

PNN PREFERRED Network News

 PREFERRED THERAPY PROVIDERS INC 101 Corporate Center 19820 N. 7th Street Suite 250 Phoenix, AZ 85024 Phone 800-664-5240 Fax 623-869-9102	INSIDE THIS ISSUE - AUGUST 2007	
	SHOPPING FOR SHOES, SOCKS, SOAP ANDSHOTS?	PAGE 2
	VENDOR SPOTLIGHT ON: BIOEX SYSTEMS, INC.	PAGE 2
	IN THE NEWS	PAGE 2
	FOCUS ON WELLNESS QUOTE	PAGE 3
	UPCOMING CONFERENCE	PAGE 3
	ON THE ROAD WITH PREFERRED	PAGE 3
WELCOME ABOARD	PAGE 3	

REMEMBER?

JAXENE HILLEBERT

In the early '90's, our industry experienced acquisition frenzy, as companies such as NovaCare and HealthSouth began to aggressively purchase practices across the country. There was a great deal of concern about the survival of private practice, as these large corporations began moving toward risk agreements to capture the HMO market, leaving autonomous practitioners to fend for themselves.

Fast forward to 2007: HealthSouth, Select, Benchmark and Physiotherapy Associates have all merged. Couple the consolidation trend with the ever present growth of physician owned practices and it's no wonder that private practitioners are asking, "what's next?"

Our crystal ball is a bit cloudy, but we know that even in the toughest of times, therapists in private practice demonstrate the resiliency and entrepreneurial spirit that keep the momentum going, as they have in the past, so they will in the future.

We invite you to share your thoughts, concerns and plans for the future with **PREFERRED** network members by submitting the information to Jaxene Hillebert via email at: jhillebert@preferredtherapy.com

Our **PREFERRED** team members will review, and vote for the most original and interesting submission. The winner will receive a one-year free membership, and be featured in the October, 2007 newsletter.

Shopping for Shoes, Socks, Soap and..... Shots?

Retail health clinics have started to gain some serious interest from consumers who can combine shopping needs with affordable healthcare. These in-store clinics, housed at large retailers, are typically staffed with nurse practitioners and/or physician assistants under the supervision of a physician who is not always onsite.

At a recent meeting, the American Medical Association House of Delegates adopted a resolution which calls for federal and state agencies to investigate the safety of such environments. Also under scrutiny is the relationship of clinics to in-store pharmacies which could present a potential conflict of interest.

PREFERRED VENDOR SPOTLIGHT ON:

BIOEX SYSTEMS, INC.



BioEx Systems, Inc. produces exercise prescription, fitness assessment, nutrition, and ergonomic software for the health and fitness community. Their software products are easy to use, have many features and contain high quality content. The "Exercise Pro" includes a database of over 2000 exercises, complete with text and professional illustrations, and over 150 educational handouts. The "Exercise Pro" prints in a variety of formats, provides a compliance grid as well as a summary copy. Using this software can save you time, enhance patient care and promote a professional image. The "Ergo Pro" Software automatically informs computer workers to take rests and shows them exercises and stretches to relieve muscle tension and encourage postural re-education. The custom settings are based on time, keystrokes, or both. The "Ergo Pro" is easy to install and use, is inexpensive and can be used as an adjunct to treatment and/or as a re-sale item. Their software is in use in over 10,000 clinics, hospitals, professional teams, gyms, fitness clubs, and physician offices. Over 200 Universities use their software as a teaching tool. Many of their customers have actually switched from competitors software, after finding their software to be the best on the market. Refer to your member number to receive the **PREFERRED** discount of 10-35% and free demo software. Contact Douglas Feick, PT at (800) 750-2756 or visit their website at www.bioexsystems.com.

IN THE NEWS.....

- New Legislation for Direct Access in Oregon
House Bill 2386 expands the timeframe in which patients may visit Physical Therapists without physician referral. Patients are now allowed 60 days of physical therapy treatment. Prior to the law, treatment was limited to 30 days.

FOCUS ON WELLNESS QUOTE:

“The biggest healthcare threat is not the aging Baby Boomers. The biggest healthcare threat is the number of twelve year olds with Type 2 Diabetes. There is not enough money in the healthcare system to treat a pandemic of diabetes caused by obesity.”

---Overheard at the American Association of Preferred Provider Organizations Conference, January 2007

Upcoming Conference
 “Work Injury Management & Prevention”
 October 26 & 27, 2007 Chicago, Ill
 Sponsored by
 DSI Work Solutions, Inc.
 Susan and Dennis Isernhagen
PREFERRED Therapy Providers, Inc. members receive a discount.
 For more information on this outstanding event, visit
www.dsiworksolutions.com

ON THE ROAD WITH PREFERRED.....

WHAT

West Coast Road Show
California Chapter Meeting
Texas Chapter Meeting
PPS Meeting

WHEN....

Aug. 23, 2007
Sept. 28-30, 2007
Oct. 18-20, 2007
Nov. 6-10, 2007

WHERE....

San Diego, CA
Los Angeles, CA
Galveston, TX
San Diego, CA

WELCOME ABOARD.....

.....to the newest members of the **PREFERRED** team! We would like to extend a very hearty welcome to Brenda Muller, who joins us as Administrative Assistant and to Rex Hopp, who takes over as Contracts Specialist. We are happy these two talented individuals are now a part of the **PREFERRED** family!

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.