

The Approved Provider

Volume 2005 Issue 2



Continuing Education Deadline!

What this means to you as a BOC approved provider.

CEUs are due December 31, 2005, making this a very busy year for all of us. Each athletic trainer(AT) has the chance for their continuing education materials to be audited once the reporting period has ended. As a BOC approved provider you may be asked to issue duplicate certificates of attendance from previous course participants. Every BOC approved provider is required to provide duplicate documentation upon request. Your company may also receive last minute requests to participate in a course to meet requirements and maintain their ATC credential. Course certificates of attendance must indicate the date the course is started and completed. If at any time you have questions regarding BOC policies and procedures do not hesitate to contact the BOC office at 877-262-3926 or MindyL@bocatc.org.

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Staggered Reporting

New to 2006 is staggered reporting. Until now, all ATs have been required to submit continuing education (CE) in the same three year reporting cycle. Beginning in 2006, the more than 30,000 ATs will be divided in to three groups, of which, each will be required to submit CE in a different three year cycle. This means more consistent attendance year to year for BOC approved providers. Instead of the rush being in the last year of the reporting cycle, every year is the end of a reporting cycle.

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.

Renewal Reminder

Just a reminder! 2006 renewal fees are due December 1, 2005 in order to receive the early-bird discounted rate. After December 1, 2005 you pay the regular fee.

Statement of Purpose

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

Are you taking advantage of all the BOC has to offer?

The BOC has many services for you as an approved provider. Be certain to take advantage of the discounted mailing list rentals, the online Calendar of Events, access to the BOC approved provider logo, informative newsletters, referral programs and approved provider certificates to display.

- Mailing list rentals are discounted to BOC approved providers. This is a great opportunity to market to the over 30,000 athletic trainers or a selected group by state, city or zip code. Receive your mailing list rental via email, pre-printed labels or disk.
- The Calendar of Events on the BOC website is the place to post your upcoming events for free.
- As a BOC approved provider you have access to the BOC approved provider logo to place on your certificate of attendance, website, brochures and other marketing materials.
- *The Approved Provider* and *Certification Update* are informative newsletters with insight and tips on being an approved provider as well as a certified athletic trainer.
- Approved provider certificates are supplied to display at CEU events for easy recognition by athletic trainers.
- The referral program is designed to encourage additional CEU opportunities for athletic trainers and provide approved providers discounts on the already low price of renewal fees and mailing list rentals.

Be certain to take advantage of these great services the BOC offers exclusively to BOC Approved Providers.

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 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 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.

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

Approved Provider logo, your Approved Provider number and number of CEUs awarded

BOC Approved Provider # P0123
8 CEUs Awarded

Any Town, USA
123-555-0123

Marketing Tip # 1



Be certain to use the BOC approved provider logo on your company brochures, website, certificates of attendance, etc. to brand your company as a BOC approved provider. Certified athletic trainers can obtain 75 of the 80 required CEUs from BOC approved providers. The BOC approved provider logo is a valuable marketing tool to insure that athletic trainers utilize your company to fulfill the requirements to maintain their certification.

Marketing Tip # 2

Be certain to use the correct terminology on your brochures and websites when requesting attendance from "Certified" Athletic Trainers. By using the word "trainer" you may be alienating customers by using incorrect terminology. Since the word "trainer" could refer to many different job descriptions (i.e. Personal Trainers, Boxing Trainers, Horse Trainers, etc...) our athletic trainers are often offended by being referred to as "trainers". The BOC strongly urges you to refer to "Certified" Athletic Trainers as ATs or Athletic Trainers.

Featured Approved Provider

The approved provider logo provides recognition of your organization to each 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 Andover Coated Products.

Andover Coated Products is a new BOC approved provider in 2005. As you can see in the picture below, Andover Coated Products has gone above and beyond to promote them as a BOC approved provider and adheres to the policies found under "Business Practices" of the Approved Provider Guidebook.

Recently, the BOC asked Andover Coated Products, Christina Costanza to comment on the benefits of being a BOC approved provider:

"Being affiliated with the BOC gives Andover recognition as a manufacturer and supports our goal to provide innovative products and services that will advance the Athletic Training field." ~Christina Costanza, Andover Coated Products, Inc.



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!**

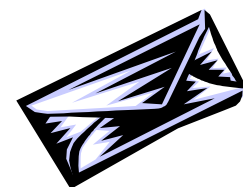
You can e-mail the following information to MindyL@bocatc.org:

- 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.



Contact Information

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

Thank You!

*Mindy Lindquist
Manager of
Provider
Relations*