

PNN *PREFERRED* Network News

FEBRUARY 2004

Hooked on Evidence Update

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As an active sponsor of the American Physical Therapy Association (APTA)'s Foundation for Physical Therapy, **PREFERRED** supports APTA's Hooked on Evidence initiatives. Below is an update regarding APTA's progress and efforts that support the clinical effectiveness of physical therapy.

In less than two years, over 1000 extractions of research articles on the effectiveness of physical therapy interventions have been added to APTA's Hooked on Evidence database. These extractions represent a portion of the evidence available for physical therapy practice. Each extraction contains information on the study, design, methods, and characteristics of study participants, as well as the interventions studied and outcomes of the interventions. The current size of the database is the result of the efforts of hundreds of physical therapy clinicians and students.

During 2003, measures of treatment effectiveness were added to APTA's Web site. The measures represent the magnitude of a treatment effect and are displayed in each extraction for each outcome when data in the original article allows for their calculation. For continuous outcomes, treatment effect size is represented by the Absolute Mean Difference and the Standardized Mean Difference. Measures of treatment effectiveness calculated for each dichotomous outcome are the Odds Ratio, Risk Ratio, and the Number Needed to Treat.

Section on Research members have been active in the Hooked on Evidence project since its inception entering extractions and in spreading the word about the initiative. Recently, over 100 Section members have volunteered to compare the extractions published to the database with the original research articles. The feedback received from these reviewers has been valuable in improving the overall quality of each extraction.

Plans for Hooked on Evidence in 2004 include identifying areas of practice for which a substantial amount of literature has been entered into the database and have begun to combine studies on similar interventions to determine a pooled measure of treatment effectiveness. The Advisory Panel on Research along with expert consultants is scheduled to meet early in 2004 to help guide these efforts. Also, in 2004, APTA members who publish extractions to Hooked on Evidence will be eligible to receive Continuing Education Units (CEUs) for their efforts.

Hooked on Evidence is available to APTA members at www.hookedonevidence.com or by following hyperlinks from the APTA website and Section on Research Web site under Section and Research. Your Member ID and Last Name are required to log in. Once logged in, you may search among the published extractions for evidence for your practice and view the enhancements to the Web site.

As Hooked on Evidence is a work in progress, additional volunteers are needed to contribute extractions to the database. For those having difficulty choosing an article to enter, APTA's Research Services Department has started to keep a list of recent effectiveness articles that we would like to have added to the database. Physical therapist researchers who have published on the effectiveness of interventions are also welcome to enter their own studies. To contribute to this important initiative, or for more information on Hooked on Evidence, please contact David Scalzitti, PT, MS, OCS, Associate Director of Research Services at davidscalzitti@apta.org or by phone at (800) 999-2782, extension 8555.

PREFERRED

Therapy Providers

Connecting Payors and Providers

Encore! Encore!

PREFERRED introduces two new Encore selections! We plan to add more following Tactical Conference 12.

A "My **PREFERRED** Web Site" Discount Certificate has been added to the roster of items. This certificate represents a significant discount for the design, development and hosting of **PREFERRED** network members' web site. It also includes the purchase of a domain name. (Paul Jones, **PREFERRED**'s Network Administrator, will lead a roundtable discussion at TC12 on "Promoting Your Practice on the Internet." See page 4 for more details.)

Are you in need of a report card? Did you send our surveys to your patients? Send **PREFERRED** a sampling of the results of your survey and **PREFERRED** will create at "Report Card" for you to use in your future marketing initiatives.

For details of these and other Encore selections, contact **PREFERRED**. Or, if you have ideas for additional manuals or helpful items please call us and we will work with you toward creating other Encore selections..

First Health SPT Program

The Specialized Physical Therapy (SPT) program agreement between First Health and **PREFERRED** Therapy Providers becomes effective on March 1, 2004. To avoid confusion, here are some points of clarification:

- ◆ At this time, there are only two insurance companies participating in the First Health SPT Program. They are:
 - » Eagle Insurance, representing employers in AL, AK, AZ, CA, FL, HI, ID, LA, MS, NV, NC, OR, TX, UT, VA and WA
 - » Liberty Mutual, representing employers in AK, AL, AZ, CO, HI, IA, ID, IL, IN, KS, LA, MI, MN, MO, MS, MT, ND, NM, NV, OH, OR, TN, TX, UT, WA, WI and WY.

SPT guidelines apply only to these clients, and only in the states indicated.

- ◆ The forms that were included in the information sent to our Members are *optional* forms, developed by **PREFERRED** in collaboration with First Health to assist our Members in expediting requests for additional visits and proof of medical necessity. These forms are only for the SPT program.

