



CAATE

Commission on Accreditation  
of Athletic Training Education

# 2022 CAATE Accreditation Conference

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# How to Leverage Available Market Data to Support Residency Development: What Are We Missing and What Can Help Tell Our Story?

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## In Our Session...

- Key takeaways from surveying residents and program administrators
- Our story, our value
- Ideas and ways the CAATE can grow accredited residencies
- Things you can do to help us

## A CAATE Strategic Goal

- Define and communicate the value of current CAATE accredited residency programs, and reinforce throughout the value chain
- Develop strategy (business plan) to target residency stakeholders for the purpose of developing new CAATE accredited residency programs
- Preserve the integrity of residency accreditation



DATA & RESEARCH

## CAATE Surveys

- Research to inform and define value proposition
- Identify and close “knowledge gaps”
- Inform business and marketing plans
- Establish brand recognition for accredited residency programs

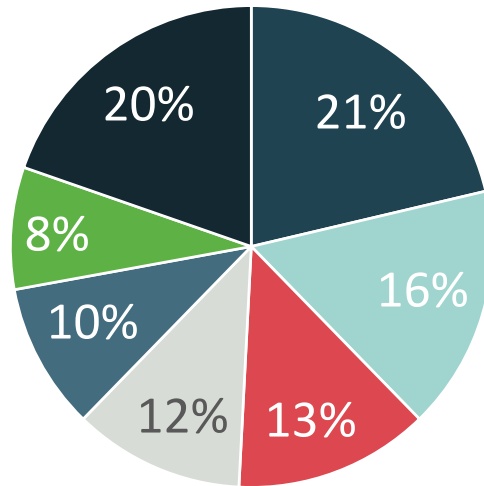
## CAATE Surveys

- Questions for residents and program administrators
- Opened July 18 and closed August 12
- Opportunities to provide open-ended feedback
- Designed to allow for benchmarking
- 36 AT residents; 30 residency program administrators



# How did you learn about your residency?

Res.



- Mentor
- Program director
- Direct residency program contact
- NATA
- Friend/classmate
- CAATE
- Other

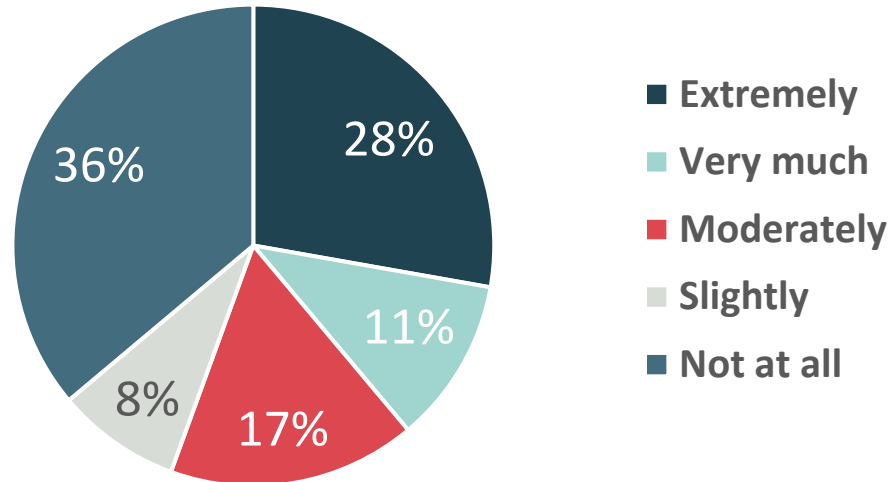


## *What is the opportunity?*

- Prospective residents are learning from multiple sources
- Share and reinforce a consistent message
- Multiple touchpoints

## How well did your professional program inform you about the aspects and benefits of a residency?

Res.

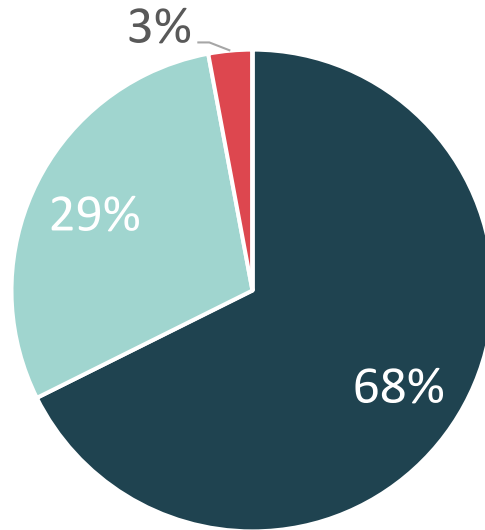


## *What is the opportunity?*

- Some professional programs are hitting the mark
- Others, not so much
- Learn more about why/why not?
- Increase awareness and marketing

# My residency was worth the investment

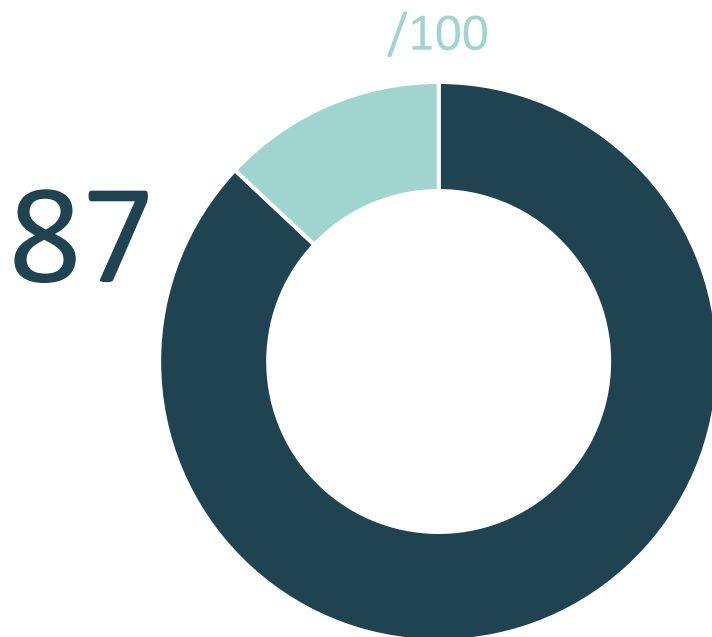
Res.



- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

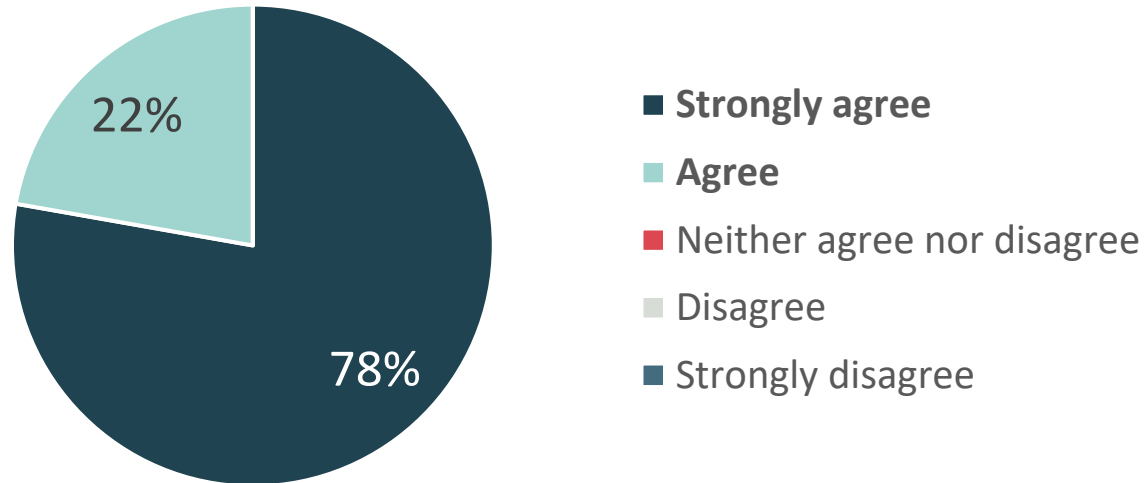
## Rate the value of CAATE accreditation to your residency

P.A.



## I would recommend accreditation to a non-accredited residency

P.A.



# Describe a residency in one word

Res.



A word cloud of terms describing a residency. The most prominent words are 'challenging' and 'impactful'. Other words include 'specialization', 'transformative', 'valuable', 'growth', 'comprehensive', 'residency', 'transformational', 'advancing', 'professional', 'learning', 'beneficial', 'expertise', 'rewarding', 'mentorship', 'educational', 'research', 'athletic', 'excellence', 'informative', 'training', 'opportunistic', 'advanced', 'strategic', and 'strategic'.



## Describe a residency in one word



P.A.



expansive  
essential  
valuable  
comprehensive  
critical  
supportive  
educational  
specialist  
specialization  
fulfilling  
fruitful  
instrumental  
indelible  
challenging  
important

## *What is the opportunity?*

- High value; not a program quality issue
- Leverage and capitalize on positive sentiment
- Use in marketing efforts



## Issues and Challenges to Enrollment

- Lack of knowledge and awareness of value
- Limited number of programs; relocation; compensation
- Gaining buy-in from other healthcare providers
- Uncertainty of post-residency career path and advancement

## Potential Solutions

- Marketing efforts to define value and increase awareness
- Find new ways to connect with and engage program directors
- Promote to students directly
- Educate allied healthcare professionals

## Issues and Challenges to Accreditation

- Lack of knowledge and awareness of value
- Lack of resources and support
- Process can seem intimidating and tedious
- Unsure if on the right track when designing curriculum
- What does success look like?

## Potential Solutions

- Resources to support programs through the process
- Analyze what makes a program successful
- Identify barriers to growth and advancement
- Highlight case studies
- Ensure clear, objective measurements
- Foster networking among programs



## How Can the CAATE Help?

- Increase visibility and recognition of residents and accredited programs
- Increase awareness via marketing and promotion
- Provide education and resources to start/grow a program

## How Can the CAATE Help?

- Quantify value through research, data, statistics, etc.
- Provide education/resources for pursuing accreditation
- Define and promote post-residency career pathways
- Standardize and simplify how the field talks about residency and accreditation
- Partner and collaborate with allies in the field

## How Can **You** Help?

- Educate yourself on the benefits/value
- Spread the word (use our marketing toolkit)
- Talk to prospective students
- Build your network
- Refer to the CAATE
- Participate in research

## Former Resident

*My residency increased my knowledge and enhanced my ability to care for patients. It also sharpened my time management and decision-making skills, enabled me to develop clinical leadership, taught me how to incorporate research into my practice, and prepared me for post-residency life.*

## Program Administrator

*Accreditation helps with program credibility, awareness and recognition, standards, accountability, quality, and specialized education. Accredited programs help train the next generation of skilled ATs that are desperately needed in the workforce.*



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**Thank you for joining us today**

We're happy to answer your questions