



My name is Jason Vian and I am the Chairperson of PATS Committee On Revenue (COR) since March 2013 and District 2 Rep to NATA COR since June 2013. Prior to this I had been a committee member of PATS COR from 2004-2010.

Presently, I work as a Clinical AT for OAA Orthopaedic Specialists in Allentown, PA. In addition, I own and operate 3 V Medical Communication, LLC which provides freelance writing and educational support services to companies and individuals.

I attended Lock Haven University for my Bachelors degree, majoring in Health Science/ Athletic Training with a minor in Philosophy (The joke was that I could be an unemployed AT and be able to explain why!). I then went on to Ohio University for a Masters degree in Physical Education/ Athletic Training. Several years later I attended Alvernia University for my Master of Business Administration (MBA). When college began, I considered becoming a Physical Therapist, a MD or an Exercise Physiologist. Athletic Training became a focus of mine after taking a class called 'Orientation to Athletic Training' at LHU. It was on the recommendation of Bruce Young, Ph.D. who listened carefully to a young man who wanted to stay involved in sports, but did not know what other options there might be. Prior to that I had heard of AT, but didn't really know what it was about. Through this course it turned out that here was a profession that took traits from all 3 of those careers and put them together into one! I was a road cyclist with some mediocre success, but sports had gotten me through a tough time in my life which could have just as easily gone very bad. AT seemed just the kind of career that could help me stay involved in sports and help people have a positive an experience too.

I was fortunate to have had several mentors during my life and during my LHU days who made volunteer service a major part of their careers. For example, Dave Tomasi was someone whom I deeply admired and his commitment to 'go above and beyond the call of duty' was a great example to witness. He was one of those people who spent his time doing something to fix a problem and not wasting his time complaining about it. In 2004, my official service with PATS began. It started after a phone call with Linda Mazzoli in which she invited me to join the upcoming conference call for PATS COR. I said, 'Sure, why not!' It was a great experience and I was hooked! During that call, there were many energetic and thoughtful individuals discussing issues/problems that many ATs are concerned about and what could be done to help with them. It was energizing to be around people who were positive and proactive.

There are times when this is a very tough profession to have longevity in and I have considered leaving it, out of frustration. Those are the times when one has to sit back and take inventory of what they want to do and answer the question as Tony Dungy outlines in his book '*Quiet Strength*', "What have I done to make things better?' My involvement with PATS is part of my answer to that question. When I sit back and look at the skills that I have as an AT and my goals, I believe there is no good reason that I should have to get another degree to help the same people that I am helping now. Our education, skill set and ability to adapt to situations that arise, is truly unique within the healthcare world! We need to take our uniqueness to the world and help where we can, with the skills that we have!

The goals for COR reflect some of this. Our committee focuses on helping ATs show the value and worth of the services that they provide regardless of the setting. We have and will: develop tools for ATs, educate members regarding how the 'business of athletic training' relates to all ATs and how they are viewed by their employers and their customers. It is through a better understanding of value, worth and

improved knowledge of the business factors that go into the hiring and retention of an AT that one can begin to improve or enhance their current employment situation. Maybe, an AT wants to follow a new path out of changes in interests or they see a need that their skill set allows them to fill, why can't an AT direct their career towards that goal. We lose good ATs every year due a multitude of factors. If more can be empowered through the work that not only COR does but all the committees do then we can keep good people in our profession and improve and/or create our own circumstances more readily.

Time commitment has often been one of the key obstacles to involvement. Personally, my time spent per week varies and much of it depends on how busy other parts of my life are. The important thing is to attempt to devote some time each week working towards a goal. There are weeks that I may only have 30 minutes that I devote to committee tasks. There are other weeks that I am able to engage for several hours. The important part is taking steps towards goals, however small.

Please consider getting involved and engaged, you do not have to 'sign your life away', but you can help to make this profession better than when you came into it. Consider your interests and do not be afraid to ask questions of committees regarding what they are working on and how you may be able to contribute. This is how we elevate Athletic Training!

Thank you for reading.

Sincerely,

Jason Vian