



Human Resources—The Interview Process

PREFERRED recognizes that when it comes to the process of hiring employees, there are many factors to keep in mind. Hiring people takes skill and years of practice. The key is finding a ‘fit’ with that potential employee and your current company culture. The goal: Hire good employees who demonstrate excitement in what they do and provide professional and efficient service.

Below are helpful hints that we would like to share with you courtesy of our colleagues at Employer Solutions Group:

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1. Prior to the interview, review a candidates resume.
2. Plan the interview so that it takes place in a comfortable, quiet setting.
3. On the day of the interview, clear your time so that it is not interrupted.
4. Review the candidate’s job application – If the candidate did not fill out the job application in its entirety or if it was sloppy, then that should trigger a note to your self regarding the candidate’s attention to detail.
5. During the interview, jot notes down about their personality and skill level.
6. Questions to avoid: age, sex, religion, and marital status. **NOTE:** Every year the laws change regarding privacy; we recommend that you touch base with your Human Resource representative prior to the interview.
7. In the interview, remember that listening is best – Try to talk only 25% of the time and allow the candidate to “sell” their skills and ability as a potential employee.
8. Avoid leading questions and blanket statements that confuse a candidate – Be direct. **EXAMPLE:** “How well did you get along with your former co-workers?” Chances are the candidate will respond with, “Just fine.” Take the same question and pose it this way, “What did you like best about your fellow co-workers at your last job?” You’re going to get a better and more usable response because the candidate will elaborate more on their experiences.
9. Conclude the interview with any other information – Inform them of the time frame regarding when you will be hiring someone, if you have other candidates that you are interviewing, or, if you have found in the interview that they are not a fit with what you are looking for in a potential employee, then let them know why. This clears up any misconception that they are still “in the running.”
10. Thank them for their time and personally walk them out – This is especially important because it shows the candidate that the time you spent with them was important to you.

[Stay tuned for more HR tips from Employer Solutions Group. Check out their profile on the last page!]

Credentialing Update

A survey conducted by an outside marketing company on behalf of PREFERRED to payor clients nationally confirmed the importance of credentialing.

On August 1, 2003, Primary Source Verification will be mandated by PREFERRED Therapy Providers. Over the past two years of transition, we have had the support and commitment of our network members, and we would like to give you our sincere appreciation. We know that you recognize the benefits that our new credentialing standards bring to PREFERRED and we thank you in advance for your continued support.

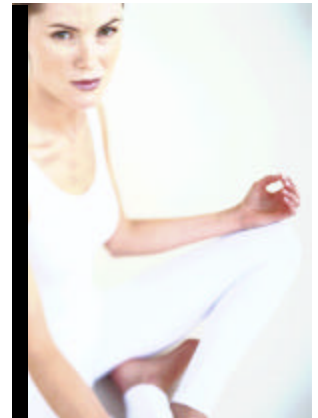
We also would like to acknowledge the efforts of our Credentialing Committee members. The Credentialing Committee meets monthly and is comprised of physical and occupational therapists. If you would be interested in learning more about serving on this committee, please contact us at 800-664-5240.

Contracts Corner

Several of our members have called to inquire about a company in Florida, TechHealth. Be advised that we have been in contact with representatives from this organization regarding contracting issues, and we have discussed the situation in detail at our standing Monday contracts meeting. If you have questions regarding TechHealth or receive a solicitation from them and wish to consider contracting, please feel free to call PREFERRED. In August, details of the TechHealth proposal will go to our Advisory Board.

Growing, Growing...

Please join us in welcoming Hazel Valdez, our new Director of Marketing. Hazel joined our team on June 16. With over 10 years of experience in the managed care industry, specifically in the PPO sector, we are pleased that she has joined our team. Prior to joining PREFERRED, Hazel lived and worked in California. Hazel came from Beech Street, where she held several management positions including Training and Employee Development as well as their Marketing and Communications units. Hazel's primary responsibilities for PREFERRED include the development of PREFERRED's marketing and branding as the network of choice. She is working with the PREFERRED team to enhance all of our marketing materials, including our Web site, advertising, newsletters, press releases, direct mail campaigns, tradeshow, public relations initiatives, employee relations initiatives, and vendor relationships. Keep an eye out for her as she will participate in provider meetings in the future to learn more about physical, occupational, and speech therapy as well get to know the providers in our network!



"On August 1, 2003, Primary Source Verification will be mandated."



Preferred Employee Profile – Tiffany

Name: Tiffany Washko

Nick-name: “Pipp”

Length of employment with Preferred: Almost 3 years

Job Title and responsibilities: Projects Administrator and Quality Assurance Director - I have many different roles including the management of special projects and finding a suitable match for their timely completion. I also serve on the QA committee, working to create workplace efficiency and

quality. Most recently, I have had the honor of working closely with Hazel, our Director of Marketing.

What you like most about your job: Working with some great people: co-workers, Preferred members, and insurance reps. I love the variety too.

