@gcsu.edu](mailto:paul.higgs@gcsu.edu)

### Vice-President

Mike Clanton  
ATC, LAT, CSCS, EMT-I  
Pro Therapy Services  
(770) 539-9001  
[michael@protherapy.us](mailto:michael@protherapy.us)

### Secretary

David Florkowski  
M.Ed, ATC, LAT, CEAS, CSCS  
Georgia College & State University  
(478) 445-1780  
[dave.florkowski@gcsu.edu](mailto:dave.florkowski@gcsu.edu)

### Treasurer

Jeff Hopp  
ATC, LAT  
Marietta High School  
(770) 428-2631 ext. 2508  
[jhopp@marietta-city.k12.ga.us](mailto:jhopp@marietta-city.k12.ga.us)

## Region Representatives

### Region I (North)

Ken Wells, ATC  
(706) 549-9244

### Region II (Metro)

Jim Fox, ATC  
(770)-500-3996

### Region III (Central)

Larry Mullis, ATC  
(478) 452-6200

### Region IV (Southeast)

Joe Tallent, ATC  
(912) 663 2343

### Region V (Southwest)

Darian Peavy, ATC  
(229) 386-5200



## Message from the GATA President

Dear GATA Members,

What a great time to be an athletic trainer in Georgia! I recently attended a national conference of state athletic training association officers sponsored by the BOC and it was very enlightening. I have always felt that the Georgia athletic training practice act was the best in the country and I am now fully convinced. We have enjoyed licensure for over 25 years while some states are still trying to achieve this milestone. We are working on the finer points of insurance reimbursement, NPI numbers, heat illness scales, and new work settings while others are trying to lobby for initial licensure and the ability to treat the physically active outside of an athletic setting. As athletic trainers in Georgia, you have a lot to be proud of and a great responsibility to uphold as a healthcare professional for the physically active.

Our annual meeting is returning to Peachtree City in 2008 and I look forward to seeing you there. The Wyndham Peachtree Hotel and Conference Center has given us a great rate of \$89.00/night. This meeting serves as the primary continuing education meeting for the GATA, but also serves as a means to network within your profession. We will have a two-day format, starting the morning of January 18 and concluding in the late afternoon on January 19. Attendance

was down a little in 2007, but I am hoping the return to Peachtree City will bring some back to this great event. Lori Howard and Chuck Conner will be co-chairing the Education Committee that will oversee the formulation of this meeting. If you have any ideas for topics you would like to see presented (or present yourself!), please contact them. Details regarding our meeting will be forthcoming on the GATA website.

Another area I am excited about is the GATA Student Advisory Committee. This group of students will serve as the voice of college athletic training students across our state. Those who are currently majoring in athletic training in the five accredited programs in Georgia will one day be the members who fill committees and offices in the GATA. I want them to get involved now, before graduation, instead of waiting until later. Their input and ideas are important to us all and should not be overlooked.

This is an exciting time for athletic training in Georgia. A strong GATA makes a strong profession. If I, or any other member of the executive board, can be of assistance to you, please feel free to call.

Keep in touch,  
Paul Higgs



# Collegiate Sports Medicine Foundation offering AED and Non AED Programs

A school, business, fitness center, civic organization, church, etc., may be eligible to participate in the Collegiate Sports Medicine Foundation AED and Non AED Programs by allowing LifeSignsAmerica to place an EyeCatcher display (advertising kiosk) with up to 17 back lit advertisements in a high traffic, secure location within the business, school or organization. LifeSignsAmerica would then sell

advertisements to support the program. Once LSA has completed nine advertisements the business, school or organization would receive one of the packages below. The business, school or organization has the right to reject any advertisement for any reason. "Host" businesses may be utilized to place the EyeCatcher display in support of another school, church, organization

ability to receive the benefits below. Middle school age children and younger would need to utilize a "Host" in order to qualify for the advertisements. A business, school or organization may qualify for multiple programs by the placement of multiple EyeCatcher displays either on their own property or via "Host."

