

CONCUSSION CARE 101 GUIDE



For healthcare professionals who want to
set up a concussion care medical practice.

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ImPACT Applications

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CONCUSSION CLINIC TOOLS AND TEAM MEMBERS



What's the first step in setting up my concussion care medical practice?

Concussions are common injuries that require complex treatment. Because so many disciplines are involved in treating concussions, the first step should be to determine who will serve as concussion care team leader. It is important to designate one person to conduct initial assessments, coordinate referrals, and make return-to-activity decisions.



Ideally, this person would be a Credentialed ImPACT Consultant (CIC). CICs are qualified healthcare providers who have been specially trained in the management of a concussion. This point person should be licensed to make return-to-play/return-to-activity decisions in the geographic location in which you practice. They should have good knowledge of concussions. This could start with a physician practice, a neuropsychologist, or even mid-level providers like physician assistants or nurse practitioners.

Find Credentialed ImPACT Consultants (CICs) at
[ConcussionCareProviders.com](https://www.concussioncareproviders.com).

Which disciplines should be included in my concussion care team?

Concussion is a traumatic brain injury (TBI) that requires a multidisciplinary team working together to improve patients' recovery processes. Decide whether you want to create a group practice with all team members in-house or if you want to establish a referral network. Keep in mind each professional's scope of practice to ensure there are no gaps in your team.



Concussion care team members may include:

- **Point Person:** a qualified healthcare provider who serves as the lead on the concussion care team and makes return-to-activity decisions;
- **Athletic Trainer:** recognizes signs and symptoms of concussion at the point of injury. Serves as the liaison between family members, school, and practice;
- **Physical Therapist:** works in vestibular therapy, active rehabilitation, or target-specific deficits identified by the point person;
- **Physiotherapist (outside the US):** involved in concussion assessment, treatment, and rehabilitation. Scope of practice depends on country-specific laws.
- **Occupational Therapist / Optometrist:** helps with activities of daily living and vision therapy;
- **School Nurse:** helps students return to school safely and engage in appropriate activities; monitors appropriate academic workload;

- **Multidisciplinary team members, such as speech language pathologists and school psychologists:** may participate in return-to-school, anxiety/mood issues during recovery, and/or other areas as needed.

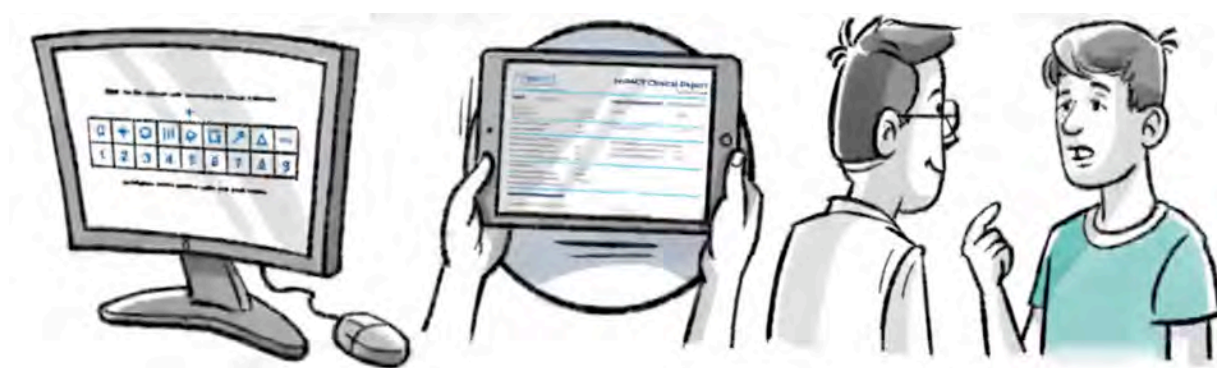
Find concussion specialists for your team at
[ConcussionCareProviders.com](https://www.concussioncareproviders.com).

What tools do I need in my concussion care medical practice?

