

**MEDIA ALERT**

**NATIONAL ATHLETIC TRAINERS’ ASSOCIATION TO HOST *VIRTUAL MEDIA BRIEFING*WITH AN INTERDISCIPLINARY PANEL OF EXPERTS TO ADDRESS:**

***AI, Sports Performance and Health Care: What Works & What’s Ahead*Wednesday, January 15, 12:00 PM-1:00 PM CT VIA ZOOM**

**WHAT**

The [National Athletic Trainers’ Association](https://www.nata.org/) (NATA) will host a virtual media briefing, *AI, Sports Performance and Health Care: What Works & What’s Ahead.*

Artificial Intelligence (AI) has changed the medical landscape – including patient and professional communications, reducing risk of injury and recovery, wearable data, administrative workflows, medical education, emergency preparedness and business efficiency.

An interdisciplinary group of health care experts will address these topics along with practical and hands-on examples of how AI is transforming their own education and workplace settings.

Topics will also include what’s ahead, what happens to the human element in overall communications and how AI continues to help improve quality of care.

**PANELISTS**The program will be moderated by [NATA President A.J. Duffy III, MS, ATC, PT](https://www.nata.org/sites/default/files/aj_duffy_bio.docx). Panelists and participating organizations include:

**American Academy of Orthopaedic Surgeons (AAOS)**

[Kevin Bozic, MD, MBA](https://dellmed.utexas.edu/directory/kevin-bozic), chair and professor, Department of Surgery and Perioperative Care, The University of Texas at Austin, Dell Medical School; immediate past president, American Academy of Orthopaedic Surgery (AAOS)

**American Medical Society for Sports Medicine (AMSSM)**

[Elizabeth L. Albright, DO, CAQSM, RMSK](https://uofmhealthwest.org/doctors/elizabeth-albright/), primary care sports medicine physician; ambulatory health informatics provider; Primary Care Sports Medicine Fellowship core faculty, University of Michigan Health-West; team physician, Grand Rapids Griffins, Grand Rapids Rise, and Grand Valley State University; member, American Medical Society for Sports Medicine (AMSSM)

**American Orthopaedic Society for Sports Medicine (AOSSM)**  
[Katherine J. Coyner, MD, MBA](https://urldefense.com/v3/__https:/www.drcoyner.com/__;!!Cn_UX_p3!m0m107BCXGFjTjVnUgJELz1B17DKJ7G2I4D_MRwHTCxXBms1O8ycdgu-1IRPiTEVFqm1otZaz0GF$)**,** associate professor, Department of Orthopedic Surgery; director, Women’s Center for Motion and Performance; director, Orthopedic Sports Medicine Fellowship Program, UConn Health; team physician, UConn Huskies; former Board of Directors member, American Orthopaedic Society for Sports Medicine (AOSSM)

**National Athletic Trainers’ Association (NATA)**

[Ray Castle](https://www.actionmed.co/about), PhD, ATC, NREMT, owner and chief executive officer, Action Medicine Consultants, LLC; former professor and Athletic Training Program director, Louisiana State University

[Mark Coberley, MS, ATC, LAT, CPSS](https://www.istatesportsmed.com/mark-coberley-bio), director of sports medicine and associate athletics director, Iowa State University; NATA Sports Science and Data Analytics Task Force co-chair

[Michelle L. Odai, PhD, LAT, ATC](https://cnhs.fiu.edu/about/faculty-staff/profiles/odaim.html); Chair, Department of Athletic Training at Florida International University and Chair, NATA Executive Council for Education

[Erin Pletcher, PhD, LAT, ATC, CSCS](https://www.jefferson.edu/academics/colleges-schools-institutes/rehabilitation-sciences/departments/exercise-science/faculty/pletcher.html), associate professor, Thomas Jefferson University

[Gary Wilkerson, EdD, ATC, FNATA](https://www.utc.edu/directory/rff267-health-and-human-performance-gary-wilkerson/rff267#Biography), professor, University of Tennessee at Chattanooga

**WHEN**Wednesday, January 15, 2025  
12:00 PM-1:00 PM CT  
Via ZOOM

If you are a member of the media and would like to participate, please register [here](https://nata.zoom.us/webinar/register/WN_BVjiqvjqSE2eDsjciHSEnA#/registration).

The general public can view a live broadcast of the webinar on [FACEBOOK](https://www.facebook.com/NATA1950), [Instagram](https://www.instagram.com/nata1950/) and [X](https://x.com/NATA1950?prefetchTimestamp=1720554265109).  
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**About NATA:**[**National Athletic Trainers’ Association**](http://www.nata.org/)**– Health Care for Life & Sport**  
Athletic trainers are health care professionals who specialize in the prevention, diagnosis, treatment and rehabilitation of injuries and sport-related illnesses. They prevent and treat chronic musculoskeletal injuries from sports, physical and occupational activity, and provide immediate care for acute injuries. Athletic trainers offer a continuum of care that is unparalleled in health care. The National Athletic Trainers' Association represents and supports 40,000 members of the athletic training profession.  Visit [nata.org](https://www.nata.org/) for more information.

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