

A MESSAGE FROM OUR PRESIDENT & CEO

As I reflect on the events of 2023 for USCAH, I take great pride in the momentum and industry recognition that our organization achieved over the past year. The groundwork for 2024 is established, positioning us to recognize our goal for the year – Activation. In 2023, USCAH built significant momentum, experiencing ongoing growth in all essential areas. The organization remains steadfast in prioritizing athlete health, safety, and well-being for athletic organizations. In 2024, we will sharpen our focus on activation and impacting as many organizations and individuals as possible. Here are a few highlights from our 2023 campaign:



James Borchers, MD, MPH

- The Athletics Healthcare Administrator Association (AHAA) membership is experiencing rapid growth, making it the fastest-growing member-based group for athletic healthcare administrators. We achieved a 50% increase in memberships compared to the previous year, bringing the current total membership to 952 individuals. Additionally, our webinars have enabled each member to earn up to 28 Continuing Education Units for their certification.
- Our influence in education and compliance experienced expansion as a record number of individuals accessed USCAH programming via our platform, Athletics Healthspace. In 2023, a total of 183,307 courses were completed, reflecting a substantial 67.5% increase compared to the previous year.
- As USCAH continues to grow, we have bolstered our team by welcoming three key roles: Vice President of Customer Experience, Vice President of Strategic Development, and an Account Manager. These additions will professionalize our company's operations, ultimately contributing to increased sales and revenue.

2024 will be a year of activation for USCAH. We have incredible opportunities to help bring best in class programming to our partners through an exciting array of channels. Our current clients and partners will have more options for delivery of USCAH programming, and our corporate partnerships will expand our reach and growth in all areas of athletics. I hope you enjoy learning about the successes USCAH had in 2023, and are as excited as we are about the future of 2024.

In the following pages, you will see the efforts of our amazing team at USCAH in 2023. I am so fortunate to be associated with committed professionals that believe in the mission of USCAH and work every day to make sport safe and keep athletes healthy. Our people are at the center of USCAH success and remain committed to our mission and growth.

I am proud that at USCAH our direction and purpose remains consistent. We work every day to make sure all athletes can do what they love while staying healthy and safe. We do it for the athletes, and we do it for the love of sports.

Again in 2024, for the love of sports,

- Jim

OUR TEAM

USCAH Leadership



Bob Sweeney
Chief Operating
Officer



Jeff Barker
Vice President



Jenn Novak
Vice President



Fran Stevenson
Vice President

USCAH Experts



Angie Beisner
Senior Director



Rae Everson
Senior Associate



Wil Turner
Senior Associate



Peter Smith
Associate

USCAH Staff & Consultants



Madison Tempel
Chief of Staff



Pete Hagan
Director, Business
Manager



Andrew Johnson
Account Manager



Jess Bryant
Consultant

WATCH OUR VIDEO



WATCH OUR VIDEO

Click on the picture to activate our video, or scan or click on our QR code to watch it on your web browser of choice!

INTRODUCING THE USCAH ADVISORY PANEL

As USCAH continues to grow and expand reach, we created the USCAH Advisory Panel. The panel consists of leaders and experts within their fields and in athletic healthcare professions, including (but eventually not limited to) physicians, mental health professionals, and athletic trainers. As part of the panel, the panelists have been asked to be an advisor on current trends and best practices in the athletic medicine space, as well as participate in USCAH sponsored education and events in collaboration with our current staff of experts.



Chad Asplund
Head Team Physician
Georgetown University



Doug Aukerman
Chief Medical Officer, Good Samaritan Reg. Medical Center
Director, Sports Medicine at Oregon State University



Rachael Flatt
Clinical Psychology Doctoral Candidate, UNC Chapel Hill
Clinical Psychology Doctoral Intern, Duke University
Fellow, NSF Graduate Research Fellowship Program



Gretchen Goodman
Associate Director of Athletics – Athletics Health Care
Grand Valley State University

More panelists will be announced in 2024!

OUR REACH

WE ARE THE TRUSTED AND INDUSTRY LEADING
ATHLETE HEALTH AND SAFETY PARTNER FOR COLLEGES, UNIVERSITIES, AND NATIONAL ORGANIZATIONS.

A FEW OF OUR PARTNERS IN MAKING ATHLETE HEALTH & SAFETY A PRIORITY



OUR MISSION IS TO COLLABORATE WITH EVERY ATHLETIC ORGANIZATION TO INSPIRE AND ENSURE ATHLETE HEALTH AND SAFETY IS A PRIORITY

WE RE-IMAGINED ATHLETE HEALTHCARE



As the world of athlete healthcare continues to evolve, we teamed up with Walmart Health and CaringWire to meet athletes and those who support them where they are through the **Holistic Athlete Health Solution (HAHS)**. This comprehensive program was designed to address the unique health and wellness needs of athletes regardless of the time of day or where they are located in the country.

