

The Approved Provider

Fall 2010



New Live Course Submission Requirements

Starting January 1, 2011 BOC Approved Provider are highly encouraged to post courses awarding CEUs to BOC Certified Athletic Trainers (ATs) on the BOC online Calendar of Events. In future reporting periods ATs will not be able to enter courses using the generic "Unlisted Live Event" that they currently use for events not listed on Calendar of Events. *Be Certain*.™ that your attendees are able to enter their CEUs with ease. [Click here](#) to enter your courses today!

New Role Delineation Study/Practice Analysis

Currently, BOC Approved Provider courses must fall within the domains of athletic training found in the *BOC Role Delineation Study, Fifth Edition* in order for CEUs to be awarded to ATs. On January 1, 2012, the domains will change with the introduction of the newest Role Delineation Study/Practice Analysis. [Click here](#) for a synopsis of the new domain descriptions and task statements, which should be used when planning courses offered after January 1, 2012.

If you have BOC approved home study courses, *Be Certain*.™ these courses align with the new domains. Later this year, the BOC will send a home study renewal packet all home study providers will be required to complete and return to the BOC. Home study providers will need to indicate which option below applies to each approved home study:

- Course meets the new domain descriptions and no course changes are necessary
- Course has been or will be modified to meet the new domain descriptions
- Course will expire December 31, 2011 and will not be renewed

New BOC Website

The BOC re-designed our website for easier readability and better navigation. The website is an informational tool for ATs, candidates, BOC Approved Providers, Program Directors, BOC board and committees as well as the public. Check out the BOC's new [website design](#) and find us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

Should BOC CE Requirements Change?

The BOC Standards Committee surveyed ATs last spring and received over 12,000 responses. The committee reviewed comments from the survey as well as many documents discussing different options for recertification requirements. As a result, the committee respectfully submits recommendations for public comment.

Please visit the [survey link](#) and take **10 minutes** to complete the feedback form no later than **November 15, 2010**. [Review references and frequently asked questions](#) before submitting your feedback.

If you have additional references such as research studies or statistics to support your feedback or any questions regarding the recommended changes, please email them to ShannonL@bocatc.org. Thank you for your time and participation!

The timeline is as follows:

| | |
|----------------|--|
| Sep. 2010 | Recommendations accepted for public comment period |
| Oct./Nov. 2010 | Public comment period |
| Dec. 2010 | Feedback analyzed by BOC Standards Committee and BOC Board of Directors |
| Jan. 2011 | BOC Standards Committee submits final recommendations to the board |
| Feb./Mar. 2011 | BOC Board of Directors to approved final recertification/CE requirements |
| Apr. 2011 | New recertification/CE requirements published |

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Your feedback on *The Approved Provider* would be most appreciated. Thank you!

Mindy Lindquist,
Provider Relations
Coordinator
MindyL@bocatc.org

2010 Renewals

2010 BOC Approved Provider renewal notices will be emailed mid-October. Please take a moment to verify that the email address in your **BOC profile** is accurate.

New BOC Approved Providers

The BOC would like to welcome all new BOC Approved Providers since the Summer 2010 issue of *The Approved Provider*. I encourage you to contact me at any time with questions, and I look forward to working with each of you.

Advanced Training & Rehab/Educational Seminars of St. Louis
Advantage Physical Therapy & Sports Performance
Aspen Core Fitness LLC
Cambridge Health Alliance/Harvard Medical School/Dept. of Continuing Education
CHOC Children's Hospital of Orange County
Complete Orthopaedic Care
CWL Institute, LLC
Foothills Sports Medicine
Gibson Area Hospital Therapy Services & Sports Medicine
Henderson State University
Human Performance Global
International Youth Conditioning Association
Kinetic Physical Therapy
KT Tape
Linfield College
Memorial Healthcare Center
Methodist Sugar Land Hospital
MSK+
Mt. San Antonio College Athletic Trainers
National Center for Sports Safety
Oregon Health & Science University
Orthopedic & Spine Therapy
Palm Beach Atlantic University
Peak Performance Physical Therapy
Personally Fit
Prevention First, Safety & Medical Management System
Primary Therapy Source
ProEx Physical Therapy
Rehab Education
Scranton Orthopaedic Specialists
Sentara Healthcare
South Orange County Orthopaedics, Inc.
Sports Medicine Northwest
SportsMedEd
St. Mary's Health Center
Summit Therapy & Performance Center
Synergy Physical Therapy Rehabilitation Network, Inc.
Tulane Institute of Sports Medicine
United States Olympic Committee
University of Arizona
University of Colorado at Colorado Springs Athletic Department
University of Western States
Vonco Medical, Rehab & Fitness
WellSpan Orthopedics

BOC's Annual Home Study Giveaway

Thank you to the BOC Approved Providers who graciously donated the 31 continuing education courses given away at this year's NATA National Convention.

BOC Provider Relations Department
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Email Tips for Successful Approved Provider Email Blasts

When implemented correctly, email is still one of the best ways to promote your company or program and your clients online. Permission, relevance, timeliness and engaging content are all important and contribute to a good marketing campaign.

Create a quality email with the following tips:

- Know your audience. When you send out emails, always do your homework.
- Keep content informative, simple, friendly and professional.
- Create a persuasive and attention-getting subject line.
- Emphasize with words and not exclamation points or using ALL CAPS in message.
- SPAM red flags: words: free & money, or if an image makes a significant portion of your message.
- Include a call to action and include informational links.
- Include your contact information (business name, address, phone, and website).
- If designing HTML, pages should be set to 500-600 pixels wide.

Email message considerations to use during a recession:

The focus should be on the subscriber and the financial challenges he or she is facing. Economy-induced challenges create strong emotional subscriber responses that need to be acknowledged and addressed in marketing communications.

Here are some tips:

- Show appreciation to customers for their loyalty. Examples: thank you email, holiday wishes, feedback on how to better serve them in the upcoming year.
- Be Patient. Your subscriber is a person facing financial challenges so be careful to avoid damaging your one-to-one relationship by increasing the quantity – and promotional force – of your messages. Subscribers' disposable income may be stretched, so be sensitive to your level of purchasing insistence. Remember to provide extra relevance during these times to keep brand engagement high – even if purchases wane.
- Be empathetic. Acknowledge tough times by offering valuable product-related solutions. Think creatively about emotional solutions that may encourage a purchase when budgetary restrictions are loosened. Share stories, solutions or resourceful ideas from other subscribers who are feeling the same economic pain. Consider creating an online community for subscribers to connect with each other. Listen.

Now is the perfect time to market your high-quality programs to those ATs who need to complete their CE requirements by the end of the year. In addition, lists can now be broken down by professional work setting in addition to city, state, ZIP code and/or NATA districts. Visit the [BOC website](#) today for an order form and don't forget to include a copy of your promotional material.

Promotional Material

Promotional materials must clearly indicate educational objectives, the target audience, the schedule and format, the fee and refund/cancellation policy, the credentials of the instructor(s) and the number of contact hours or CEUs that will be offered. The following guidelines also apply:

- 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 BOC 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.

Frequently Asked Question

Online Calendar of Events

I recently received a question asking, "How do I enter an event on the BOC Calendar of Events online?"

It's easy! [Click here](#) and enter course information. If you plan to have the same course in different locations and dates there is a place to include that information too. Remember as of January 1, 2011, all BOC Approved Provider courses awarding CEUs to ATs must be posted on the [BOC Calendar of Events](#).

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

Board of Certification • Attn: Provider Relations Coordinator • 1415 Harney St • Ste 200 • Omaha NE • 68102-2205