

# PNN PREFERRED Network News

MARCH, 2010

## PSPN: IT'S OFFICIAL!

*Hot Off The Press:*

**"PREFERRED SPORTS PROVIDER NETWORK AND NATIONAL COUNCIL OF YOUTH SPORTS TEAM UP FOR INJURY PREVENTION AND SPORTS WELLNESS**

*Athletes Win Big With Quality Sports Fitness and Performance Services*

PHOENIX, AZ (March 3, 2010) – The National Council of Youth Sports (NCYS) and Preferred Sports Provider Network (PSPN) are proud to announce a new partnership for athletes to increase their physical ability, to build strength, prevent injury and perform better. Preferred Sports Provider Network (PSPN) is a network of contracted physical and occupational therapy practices who offer sports enhancement and injury prevention services at a discount, and is a service of Preferred Therapy Providers, Inc.. PSPN was created to bring awareness to the proactive athletic services their physical therapy practices provide and to share in the message of sports wellness and excellence.

"The NCYS is excited about the opportunity to work with the Preferred Sports Provider Network as an additional resource to our members and their colleagues in the youth sports industry," says NCYS Executive Director Sally S. Johnson. "These services are normally not covered by insurance, yet there are many athletes looking to improve their performance, become stronger and stay healthy."

In addition to offering services at a discounted rate, PSPN will provide tips and expertise from physical therapists and athletic trainers to the coaches, athletes, and parents of NCYS members through communications such as emails, webinars, and newsletters..."(continued on page 3)



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*Call for more details...*

**PSPN IS NOW  
ON FACEBOOK!**

**BECOME A FAN  
OF PSPN AND  
PREFERRED!**

**Thinking of adding  
another location?  
Call PREFERRED for  
more information!**

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## IF YOU COULD TELL THEM JUST ONE THING...

### What's Your Story?

Tell us for a chance at \$50!

If you found yourself in an elevator with an Insurance Company Big Wig and had 30 seconds to provide a flash of “aha” about your profession, what would it be? **PREFERRED** is constantly interacting with healthplans and PPOs, marketing our network of therapy clinics and providing education and insight at every opportunity. So...if you could tell them just one thing, maybe clear up a misconception or open their eyes to the broad range

of services you provide or ... (?) ... what would you say?

Send us an “elevator speech”, article, success story or even just a quick “did you know” quip, along with your written permission to use it, and it very well may be featured in one of our upcoming payor communications and/or our PNN Newsletter. Submit something to **PREFERRED** by March 31<sup>st</sup> and earn a chance to win a \$50 American Express Card! Call for more details!

## PUT A SPRING IN YOUR STEP...AND YOUR CLOCK!

It's that time of year again – if you're in a daylight saving market, don't forget to set your clocks ahead one hour (Spring Forward) starting Sunday, March 14, 2010, at 2:00 a.m.

Since **PREFERRED** is headquartered in Arizona, we never change our clocks. If you need to call us for assistance, here's how we'll compare in time, starting Monday, March 15<sup>th</sup>:

If you are...

EST: **PREFERRED** will be three hours behind you

CST: **PREFERRED** will be two hours behind you

MST: **PREFERRED** will be one hour behind you

PST: **PREFERRED** will be on the same time as you



## CONTRACTS CORNER

By Anne Singer, Contracts Associate

A few important reminders on Contract Links from **PREFERRED**...

Over the past several months, I have spoken with quite a few providers regarding direct/individual contract links and how if contracts were signed previously (or even subsequently) they can interfere with your participation and/or reimbursement under **PREFERRED**'s fee schedules. When providers accept contracts through **PREFERRED**, we assume that this is the only contract that has been signed and have no way of knowing of any additional or underlying links that may exist.

Here are a few important things to keep in mind:

If your clinic(s) or any of your therapists are contracted, were previously contracted, or subsequently sign a contract with a PPO/HEALTHPLAN or any of its affiliates, directly or through another source, it may affect or hinder your participation through **PREFERRED**.

If you have been informed by a PPO/HEALTHPLAN that you have a direct contract, ask to see the signed contract if you cannot recall ever signing paperwork with them.

Be sure to get the effective date of the contract, as it may coincide

with a merger or acquisition that took place.

I know for some of you and for myself that with all that is going on out there in the PPO/HEALTHPLAN world, it is enough to make you want to pull your hair out. Please know that **PREFERRED** is always working diligently on your behalf to keep you up to date on what's going on in the industry.

If you have any questions regarding the contracts you hold with **PREFERRED**, please contact Anne Singer by email: [asinger@preferredtherapy.com](mailto:asinger@preferredtherapy.com) or Phone: 800.664.5240.

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(continued from page 1) - "Our providers have years of training and are truly the most experienced in providing quality preventive and sports fitness services. Not only do they provide injury and illness rehabilitation, they are also experts in strength, flexibility and agility improvement and injury prevention," says Preferred Therapy Providers President Jaxene Hillebert.

