

The Approved Provider

Volume 2005 Issue 1



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Statement of Purpose

The purpose of this newsletter is to act as a resource for BOC Approved Providers of continuing education for certified athletic trainers.

2005 is the Last Year of the Reporting Period

The 2003-2005 continuing education reporting period is quickly coming to an end and all certified athletic trainers must submit continuing education units (CEUs) by the end of this year in order to maintain their ATC® credential. What this means for you, as a BOC approved provider, is the opportunity for increased business if marketed properly. Let athletic trainers know you are a resource for their continuing education needs. As a BOC approved provider you have the power to offer continuing education courses in which athletic trainers can be certain will count toward the renewal of their credential. Remember all courses must fall within at least one of the six performance domains of athletic training as outlined in the *Role Delineation Study, 4th Edition* and adhere to the requirements in the BOC Approved Provider Guidebook. If you have any question as to whether CEUs should be offered for one of your courses please contact the BOC office at 877-262-3926 x19 or MindyL@bocatc.org.

Mailing List

BOC mailing lists are a powerful and effective way to reach your targeted athletic training audience. BOC mailing lists are comprised of over 29,500 Certified Athletic Trainers (AT's), so you can be certain you will strategically target the audience who can bring you the most return on your marketing investment. As the only agency certifying athletic trainers, the BOC offers the best mailing lists in the business.

- The BOC checks (AT's) addresses against the NCOA (National Change of Address) database
- The BOC has complete lists of all Certified Athletic Trainers
- The BOC offers competitive list rates and promotions
- Order mailing lists that fit your specific marketing strategy (i.e.; sort by City, State, Zip, etc.)
- Approved Providers receive 20% off their first mailing list order

Referrals

Do you know of a company you think should be a BOC approved provider? The BOC will give your company a 20% discount on your 2006 renewal fee for referring any company that applies and becomes a BOC approved provider by September 30, 2005. All you have to do is have them write "Referred by", your company name and your BOC approved provider number on their application.

Example: Referred by ABC Sports Medicine P0123.

It's that easy. Get started today! Refer more than one company that becomes a BOC approved provider and get 10% off a mailing list.

5th Edition Role Delineation Study is Here!

We are very excited to announce that a new edition of the *Role Delineation Study* has been printed and is scheduled to be mailed out to BOC approved providers in May. At this time you will be mailed a copy and asked to review the contents. Beginning January 1, 2006, all courses and home studies will need to meet the new requirements outlined in the *Role Delineation Study, 5th Edition*.

The *Role Delineation Study*, is the blueprint for BOC examinations. It contains the entry-level standards of practice, redefined domains of athletic training, the entry-level job analysis and a review of literature containing several publications. The *Role Delineation Study*, also serves as a guide to determining relevant content areas for continuing education activities.

As a reminder to companies currently offering home studies approved by the BOC must submit their home studies for re-approval during 2005. In order to have your home studies reviewed, a home study application along with a \$40 application fee will need to be submitted with 4 copies of the home study to the BOC office by July 1, 2005. Once the home study is received by our office it will be sent to be reviewed by 3 volunteer home study reviewers. A letter will be sent informing you of the outcome of the review with the status and number of CEUs to be awarded.

Ideal Certificate of Attendance

Each approved provider must issue a *certificate of attendance* that includes the following:

- Title of the activity
- Date
- Participant's name
- Number of contact hours (or CEUs)
- Signature of individual verifying attendance
- Provider name and number
- BOC Approved Provider Logo

The above information it is necessary to ensure that the participant will be granted the number of CEUs they deserve. The BOC performs an audit in which a portion of all athletic trainers (AT) are required to participate. During this audit the AT's must submit all original documentation to support each activity they have listed on their reporting sheet. If certificates of attendance are not complete they must contact you, the approved provider, to obtain the correct documentation. As you can see, it is very important that the documentation you provide is accurate and includes all necessary information.

Your certificate of attendance **MUST** include all of the circled items on this sample certificate.

