

## Upswing Health's Virtual Athletic Trainer Program

### Upswing Health solved American International College's ATC staffing crisis

"American International College (AIC) identified a crucial need for innovative solutions in athletic training, due to the athletic training hiring crisis across the country. In collaboration with Upswing Health, virtual athletic training services was implemented to have student-athletes assessed, evaluated, and referred. I am thrilled to report that it has proven to be successful supporting the needs of our student-athletes. We are proud of the positive impact the virtual program has made, and we remain steadfast in our dedication to providing an exceptional athletic experience for our student-athletes at AIC."- Jessica Chapin, Director of Athletics, American International College

### What is Upswing Health?

Upswing Health is a virtual sports medicine company that can offer immediate care to injured athletes. Upswing was founded by two orthopedic surgeons, Dr. Jay Kimmel and Dr. Steve Schutzer to provide immediate access to high-quality orthopedic information and treatment for student athletes. Upswing is used by over 2500 people around the world each day to answer their orthopedic questions. Upswing's AI driven Symptom Assessment tool is the only purely orthopedic symptom assessment tool on the market.

### The Problem: National Shortage of ATCs at the College Level

Certified Athletic Trainers are highly qualified, multi-skilled health care professionals who are crucial to the care of student athletes. While the number of certified athletic trainers continues to grow, these days ATCs have more options for employment, including working in high schools, hospitals, and sports medicine clinics. With these other opportunities available to the ATCs, many colleges and universities are finding it difficult to hire their full complement of Certified Athletic Trainers.

The National Athletic Trainers Association (NATA) commissioned a survey of Certified Athletic Trainers at the collegiate level to study the current ATC collegiate workplace environment. The results were alarming. "Collegiate athletics has realized a 48% turnover rate in the past two years which is almost twice as high when compared to the corporate and higher-education two-year turnover rate. Another concerning statistic is the negative growth rate, with fewer employees in the collegiate athletics industry in 2022 as compared to 2019 and early 2020." Additionally, the survey found that over half of the respondents were caring for more than the recommended number of student athletes. Given this, the respondents expressed concern for their ability to take care of their student athletes appropriately.

## **The Solution: Upswing Health's Virtual Athletic Training Program**

Upswing's virtual athletic training program provides 12 hour a day, seven days a week coverage to any college or university. Upswing's Certified Athletic Trainers (ATCs) supplement the coverage of the existing on-site athletic staff. The Upswing virtual athletic trainer program can free up the in-person ATCs to perform their duties, while making sure that all the athletes have access to high-quality orthopedic care even during off hours.

Upswing's virtual ATC provides:

- **Injury Evaluation:** Student-athletes can consult with certified athletic trainers through secure video consultations. Trainers can assess injuries and provide immediate guidance on next steps.
- **Injury Rehabilitation:** Customized rehabilitation exercises and programs can be delivered through the platform, ensuring that athletes receive tailored care to promote recovery.
- **Education and Prevention:** Educational resources and preventive measures will be available to help athletes reduce the risk of injuries and enhance their overall performance.

## Benefits of Upswing's Athletic Training Telehealth

- "Convenience: Student-athletes can access care without leaving their campus or home, reducing travel time and expenses.
- Timely Care: Injuries can be evaluated promptly, preventing exacerbation and speeding up the recovery process.

## How does Upswing Health's Virtual Athletic Training Program Work?

- **Athlete Signs up** - Each University or College is provided their own designated landing page. After sustaining an injury, an athlete simply enters their information into the page to access their Upswing account.
- **Connects with an ATC** - Upswing Health has a team of veteran Certified Athletic Trainers who are available 12 hours a day, 7 days a week. The athlete can talk to a care team member right away or book an appointment for later.
- **Gets an Immediate Care Plan** - The Athletic Trainer will provide immediate care, including conservative care tips, rehabilitation programs and advice on next steps based on your program's guidelines.
- **Communicates with Staff** - The Upswing care team will check-in on your student athletes and be in constant contact with your school's athletic training department to ensure great outcomes.

## Interested in Learning More?

Please reach out to Dr. Jay Kimmel at [jkimmel@upswinghealth.com](mailto:jkimmel@upswinghealth.com) for more information about the Upswing Health Virtual Athletic Training Program.