


PNNN PREFERRED Network News

 <p>101 Corporate Center 19820 N. 7th Street Suite 250 Phoenix, AZ 85024 Phone 800-664-5240 Fax 623-869-9102 www.preferredtherapy.com</p>	INSIDE THIS ISSUE - MARCH 2008	
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Hire Right

Jaxene Hillebert

Throughout the years, I have had many colleagues ask me how we here at *PREFERRED* have been able to hire so many good, upbeat, hard-working individuals. The standard response.....”just lucky, I guess” certainly holds some truth, but the reality is far more than luck.

In the H/R world, “performance based hiring” has long been a standard. Most of us in the healthcare world tend to focus on personality factors and use instinct, which are also important but not necessarily the most successful way to find the right employee for the job.

How do you hire right? Here are a few tips:

- Industry Specific Experience: Find a candidate with proven historical success and the zeal to continue in their chosen field. There are always exceptions, for example, hiring techs and receptionists for practices may not require healthcare experience, but rather the enthusiasm and commitment to learn and grow.
- Skills: If your accounting system is a software program unfamiliar to the candidate, but the candidate tells you he or she is a 'fast learner', you may have a problem. In any new job, some training must occur. Certainly you want to avoid hiring a billing person who has a great personality but who has absolutely no familiarity with CPT or RBRVS.
- Strong candidates: A candidate's strengths can be intimidating to other employees. Finding the right fit for other personalities in the office is one of the biggest challenges a hiring manager must handle.
- References: Parents, siblings and other family members do not count, under any circumstances. Objective information must come from former supervisors, teachers, mentors. Get details on work ethics, commitment to the tasks at hand, and learning abilities.
- Testing: Inform the candidate that on the second interview, tests will be conducted regarding basic skills and behaviors. This alone may weed out candidates who state they are qualified, but in reality don't have the ability needed to meet job requirements.



E-Learning for the Healthcare Professional

Managing your CE curriculum can be a daunting task, as you strive to find courses that meet CE requirements, satisfy your personal and professional expectations, and are convenient to take. **Dynamic Learning Online** is your solution!

[Dynamic Learning Online, Inc.](#) is pleased to remind members of our valued partnership with Preferred Therapy Providers, Inc. We're offering **TWO** great low-cost, effective ways for members of the Preferred Network to secure their required CEUs.

1. **"PREFERRED" DISCOUNT:** Members will receive a 30% discount on any course in the library. Simply use the discount code **PTNDLO2008** when registering online, using the **"Contact Me"** method on the registration page.
2. **DYNAMIC LEARNING REWARDS PROGRAM:** Receive a **FREE COURSE** (valued at up to \$200) with paid enrollment. This unique membership allows its Rewards Members to receive a **50% discount on all courses** for the entire calendar year. The enrollment fee is only \$100.

About Dynamic Learning Online, Inc.

Founded in 1999, Dynamic's mission is centered on the development and provision of time-sensitive, cost-effective e-learning courses, in a variety of subject areas, delivered seamlessly over the internet, to rehab professionals.

Today, Dynamic offers over 60 web-based courses! Courses are designed to provide Physical Therapists, Occupational Therapists, Speech-Language Pathologists, Athletic Trainers and other healthcare professional with continuing education units (CEU's). Practitioners from a wide variety of disciplines are able to meet licensure and certification requirements without taking time away from family or work.

We encourage you to visit our [comprehensive library](#) to explore all that Dynamic Learning Online, Inc. has to offer!

For further information or to enroll please visit www.dynamic-online.com, email us at learning@dynamicgrp.com or call us toll free at (888) 338-3247.

AND THE WINNER IS...

PREFERRED Network Member Sheri Silver, P.T. of Mid-Del Physical Therapy in Oklahoma submitted the most correct responses to the contest questions we asked in the January issue of the PNN and wins a free pass and one night's stay at one of the upcoming CPT Coding and Reimbursement courses.

THANK YOU TO ALL WHO PARTICIPATED!

CONGRATULATIONS SHERI !

ON THE ROAD WITH PREFERRED.....

<p>TXAN's Annual Non-Subscriber Conference & Expo</p>	<p>Mar. 5 & 6, 2008 Hilton Austin Airport Hotel Austin, TX <i>(Texas Providers may want to consider investigating participation in this event. For more information please contact Jill Bent at 512-477-7357)</i></p>
<p>PREFERRED'S CPT Coding, Billing & Reimbursement CEU Course Co-Sponsored by Sammons Preston</p>	<p>Mar. 6, 2008 Courtyard San Diego Rancho Bernardo San Diego, CA</p>
<p>Louisiana Physical Therapy Association Spring Meeting</p>	<p>Mar. 28-30, 2008 Lafayette Hilton & Towers Lafayette, LA</p>
<p>PREFERRED'S CPT Coding, Billing & Reimbursement CEU Course</p>	<p>Apr. 10, 2008 Courtyard New Orleans Metairie, LA</p>

Thought of the Month...

"Make your whole year's plans in the spring, and your day's plans early in the morning."

Chinese Proverb

DID YOU KNOW ??

Another way to avoid claim issues! Are all of your therapists credentialed through **PREFERRED**? While most health plans do not require a therapist match, some do. If you have hired a new therapist, or need to credential an existing therapist, call our Credentialing Team at 800.664.5240, or go online at www.preferredtherapy.com and download a New Therapist packet from the Member Center.

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