


PNN PREFERRED Network News

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Where's Petey?

He's on his way to Tactical Conference 2009!
Outcomes: The Future of Best Practice

P.T. Duck ("Petey") is headed for Scottsdale, Arizona in May 2009, to enjoy the activities of the conference, while helping the attendees get their ducks in a row! In an upcoming special Petey contest, attendees will have a chance to win door prizes from **PREFERRED** Vendors. There will also be a special drawing for one free year of membership in the network. You can count on a wonderful, informative, energetic two days in beautiful Scottsdale, Arizona, spending time with colleagues, industry experts, and the dedicated staff of **PREFERRED** Therapy Providers, Inc. Oh, and let's not forget Petey....he has a few ideas under his wing as well.

This conference will focus on **PREFERRED's** plans for a Network Outcomes Program. Take advantage and participate in various Roundtable/Q & A Sessions with our speakers discussing Human Resources, Marketing & Practice Development.

Stay tuned! More details will be forthcoming about this exciting event!

SEE YOU AT TACTICAL CONFERENCE 2009

MAY 1 & 2, 2009

**DOUBLETREE PARADISE VALLEY RESORT
SCOTTSDALE, ARIZONA**

Leadership: Lessons Worth Learning

If it's true that 'it's lonely at the top', many talented people who aspire to a leadership position might re-think their goals and ambitions.

Former Secretary of State Collin Powell wrote "18 Lessons of Leadership". The information has been presented in numerous venues, and offers enlightening, thought-provoking ideas from an individual who knew of which he spoke, and who was considered by many to be an individual who will be noted in history as an outstanding and inspiring leader.

We will share a few of these 'lessons' from time to time in future *PNN* editions.

18 Lessons of Leadership

(Adapted from former Secretary of State Collin Powell in collaboration with Michael Korda)

Lesson # 1 - Good leaders sometimes make people unhappy.

Good leadership involves responsibility to the welfare of the group, which means that some people will get angry at your actions and decisions. It's inevitable - if you're honorable. Trying to get everyone to like you is a sign of mediocrity: You'll avoid the tough decisions, you'll avoid confronting the people who need to be confronted, and you'll avoid offering differential rewards based on differential performance because some people might get upset. Ironically, procrastinating on the difficult choices, by trying not to get anyone mad, and by treating everyone equally "nice" regardless of their contributions, simply ensures that the only people you'll wind up angering are the most creative and productive people in the organization.

In The News.....

The recently passed (MIPPA) Medicare Improvements for Patients and Providers Act of 2008 includes a provision giving Speech Language Pathologists (SLP's) in private practice the ability to enroll in the Medicare program. Beginning July 1, 2009 SLP's will be able to bill Medicare directly without affiliation with a facility or agency. SLP's must go through the Medicare enrollment process by filling out the necessary forms and must also obtain an NPI (National Provider Identifier) number. For more information please go to the Medicare website: www.cms.hhs.gov

Shopping for Donuts, Detergent, Deli and.....Diagnosis?

--Jaxene Hillebert

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 necessarily 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. Nevertheless, in some parts of the county, health plans have started to analyze the economics and convenience of retail clinics – most notably in the Midwest- where Blue Cross and Blue Shield of Minnesota announced that it would offer its subscribers a new benefit: no out of pocket payments to see clinicians at retail convenience clinics. In anticipation of saving up to \$30.00 to \$45.00 a visit through use of these clinics for 'minor care' such as sore throat or ear infection, Blue Cross and Blue Shield of Minnesota will likely be the first of many other health plans to jump on the band wagon.

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 and click on the vendor link under "Therapy Providers". Have your **PREFERRED** membership number handy when placing your order to receive the discount.



Established in 1974 as Total Gym, Inc., and revitalized in 1986 as efi Sports Medicine, the creator and innovator of the Incline Resistance Training exercise equipment category is the foremost provider to all commercial fitness, wellness and home gym markets. Rehabilitation professionals are seeking more and better functional training methods to create injury specific protocols for patients and clients. efi Sports Medicine® brings you the precision-crafted Total Gym and all the companion products you need to provide functional training at its best. More than 200 rehabilitation and therapy-focused exercises for rehab, including traditional & evolved Pilates, can be implemented on Total Gym. Benefits to your clinic include versatility, quality and value increases your bottom line with cost savings, space efficiency and safety. Quick patient outcomes improve care. Visit their website: www.efisportsmedicine.com for package deals and specials.



Bodyblade ®, the patented, revolutionary workout system for fast effective muscle strengthening, power development, core stabilization and toning, was invented by California Physical Therapist, Bruce Hymanson. Bodyblade's ® low level vibration or oscillating motion forces the postural and shoulder muscles, as well as hundreds of other muscles, to contract 270 times a minute. Hymanson has taken this efficient yet effective movement and incorporated it into more than thirty expandable exercises designed to not only rehabilitate, but also provide a fast and fun workout routine for individuals of all ages and abilities. Since it hit the market in 1991, Bodyblade's ® reception has been tremendous – more than a half-million units have been sold worldwide. To order, or for more information, go to Bodyblade's® web site, www.bodyblade.com, or call 800-77BLADE.



AliMed is a leading manufacturer and supplier of high quality products - everything from pre-formed orthoses, alarms for fall management, cushions, diagnostic imaging and operating room accessories, orthopedic rehabilitation equipment and ergonomic workplace solutions. For over 30 years, they have served a broad range of manufacturing and service industries including all segments of the healthcare market... hospitals, nursing homes, HMO's, outpatient clinics, and private medical practices. Their products store gives you "one stop shopping" access to the best value selection of products from more than 100 high caliber manufacturers. Every product carries a full description and is usually available for "same day" shipment, with the option of overnight delivery as needed. The selection of products will be continually updated and expanded. Currently there are over 50,000 of the most frequently needed ergonomic and healthcare products available. Their store product offerings will continue to build. For more information call 800-225-2610 or visit their website: www.alimed.com.

ON THE ROAD WITH PREFERRED...

Self Insurance Institute of America (SIIA) 28 th National Educational Conference and Expo	Oct. 5-8, 2008 JW Marriott Desert Ridge, Phoenix, AZ
AAPPO Pacific Regional Chapter Educational Event: "PPO Strategies, Understanding and Surviving"	Oct. 14, 2008 La Costa Resort & Spa, San Diego, CA
NASHO 6 th Annual Leadership Summit	Oct. 21-22, 2008 Wynn Las Vegas, Las Vegas, NV
PPS (Private Practice Section, APTA) 2008 Annual Conference & Expo	Nov. 6 -7, 2008 Loew's Royal Pacific, Orlando, FL
Tactical Conference 2009 Outcomes: The Future of Best Practice	May 1 -2, 2009 Doubletree Paradise Valley Resort, Scottsdale, AZ

Go to www.preferredtherapy.com for links to each event.

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