Concussion care and recovery require a multi-faceted approach. Here are some of the tools you need to help your concussion medical practice succeed:

- **Removal-from-Activity Screening Tools:** Healthcare providers should use objective tools, as well as a comprehensive exam, to screen for concussions. ImPACT Quick Test is a screening tool that helps with removal-from-activity decisions. It can be administered on an iPad immediately following a suspected injury at the competition site, workplace, or point of care.

- **Computerized Neurocognitive Testing:**
Neurocognitive testing offers an objective measure to track neurocognitive functioning. ImPACT and ImPACT Pediatric are cognitive tests that help healthcare providers assess concussions and make important care decisions.



- **Vestibular/Ocular Screening:** Approximately 50% of post-concussion patients report vestibular symptoms. The Vestibular Ocular Motor Screening Exam (VOMS) is a free and simple assessment that may help dictate treatment plans. VOMS is included with ImPACT Quick Test.

- **Balance Screening:** Balance can be an important measure of post-concussion status, especially shortly after an injury. The Balance Error Scoring System (BESS) is a straightforward test. It requires only a stopwatch, a balance pad, and an assistant to act as a spotter. BESS is included with ImPACT Quick Test.



Find the best tool for your concussion medical practice at [ConcussionManagement.com](https://www.concussionmanagement.com).

What are guidelines to keep in mind when setting up my concussion care medical practice?

There is no “one-size-fits-all” concussion clinic model; there are many types of practice and every program is different. Set up your practice in a way that works for your patients and your clinical workflow. Some points to consider are:

- Concussion care is constantly developing. Make sure you and your medical professionals follow best practices and keep up on current research.
- There is no “one-stop shop” for concussion care. Look for tools to evaluate and measure brain function so you can have an objective picture of each TBI you examine.

- Most importantly, your concussion care medical practice should be a reflection of your passion. Strive to improve patient outcomes and reduce long term negative effects.
- A reliable treatment plan for a concussion requires interdisciplinary care. Partner with primary care, physical therapy, and sports medicine professionals to make sure you offer well-rounded care.



DETERMINING PRACTICE SETUP AND FLOW



What types of patients will my concussion care medical practice see?

The types of patients you see will likely be determined by your geographic location. If you're the only concussion care medical practice in your area, you can be the go-to provider for treating concussions.



If there are other practices in your area, you may consider specializing or offering a service your competitors don't. You play a role within your community - find your niche!

Decide what type of a head injury you want to specialize in.

Do you want to be known for sports concussion rehabilitation?

Do you want to specialize in treatment of post-concussion syndrome?

Do you want to be a jack-of-all-trades?

Do you want to do concussion diagnosis and treatment mainly for pediatric patients?

After you define your niche, you should create a strong mission statement to communicate your standard of care.

A good mission statement might be:

“Our practice strives to provide best-in-class concussion care. Our mission is to improve patient outcomes following concussion by using best practices and current evidence.”

By voicing and adhering to your unique mission, your concussion care medical practice will be able to leverage the best available resources and research. You’ll be in a position to help patients with head trauma get better.

How do I develop my concussion care medical practice workflow?

After establishing your concussion care team and agreeing on your business goals, decide what parts of the concussion care process team members will handle. Steps include:

- **Concussion education:** Provide education to students, parents, school staff, and general public on concussion basics, risk factors, diagnosis, and treatment.



- **Baseline concussion testing:** Promote baseline testing as a critical piece of concussion care. Baseline testing ensures that, in the event of a head injury, you have a clinical report to determine the patient’s “normal” neurocognitive functioning.

If baseline testing is not part of your practice, refer your patients to [BaselineTesting.com](https://www.BaselineTesting.com).

- **Point of injury evaluation:** Become a go-to decision maker when it comes to removal-from-activity decisions. Get a tool to help you with screening athletes and patients.
- **Acute injury management:** Be the centerpiece of concussion treatment. Have the tools, knowledge, and skills to help with concussion diagnosis. Know the first steps after a concussion is diagnosed.

- **Complicated concussion management:**
Have a referral network and tools to manage individualized, complicated concussions. Twenty percent of patients with concussion take longer than 3 weeks to recover from their TBI.

Find concussion specialists for your network at
[ConcussionCareProviders.com](https://www.concussioncareproviders.com).

