

# The Approved Provider

Summer 2010



## 2010 Renewals

Thank you for your continued support of the athletic training industry. Please take a few moments to complete the [online satisfaction survey](#) and let us know how we are doing and what we can do to better the BOC Approved Provider Program.

## New Role Delineation Study Coming Soon

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 Athletic Trainers. 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 that will be 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 that all home study providers will be required to complete and return to the BOC. Each home study provider 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

## BOC Launching New Website

The BOC is re-designing the website for easier readability and better navigation. We identified areas of the website used frequently and are creating a more user-friendly home page. The BOC website will be an informational tool with specific sections and links of interest 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 at the same web address [www.bocatc.org](http://www.bocatc.org) later this month.

## Frequently Asked Question

### Marketing Statements

I recently received a question asking "Which BOC approval statement do I use where?"

### Brochure or Marketing Material

"Company Name is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers."

### Certificate of Attendance

Company Name is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. This program has been approved for a maximum of (#) hours of Category A continuing education. Certified Athletic Trainers are responsible for claiming only those hours actually spent participating in the CE activity.

BOC Approved Provider number: PXXXXX Number of hours actually participated:\_\_\_\_\_

## Provider to Provider

Wanted! MYCEUSource,LLC needs host locations to hold its seminars. If you are looking for content speakers, MYCEUSource, LLC may be who you are looking for. Contact Ray at (225) 445-0460 or [info@occutrain.com](mailto:info@occutrain.com) if you are interested.

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## *New BOC Approved Providers*

The BOC would like to welcome all new BOC Approved Providers since the fall 2009 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.

Active Forever  
Acumed Medical Ltd.  
Adrian College  
Alabama State Association for Health, Physical Education, Recreation, and Dance  
Albert Einstein Medical Center Department of Orthopaedic Surgery  
Alfred I. duPont Hospital for Children  
Alpine Physical Therapy  
American Southwest Conference Athletic Trainers  
ANB - PTMA Holdings Inc.  
Arkansas Physical Therapy Association  
Association of Family Practice Physician Assistants  
Bay State Physical Therapy  
Bon Secours Maryview  
Bone and Joint Center  
California Physical Therapy Association  
Canton-Potsdam Hospital  
Cayuga Medical Center  
Central Methodist University Athletic Training  
Coastal Bend Athletic Trainers' Society  
College of Physicians & Surgeons, Columbia University  
Continuing Education Travel Seminars  
Core Seminars, LLC  
Cramer Japan, Inc.  
Dell Children's Medical Center  
DiSepio Institute for Rural Health and Wellness at Saint Francis University  
East Coast Conference  
Elite Physical Therapy, LP  
ErgoScience, Inc.  
Falcon Physical Therapy  
Feldenkrais Fitness  
Florida Marlins  
G. Schweitzer Massage Therapist Corp.  
Gardner-Webb University  
German Academy of Applied Sports Medicine (GAASM)  
Guidry Health Services  
Guilford Orthopaedic & Sports Medicine Center  
Haley Chiropractic  
Harborview Training Systems, Inc.  
Heritage Valley Health System  
Holland Hospital Rehabilitation Services  
Hughston Foundation, Inc.  
Injury Specialists  
Innovative Sports Medicine Symposiums, LLC  
International Academy of F.A.S.T.  
International Forum for Sports Medicine, LLC  
Johns Hopkins University School of Medicine - CME  
Kassel Group Inc.  
Keating Sports Inc.  
Life Link III  
Loyola Sports Medicine  
Major Hospital-Sport Works Physical Therapy  
Manchester College  
Marshall University  
Maryland Orthopedic Specialists  
Mental Health Association of Middle Tennessee

### **BOC Provider Relations Department**

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**[www.bocatc.org](http://www.bocatc.org)**

