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ON THE ROAD ***- JAXENE HILLEBERT***

This is it - your chance to put faces to the names and voices behind PREFERRED Therapy Providers, Inc. Shawna Lawrence, Christy Beachamp and Jaxene Hillebert will be at the annual Combined Sections Meeting in Boston, February 14th through the 18th. Please stop by booth #818, located near the Resource area—or call us in advance to schedule a time for a visit.

PREFERRED Team members will be in your area soon! For starters:

- On March 12th, Christy and Jaxene will be attending a National Benefits Meeting in New York City.
- March 23rd and 24th, Christy and Jaxene will enjoy our annual trek to the Louisiana Chapter Meeting to be held in Shreveport this year.
- Watch for PREFERRED Team members in your area beginning in April in Atlanta.

In conjunction with our valued Vendors, including Empi and Chattanooga Group, we will be bringing a Network Meeting combined with Continuing Education Sessions to various areas of the country, including Southern California, Dallas and Orlando.

More details will be released soon!

CREDENTIALING AND RE-CREDENTIALING DOCUMENTS ***- JAXENE HILLEBERT***

Recently we sent out a fax blast reminding members that Preferred Therapy Providers, Inc. is no longer utilizing the services of Verifpoint, a Credentials Verification Organization (CVO). Our agreement with Verifpoint ended December 31, 2006.

During any transition, there are typically some cross-over issues. Please allow us to re-assure you that your information is secure with any CVO, as it is with Preferred. Moving forward, all documents requested for credentialing, re-credentialing and renewal purposes should be directly from Preferred's staff and returned to us accordingly. We now have the capability to credential and re-credential professionals in-house, while still surpassing NCQA requirements, thereby expediting the process and ensuring quality standards.

Thank you for your calls and questions; we welcome the opportunity to address your concerns.

PREFERRED Network News is a **PREFERRED** Therapy Providers, Inc. publication produced for informational purposes and distributed to our providers and other members of the business community. Its contents should not be applied as definitive health, legal, or business management advice. Readers should consult with their professional advisors prior to making any decisions network based on information within **PREFERRED** News. For questions and/or comments, please contact **PREFERRED** at 800.664.5240.

**STAFF MEMBER SPOTLIGHT ON :
PAUL JONES**

NICKNAME:	LENGTH OF TIME AT PREFERRED :	POSITION:
The Professor	5 years	Network Administrator
JOB RESPONSIBILITIES:	Technically—it's the smooth operations of all of PREFERRED's information system, audits of data, quality assurance measures, reports for management. The PREFERRED website and updates to the Member Center also fall on my desk. Because I'm attending college full time, I am able to remotely manage many of the tasks and requests from co-workers to ensure productivity and efficient work flow.	
WHAT DO YOU LIKE MOST ABOUT YOUR JOB:	The paychecks.	
ABOUT YOUR FAMILY:	I have been married to my lovely wife Susan for 7 years. I have two sons, Grant (4), and Tucker, (1), whom keep me busy and feeling young.	
FAVORITE PASTTIME:	My favorite thing to do is not do homework. When I am not in school, I like traveling, camping, family history, photo preservation through scanning, and digital photography.	

**A HEALTHY MARKETING IDEA
- CHRISTY BEAUCHAMP**

With today's emphasis on wellness and preventive care, many therapists are capitalizing on direct-to-consumer marketing and education, and emphasizing the fact that their services expand beyond post-injury treatment.

One idea to put a "healthy spin" on marketing is to include a quick & easy heart-healthy recipe in your materials every once in a while.

- In a newsletter, direct mail piece or postcard, include a heart-healthy recipe. Tie in a quip about the benefits of your services on the overall long-term health of your patients. A postcard or similar insert with a recipe on it is less likely to be tossed...make sure your clinic name & phone number are visible! Google "healthy meal recipes" if you need ideas.
- Get attention – get people involved! Request recipes from patients and referral sources for your next newsletter or mailer. Be sure to get their authorization to print, and give them credit. (15 minutes of fame). You could run a "recipe of the month" (or quarter) campaign.
- For the truly ambitious, create a cookbook, giving credit to the contributor for each recipe, and put an educational tidbit regarding your services or a "little known fact about (physical/occupational/speech) therapy" on each page.

These are just a few suggestions – take the ball and run with it. Whether it is a recipe or another creative eye-catching tactic, set your plan, implement it, be persistent, and have some fun!

DID YOU KNOW...?

In an effort to reduce costs to your clinic and free up your fax machine, **PREFERRED** is now offering the **PREFERRED** Network News (PNN) via email. If you would like to receive PNN via email, please contact **PREFERRED** at 800.664.5240 or email: pnn@preferredtherapy.com. You can also read PNN by visiting www.preferredtherapy.com and clicking on **PREFERRED** Network News!

!!! ENCORE !!!

One of the most popular features of our network is the annual Encore selection... and one of the most popular items of the 15 selections is the "Sweepstakes Entry". If it hasn't caught your eye, let us remind you: If chosen as the Encore selection at the time of your renewal, you have the chance at winning one free year of membership.*

This year, our winner, pulled 'from the hat' by new PREFERRED Team Member Angela Armenta is: SPOROTHERAPY NW in Long Beach, Ca. CONGRATULATIONS!!

