

# Athletic Trainers' Association of Florida

## Strategic Plan 2018



### Overview

The Athletic Trainers' Association of Florida (ATAF), established in 1983, is an organization that serves the athletic trainers in the State of Florida to support their professional development and role within the healthcare community. With the leadership of the Executive Board and various committees, ATAF strives to be recognized nationally for promoting the best practices of patient-centered care to advance the profession.

### Mission

The Athletic Trainers' Association of Florida is committed to the advancement of our profession through education, community engagement, legislative efforts, and professional development, dedicating financial support and leadership, ultimately enhancing patient-centered care.

### Vision

The Athletic Trainers' Association of Florida will serve as an advocate for its members and promote a multi-disciplinary health care model of patient-centered care to advance the profession.

### Core Values

#### **Engagement – Promote and connect the members and stakeholders of the association through on-going communication.**

1. Highlight success stories from membership.
2. Identify, recruit and retain current members through consistent updates on association efforts and opportunities for involvement.
3. Raise awareness through social media with current initiatives in ATAF, SEATA, and NATA.
4. Connect members together to build a stronger professional community of health care providers.

#### **Advancement – Elevate the value of athletic trainers as a member of the interprofessional health care team**

1. Identify and document athletic trainers within our secondary schools throughout the state of Florida to more effectively provide continuity of care and services.
2. Improve the recognition of athletic trainers by obtaining National Providers Identification (NPI) numbers for all ATs.
3. Demonstrate value for athletic trainers through the facilitation and development of third-party reimbursement efforts.
4. Identify, manage and advance legislative efforts that positively affect and advance our profession.
5. Continually maintain and update our constitution and by-laws to reflect the growth and direction of our profession.
6. Invest and dedicate pathways for the development of future leaders within our association.

#### **Patient-Centered Care – Provide members with evidence-based continuing education that meets the needs of diverse practice settings and patient populations.**

1. Facilitate ethical decision making and integrity within clinical practice
2. Integrate healthcare experts into the annual symposium who can provide evidence-based educational material
3. Design patient-centered educational programming, which affords clinical application across diverse practice settings
4. Identify resources for clinicians to effectively manage care for diverse populations