Resources for athletes include:

- **Urgent Care**- 24/7/365 access to clinician for routine health issues
- **Men's and Women's Health**- 24/7/365 access to clinicians for private discussions regarding their personal health concerns
- **Virtual Behavioral Health**- access to speak with a licensed therapist in as few as 24 hours
- **Nutrition Services**- Connection to virtual nutritionists for athlete specific nutrition counseling and coaching



Supported by the best



U.S. COUNCIL FOR ATHLETES' HEALTH



WE ARE FOR TOTAL ATHLETE WELLBEING



The joy your sports programs deliver to fans is measured, personal, and impactful. What if your wellbeing programs for your entire athletic department could be the same?

Built on research by Gallup, the **Athlete Wellbeing Index (AWI)** framework breaks down and quantifies the various elements of wellbeing. We've brought together the best of our services, the AWI, and intuitive AI technology to help your athletic community connect the dots. When your athletic community is thriving in life during and away from sports everyone wins!



A FEW OF OUR SPONSORS AND STRATEGIC PARTNERS:



Together, we make sports safer for every athlete.

OUR IMPACT

ATHLETICS HEALTHSPACE BY THE NUMBERS

Athletics Healthspace, the proprietary e-learning platform from USCAH, houses a growing library of courses that can be customized by audience and completed via the website or app. These courses are grouped into specific programs and packages, addressing requirements and best practices around athlete health, safety, and wellness education across all levels of sports.

Your trusted resource to stay current on nationally recognized health and safety best practices, guidelines, and recommendations.

Our one-of-a-kind guided **Policy and EAP Customization Tool** houses more than 60 templates that have been extensively researched and continually updated to align with:

- Athlete Health and Safety Best Practices
- Current Position Statements
- Governing Body Recommendations
- Up-To-Date Medical Community Recommendations

183,307
COURSES COMPLETED



67.5%
INCREASE IN COURSE COMPLETIONS



10,218
PROGRAMS COMPLETED



80%
INCREASE IN POLICY TOOL CUSTOMIZATION UTILIZATION



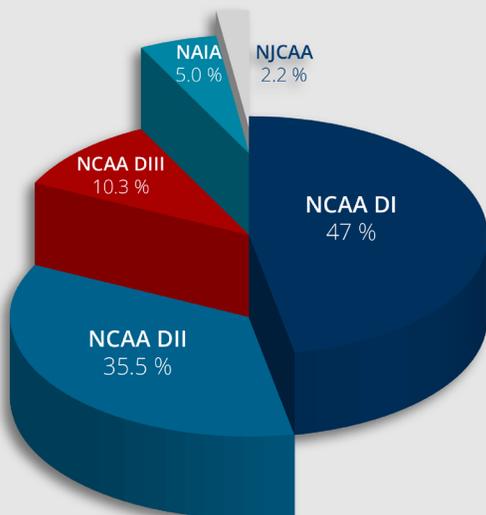
TOP 5 COURSES

- 1 Exertional Heat Illness & Prevention- 10,300
- 2 Concussion in Sports- 9,650
- 3 Cervical Spine Injuries & Management- 7,936
- 4 Sudden Cardiac Injuries in Sport- 7,853
- 5 Overtraining in Sport- 7,803



THE BENEFITS OF AHAA MEMBERSHIP

The **Athletics Healthcare Administrator Association (AHAA)** is a network of athletics healthcare professionals from all levels of collegiate athletics. This association offers expert advice and access through thought leadership, education, and professional development from peers and experts within the world of athletics healthcare.



AHAA Membership By Setting

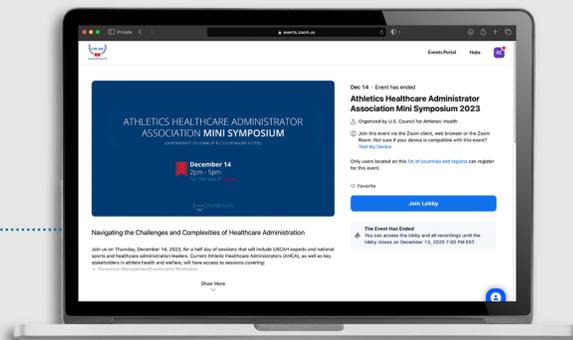
68% increase in new members

28 CEU opportunities

4,229 CEU certificates were issued

400+

attended our AHAA symposiums live



WEBINARS BY THE NUMBERS

54%

INCREASE IN TOTAL WEBINAR REGISTRANTS



1,168

registrants for our top performing webinar

63%

OF REGISTRANTS ATTENDED LIVE



35

DISTINGUISHED GUEST PANELISTS



Concussion Update: International Consensus Statement on Concussion in Sport

Collegiate Student-Athlete Medical Expenses, NCAA Transformation, & Student-Athlete Crisis Management

Leading Through Change: Trends in Collegiate Athletic Healthcare and Student-Athlete Well-Being

Emergency Action Planning: Preparing EVERYONE for the Unexpected

Mental Health Considerations in Athletics

TOP PERFORMING WEBINARS

