

# PNN PREFERRED Network News

August, 2004

## PREFERRED THERAPY PROVIDERS CELEBRATES 12 YEARS IN BUSINESS AND THE SUCCESS OF MY PREFERRED WEB SITE SERVICE

**PREFERRED** Therapy Providers, Inc. (**PREFERRED**), the largest centrally managed contracting and marketing resource for private practice physical, occupational, and speech therapy clinics in the United States, celebrates 12 flourishing years in business and announced the successful launch of its “My **PREFERRED** Web Site” service in the second quarter of 2004.

**PREFERRED** has also expanded its business relationship with key PPO’s and health plans throughout the country, including: AMN/HMN, First Health’s SPT program, and National Comp Care.

“My **PREFERRED** Web Site” is a service that designs, builds and maintains private practice clinics’ Web sites. This service is exclusive to **PREFERRED** network members and is an easy and affordable platform for providers who want to jump-start and maintain electronic marketing. It has been particularly popular with those who have wanted a website but were not sure where to start. Since its launch in the first quarter, **PREFERRED** has built and launched several Web sites and continues to build more in the upcoming months.

“Having been in business for 12 years has been a great experience for all of us,” said Jaxene Hillebert, President of **PREFERRED**. “As we continue to offer new products and services, we also continue the goal of providing exceptional customer service by positioning ourselves as a valuable resource and strategic partner in the rehabilitation industry.”

Founded in 1992 and based in Phoenix, Arizona, **PREFERRED**’s business model allows flexibility in contracting between private practitioners and various health plans and organizations. **PREFERRED** assumes responsibility for primary source verification of all practitioner elements required by the National Committee for Quality Assurance (NCQA), thereby reducing time, cost, and paperwork for both the PPO and provider. Currently, **PREFERRED** has over 950 clinics in 36 states and over 2400 individual therapists, serving more than 60 million members.

For more information, contact **PREFERRED** Therapy Providers, Inc. at (800) 664-5240 or visit the company’s Web site at [www.preferredtherapy.com](http://www.preferredtherapy.com).

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In an effort to reduce costs to your clinic and free up your fax machine, **PREFERRED** is now offering the **PREFERRED** Network News (PNN) via email.

*If you would like to receive PNN via email, please contact Paula Sharits at 800-664-5240 or [psharits@preferredtherapy.com](mailto:psharits@preferredtherapy.com).*

# Secretary of Health and Human Services Keynotes at AAPPO Summit

By Christy Beauchamp, Vice President  
*PREFERRED* Therapy Providers

Secretary of Health and Human Services Tommy Thompson presented the keynote address at AAPPO's Healthcare Industry Summit in Chicago on June 10th. Secretary Thompson acknowledged the association's legislative influence and commended President Karen Greenrose for her commitment and leadership.

One of the highlights of Secretary Thompson's speech, and an area on which rehabilitation providers can and should be capitalizing, was encouraging healthier habits in patients. Take into consideration the following healthcare dollar amounts spent annually on a variety of chronic illnesses:

\*\$155 Billion on tobacco related illnesses

\*\$135 Billion on diabetes related illnesses

\*\$117 Billion on obesity related illnesses

Unquestionably, genetic predisposition is unavoidable; however, a good portion of chronic illness is "self-inflicted." Prudent health decisions can significantly improve or sometimes completely reverse chronic symptoms. One notable quote in Secretary Thompson's impassioned speech: "Small steps can make a big difference." A drastic change in lifestyle is not necessary to affect positive results. He provided several basic suggestions, combined with humorous anecdotes. Among the "small steps:"

- Play with your kids
- Take the stairs
- Promote and encourage basic activity/wellness among employees
- If taking the bus or train, get off a stop early, walk the extra block

To review Secretary Thompson's address in its entirety, go to [http://www.aappo.org/2004Summit/2004\\_summit\\_key.html](http://www.aappo.org/2004Summit/2004_summit_key.html)

## *PREFERRED* Contracting Corner

### Expectations! Expectations!

*PREFERRED* is analyzing current data on billed charges and reimbursement expectations from our members. Recognizing that the information you provide helps us secure better relationships with health plans throughout the country, *PREFERRED* is conducting this analysis on a state by state basis and urge all of our members to participate. Complete and return the memo when you receive it so that *PREFERRED* is able to internally evaluate accurate fee data when working towards a relationship with new healthplans. *PREFERRED* expects the best for our members... we accept no substitute!