Favorite Pastimes: Listening to Frank Sinatra, surfing the net, hiking mountains behind my house, and **TRAVELING**. My three favorite places to visit are New York City, Chicago,

and San Francisco. Upcoming travels will take me to San Diego, the Florida Keys, and Hawaii.

About your family: Super close family. I have been married for nearly five years and have a two year old son, Payton. I also have another little bundle on the way! I see my parents and younger brother just about everyday. I also have a brother, sister-in-law, and nephew who live in New Jersey.

HIPAA

Susan Schmidt and Gabe Viola from TOP Solutions were approached by quite a few conference attendees after their HIPAA presentation at TC-11. Watch the next few newsletters for questions posed, and answers provided:

Q: Is Workers' Compensation covered under HIPAA?

A: NO. This type of policy is not a Health Plan. Susan further explains: “In the final rule, there is a provision that clarifies the term “health plan” to exclude “any policy, plan or program to the extent that it provides or pays for the cost of, excepted benefits as defined in section 2791(c)(1) of the PHS Act.” (AKA - workers’ comp). Also, new provisions in the final rule permit covered entities to disclose PHI as authorized by and to the extent necessary to comply with workers’ comp or other similar programs. Where a state or other law requires a use or disclosure of PHI under workers’ comp, the disclosure would be permitted. There is minimum necessary language which you will need to consider as well.”

Q: Our clinic is in a gym. During intake, are we allowed to include a fill-out card for contact information in the event the patient is interested in the gym’s services?

A: This should be fine. The final rule permits covered entities to use Protected Health Information (PHI) to market health-related products and services, whether they are the products and services of the covered entity or a third party, subject to a number of limitations. It is critical that if you receive remuneration for this, you must disclose it to the individuals. In addition, you must receive authorization if you release your patient list to the gym.

Preferred Tidbits...

Contract Name Change: As of April 1, 2003, the former ADP/QRS Managed Care Services was acquired and will now be doing business as **Procura Management, Inc.** All billing procedures will remain the same. This new name will replace “QRS Managed Care” on your next MCO grid that you receive from PREFERRED.

Provider Photo Contest:

PREFERRED is looking for photos of physical therapy in action! Please submit photos of you and your fellow staff members working and treating patients (be sure to get permission) and win a prize that is valued at approximately \$100.00! Not only do you have the opportunity to win a great prize, you may also earn recognition as one of PREFERRED’S amazing providers if we choose to use your photo in future publicity campaigns. This contest ends on **August 1st** so don’t delay! E-mail us for details!

The Cap is Extended

The \$1590.00 Medicare Cap has been extended until September, 2003.

Preferred Vendor Profile –ESG



We have recently created a new vendor relationship with a company out of Bakersfield, CA, Employers Solution Group.

Employer Solutions Group is a Professional Employer Organization ("PEO") dedicated to maximizing the operational efficiency of small and mid-sized companies. Here are a few of the services they provide:

Payroll - providing an efficient payroll service that will exceed your expectations.

Human Resources - helping you reduce the risks associated with employee regulations and improve your overall productivity.

Employee Benefits - Your employees are your greatest asset, providing good benefits for themselves and their families is what they deserve.

Risk Management - Helping you create a safer workplace, reduce the frequency and cost of workers' compensation and associated claims.

Check out their Web site at www.esolutionsgrp.com

AZFMC News

PREFERRED Therapy Providers recently held a Town hall Meeting in conjunction with **Arizona Foundation for Medical Care**. It was very informative and provided many answers to issues our providers commonly encounter. Following the meeting we faxed broadcast the question and answer sheet to all Arizona providers. For your convenience, we have also made this document available on our fax on demand by calling 602.234.9303 and requesting document number 5009. The AZFMC Provider Reference Guide and list of administrators are available online at www.azfmc.com. If you are unable to access the website or need a copy of the fee schedule or medical policies and procedures, please call our provider relations department at 800.664.5240.

Provider Newsletter Disclaimer

PREFERRED News is a PREFERRED Therapy Provider, Inc. publication produced for informational purposes and distributed to our providers and other members of the business community. Its contents should not be applied as definitive health, legal or business management advice. Readers should consult with their professional advisors prior to making any decisions based on information within PREFERRED News.

For additional copies of PREFERRED or to add other individuals to our e-FAX mailing list, please contact:

Tiffany Washko at 800.664.5240 or twashko@preferredtherapy.com

More Tidbits...

The first fifty members to call PREFERRED Therapy to purchase a Foundation for Physical Therapy Raffle Ticket will receive an additional Raffle ticket purchased by PREFERRED. This will DOUBLE your chances of winning a brand new Ford Mustang Convertible. These tickets are \$25.00 each, or five for \$100.00.

Call now.....this opportunity will last only until October 1, 2003.

March On!

The APTA 2003 meeting held in Washington, D.C. included a march on the capitol to encourage Direct Access. Over 1,700 PT's, PTA's and supporters were included in the event.