PSPN providers are located within physical therapy clinics, and are highly trained physical therapists or certified athletic trainers. On average, PSPN providers charge significantly lower than athletic training facilities. In addition PSPN providers offer a 10% discount off of their already lower prices. PSPN's contracted physical therapy clinics have gone through rigorous credentialing and meet stringent quality standards.

"As the demands of today's athletes increase, the needs for specialized training for injury prevention as well as performance improvement also increase," says Vince Kame, Physical Therapist and Athletic Trainer with Foothills Sports Medicine Physical Therapy, a participating PSPN provider in Arizona. "As members of PSPN, we are proud to partner with NCYS to provide these athletes with the comprehensive care that could only come from organizations that regularly work with both rehabilitation as well as performance training."

The NCYS and PSPN believe this campaign will increase the awareness of injury prevention and sports performance resulting in a safer, healthier and more knowledgeable environment for athletes and organizations."

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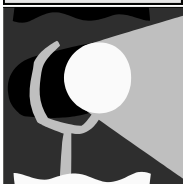
PSPN has an exciting journey ahead! We have already had great response, including interest from USA Rugby Association on using our network!

If you previously signed up for PSPN and did not specifically indicate the sports enhancement services you offer, now is the time to do this so we can effectively promote your practice to athletes!

For example, if you only indicated that you perform "Physical Therapy" on your PSPN Acceptance form, for example, we won't be as educated to refer athletes to your practice, because we don't know what services you provide or on which sports you are focused.

If you would like to sign up for PSPN, it's free to our contracted members! Please contact Julie Jones at **PREFERRED/PSPN** at 1-877-360-PSPN (7776) for more information.

### Vendor Spotlight



## DAVISPTNETWORK: ONLINE CE FOR PREFERRED MEMBERS

DavisPTnetwork is a comprehensive online continuing education and social networking Web site for physical therapy professionals. At DavisPTnetwork, physical therapists and physical therapist assistants can conveniently fulfill their continuing education (CE) requirements with state-approved courses that are easily accessed and completed online. The high quality content of the more than 45 peer-reviewed

courses—representing over 110 contact hours—has been developed by leading F. A. Davis PT authors including Susan Herdman, Charles Ciccone, Lynn McKinnis, Carolyn Kisner, Lynn Colby and many more.

Thanks to a partnership between **PREFERRED** Therapy Providers, Inc. and DavisPTnetwork, all members of **PREFERRED** receive 5% off of every CE course they

purchase at DavisPTnetwork. To take advantage of this discount, sign up for a free membership to DavisPTnetwork at [www.davisptnetwork.com](http://www.davisptnetwork.com). Then when you purchase a course at the site, simply enter PTPWelcome in the Promotion Code field of the Shopping Cart, click "apply," and your discount will be immediately available.



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**WANT TO LOCK-IN YOUR ANNUAL RATE?**

If you've been with **PREFERRED** for more than a year, and would like to "lock" in your annual fee so that it'll never increase during the duration of your contract, check out our Multiple Year Payment Plan (**MYPP**)! Call **PREFERRED** for more details...

***PREFERRED** Therapy Providers, Inc. is the largest specialty network of its kind, representing private practice physical, occupational and speech therapists throughout the country by contracting on their behalf with PPOs, Healthplans and Third Party Payors. Founded in 1992, **PREFERRED** continues to bring exceptional value to both the providers and the payors accessing the network's services.*

**DID YOU KNOW?**

In an effort to reduce costs to your clinic and free up your fax machine, **PREFERRED** now offers the **PREFERRED** Network News (PNN) via email. If you would like to receive PNN via email, please contact **PREFERRED** at 1-800-664-5240 or by email at: [preferred@preferredtherapy.com](mailto:preferred@preferredtherapy.com). You can also read PNN by visiting [www.preferredtherapy.com](http://www.preferredtherapy.com) and clicking on **PREFERRED** Network News!

**PREFERRED VENDOR NEWS**

Don't forget your **PREFERRED** membership includes access to over 20 fine Vendors offering discounts from 5% to 45%. For a complete listing please visit the **PREFERRED** website at [www.preferredtherapy.com](http://www.preferredtherapy.com) and click on the vendor link under the Provider page. Have your **PREFERRED** membership number handy when placing your order to receive the discount.

**SAVE MONEY with our  
Member Get-A-Member Program**

Do you know of a practice that could benefit from **PREFERRED**'s services? Well, great news! Refer one practice which qualifies and subsequently joins, and you will receive a 25% discount on your next annual fee. Refer two practices which qualify and subsequently join and you will receive 50% discount.. Three?...**FREE!**

Call **PREFERRED** for more details at 1-800-664-5240.

**QUOTE OF THE MONTH**

"I am not discouraged, because every wrong attempt is another step forward."

-Thomas Edison

**ON THE ROAD WITH PREFERRED. . .**

Oregon Physical Therapy Association Meeting	March 12-14, 2010 Eugene, OR
TXANS	April 7-8, 2010 Austin, TX
American Speech, Language & Hearing Assoc.	April 24-25, 2010 Seattle, WA
AOTA 90th Annual Conference	April 29-May 1, 2010 Orlando, FL

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