



THE PENN STATE
CENTER FOR SPORTS MEDICINE

A CASE FOR SUPPORT

For the future
THE CAMPAIGN FOR PENN STATE STUDENTS

THE PENN STATE CENTER FOR SPORTS MEDICINE –
QUALITY HEALTH CARE FOR STUDENT-ATHLETES & THE COMMUNITY



Between student-athletes and their public-practice patients, Penn State Sports Medicine's staff of twenty-five professionals sees over 90,000 patient encounters each year, a figure that includes both campus visits and visits to the public practice. Through this medical care, Penn State Sports Medicine helps Penn State maintain a winning athletics program while remaining dedicated to our core values:

- **OPPORTUNITY**—For many student-athletes, athletic talent has gained them entry into a collegiate world and all its possibilities that they otherwise might not have. In maintaining their health, we ensure that they gain the most benefits possible from their Penn State experience.
- **LOYALTY**—When a student-athlete suffers an injury that ends his or her season and even career, Penn State provides medical treatment until the student recovers and honors the student's scholarship until graduation.

- **EQUITY**—Penn State’s commitment to Title IX and excellence in our women’s sports has come at the cost of an increase in knee injuries in high-demand sports such as basketball, soccer, field hockey, and tennis. Because we are committed to maintaining one of the country’s finest women’s athletic programs, we are also committed to providing these athletes the best health care.
- **SUCCESS**—Whether it’s a twisted ankle or a broken leg, sports injuries demand prolonged treatment in order to ensure a full recovery. Penn State Sports Medicine provides all of our student-athletes with the physical therapy and rehabilitation they need to return to the field.



THE COSTS OF OUR STUDENT-ATHLETES' HEALTH

In addition to the exceptional cost of treating routine injuries, our annual cost for treating serious injuries exceeds \$2 million, a figure comprised of out-of-pocket costs—i.e. labs, tests, surgery, etc.—office visit costs, and staff costs.

A number of additional uncontrollable factors have combined to make it increasingly difficult to maintain Penn State Sports Medicine's tradition of exceptional medical care. Across the nation the cost of health care has risen precipitously in recent years through a combination of increasing insurance premiums, shrinking reimbursements, and the escalating cost of medical malpractice liability insurance. In addition, Penn State Sports Medicine faces other inevitable pressures in its service to Intercollegiate Athletics:

- In the past twenty years, medical professionals have made a concerted effort to more rigorously diagnose and treat medical and psychological disorders such as bulimia, anorexia, and depression. As a result, Penn State Sports Medicine must treat these conditions with the same resources and diligence that it does severe physical injuries.
- An increasing percentage of our student-athletes have no medical insurance, often because of low socioeconomic status, divorce, or single-parent homes. Even when student-athletes do have insurance, policies generally refuse to cover injuries suffered in intercollegiate competition. As a result, Penn State must shoulder all of their medical expenses.
- When the resources at Penn State Sports Medicine are not enough, Penn State transports patients to the Hershey Medical Center or to specialists around the country to receive the care they need.
- Student-athletes make up approximately 35 percent of visitors to Penn State Sports Medicine's public clinic each year, and all of the 60,000 visitors to our trainers at four locations on campus. Those are clinical visits for which Penn State Sports Medicine charges no fee.

SUPPORTING PENN STATE SPORTS MEDICINE

The University would not be able to field twenty-nine varsity teams and support over 800 student-athletes without an excellent sports medicine program, and health care is playing an increasingly important role in recruits' decision-making process. However, the rising costs of maintaining exceptional health care for student-athletes present a significant obstacle to Penn State's commitment to maintaining the winning tradition and diverse character of our athletic program. Moreover, because so many visits are not revenue producing, Penn State Sports Medicine is forced to pay its staff less than comparable practitioners in private practice. While many employees remain with Penn State Sports Medicine out of a sense of loyalty to Penn State and a belief in its educational mission, the prospect of losing quality employees to better-paying jobs remains a strong possibility. In order to attract and retain the finest health care professionals and to continue to provide exceptional health care to our student-athletes, Intercollegiate Athletics is turning to philanthropic leaders to establish permanent endowed support for Penn State Sports Medicine.



ENDOWED NAMING OPPORTUNITIES

THE PENN STATE CENTER FOR SPORTS MEDICINE: \$5 MILLION

While statistical trends allow Penn State Sports Medicine doctors to anticipate the number and types of patients that they treat each year, no one can predict the nature of each injury or the type of equipment and care it requires. For that reason, a leadership gift to create a major endowment would provide Penn State Sports Medicine with maximum flexibility in the annual allocation of resources. The income from such an endowment would allow Penn State Sports Medicine to adapt quickly to changing needs.

DIRECTOR OF ATHLETIC MEDICINE: \$2 MILLION

As the senior physician and clinical provider at the Penn State Center for Sports Medicine, the Director of Athletic Medicine provides invaluable leadership that sustains the quality of health care for Penn State student-athletes while remaining true to the core values and mission of its parent, the Milton S. Hershey Medical Center. The Director is responsible for assessing clinical competence; reviewing and approving all service operating policies pertaining to patient care; developing and implementing quality assurance programs; providing strategic direction; overseeing the research program; and supporting the educational development of individuals in the field of nursing, sports medicine, physical therapy, and athletic training.