- **Return to activity clearance:** Be familiar with the laws in your area and regulations surrounding return-to-play activity.

SET YOUR PRACTICE UP FOR SUCCESS



How do I train my concussion care team?

Communication with all the members of your concussion care team is crucial to the success of your patients' recovery. To get your team on the same page, seek out training opportunities in these important practice areas:



- **Point Person:** Training on concussion assessment and treatment decisions.
- **Athletic Trainer:** Training on removal from activity, academic adjustments, and return to activity.
- **Physical Therapist:** Training on concussion rehabilitation.
- **Physiotherapist (outside the US):** Training on concussion rehabilitation and assessment (depending on location).
- **Occupational Therapist:** Training on functional activities and vision training.
- **Billing Staff:** Proper billing and coding procedures for concussion care services.
- **School Nurse/School Staff:** Training on neurocognitive testing administration and concussion policy implementation.
- **SLP, Kinesiologist, other team members:** Training as needed to support your concussion care team.

Concussions are best treated by a multidisciplinary team working within their scopes of practice to improve outcomes and reduce patients' recovery time. With the right training, team, and tools, you'll be in the perfect position to provide best-in-class concussion care in your community.

Find all the courses and programs mentioned on this chapter at [ConcussionCareTraining.com](https://www.concussioncaring.com).

How do I bill for concussion care services?

Depending on your practice setting and location, billing for concussion care services may vary. Take a billing course specific to your discipline to learn concussion billing procedures and increase your concussion care medical practice revenue.



Find concussion care billing and coding courses at
[ConcussionCareTraining.com](https://www.concussioncaring.com).

How do I promote my concussion care medical practice?

As a new practice, you'll need to introduce your products and services to the community and build your practice as a go-to provider for concussion care. Use these tips and resources to supercharge your marketing efforts:

- **Organize community baseline concussion testing:** This is a fantastic way to show goodwill in your community, as well as educate students, parents, and school staff on concussions. You'll also build relationships, and in case of a suspected concussion, you'll be the top-of-mind person.

- **Build a referral network:** Connect with providers in your area who offer services your clinic doesn't, and make them aware of the services you provide. Improving patient outcomes is at the core of great concussion care – recognize your strengths and weaknesses, and fill in the gaps as needed.
- **Create resources that educate your community:** Personalize community outreach materials with your clinic's logo and educate your patients on the importance of baseline testing, symptom reporting, and concussion recognition.
- **Invest in a digital marketing strategy:** Understand your target audience. Make sure your clinic is active on social media and easily found on search engines, like Google and Bing. Hire a full-service online marketing agency that specializes in clinical practices to help you with your marketing efforts if you don't have the time and/or skills.
- **Excel in customer service:** Have the best human resources possible to make sure your patients are being treated fairly.

- **Get one of your physicians trained as a Credentialed ImPACT Consultant to be your point person:** Besides receiving best in class concussion training, CICs receive a featured listing on ConcussionCareProviders.com. Your listing showcases your clinic as a go-to provider for concussion care.
- **Add ImPACT Trained Healthcare Providers to your team:** ImPACT Trained Physical and Occupational Therapists receive a listing as rehab professionals on ConcussionCareProviders.com.

Concussion is a complicated injury that requires proven and effective concussion medical practices, protocols, teams, and tools. With the right resources, you can make a lasting impact in your community and become known for providing best-in-class concussion care.



How do I make sure my patients have a baseline test before their visit?

The best comparison of a patient's cognitive status after a concussion is to their own baseline. Educate your community and recommend they take a baseline test at home. It's another way of making sure you're providing the best concussion care possible.



Make sure your patients have baseline scores for comparison: share [BaselineTesting.com](https://www.BaselineTesting.com) with them.

TAKE ACTION



How can I take action?

Are you overwhelmed with the amount of work and effort required to put together a concussion care medical practice? ImPACT Applications has all the tools, training, resources, and research you need, not only to set up your concussion care medical practice, but to become a leading provider in your community.



Visit ConcussionManagement.com/Buyers-Guide and learn what to consider when looking for the right tools and training for your practice.