## AED Programs:



### AAED Basic Summary

- **Year I:** AED (Choice of Manufacture)
- \$1,000 in credit with Sports Health/School Health
- **Year II-V:**
- \$1,000 in credit with Sports Health/School Health

### AED / Lightning Safety Program:

- **Year I:** AED (Choice of Manufacture)
- StormHawk Lightning Director
- Cingular Data Service :
- (Needed for the operation of Storm Hawk Unit)
- **Year II, III and V:**
- Cingular Data Service
- \$500 in credit with Sports Health/School Health
- **Year IV:**
- Equipment Upgrade
- Cingular Database
- StormHawk Annual License Renewal



### AED/Simtrak Injury Tracking Software:

- **Year I:** AED (Choice of Manufacture)
- Simtrak (Unlimited User Version)
- **Year II:**
- Simtrak License Renewal
- \$1,000 in credit with Sports Health/School Health



### AED/ImPACT Concussion Management Program

- **Year I:** AED (Choice of Manufacture)
- ImPACT Concussion Management Software
- Renewal. \$1,000 in credit with Sports Health/School Health
- **Year II - V**
- ImPACT Concussion Management Software
- Renewal. \$1,000 in credit with Sports Health/School Health



### AED/Welch Allyn Program

- **Year I:**
- Welch Alln Standard 10 AED
- \$1,000 in credit for Welch Allyn Products
- **Year II -V:**
- \$1,000 in credit for Welch Products via Sports Health/Sports School

AED Programs continued from Page 2...

## Non-AED Programs



**CorTemp Program:**

- Year I:
  - CorTemp Starter Kit (Scanner and Pills)
- Year II –V:
  - \$1500 in credit with CorTemp for replacement pills



**Sport Pharm Program:**

- Year I:
  - \$3000 credit with Sport Pharm
- Year II-V:
  - \$1500 credit with Sport Pharm



**Game Ready Program:**

- Year I:
  - Game Ready Control Unit,
  - Connector
  - Hose & Wraps for Knee, Ankle and L&R Shoulders
- Year II:
  - \$1500 in Credit with Sports Health/ School Health

**Chattanooga Program: (Pending)**

- Year I:
  - Chattanooga Intellect® Legend XT 4 US/Stim Combo Unit
- Year II—V:
  - \$1,000 in credit with Sports Health/School Health



## New Member Spotlight

Georgia Southern University would like to announce that we have three new Athletic Training Faculty and Staff members. Thomas Buckley will serve as GSU's Graduate Athletic Training Program Director, Erin Jordan will serve as a Temporary Clinical Instructor, and Nate Miker has joined the Athletic Training Staff as an Assistant Athletic Trainer.

In addition to our new outstanding staff we have a wonderful student, Taro Abe, who received a summer internship with the NFL -Tampa Bay Buccaneers. At this time he has also been offered a full season internship with the team for the following season.

We wish everyone a successful Fall season!

Sincerely,  
Sarah Ritchie



## CHECK IT OUT!!!

GATA is now on Facebook! Log onto facebook.com, click on "groups," type in Georgia Athletic Trainers Association and join today!

<http://gcsu.facebook.com/group.php?gid=5504148028>

## Mutual of Omaha “Should” Recognize Athletic Training Services

I sometimes hear the question, “I am in a traditional athletic training setting and do not bill for services—how can all of this talk of reimbursement help me?” I am employed as the Head Athletic Trainer at a university and found out first hand how our practice act, injury rehabilitation, and insurance reimbursement intersect.

Most universities carry an insurance policy to cover the costs incurred during the treatment of their student-athletes in the event of an athletics-related injury. The NCAA has recently partnered with Mutual of Omaha, a corporate sponsor of the NATABOC, to provide such a policy. While investigating this policy for my university, I asked our agent if the policy reimbursed for athletic training services. He did not know immediately, but checked with Mutual of Omaha and their response was not a clear-cut “yes”.

I do not plan to charge our athletes for the services I provide (although I legally could), but there are times when I refer an athlete out to a local clinic for some service I cannot do in-

house, or other times where it is simply more convenient for the student-athlete to complete their rehabilitation back at home during summer break or Christmas break. During these times, I prefer to refer my athletes to another athletic trainer. I respect other healthcare professionals, but a fellow AT and I can speak the same language and work together sometimes better than some other professional.

I emailed the BOC. One of their goals is to support athletic training certification/licensure in every state and to support athletic trainers as they seek recognition and acceptance by insurance companies. As a corporate sponsor of the BOC, it would certainly be a slap in the face if Mutual of Omaha did not recognize our services. Shannon Leftwich, BOC Director of Credentialing Services, called me about a week later to explain their investigation and it shows how our practice act and insurance reimbursement go hand in hand.