Look for *PREFERRED* at these upcoming events:

Florida Physical Therapy Association  
2004 Annual Conference  
Ponte Vedra Beach, FL  
August 13 -14, 2004

Texas Physical Therapy Association  
2004 Annual Conference  
Austin, TX  
October 7-10, 2004

Pennsylvania Physical Therapy Association  
2004 Annual Conference  
Harrisburg, PA  
October 15-17, 2004

California Physical Therapy Association  
2004 Annual Conference  
Anaheim, CA  
October 21-23, 2004

APTA Private Practice Section  
2004 Annual Conference  
Colorado Springs, CO  
November 3-6, 2004



## ***PREFERRED*** Vendor Profile - Total Gym

New Total Gym PowerTower™ from efi Sports Medicine adds the dynamic dimension of electrical power, enabling you to fine-tune patients' exercise regimens in one degree increments, or in any of 12 pre-calibrated levels. The press of a switch adjusts the resistance level *during any exercise in progress*, so you and your patients experience more cohesive exercise sessions.

Also new is Total Gym 26000. Like PowerTower, it can provide for specific arm pulley placement, enabling you to adjust the line of pull for improved effectiveness and specificity of force angles during upper body movement. Both models feature an Adjustable Foot Holder that can lift for use or lower out of the way with the push of a snap button.

Both also feature a versatile Folding Platform for use with the wide-base Telescoping Squat Stand to facilitate squats, bridging, calf raises and plyometric exercises, with the Telescoping Toe Bar accessory for Pilates or with the Closed Chain Platform accessory for unloaded, early closed-chain exercise.

Total Gym is the benchmark gravity incline resistance product for clinical use, providing more than 200 functional exercises and clinical variations for the trunk, upper and lower extremities and Pilates. With Total Gym, unrestricted movement occurs through all planes of motion, proprioceptive training occurs naturally and core stabilizers are recruited in nearly every exercise. You can provide unloaded, early closed-chain exercise in a functional environment with built-in calibration for incremental increases and decreases in load.

Call 1-800-541-4900 for more details or visit their web site at [www.totalgym.com](http://www.totalgym.com). Be sure to give your ***PREFERRED*** Member number to receive the ***PREFERRED*** discount.

## ***PREFERRED*** Employee Profile - Christy Beauchamp

**Nickname:** CB or Cheeseburger

**Length of employment with *PREFERRED*:** Almost 10 years.

**Job title and responsibilities:** Vice President. Business development, primarily on the payor side, budgeting, relationship maintenance, fire extinguisher, dish washer.



**What you like most about your job:** Interaction with therapists, who are the most compassionate people on the planet. Developing relationships with incredible friends and mentors on the healthplan side. Working daily with our team at ***PREFERRED***, all of whom are crazy, smart, and wonderful. I like knowing that we make a difference.

**Favorite pastime:** Karate and having disco parties with my daughter and her friends.

**About your family:** My very precocious and talented daughter is seven going on seventeen and is the center of my universe. My sister is a Phoenix Firefighter (I'm so proud!) with two beautiful daughters. My parents, Jaxene and Coots, are the two biggest kids in the family. They are exemplary role models in their generosity, humility, and strong sense of values. Jax is my business partner, mentor, and best friend.

## “Get Your Ducks in a Row”



Do you have your “ducks in a row”? If you have answered ‘no’ and are in need of **PREFERRED**s assistance, we have a way to remind you that “we are here for you.” Call us and find out what we mean...

For all you fun loving folks, claim a duck by:

- Finding “Petey” on our Web site - 5 winners per week
- Spotting him in our newsletters—Yes... even this one! The first 25 people who call in and ask us a legitimate business question will be sent a duck!
- Catch **PREFERRED** teammates mentioning the phrase “ducks in a row,” the word “duck” or even his name, “Petey” - 5 winners per week
- Visit our **PREFERRED** booth and talk to a **PREFERRED** representative at the upcoming Florida provider show—Watch for “Petey” to pop-up in several upcoming provider tradeshows including Texas, Pennsylvania, California and the APTA Private Practice Section Meeting in Colorado

After you get the duck, what will you do with it? Well, for all you adventure seekers out there, we have a question for you: “How far will Petey travel?” We encourage you to take a picture of Petey traveling throughout the country and abroad, send the picture back to **PREFERRED**, we’ll post it on our “Petey” **PREFERRED** Web gallery, and at the end of the year, we (**PREFERRED** network members and **PREFERRED** staff) will vote on the best picture and place where Petey traveled and some “lucky duck” **will win \$500 and a free pass to TC 2005!**

**Contest disclaimer:** One entry per clinic (choose the best picture!). Digital photos strongly recommended for submission; if you will be sending a picture via regular mail, please note that the photo will not be returned to you. All photos submitted will be the property of **PREFERRED**. Send pictures via e-mail to: preferrednetworknews@preferredtherapy.com, with your name, contact address, phone number where we can reach you, and Petey’s travel location. **Contest date: August 9 - December 31, 2004. PREFERRED staff not eligible for contest prize but are encouraged to submit pictures to the Web gallery.**

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