



Focus Group Summary

We recently conducted a series of focus groups with three distinct demographics within our membership: early career athletic trainers, experienced athletic trainer clinicians, and experienced athletic trainer administrators. These discussions revealed valuable insights that will guide our future efforts. Across all groups, members emphasized the importance of role-specific education and networking opportunities. There is a strong desire for more practical and advanced continuing education, especially in healthcare administration, orthopedic care, and business management. Members also highlighted the need for greater collaboration and visibility of ATPPS within the broader athletic training community.

Early career athletic trainers expressed the challenges of financial constraints and geographical limitations impacting their ability to attend live conferences and network effectively. They greatly value the virtual conference options and online resources ATPPS provides, and they seek more support in administrative and healthcare roles. Experienced clinicians underscored the importance of specialized orthopedic education, hands-on labs, and legislative updates. They called for more collaboration with other AT societies and better recognition of athletic trainer services, including reimbursement.

Experienced administrators focused on the business and administrative aspects of their roles, emphasizing the need for leadership training, diagnostic imaging education, and advanced practice models. They also expressed challenges with salary disparities, retention strategies, and conference timing. To address these needs, ATPPS will enhance our virtual and in-person educational offerings, improve networking platforms, and advocate for better recognition and reimbursement for athletic trainers. We are committed to continuously evolving our programs and services to meet the diverse needs of our members and advance the profession.

Stay tuned for more information about the ways ATPPS will respond to member needs expressed in the focus groups! And, feel free to contact me to share your input on ATPPS membership:

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