

Indiana Athletic Trainers' Association – Business of Athletic Training (BoAT) Academy

Press Release September 2020

Working to empower athletic trainers to challenge the status quo, thinking outside the box and collaborating with each other to develop cost-effective, accessible patient care models, The Indiana Athletic Trainers' Association is excited to announce our affiliation with the Business of Athletic Training (BoAT) Academy.

Indiana Athletic Trainer Association members gain access to the industry's best in business education and training through the BoAT Academy. A collaboration of The Clark Group Associates and ebpCENTRAL, the BoAT Academy's driving objective is the advancement of the athletic training (AT) profession by increasing business knowledge and skills.

"The Indiana Athletic Trainers' Association is dedicated to providing its members benefits that they can use and put into practice. The BoAT Academy provides ATs business background and skills that allow them to be as marketable and viable a workforce as they have ever been. We are proud to partner with the BoAT Academy to enhance our members' abilities to further their professional dreams."

"Partnering with Indiana Athletic Trainers' Association to provide access to our faculty and courses is really a privilege for the BoAT Academy," said Clark Simpson, President/CEO of The Clark Group Associates and Founder of the BoAT Academy. "The Indiana Athletic Trainers' Association and the BoAT Academy share a common goal to advance the profession of athletic training and with this partnership that common goal is further enhanced."

"Providing business education resources that enhances and advances AT professionals' lives is so exciting for us," said Labiba Russo, Founder of ebpCENTRAL and Director of Learning Management Systems and Continuing Education of the BoAT Academy. "We are thrilled to join with Indiana Athletic Trainers' Association to progress the AT profession and potentially change people's lives".

About Indiana Athletic Trainers' Association:

Indiana Athletic Trainers' Association is dedicated to advancing the profession of athletic training and empowering membership through advocacy, education, networking, and innovative resources to position the athletic trainer as Indiana's preferred healthcare provider.

About Business of Athletic Training (BoAT) Academy:

Believing the need for AT business education is real and unfulfilled, TCGA has partnered with ebpCENTRAL to develop the Business of Athletic Training (BoAT) Academy. With the focus strictly on the business of AT/sports medicine, the BoAT Academy vision is to be a comprehensive business education consortium for AT/sports medicine professionals. BoAT Academy makes education and credentialing available through audio, video and print media. The prime objective of the BoAT Academy is the advancement of the AT profession by increasing business knowledge and skills.

<https://boatacademy.ebpcentral.com/>

About ebpCENTRAL:

ebpCENTRAL was developed to help organizations offer continuing education credits to healthcare providers/their membership through their personalized e-Learning Academy. Our clients include AT state organizations, healthcare providers, sports medicine centers, and leadership organizations that work closely with athletic trainers and other healthcare providers. With over 20+ years of experience in healthcare education and training, we can help your organization create top-notch content that will engage and inform your learners. High-quality online learning management systems that are user-friendly and compliant with accrediting bodies drive learners to continue to spend their continuing education dollars with client organizations. ebpCENTRAL (BOC AP#10138) is approved by the Board of Certification, Inc. to provide continuing education to Athletic Trainers. www.ebpcentral.com

About The Clark Group Associates:

The Clark Group Associates, Inc. (TCGA) is a strategic and project management company laser-focused on the business of Athletic Training & Sports Medicine. Our Associates are subject matter experts with years of successful business experience and expertise in athletic training, sports medicine and related areas of business. With over 30+ years of healthcare executive leadership, we work with clients to identify and clarify their business challenges, develop strategies to address those challenges and/or manage the implementation of business strategies. Our clients include AT national, district and state organizations, AT healthcare providers and their employers in all business areas of AT. www.TCGA.biz