Female Athlete Triad: Presentation

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Abstract
Presentation created to summarize a strategic plan and screening program focused on the Female Athlete Triad. Program intends to promote awareness, encourage women to take action regarding their health needs, and reduce the stigma surrounding this underdiagnosed and undertreated health issue.

Disciplines
Business | Physical Therapy

Comments
The plan on which this presentation is based can be found here:

http://dune.une.edu/pt_studadmin/3/

Faculty member Jeff Nevers taught this course and served as an advisor on this project.
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Long-term complications:

- Osteoporosis/stress fractures
- Infertility
- Malnutrition
- Depression

Prevention:

- Well-balanced diet
- Avoid excessive exercise
- Stress reduction
- Seek treatment early
Patient Persona

- Age: 19
- Cross country runner
- Often skips meals
- Overexerts herself at practice
- 4 months without period
- Pressure to perform


Source: https://athletics.une.edu
Our Vision

- Empower
- Streamline the patient experience
- Reduce the stigma

Our Mission

- To recognize health risks and prevent injury by encouraging women to take action

Source: https://www.cabarrus.k12.nc.us/Page/56965
Source: https://www.medbridgeeducation.com/blog/2016/04/the-female-athlete-triad-five-key-takeaways/
Our Program

- **Educate**
  - Present to UNE female athletes

- **Screen**
  - Surveys
  - Medical/social history

- **Refer**
  - Provide appropriate referrals/resources

- **Reduce stigma**
  - Engage in open group discussion


Source: [https://twitter.com/o4dkc/status/175333719849177088](https://twitter.com/o4dkc/status/175333719849177088)
Critical Health Topic

- Female athlete triad prevalence in female college athletes
  - 69% secondary amenorrhea
  - 22-50% osteopenia
  - 16-47% clinical eating disorders

Essence

- Reduce impact of triad
- Streamline the patient experience
- Reduce unnecessary healthcare costs
Our “WHY”

- First-hand experience
- Professional background
- Underserved Topic

Our Values

- Patient-Centered Service
- Teamwork
- Sensitivity
- Evidence-Based Reasoning
- Financial Prudence

Source: https://www.tah-heetch.com/teamwork-in-business-communication
Our Objectives

**Individual**
- Enhance health literacy
- Take ownership
- Foster confidence

**Community**
- Increase awareness
- Streamline healthcare experience
- Reduce stigma

Source: https://www.thriftyfun.com/Being-a-Good-Patient-at-the-Doctors-Office-1.html
Our Strategies

Establishing a cultured network

- **Individual**
  - Use established connections
  - Communication via email
  - Presentations

- **Community**
  - Social media platforms
  - Complimentary services and referrals

Our Goals

- **Team goals**
  - Build a network
  - Implement our program

- **Patient goals**
  - Educate participants
  - Encourage self-confidence

- **Community goals**
  - Promote awareness
  - Reduce healthcare costs

Potential Barriers

- Sensitive nature of health topic
- Limited demographic
- Limited ability to encourage participants
- Availability of clients
- Lack of interest
- Unwillingness to participate

Source: https://www.better-angels.org/features/the-war-on-partisanship
Opportunities

- Building partnerships with healthcare professionals
- Potential sponsorships
- Expanding population
- Creating similar program for young active males

Stakeholders

1. Primary
2. Secondary
3. Tertiary

Source: https://www.moveforwardpt.com/Resources/Detail/female-athlete-triad-what-you-should-know
Trends and Disruptions in Healthcare

- Financial burden
- Less individualized care
- Difficulty seeking out the correct healthcare providers
- Digital marketing

Recommendations

1. Make connections early
2. Build a network of trusted healthcare providers
3. Demonstrate compassion
4. Keep costs low
5. Expand

Source: https://www.shutterstock.com/search/similar/149644118
Conclusion

- Increase awareness of this health topic
- Participants will gain knowledge, resources and confidence
- Reduce financial healthcare burden

Source: https://hubpages.com/@hafsaimran
References


Questions?