PRIMARY-CARE PHYSICIAN—THREE POSITIONS: \$1 MILLION EACH

PHYSICIAN/ORTHOPEDIC SURGEON—TWO POSITIONS: \$1 MILLION EACH

Our primary-care physicians are the first to see student-athletes as patients at Penn State Sports Medicine, and our surgeons are ultimately responsible for helping our student-athletes recover from the most severe injuries. Because their diagnosis and treatment form the most important steps in a student-athlete's road to recovery, few positions are as essential to sustaining the quality of Penn State Sports Medicine.

SPORTS MEDICINE FELLOWSHIP—TWO POSITIONS: \$500,000 EACH

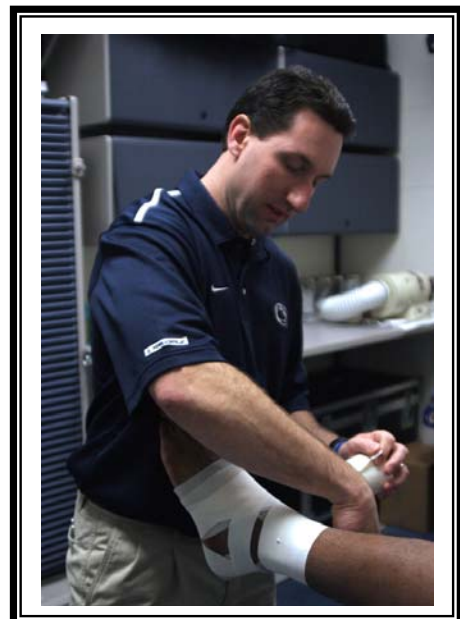
In order to help train the next generation of sports medicine practitioners, Penn State Sports Medicine wishes to create two new Sports Medicine Fellowships, one-year positions to be filled by orthopedic surgeons who want to sub-specialize in sports injuries.

DIRECTOR OF PHYSICAL THERAPY: \$250,000

For most student-athletes, surgery and treatment is only the first step on the road to recovery from a major injury. The physical-therapy staff in Penn State Sports Medicine works with patients over weeks and even months so that they can regain their full strength and range of motion. The Director of Physical Therapy occupies a central role here, as he or she not only must treat patients, but must also supervise and serve as a mentor to the entire physical-therapy staff.

HEAD TRAINER: \$200,000

Penn State's athletic trainers treat more student-athlete visits each year than any other medical professionals on staff. Trainers are available for each practice and competition, they travel with the teams on the road, and they ensure that visiting teams receive prompt care when they come to Happy Valley.



CHIEF EXECUTIVE OFFICER: \$100,000

Increasingly, quality health care demands equal expertise in health administration as in medical treatment. As the day-to-day administrator and manager of the clinic, Penn State Sports Medicine's Chief Executive Officer (CEO) oversees insurance and compliance procedures at the clinic, assesses and manages the clinic's budgets, develops and implements work scope and related operational policies and procedures, and ensures the efficiency of the operation by providing advanced professional leadership, operational planning, and strategic direction.

SENIOR RESEARCHER: \$100,000

Maintaining a healthy and equitable athletic program demands more than sound medical treatment; it also requires research that advances the understanding and treatment of sports injuries. Because of the size and success of Penn State's men's and women's athletic programs, Penn State Sports Medicine is in a unique position to conduct cutting-edge medical research into pressing topics and phenomena in sports medicine, such as the prevalence of knee injuries among women athletes in high-demand sports.

SPORTS MEDICINE PROGRAM ENDOWMENTS: \$50,000

Donors can create program endowments to provide annual support to Penn State Sports Medicine. The income from these endowments provides Penn State Sports Medicine with the financial resources and flexibility to adapt more quickly to changing needs and to seize new opportunities to improve the overall quality of the program.

GIVING TO PENN STATE

As a Penn State Intercollegiate Athletics benefactor, you can use your giving to achieve personal goals, enhance your financial security, and help provide for the future of our athletics program. You can provide our teams and student-athletes with much-needed financial assistance through outright gifts of cash, securities, stock, or other property. Outright gifts have an immediate impact and are used to support our program's current needs.

In addition to outright gifts, planned giving (including bequests, charitable gift annuities, and trusts) can make charitable giving part of your total financial plan. State and federal laws encourage philanthropy by conferring tax advantages on charitable gifts. Thus, planned giving helps you receive the maximum tax benefits, enables you to make a greater gift than otherwise thought possible, and benefits your family and heirs.



RECOGNITION SOCIETIES

The following recognition societies at Penn State acknowledge the extraordinary generosity of our donors:

- Nittany Lion Club—Donors are given the option to receive NLC priority points and benefits for gifts made in support of Sports Medicine.
- Mount Nittany Society—cumulative gifts of \$250,000 or more
- Laurel Circle—cumulative gifts of \$1,000,000 or more
- Elm Circle—cumulative gifts of \$5,000,000 or more
- Atherton Society—planned gifts of any size

As a member of one of these societies, you may receive benefits that include publications, event invitations, and commemorative gifts.

But the greatest satisfaction is the knowledge that your support is making a difference.

FOR MORE INFORMATION, CONTACT:

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