** Winner must still comply with renewal requirements, including documents and credentialing processes.*

PREFERRED VENDOR SPOTLIGHT : E F I

EFI/TOTAL GYM is a company that since 1974 has put anyone that can benefit from their expertise ahead of all else. With equipment and products designed for home, commercial, and rehabilitation use, EFI has covered all bases on bettering the human body by way of hard work and quality control. Their equipment is designed for over 200 exercises including pilates, proprioception, endurance, stability, and lean muscle mass.

Unlike a lot of equipment companies out there today, EFI makes it a point to not only tell you about the quality of their product, but they show you as well. Throughout the country, EFI can be found offering courses that put you through the process, not just showing it to you. As a sponsor for Foundation of Physical Therapy, EFI has a long and well established relationship with the physical therapy arena, and continues to support ongoing research for the PT community.

EFI can be found at tradeshow and training courses alike. Their schedule can be found on their website at www.efisportsmedicine.com, including their presence at the upcoming Combined Sections Meeting in Boston. Courses include not only the work-out themselves, but show each attendee a new way of thinking regarding post-rehab, group personal training, and can help you create long term client loyalty.

Their website also includes a "Clinicians Corner", a page which will soon be able to provide special pricing, a downloadable library of exercise templates, and more.

THIS MONTH IN THE APTA

02/14/07—02/18/07	Boston, MA	Combined Sections Meeting (CSM) 2007
02/23/07—02/24/07	Forth Worth, TX	Coding, Reimbursement, and Practice Applications for Outpatient Rehabilitation Services
02/24/07—02/25/07	Dahlonega, GA	Health Promotion and Wellness: Expanding Your Practice Paradigm
02/24/07—02/25/07	Seattle, WA	Screening for Medical Referral: Cardiovascular, Pulmonary, Urogenital, and Gastrointestinal
02/28/07	2 Hour LIVE Audio Conference	Malpractice: Never Say Never - Lessons from the CNA Physical Therapy Claims Study

Please visit www.apta.org for more information on any of the above events, or to find out what is happening later in the year.

TRACKING PATIENTS: THE MISSING LINK PART II OF III - CHRISTY BEAUCHAMP

Last month, we presented a "crash course" option on tracking the PPO/Network affiliation in your system by recording certain data elements after receiving an EOB. This month, we further explore the difference between a PPO and a Payor "client", why it is important to track these different elements, and why the EOB is your most accurate resource for PPO network data. (Part I can be found in the January, 2007 Newsletter, on Preferred's website) www.preferredtherapy.com

THE DIFFERENCE BETWEEN A PPO AND A PAYOR:

For purposes of this and future articles, the following words will typically mean:

- **PPO:** a company which builds a network of providers who agree to take a discount in exchange for marketing of their services to various employers and other clients to increase referrals.
- **PAYOR:** an insurance carrier, employer, TPA or other administrator who pays the claim according to a discount which has been arranged either by themselves or by a PPO.

NOTE: Sometimes the payor and the PPO are one and the same (e.g. PacifiCare, UHC, Blue Cross, etc. all actually pay the claims, and they have also directly built their own provider networks)

WHY IT IS IMPORTANT TO TRACK THESE DIFFERENT ELEMENTS:

Most providers are well aware that they received a check from a company such as Fortis or Zenith Administrators or Gallagher Bassett, but rarely do they track that Fortis paid their claim according to the PHCS fee schedule, Zenith paid according to Beech Street, and Gallagher Bassett paid according to First Health.

PHCS, Beech Street & First Health did not "cut the check", but they determined the amount to be paid (based on the fee schedule the therapist accepted). If you don't connect Fortis to PHCS in your system somewhere, how do you know if they paid you correctly?

TIDBIT: Most of your PREFERRED contracts are non-risk PPOs. The majority of them DO NOT pay claims, but they represent an extensive list of "clients" who DO pay claims.

WHY THE EOB IS THE MOST ACCURATE RESOURCE:

In today's convoluted healthcare environment of mergers & acquisitions, leasing and subleasing of network access, and cross-pollination between PPO service options, the EOB is the ultimate guide to how your claim was paid.

WHY NOT THE CARD?:

The patient's benefit card may have multiple PPO logos on it. Their employer might access Interplan as long as they seek treatment in California, but if the patient is traveling out of state, their "out of area" coverage might be provided by PHCS. In some cases, PPOs "lease" other PPOs for coverage that is out of their service area. In other cases, a large employer might use Interplan for their employees in California, PHCS for their employees in Massachusetts, and Beech Street for their employees in Texas.

TIDBIT: Although a patient's benefit card should indicate any PPO network affiliation, there may be multiple PPO network affiliations, depending on where the patient lives or works, or if the patient travels out of their primary PPO's service area.

PART III - IN MARCH - WRAP, TIER, OUT OF AREA, OUT OF NETWORK