This is a pilot program and your feedback is important to **PREFERRED**. If you have any further questions regarding the First Health SPT Program, please contact Maritza Wilson at (800) 664-5240 or by e-mail at mwilson@preferredtherapy.com.



"My PREFERRED Web Site" discount certificate has been added to the roster of Encore! Items.



PREFERRED Employee Profile – Hazel

Name: Hazel Valdez

Nick-name: Hazelnut or Haze

Length of employment with Preferred: 6 1/2 months

Job Title and responsibilities: Director of Marketing - Responsible for the marketing and branding initiatives for **PREFERRED** including

advertising, tradeshows, collaterals (newsletters, press releases, direct mail), Web site, public relations, and employee development initiatives.

What you like most about your job: **PREFERRED**s “empowerment” of their employees. It’s great to come to the office and know that the company stands behind the

decisions you make on their behalf and also humors me with my crazy ideas!

Favorite Pastimes: Writing fiction and poetry, gourmet cooking, photography, cycling, swimming, softball and traveling.

About your family: I have an older sister and two younger brothers... being the middle-child says it all!

Contract Updates

In January, 2004, Accountable Health Plans (AHP) announced that it is now part of the Interplan Health Group (IHG) companies. As part of the IHG companies, AHP will be rolling out a new logo effective January 1, 2004. AHP will continue to honor the existing company logo as they continue to work with their TPA and insurance company partners to implement the new logo in 2004.



For a copy of the memorandum from AHP regarding this change, call Fax on Demand at (602) 234-9303 and request document # 5028.

TC 12 Update

PREFERREDs annual conference is scheduled for May 14th and 15th, 2004, at the Radisson Resort and Spa in Scottsdale, Arizona. The title for the conference is “Marketing from the Inside Out—Winning Strategies with Employees.”

Added to the Round Table Discussions is **PREFERRED**s own Network Administrator, Paul Jones, who will lead a discussion on “Promoting Your Practice on the Internet.” This will be a great opportunity for you to learn more about the “My **PREFERRED** Web Site” program and how to utilize your practice Web site to educate and attract patients.

Registration information for TC 12 went out during the third week of January. Be sure to get your registration in by March 15, 2004 to qualify for the Early Bird Members rate! Please call (800) 664-5240 with any questions.

PREFERRED Tidbits...

PREFERRED is scheduled to attend the following conferences and would love to meet you face to face! Check out some of the dates, times, and locations for 2004!

Louisiana PT Conference,
March 26-28, Lafayette.

Tactical Conference 12,
May 14-15, Scottsdale, AZ

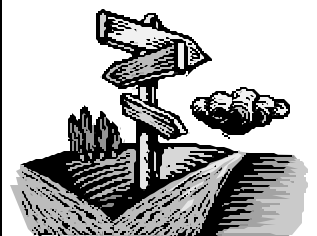
APTA Annual Conference,
June 30-July 3, Chicago, IL.

Florida PT Conference,
August 12-15, Ponte Verde.

Texas PT Conference,
Oct. 7-10, Austin.

California PT Conference,
Oct. 20-24, Anaheim.

APTA Private Practice Section Conference,
Nov. 4-7, Colorado Springs



Another Delay for Stark Definition

For the fourth time in three years, CMS has delayed the effective date of the last sentence in the Stark Regulations, originally posted in the Federal Register in January of 2001. The culprit for the additional delay is the controversy over the definition of percentage compensation that is "set in advance". According to the December 24, 2003 Federal Register, the delay "will give (CMS) additional time to reconsider the definition... in order to avoid unnecessarily disrupting existing contractual arrangements for physician services."

The agency further states that "compensation that is required to be "set in advance" ...may continue to be based on percentage compensation methodologies, including those in which the compensation is based on a percentage of a fluctuating or indeterminate measure." The example provided to describe "fluctuating or indeterminate" is compensation based on percentage of revenues billed or collected for physician services.

CMS states that the definition of "set in advance" will be addressed "definitively" prior to the new effective date of July 7, 2004.

To see the notice delaying the rule, go to www.access.gpo.gov/su_docs/fedreg/a031224c.html.

NEW!! PREFERRED Vendor – AliMed

PREFERRED is happy to announce that we have added AliMed to our list of **PREFERRED** vendors.



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.

You can order a free catalog at their Website, www.alimed.com, or call (800) 225-2610. Refer to your Member number to receive your **PREFERRED** discount.

Read this newsletter online at www.preferredtherapy.com. Just click on "Newsletters".

Provider Newsletter Disclaimer

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