

## **“Interviewing Yourself: AT Owned Business and Entrepreneurship”**

Domain I – Injury and Illness Prevention

Domain II – Examination, Assessment and Diagnosis

Domain III – Immediate and Emergency Care

Domain IV – Therapeutic Intervention

Domain V – Healthcare Administration and Professional Responsibility

Skill Level – Essential

Several health care professions are taught about small business ownership and entrepreneurship within their education programs, such as chiropractic and massage therapy. A vast majority of those professionals go into private practice more so than become an employee of a hospital system or large corporation. What we witnessed during the COVID-19 pandemic were positions being eliminated due to the lack of sports participation, financial constraints, and lack of clear ROI to substantiate keeping ATs employed. For ATs, it is often times a new concept to consider starting their own business or to go to work for another AT in a small business. This presentation will dive into the positives and challenges of small business ownership, provide case examples (all from outside of Missouri), and lead the attendees through a mental exercise to determine if this path is a viable opportunity now or in the future. Burnout, work-life ratio, and work-family conflict will be discussed to provide a foundation for introspection.

### **Learning Objectives**

1. Differentiate between burnout, work-life ration, and work-life conflict.
2. Discuss the common age ranges for ATs who leave the profession and reasons behind the dissatisfaction.
3. Understand key concepts of small business ownership.
4. Identify publicly available resources of small business ownership.