According to Shannon, Mutual of Omaha’s rehabilitation reimbursement policy is determined by state law

(practice act). They only reimburse for services performed by a state-licensed healthcare provider acting within the scope of the current practice act in that state. What is reimbursed in one state may not be reimbursed in another state due to differences in practice acts. According to Mutual of Omaha, because the Georgia athletic training practice is written so well, athletic training services “should” be reimbursable. The situation has never been presented, but it “should” be allowed in the future if a claim for athletic training services were submitted. (That is as definite a corporate answer as we will get for now).

This shows how, even in situations where an athletic trainer is not billing for services (university), asking the right questions can help those who do bill for services (outpatient rehab clinic). This situation also shows that the BOC is very involved in the promotion and protection of your ATC credential.

Paul Higgs, GATA President

## Lobbyist John Bozeman named to Georgia Trend’s 40 Under 40 list.

As many of us are aware, John Bozeman, Lobbyist with GeorgiaLink Public Affairs Group is an outstanding individual and a great friend of the Georgia Athletic Trainers’ Association. As our lobbyist, time and time again, the GATA has called on John to help us with many issues, including updating our Bill, Medicare problems, and even workman’s compensation problems and he has always gone above and beyond to help us.

Those of us who have had direct

contact with Mr. Bozeman realize he has a knack for his job and he does it very well. Recently Georgia Trend Magazine (The Magazine of Georgia Business & Politics) shared these same thoughts about John and inducted him into the 2007 class of “Georgia Trend’s 40 Under 40”. This group of individuals, as well as those that have come before them, are “individuals poised to lead our state’s commercial, cultural, academic and governmental institutions into the future” as stated in the article.

According to the article, these 40 were chosen from a candidate pool of 200, which proves to me, we have the right lobbyist in our corner!

John has been very loyal to the GATA and our association would not be where it is today without his support and work along the way. If you would like to read the article portraying this year’s class, please go to

Lori Groover, GATA PR Chair

[http://www.georgiatrend.com/cover-story/10\\_07\\_40under40.shtml](http://www.georgiatrend.com/cover-story/10_07_40under40.shtml)

## Over-Turning An Insurance Company's Internal Language.

As of 2007 Aetna Insurance will accept ATC evaluations for reimbursement. As you know the ATC evaluation CPT code is 97004 and was originally termed as "Educational Training" in the Aetna Insurance language. I wrote to Aetna and tried to work with them to show that they did not understand what ATC's were actually during their evaluations. Once a roadblock was hit, I called upon the Insurance Commissioner's office to help plead my case to Aetna.

After several weeks of faxing practice acts and Insurance Commissioner's letters to Aetna, Aetna over-turned their internal language to accept ATC evaluation CPT code 97004 as "Medical Evaluation performed by qualified medical personnel under the supervision of a physician."

If you are experiencing difficulties with Insurance Companies not reimbursing ATC's for services or evalua-

tion codes, please inform your district representative or a GATA officer. We would like to work with Insurance Companies to educate them on what we do as ATC's and why seeing us can prove beneficial to their clients and our patients.

David Florkowski  
M.Ed., ATC, LAT, CEAS, CSCS

## Should Field Experiences Be Mandatory?

As a junior at Valdosta State University, I am already contemplating where I will complete my off campus field experience next spring. For many universities, field experiences for athletic training majors are not mandatory; they are voluntary and usually take place during the summer months. A field experience is a period of time during which a beginner acquires experience in an occupation, profession, or pursuit. This is beneficial to athletic training students because it puts them in a position to acquire more knowledge and skills of athletic training while experiencing what it would be like to have a full time (forty hours) job. This scenario is vastly different from the clinical rotations completed during previous semesters. In a clinical rotation the athletic training student practices skills for an average of four hours a day. Transitioning into a field experience lets us know what would be required of us during a full time job.

During the off campus field experience at Valdosta State University, students choose a setting of athletic training that they believe best suits their future goals as an athletic trainer. While at the desired location of the field experience, the student applies

the knowledge that they have accumulated over the past two years, to real situations before the demands of a job. There are certified athletic trainers at each site who are there to answer student's questions, guide them in the right direction, and provide supervision.