*New BOC Approved Providers (continued)*

Methodist Hospitals of Dallas  
Montana Family Medicine Residency  
Multi Radiance Medical  
Myopain Seminars  
Newton Sports  
NovaCare Rehabilitation Cincinnati  
Orthopaedic Associates, Inc.  
Orthopedic and Fracture Clinic  
P.T. Services Rehabilitation, Inc.  
Park Meadows Pilates  
Performance Biomechanics  
Phoenix Children's Hospital - Division of Sports Medicine  
Pottstown Memorial Medical Center  
Pro-Motion Physical Therapy  
Providence Medical Center  
Richland Hospital, Inc.  
Rocky Coast Seminars, LLC  
Rome Orthopaedic Clinic, PC  
School of Healing Arts  
Select Medical Corporation  
Signature Allied Strategies Inc.  
Southern Bone & Joint Specialist  
Southern District of the American Alliance for Health, Physical Education, Recreation and Dance  
Southwest Washington Medical Center/Rebound Physical Therapy  
Sparrow Health System  
Sports Medicine Research and Testing Laboratory  
Sports Science Insights, LLC  
St. Francis Sports Medicine  
Summation Performance Systems, LLC  
Symmetry Physical Therapy  
The Alpine Clinic, PLLC  
The Bodywork Education Project  
The Rehberg Konin Group  
The University of Akron  
Therapeutic Associates  
Therapeutic Movement Seminars  
Tri-Valley Orthopedic Specialists  
Tucson Orthopaedic Institute, P.C.  
University of Louisiana at Monroe  
University of Oregon Athletics  
Virginia Mason Sports Medicine  
Watson Clinic, LLP  
West Texas Rehabilitation Center  
Z-Health Performance Solutions

*BOC's Annual Home Study Giveaway*

To meet the needs of this ever changing economic downturn, the BOC will once again give away generously donated home study courses at the 2010 NATA National Symposium. These BOC approved home study courses will be part of a giveaway drawing at the BOC booth in June. The BOC will also be handing out discount sheets that list continuing education discounts or special promotions being offered by BOC Approved Providers the remainder of the year.

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

Mindy Lindquist, Provider Relations Coordinator  
MindyL@bocatc.org

## Mailing and Email List Discount

The BOC recently announced that email addresses are now available for lease along with a new email service. One of the many benefits of being a BOC Approved Provider is the discount you receive on leasing BOC lists, which are now further discounted – as low as \$0.09 per name.

With the email service, you pick the ATs and send us your email content. Then the BOC will send the email on your behalf. Not only are the discounted fees for this service competitive, but it saves time as well. Here is what Jen at Z-Health says, “We like using the BOC email service because it provides us direct access to our exact target market – in a very cost-effective manner. And, it works! Plus, BOC staff are great to work with and have always been able to accommodate our needs.”

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 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.

## Featured BOC Approved Provider

It is very important that ATs are able to recognize BOC Approved Providers when looking at advertisements or attendance certificates. Therefore, the BOC recognizes BOC Approved Providers who follow the guidelines to help identify the BOC in these materials. A BOC Approved Provider is featured in each issue of *The Approved Provider*. The latest featured BOC Approved Provider is Z-Health located in Tempe, AZ.

Z-Health has been a BOC Approved Provider since October 2009. As you can see in the advertisement below, Z-Health adheres to the policies found under “Business Practices” of the *BOC Approved Provider Guidebook*. Recently, the BOC asked Z-Health’s Jen Waak to comment on the benefits of being a BOC Approved Provider.

“We chose to become a BOC Approved Provider because BOC’s well-educated, highly-qualified audience matches well with the courses Z-Health offers. This gives us exceptional reach to our target market – and BOC makes it easy for us to reach them through the continuing education calendar and mailing capabilities.”

The advertisement is a green rectangular banner with white and blue text. On the left, it features the Z-Health Performance logo, which includes the word 'ZHEALTH' in a stylized font, 'Performance' underneath, and a graphic of three interlocking loops. To the right of the logo, the text reads 'Essentials of Elite Performance' in a large, white, serif font, with 'BOSTON, MASSACHUSETTS | MARCH 5-7, 2010' in a smaller, white, sans-serif font below it. In the center, there is a circular logo for the BOC Approved Provider, with 'APPROVED CE' written in a semi-circle above it and 'PROVIDER' written in a semi-circle below it. To the right of this logo, the text states: 'Z-Health Performance Solutions is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. Contact hours: 21'. At the bottom of the banner, there are two columns of text: 'Z-Health® Performance Solutions LLC' and '3380 S. Kyrene Road, Suite 101, Tempe, AZ 85284' on the left, and 'Toll-Free: 888-394-4198' and 'www.zhealth.net' on the right.

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](mailto: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