


# PNNN PREFERRED Network News

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## Contracting and PREFERRED *Anne Singer, Contracts Associate*

I'm fairly new to **PREFERRED** (almost two years now), and am just starting to get my feet wet in learning the ropes of the Contracts Associate position. It has its challenges, but I am certainly up for the task! Here are some of the challenges I'm tackling that may sound a bit familiar...

### **Managing Existing Contracts:**

The most challenging thing for me has been getting my arms around what is going on with the mergers and acquisitions in the PPO/Insurance industry. The "who" bought "whom" and who's merging with whom is, and can be, very confusing. Just when I think I understand most of the scenario, something pops up and throws me for a loop. It seems to be a constant thing and will most likely continue on this path. We are learning more information every day and we will send any new information to our providers as events occur. Please keep an eye out for our logo on memos as they come in; you don't want to miss any important information!

### **New Contracting:**

With regards to "New" Contracts, we have to keep in mind that all of the integration and consolidation continues to reduce the number of Group Health/PPO contracting opportunities. With this in mind we are expanding our focus to include proposals from certain Workers Compensation networks, administration management companies and collaborative relationships with other specialty health entities. We are always mindful of the care and hard work that is entailed in your profession. Please know that we work very hard on your behalf and will not sign a contract just to have one more under our belt. It is our goal to secure the best contract terms and reimbursement we can for our Providers.

### **Network Update: YOUR RESOURCES AT WORK**

Christy Beauchamp, Vice President of **PREFERRED** gave an outline of the "Behind the Scenes" at **PREFERRED** in her presentation at TC 09. Our Team spends a significant amount of time managing existing contracts, the continuous confirmation of participation status, deciphering provider contractual links etc. It is ongoing and sometimes quite challenging, but this is exactly why we are here. **PREFERRED** is here as a resource for you.

There was so much more that was discussed at TC2009, and I could take up two more pages trying to explain all of what was said. Our Management Team truly "Gets it", and they have the knack of speaking in layman terms, and I for one appreciate that.

If you would like to receive a copy of Christy Beauchamp's Power Point Presentation, "Network Update", please send a request to [asinger@preferredtherapy.com](mailto:asinger@preferredtherapy.com)

With all that being said, please do not hesitate to give me a call or send an email if you ever need a question answered.

## POWER IN NUMBERS

*Jaxene Hillebert, President*

Look for some extraordinary new value-add services in the next few weeks! Due to the size of our network membership, we have attracted new vendors who have great ideas for savings as well as processes for better office efficiency. Purchasing items include letterhead and envelopes, business cards, and RX pads to name a few. We are also working on a purchasing network for clinical supplies and marketing collaterals. The cost savings could have a tremendous positive impact to your bottom line – and ours as we here at **PREFERRED** plan to use the services as well!

### **Private Practice Spoken Here**

During a recent presentation to private practitioners and administrators, **PREFERRED's** Vice-president, Christy Beauchamp gave an informative overview of current payor industry changes.

Among those changes, mergers and acquisitions, lack of transparency, and risk versus non-risk PPO's do understandably confuse providers. Ms. Beauchamp walked the audience through a series of 'who, what, where, how' and to best knowledge 'why' these massive changes are occurring, what to watch for and the actions that should be taken to safeguard providers who have independent contracts outside of the **PREFERRED** network.

Members may request a copy of the presentation by contacting Anne Singer at [asinger@preferredtherapy.com](mailto:asinger@preferredtherapy.com) or by calling our office at 800-664-5240. Please refer to item TC-2009 Network Presentation.

### **Small World**

*Jaxene Hillebert, President*

Some of you may have heard the term, "Six Degrees of Separation" (aka The Human Web). This 'small world' theory is that if a person is one step away from each person they know, and two steps away from each person who is known by one of the people they know, then everyone is AT MOST six steps away from any other person on earth. At our recent Tactical Conference in Scottsdale, we didn't have time to check the theory, but we did find that many of our attendees knew one another, including two therapists who were college room-mates and hadn't seen each other for twenty-five years. Happy reunion for Larry Bates, PT./Owner of **Backworks** in Mesa, Arizona and Jeff Pottenger, PT./Owner of **South San Physical Therapy** in San Antonio, Texas!

### **Are you prepared for the Red Flags Rule compliance?**

If this topic is unfamiliar to you, please read on:

Per the Federal Trade Commission website: "The Red Flags Rule requires many businesses and organizations to implement a written Identity Theft Prevention Program designed to detect the warning signs – or "red flags" – of identity theft in their day-to-day operations."

Despite efforts by provider associations and advocates, it appears that healthcare providers will remain identified under the category of "creditor" and will be required to comply with the FTC regulation.

#### RESOURCES:

**FTC:** <http://www.ftc.gov/redflagsrule>

**MGMA:** [www.mgma.com](http://www.mgma.com) (on their homepage, search for "red flags")

**Sample P&P (American Hospital Association)**

<http://www.aha.org/aha/content/2008/document/08redflagsoverview.doc>

**Also, check with your professional association for any additional information (usually available to members only).**

*Hello, Texas!*

We were recently at the AOTA meeting in Houston, Texas. The well attended meeting helped introduce us to new products and services in the marketplace. Particularly impressive were the students who were preparing to graduate. Their questions were insightful and interesting. Many have plans to enter private practice and were excited to learn more about what resources, such as Preferred Therapy Providers, Inc. are available to them.

**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 "Therapy Providers". Have your **PREFERRED** membership number handy when placing your order to receive the discount.

**Eli Research**

Eli Research is a research and information company with more than 120 print and on-line publications, teleconferences and audio learning products for our core markets of healthcare, law and litigation, financial services, education, travel, human services, sales and customer service, technology and the internet. They serve a reader base of more than 150,000 high-level professionals and decision makers nationwide. Their mission is to make a difference in the life of every business professional through information. Please call 1-800-874-9180 for more information or visit their website at: [www.eliresearch.com](http://www.eliresearch.com).

**Hertz**

Summertime is here! Are you planning a family vacation or an out-of-town business trip? If your plans include renting a car, then take advantage of special membership savings and services from Hertz. At Hertz, you'll find time-saving options like Computerized Driving Directions, Express Return and Hertz #1 Club Gold. And whether you need a compact, full-size, or specialty vehicle, Hertz offers a wide variety of new cars to handle all your rental needs. Hertz also makes sure you're enjoying special worldwide savings. As a Preferred Therapy Providers, Inc. member, you'll receive discounts off your rentals in the U.S. and around the world. The key to your savings is your Hertz Discount CDP# 0341900. Just mention this number when making your reservation. It's that easy! For reservations and information, call the Hertz "Members Only" toll free number at: 1-800-654-2200 or visit them on the web at: [www.hertz.com](http://www.hertz.com).

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

PT 2009 APTA's Annual Conference	June 10 -13, 2009 Baltimore Convention Center, Baltimore, MD
Arizona State of the State Meeting	June 12, 2009 Pointe Hilton, Phoenix, AZ
Florida Physical Therapy Association Fall Meeting	Sept. 10-13, 2009 Orlando, FL
Case Manager Society of Arizona Meeting	Sept. 12, 2009 Buttes Resort, Tempe, AZ
Louisiana Physical Therapy Association Fall Meeting	Sept. 18-20, 2009 Baton Rouge, LA
California Physical Therapy Association Annual Meeting	Oct. 2-3, 2009 Pasadena Convention Center, Pasadena, CA
Texas Physical Therapy Association Annual Meeting	Oct. 15-16, 2009 Renaissance Hotel, Austin, TX

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