A field experience further prepares students for a job. Off campus field experiences expose athletic training students to a new environment, by exposing students to a location that they may not be familiar with. For example, Valdosta is located in rural southwest Georgia. Although we are a large city there are many settings that are not available to students that would be available to students in northern Georgia near Atlanta. The field experience also offers a new outlook. When working with a new staff, students find a new way of approaching situations through adapting to the ways of their staff.

Another benefit is meeting people through the process required for attaining an off campus field experience. When a student is deciding on where to go on their field experience the student must come up with a list of five or six locations in which they would like to work. Once approved

by our instructors the student is responsible for calling and setting up an interview with the certified athletic trainer at each location. Upon meeting with each certified athletic trainer the student decides where they want to have their individual field experience. Through the process of finding a location for the field experience, the student makes many contacts with certified athletic trainers. Networking plays a large role in attaining a job in this field and through an internship you will meet people who may become references, co-workers, or even bosses.

Though other colleges and universities may not require an off campus field experience, this type of internship allows the student to have a transition period while still under the supervision of a certified athletic trainer and remain in contact with their current professors. I feel that a field experience further prepares the student for becoming a certified athletic trainer and athletic training students should take advantage of this opportunity if possible.

By: Tracy Greaves, Student Advisory Committee Member



# Student Advisory Committee

The purpose of the GATA Student Advisory Committee (GATA-SAC) is to give college and university athletic training students a voice in the matters of the Georgia Athletic Trainers Association, and to advise the GATA Executive Board on how best to meet the needs of those student members. Current members include two students from each of the 5 accredited athletic training programs in Georgia:

- Dan Kitchens—Georgia Southern
- Hope Stalcup - Georgia Southern
- Keith Bate—Georgia College
- Lauren Dickson—Georgia College
- Katie Coughell—North Georgia College & State University
- Chris Dearwent—North Georgia College & State University
- Tracy Greaves—Valdosta State University
- Shannon Spake—Valdosta State University
- Daniel Kline--University of Georgia
- Sara Mullinax -- University of Georgia

These students will serve a one- or two-year term and integrate into various GATA projects throughout the year. They will function as any other GATA committee. Shannon Spake of VSU will chair the committee and Lauren Dickson of GCSU will be the secretary for the current academic year.

## A Special Thanks to Our GATA Corporate Sponsors:

### Executive Partners



### Corporate Partner



### Associate Partners



Georgia High School Association



Resurgens Orthopedics

### Committee Partners



**GATA COMMITTEE DIRECTORY****Corporate Partnership**

Zeb Rogers  
(706) 433-3277  
zrogers@hotmail.com

**Education Partnership**

Chuck Conner  
(229) 333-5354  
cconner@valdosta.edu

Lori Howard  
(229) 245-4380  
lhoward@valdosta.edu

**Honors and Awards**

Greg Marr  
(912) 538-5587  
funnyfarmers@yahoo.com

**Public Relations**

Lori Groover  
(678) 953-0597  
lorigroover@hotmail.com

**Legislative**

Tom Bair  
(770) 233-1800  
tbair@prehab.com

**Employment Enhancement**

Tara Gochenour  
(678) 817-0440  
gochrehab@aol.com

Paul Mills  
(478) 445-7576  
pmills@gmc.cc.ga.us

Printable Registration Application and  
Scholarship Application available below...



Georgia Athletic Trainers' Association, Inc.  
Annual Symposium Registration Form



**JANUARY 18-19, 2008**

WYNDHAM PEACHTREE CONFERENCE CENTER  
2443 Highway 54 West, Peachtree City, GA 30269

*For Room Reservations please call 770.487.2000*

**Registration must be postmarked by December 15, 2007.** Registrations not postmarked by the deadline will be charged the onsite fee. Those who have not registered by this date must register on-site.

