

April, 2004



Inside this issue:

TC12 Door Prizes	2
Occupational Therapy Month	3
Contracting Corner	3
TC12 Itinerary	4

Tactical Conference 12

“Marketing from the Inside Out— Winning Strategies with Employees”

An Invitation

Employees are integral to the success of any organization. Energizing and motivating employees unleashes the potential that brings about organizational effectiveness and makes productivity soar.

PREFERRED invites you to interact with PPO executives, physical, occupational and speech therapists, and other professionals from throughout the health care continuum to discover, discuss, and develop strategies for success while at the 2004 Tactical Conference.

Featured Speakers:

- **John Heinsman**—Vice-President /Consultant of Beech Street Corporation
- **Dale Vaughan**—Senior Director, Employee Development and Culture of Beech Street Corporation

For more information about TC 12, contact Paula Sharits at 800-664-5240 or visit the conference page at www.preferredtherapy.com.

Tactical Conference 12:
“Marketing from the Inside Out - Winning Strategies with Employees”
 May 14th & 15th
 The Radisson Resort & Spa
 Scottsdale, Arizona

Tactical Conference 12 Door Prizes

PREFERRED would like to thank the following companies for providing Door Prizes for TC 12.

All TC12 attendees are eligible.

Drawing will be held at the close of the meeting on Saturday, May 15th.

Scandinavian Consulting, Inc.



Lojer 14kg Basic Pulley
Provided by Scandinavian
Consulting, Inc.

www.scipulleys.com
602-442-2088



Bodyblade CXT
Provided by Bodyblade
www.bodyblade.com
800-77BLADE



Travel Bag Set
Provided by
Magical Marketing
www.magicalmktg.com
877-307-7136

Occupational Therapy Month

April is occupational therapy month, a time when occupational therapists across America raise public awareness about key issues affecting society's health and well-being. This year, in support of a groundbreaking initiative to address the growing needs of seniors, OT Month will spotlight older driver safety and community mobility.

To spread the work about OT and older driver safety, occupational therapists, occupational therapy assistants, and students nationwide will stage events to raise awareness about older driver safety and the need for enhanced community mobility.

To kick-off the month-long observance, AOTA launched a new website, www.promoteot.org. The website, which is open to all visitors, contains information about occupational therapy for the public, health professionals, and educators. The website also houses a host of resource materials that can be downloaded for OT Month and other OT-based awareness initiatives.

For more information, visit www.aota.org, or AOTA's awareness website, www.promoteot.org.

[Source: <http://medicalnewswire.com/artman/publish/medicalnews.shtml>]

CMS Announces Modifications to HIPAA Contingency Plan

Starting July 6, 2004 Medicare will delay payment of electronic claims to physical therapists and other providers if those transactions are not compliant with new federal rules on submission of electronic claims.

In an effort to encourage provider compliance, the Centers for Medicare and Medicaid Services (CMS) announced last week that it is modifying its October 2003 contingency plan for compliance with the electronic transaction rules required by the Health Insurance Portability and Accountability Act (HIPAA). Medicare will continue to pay claims that do not comply with the HIPAA transaction standards, but starting July 6, it will take 13 additional days for the agency to process non-compliant claims.

Covered entities that currently are submitting HIPAA-compliant claims will not be affected by the policy change. To review the full text of the new contingency plan provisions, go to www.cms.hhs.gov/manuals/pm_trans/R114CP.pdf. To learn more about complying with HIPAA and adapting your practice to Medicare changes, register now for APTA's "Rules, Regs, and Red Tape," a 1-day seminar April 2 in Phoenix, Arizona. APTA also offers [HIPAAstepsPT](#), an online HIPAA compliance tool.

{Source www.apta.org/bulletin-3/12/04}

Contracting Corner

PREFERRED Therapy Providers has updated their existing contracts with ppoNext and Devon Healthcare Services regarding reimbursement rates for services rendered by a physical, occupational, or speech language therapist within **PREFERRED**'s specialty network.

"The completion of these contract updates regarding reimbursements demonstrate that ppoNext, Devon Healthcare Services and **PREFERRED** are committed to working together to maintain strong relationships between the health plan community and providers," said Jaxene Hillebert, President of **PREFERRED**. "Our relationships with ppoNext and Devon Healthcare Services provide quality, cost effective rehabilitation services to members throughout the country."

Founded in 1999, ppoNEXT is a leading provider of health network services aimed at assisting payers with better managing the spiraling cost of healthcare. Based in Long Beach, California, ppoNEXT offers clients access to over 400,000 physicians, 3,800 hospitals, and thousands of leading ancillary care providers in key markets such as the Midwest, Texas, California, and Florida. ppoNEXT serves self-funded employers, third party administrators, insurance carriers, HMOs, and bill review firms. ppoNEXT also offers utilization review and care management services through its Health Care Evaluation subsidiary. For more information about ppoNEXT, visit their Web site at www.pponext.com or call 214-267-3349.

Devon Health Services, Inc. is a National Healthcare Cost Management Company offering complete healthcare benefit packages including national PPO networks, Pharmacy, Dental, Vision, Recovery Services, Worker's Compensation, Motor Vehicle, and Claims Services. Devon Health Services, Inc., was founded in 1991 by John A. Bennett, M.D., an Internal Medicine Physician. For more information, visit their Web site at www.devonhealth.com.

TC¹² Itinerary

Agenda—Friday, May 14, 2004

10:00 am—1:00 pm

General Registration

10:30 am —12:30 pm

Concurrent Meetings (Brunch included):

- Credentialing Board (*by invitation*)
- Advisory Board (*by invitation*)
- "My **PREFERRED** Web Site" Clients and interested parties (**RSVP by 5/3/2004**)

1:00 pm—1:15 pm

Jaxene Hillebert,

President, **PREFERRED**

Welcome and Staff introductions

1:15 pm—3:00 pm

John Heinsman—Beech Street Corporation

"Break Away from the Ordinary—A Timeless Strategy for Management of Change from Inside Your Organization" - Part I

3:00 pm—3:15 pm Refreshment Break

3:15 pm—5:00 pm

Dale Vaughan—Beech Street Corporation

"Break Away from the Ordinary—A Timeless Strategy for Management of Change from Inside Your Organization" - Part II

5:00 pm—Sessions End

Announcement of Contest Winner

6:00 pm—7:00 pm—Evening Reception

Agenda—Saturday, May 15, 2004

8:00 am—9:00 am

Continental Breakfast

9:00 am —9:15 am

The **PREFERRED** Network—Updates and Overview

9:15 am—12:00 pm

Roundtable Discussions:

- Marketing/Employee Development
- Business Development
- Promoting Your Practice on the Internet
- Contracting

11:00 am—11:15 am

Refreshment Break

12:00 pm—12:15 pm

Closing Comments

Drawing of Conference Door Prize

**Non-Member Attendees—
Please remain after the
Closing Comments for a brief
meeting in the **PREFERRED**
Hospitality Suite to answer
any questions you may have
about joining **PREFERRED**
Therapy Providers**

PREFERRED
Therapy Providers
Connecting Payors and Providers

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"Newsletters".

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For additional copies of **PREFERRED** Network News, or to add other individuals to our e-FAX mailing list, please contact Paula Sharits at (800) 664-5240 or by e-mail psharits@preferredtherapy.com.