

**BRAD SHERMAN
REGULATORY CONFERENCE**
(formerly CARE Conference)
 Compliance and Regulatory Education:
 Best Practices for Athletic Trainer Regulation



Wellbeing First for Healthcare

Stefanie Simmons, Chief Medical Officer, Dr. Lorna Breen Heroes' Foundation



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Wellbeing First for Healthcare

We envision a world where seeking mental health care is universally viewed as **a sign of strength** for health workers.

We believe every health worker should have **access to mental health care and professional wellbeing support** that they may need, at every moment in their career.

We are dedicated to addressing the operational practices and processes driving health worker burnout, while changing how the healthcare industry supports health workers' mental health.

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Program Alignment to Our Goals



OPERATIONS

- Governance
- Finance
- HR
- IT

ACCELERATE SOLUTIONS

- Caring for Caregivers
- The Breen Scale
- Wellbeing First Champion Challenge
- ALL IN for Mental Health

DEVELOPMENT

- Individual Giving
- Institutional Giving/Contracts

ADVOCATE FOR HEALTH WORKERS

- Lorna Breen Act
- State Policies

MARKETING COMMS

- Marketing: Materials & digital channels
- Comms/PR: Earned media, events, awards
- Branding

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Eliminating the Mental Health Stigma

It's Safer for Nearly
2.8 Million Licensed
and **500,000**
Credentialed Health
Workers to Seek Mental
Health Care

ALL IN Wellbeing: First for Healthcare
Wellbeing
First
CHAMPION
2026
Licensing and Credentialing

The Wellbeing First Champion Badge visually signals to health workers that an organization or state is a safe place to work—proving they have eliminated invasive mental health questions from their applications.

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Our Impact

Wellbeing First Champions

Credentialing

3,392
hospitals, medical centers, clinics, & other care facilities

Medical Licensing

44
medical licensure boards

Nurse Licensing

9
nursing licensure boards

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Our Impact

Wellbeing First Champions

Dental Licensing

8
dental licensure boards

Pharmacy Licensing

11
pharmacy licensure boards

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Toolkit

Any organization can use this toolkit successfully and receive the badge.



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Thank You!



BOARD OF CERTIFICATION
FOR THE ATHLETIC TRAINER

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