Name \_\_\_\_\_  
First M.I. Last Name for Badge

Mailing Address \_\_\_\_\_  
Street Address  
 \_\_\_\_\_  
City State Zip Code

Preferred Email Address \_\_\_\_\_

Institution/Employer \_\_\_\_\_

Symposium Registration	Pre-Registration NATA Member (as of 11/1/07)	Pre-Registration Non-NATA Member	ON-SITE	TOTAL
<ul style="list-style-type: none"> <li>Licensed/Certified Member</li> <li>Physician/Allied Health</li> </ul> NATA Member # _____ Georgia License # _____	\$90.00	\$105.00	\$125.00	\$ _____
<ul style="list-style-type: none"> <li>Student</li> </ul>	\$35.00	\$45.00	\$60.00	\$ _____
<ul style="list-style-type: none"> <li>Speaker</li> <li>GATA Hall of Fame Member</li> </ul>	NO FEE NO FEE	NO FEE NO FEE	NO FEE NO FEE	No Fee
<b>Awards Luncheon</b> <ul style="list-style-type: none"> <li>Participant - <i>Complimentary</i></li> <li>Spouse/Guest - \$18.00 each</li> </ul>	Tickets <b>1</b> Tickets _____	Tickets <b>1</b> Tickets _____	(no tickets available on-site)	\$ _____
<b>Payment Type</b> Cash ( )      Check ( )  <b><u>Credit Cards NOT accepted</u></b>		Make Checks Payable <u>To:</u>  <b>GATA, INC</b>	<b>For Office Use Only</b> Date Rec'd _____ Amt Rec'd _____ Check # _____	<b>TOTAL ENCLOSED</b>  \$ _____

**Please fill out the pre-registration form and mail to:**

David Florkowski  
 GATA Secretary  
 Georgia College & State University  
 Campus Box 65  
 Milledgeville, GA 31061



## GATA SCHOLARSHIP APPLICATION

ALL COMPLETED APPLICATIONS ARE DUE BY **DECEMBER 15<sup>th</sup> AT 5 PM**. PLEASE MAIL APPLICATIONS TO: Greg Marr, Director of Sports Medicine, Meadows Wellness Center  
101 Harris Industrial Blvd., Vidalia, GA 30474; (O) 912-277-2035, (F) 912-277-2099

### All Applications Must Be Typed

#### Section 1: General Information

Name: \_\_\_\_\_  
Last First Middle initial

HS / College /University: \_\_\_\_\_

Check scholarship for which you are applying:      HS      Undergrad      Postgrad

Applicants School Address: \_\_\_\_\_  
\_\_\_\_\_

Applicants Permanent Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone Number: ( School / Home): \_\_\_\_\_

Class:      Grad      Senior      Junior      Sophomore      Freshman

Hours Completed: \_\_\_\_\_ GPA on a 4.0 Scale: \_\_\_\_\_

Undergraduate Major: \_\_\_\_\_

Graduate Major: \_\_\_\_\_

Organizations/ Activities / Positions Held: (If not enough room please list on separate sheet of paper):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Athletic Training Experience:  
\_\_\_\_\_  
\_\_\_\_\_

Any Previous Scholarships and Year Received: \_\_\_\_\_  
\_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

**SECTION 2: ESSAY**

Please state in *500 WORDS OR LESS* why you desire this scholarship. Include personal and professional goals, what you feel you can contribute to the profession, and what you expect the profession to contribute to you. Applicants for the postgraduate scholarship must include a statement that addresses their planned or undertaken research study. *ALL ESSAY'S MUST BE TYPED AND SIGNED BY THE APPLICANT.*

Please forward a copy of your official transcript with application. APPLICATION WILL BE CONSIDERED INCOMPLETE WITH OUT THIS.

**SECTION 3: RECOMMENDATION / EVALUATION FORM**

Someone who knows the applicant well should complete the following form. This person should *not* be a family member of the applicant.

Student's Name: \_\_\_\_\_

Rating	Outstanding Top 5-10%	Excellent Top 25%	Good Top 40%	Unable to Judge
1. Initiative	_____	_____	_____	_____
2. Persistence	_____	_____	_____	_____
3. Independence	_____	_____	_____	_____
4. Responsibility	_____	_____	_____	_____
5. Judgment	_____	_____	_____	_____
6. Works well with others	_____	_____	_____	_____
7. Leadership	_____	_____	_____	_____
8. Communications	_____	_____	_____	_____
9. Enthusiasm toward profession	_____	_____	_____	_____

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title/Occupation: \_\_\_\_\_

Signature: \_\_\_\_\_

In the space below, make a statement in support of your ratings in the above section. Please make note of any particular strengths. Use the back of this form if necessary.