



Ad Hoc Chair Report 2023

Report from: Ulkar Mammadova, Chair
Reporting Period: April 2022 – March 2023

Mandate

Bring awareness of athletic therapy to Health Benefit Coordinators, in order to increase demand for insurance coverage.

Accomplishments

Assisted the Marketing Chair and Communicatto with AATA re-branding and marketing strategy. Contributed by writing blogs as well as recruiting other members to contribute blogs. Also partake in all marketing initiatives to help create content for the online platforms.

Plans

Upon successful completion of AATA re-branding, better athletic therapy awareness in Alberta and better social media presence, Health Benefit Coordinators will be contacted with a request to include athletic therapy as part of their health insurance plan.