The image shows a sample 'Certificate of Attendance' form with several items circled in black. Red arrows point from these circles to labels on the right side of the form. The form text is as follows:

Certificate of Attendance

This Certificate is presented to

Jane Doe → **Participant's name**

for attending

Foot and Ankle Course → **Title of activity**

and successfully completed 8 contact hours of continuing education

Date(s) → **Date(s) of activity**

ABC Company → **Approved Provider name**

Signature of individual verifying attendance

Signature of Approved Provider Representative

BOC Approved Provider # P0123
8 CEUs Awarded → **Approved Provider logo, your Approved Provider number and number of CEUs awarded**

Are You Using the Correct BOC Approved Provider Number?

Be certain that the BOC approved provider number your company is using and listing on your certificate of attendance is the correct one. All BOC approved provider numbers start with either a "P" or "Q". Any BOC approved provider number that used to start with an "A" has been changed to a "P". Athletic trainers can log their CEUs online and if they have a certificate of attendance from a company that is still using the "A" in front of their number it won't work. Don't be the company that is still using the "A".

Featured Approved Provider

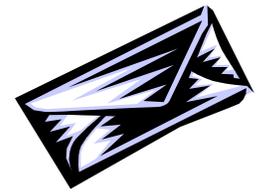
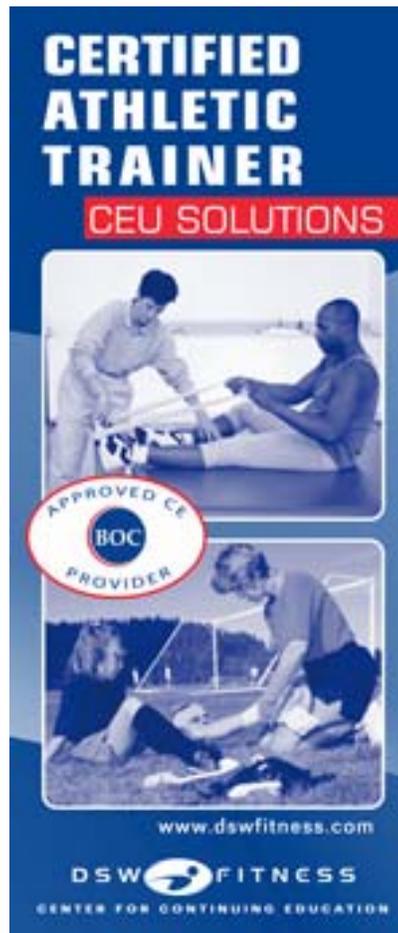
The approved provider logo provides recognition of your organization to each certified athletic trainer when looking at advertisements or certificates of attendance. Therefore, the BOC would like to recognize approved providers who use the Guidelines to help identify the BOC in these ads. A BOC approved provider will be featured in each issue of "The Approved Provider". This issue's Featured Approved Provider is Desert Southwest Fitness.

Desert Southwest Fitness has been a BOC approved provider since 1996. As you can see in the advertisement to the right, the Desert Southwest Fitness adheres to the policies found under "Business Practices" of the Approved Provider Guidebook.

Recently, the BOC asked Desert Southwest Fitness', Gwen Hyatt, President to comment on the benefits of being a BOC approved provider:

"As a continuing education provider for 25 years, we understand the importance of staying current on the most recent research and applied methods in an evolving industry. Our goal is to provide BOC athletic trainers with continuing education that makes learning, not just earning CEUs, the investment."

~Gwen Hyatt, President, DSWFitness, Center for Continuing Education"



Contact Information

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Web:
www.bocatc.org

*Your feedback
on "The
Approved
Provider" would
be most
appreciated!*

Thank You!

*Mindy Lindquist
Manager of
Provider
Relations*

Use Your Logo for Branding!

A new service is available for approved providers. You can now request for your company logo to be added next to your contact information on the BOC's searchable database. Take advantage of this **free service!**

You can e-mail the following information to MindyL@bocatc.org:

- Approved Provider Number
- Approved Provider Name
- Contact Name
- E-mail
- Phone
- Fax
- Mailing Address
- Logo

The logo must be sent as an attachment and must meet the following specifications:

- File Type: JPEG or GIF
- Resolution: 72-200dpi
- Maximum width & height 200X200 pixels

Please allow 10-14 days for your logo to appear on the BOC website.