

"Striving to increase awareness of our services through our ever-growing membership and commitment to quality."

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SPOTLIGHT –

Athletic Therapy Clinics in Alberta

This year we will be focusing attention on our fellow Athletic Therapists and their clinical practices in Alberta. If you wish to have your clinic featured in the AATA Newsletter, please contact Sarah Wiafe at vicepresident@aata.ca

NAIT Athletic Therapy Clinic

Head Athletic Therapist: Scott Morris CAT(C), BPE, Dip Sim
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www.nait.ca/66406.htm



1) How many years have you been certified as an Athletic Therapist?

14 years.

2) What is the name of your clinic, and where is it located?

NAIT Athletic Therapy Clinic in Edmonton, Alberta on the NAIT Campus.

3) How long has your clinic been in operation?

The clinic was opened in 2008.

4) What is the main demographic of your patient population?

(ie: //athletes, MVA, WCB, elderly, industrial athlete, etc). Is this the group you anticipated as being your largest demographic in the initial stages of planning?

The main demographic is athletes, probably 95%. However, they are much older than I had initially planned on while I was in school. The average age is probably 35-40 years old. All of them are dedicated to their activity and many of them are training competitively in their sport, be it running, triathlon, yoga, etc. However they are balancing their activities around a job and family. Looking at it now, it makes sense. Adults have money to pay for these things, teenagers do not.

5) How many years did you practice as an Athletic Therapist before deciding to open a clinical practice?

I practiced as an Athletic Therapist for 9 years before opening my own business

6) What inspired you to start your own clinical practice?

I had been working in the private sector for several years, but for another company. I felt like I had built up enough of a client base and a reputation in the area that I



could function on my own. Around that time, NAIT Athletics came to me to discuss opening a clinic on campus to work with the varsity program. We reached an agreement on my company renting the clinic to treat private patients. Also, I would manage a team of Athletic Therapists and student trainers who would be responsible for all the game day and practice commitments varsity athletics demands. We currently have four Certified Athletic Therapists on staff here, including myself and several student trainers from the Personal Fitness Trainers program here at NAIT.

7) How much time did you spend creating your business and development plan? Did you consult with anyone?

I had been growing my business plan for several years prior to implementing it in 2008. I talked to various colleagues of mine who were involved in private practice, just to pick their brains about what they liked and did not like, mistakes they had made or had seen made by others. I knew that I still wanted to be involved in Varsity Athletics. Also, being attached to a large, well known institution gives you instant name recognition. If you open a clinic under a new name on some street, no one will know what or where it is. However, almost everyone in Edmonton has heard of NAIT and knows exactly where it is.

8) Do you have a specific vision for your clinic? If so, would you please share this?

My vision would be an open concept clinic, I dislike having doors/walls/curtains to chop up the treatment area. Let people see what is going on around them. Let them laugh and enjoy the process of getting better. Allow them to see other people deal with their problems and encourage them to forge on with their issues. I often have "veteran" patients offer words of encouragement to new clients as they struggle through some new movements or exercises that seem foreign to them. I also find private patients enjoy interacting with the varsity athletes, they enjoy the sense of urgency that we often have in varsity situations.

I think the important thing to remember is that no one wants to be in the clinic, it means something has happened to them that is keeping them from doing what they want to do. We should make them feel their time is valuable. When they walk out the door at the end of their session, they should be able to say they got their money's worth.

9) What were the top 3 pieces of advice relating to clinical operation/ownership given to you by others before you started your clinic?

1. Make sure you have a good lawyer to review all documents and contracts
2. Don't burn yourself out
3. Don't waste money on advertising, word of mouth is the best way to get referrals

10) What were your 2 biggest struggles in building your business?

The biggest struggles have been staying on top of all the admin work that goes with running the business. That was a new level of work that I was not fully responsible for with my previous job.

11) What were 2-3 of the most significant things you learned in creating your clinical practice?

I learned that everyone talks to someone about what you do. Especially in the small world of sports (ie://minor hockey, parents will talk to other parents). People prefer to talk about bad things or dramatic events. Make sure their experience with you was not one of the bad things they get to talk about.

12) What do you like most about owning and operating your own clinic?

I enjoy the fleeting sense of control you have when you are in charge.

13) What is unique about your clinic that sets your service apart from the competition?

My patients deal directly with me. When they call the clinic, I answer the phone, so any questions they have get dealt with instantly. I keep a very open treatment area so people do not feel stuffed in a room and forgotten about. I can watch them all the time and they can watch what other people are doing as well. I try very hard to

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THANK YOU!

remember names, not just of the patients, but of their parents and kids and then bring them up in conversation. Sometimes I cheat and put a list of names in their chart. I want them to feel important and that they are not just another knee injury, but a person as well.

