

St. Luke's Sports Medicine Launches NIL Program for Student-Athletes

By Sam Kennedy

BETHLEHEM - St. Luke's University Health Network's Sports Medicine Department has created a comprehensive Name Image Likeness (NIL) program aimed at developing future leaders in our community and can now announce its inaugural class.

"Through hard work and determination, these individuals have proven to be exemplary student athletes and people who have a positive impact in our community," says John Hauth, manager of Sports Medicine Relationships, St. Luke's University Health Network. "After evaluating many prospects, their exceptional character, leadership and commitment to making an impact were obvious. We are excited to offer these impressive young people an opportunity to strengthen our Team and have a real impact in the community by extending to them an offer to become part of our inaugural Name Image Likeness class."

What is NIL?

For years, the National Collegiate Athletic Association (NCAA) used the name, image and likeness of college athletes to promote their athletic programs and drive revenue. The use of student-athlete's NILs was not compensated, and student-athletes were not permitted to seek compensation for their NILs outside of official school-related activities. In 2021, the NCAA established an interim NIL policy allowing student-athletes to receive compensation for the use of their NIL outside of official school-related activities.

At St. Luke's, NIL has opened the door of possibilities for high school and college athletes to make money while engaging in service activities and efforts focused on giving back to their communities.

All NIL athletes also receive access to our state-of-the-art sports performance facilities as well as training opportunities with our elite group of sports performance coaches: access to resources across our Network and through Network partners; career planning, leadership development, social media and community relations training with industry leaders.

"During their experience with St. Luke's, all NIL student-athletes will make personal public appearances at St. Luke's and other community events, participate in clinics and other sports and learning opportunities, promote their activities through positive and interactive social media and participate in St. Luke's student-athlete development program," adds Tim McGorry, community ambassador, St. Luke's Sports Medicine, Fitness and Performance. "This groundbreaking NIL program will provide a clear pathway for student-athletes from college into the professional world. As the Region's Leader in Sports Medicine and a Top 100 Hospital nationally, we are excited to offer this next generation of leaders an opportunity to become part of our St. Luke's Team."



Photo caption: Christian Ferman.

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MARCH 5TH - 11TH

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FAKE PILLS KILL.

Fake Is Real is a fentanyl awareness campaign whose mission is providing straightforward, fact-based information that reduces harm from fentanyl-laced drugs and counterfeit prescription pills. We do it by giving users the information necessary to survive and save a life.

LEARN THE SIGNS OF AN OVERDOSE
ANYONE CAN SAVE A LIFE. BE PREPARED TO ACT IN THE EVENT OF A FENTANYL OVERDOSE OR POISING

STOP THE STIGMA
84% SAY THAT COPING WITH STRESS AND ANXIETY IS A REASON THEY TURN TO PILLS

Real Help Against Fake Pills.

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REAL FACTS.

64% OF TEENS ARE UNAWARE THAT FENTANYL IS BEING USED TO CREATE FAKE PILLS

460 FROM 2015-2021 REPORTED ACCIDENTAL OVERDOSE DEATHS IN NORTHAMPTON COUNTY, PA

PENNSYLVANIA HAS ONE OF THE HIGHEST RATES OF OPIOID OVERDOSE IN THE NATION.

76,975 FROM 2018-2022 DOSES OF NARCAN GIVEN BY EMS

4 OUT OF 10 PILLS BOUGHT ON THE STREET CONTAIN LETHAL DOSES OF FENTANYL

Local NARCAN Trainings

NARCAN is a nasal spray that can be given to a person to reverse a fentanyl overdose. Take a course and learn how to respond to an overdose and get free NARCAN.

Treatments and Resources

Visit FAKEISREAL.ORG or call 610-829-HELP for information about treatment facilities and other supportive resources.

Find a Complete List of Treatment Facilities & Resources at FakelsReal.org