14) If you could offer 1-2 pieces of advice to a new therapist that is considering opening their own clinic, what would they be?

Make sure you have a client base already, either that you are inheriting or that you have already built up. You need to know where the majority of your clients will be coming from, and make sure they know how to find you. You will need a referral chain, but make sure you include people outside of the medical field in there (coaches, personal trainers, former patients) since they are a huge source of contact with people as well.

2012 AATA Student Leadership and Service Scholarship – Meet the Recipients!

This scholarship is awarded to two students from the MRU Athletic Therapy Certificate program who have demonstrated exceptional leadership and service in the classroom, clinic and field settings.

ERIN STINNEN



1) Why did you decide to pursue Athletic Therapy?

The main reason I chose the Athletic Therapy path was because I have been involved in sports for as long as I can remember. I have experienced some injuries myself as well as seen people on my teams experience injuries, I thought it would be an interesting field to get into myself.

2) What is your dream job as an Athletic Therapist and why?

My dream job as an Athletic Therapist would be working with some sort of professional team. I have played basketball and softball for most of my life so if I were to choose, it would be softball, baseball or basketball. All three are sports that I really enjoy playing as well as watching. Having history in these sports I feel as though working with the teams would be more enjoyable because I am familiar with the game and would not have to re-learn a new sport and the injuries associated with it.

3) What did you enjoy most about your Athletic Therapy experience?

The aspect of the education that I enjoyed most would have to be meeting new people. Going through Kinesiology at the University of Regina, it is a smaller faculty so I pretty much know the people around there. By going through the program at Mount Royal I was able to meet new people from all over Canada. I see this as being very valuable in the future because in a field like Athletic Therapy where the community is so small, it's beneficial to know people in different places.

SAVANNAH BLAKLEY



1) Why did you decide to pursue Athletic Therapy?

I have always been involved participating in sports. When I stopped competing in sports and pursued crossfit, my injuries became all too apparent and I realized that knowing how to fix myself might be of use to me. So on finishing my undergraduate degree, I decided that Athletic Therapy would be a good career choice for me so I could better aid my athletic endeavours as well as others in the rehabilitation and training involved in the career.

2) What is your dream job as an Athletic Therapist and why?

My dream job would probably be working with high school athletes in order to elevate their training and rehabilitation to a level that is comparable to high schools in the USA. I have always been interested in the youth aspect of Athletic Therapy because in order for them to become elite athletes, they need to be conditioned from a young age.

3) What did you enjoy most about your Athletic Therapy Education Experience?

Out of the whole experience, the workload of course (lol). Truthfully, I enjoyed the experiences that I encountered through the field and clinical placements. Each one I had great supervisors and teachers where I learned a variety of different skills from gait analysis to little techniques to perform certain tests better. On leaving the program I felt that I had gained the necessary information and skills that would allow me to pass my dreaded exam and practice with confidence.



Continuing Education

Dynamic Taping

Dates: Apr 6, 2013

Mount Royal University

Instructor: Karyn Fereday

Contact: karyn.fereday@towerphysio.ca for more information

Register at: vicepresident@aata.ca

Upper Quadrant Rehabilitation Workshop – Part II

Dates: Apr 13-14, 2013

Mount Royal University, Calgary, AB

Instructor: Anne Hartley

Contact: kirstymckenzie@annehartleyagency.com for course inquiries

Sport First Responder Course

Dates: May 3-5, 2013 and June 14-16, 2013

LifeMark, 2424 University Dr NW, Calgary, AB

Instructor: Stanley Leene

Contact: stanleyleene@hotmail.com

Muscle Energy Techniques for the Hip, Pelvis, Sacrum and Lumbar Spine

Dates: June 15-16, 2013

Mount Royal University, Calgary, AB

Instructor: Tom Ockler

Contact: adowd@worldhealth.ca



News From Around Alberta...

- Christal Geier will soon be accepting subjects for her osteopathic thesis on The Effects of Osteopathy on Dizziness and Balance Control in the Vestibular Disturbed Post Concussed Athlete. Watch emails from the AATA regarding more information for potential subjects!
- Remember to contact the AATA if your clinic or personal contact information ("Find a Clinic" and "Find a Therapist") is incorrect on our website.
- Judy Mackasey of the Total Recovery Sports Injury Centre at Progressive Wellness Centre in Canmore discovered that the Alberta Carpenters and Trust Funds were willing to cover her patient's Athletic Therapy treatment after submitting a letter explaining the qualifications of an Athletic Therapist.



Here's hoping for April Showers bringing bright May Flowers...and no snow storms ☺

Sarah Wiafe,
AATA Vice-president