

PNN PREFERRED Network News

June, 2004

What comes first? Employee Development or the “Bottom Line”

By Hazel Valdez, Director of Operations & Marketing

In any business setting, the “bottom-line” is crucial to the survival of a company. During **PREFERRED**'s Tactical Conference 12, we learned that there are many factors that contribute to that “bottom-line.” The biggest factor and the most obvious are your employees.

John Heinsman, recently retired from Beech Street Corporation and Dale Vaughan of Beech Street Corporation presented two viewpoints on how to win with your employees. Their presentation, entitled: **“Break Away from the Ordinary – A Timeless Strategy for Management of Change from Inside Your Organization”** gave clinicians and managers alike an opportunity to change not only for their practice or office, but also within themselves.

John Heinsman spoke of **“BREAKS”** and emphasized that by being **bold, responsible, enthusiastic**, always **accentuating the positive**, realizing that **knowledge** is both academic and street savvy, and being **sincere** is integral to the success of your employees and your organization.

Dale Vaughan spoke of **“Personal Accountability”** and how accountability starts with each individual; the idea of choosing to engage in accountable thinking and action and to start asking questions like, “What can I do to make a difference?” It is making better choices in the moment by asking better questions. She showed us that accountability is “a commitment of the head, heart and hands to fix the problem and never again affix the blame.”

The roundtable that followed Saturday morning regarding employee development generated more discussions with physical therapists, office managers and practice owners. John asked the roundtable participants to introduce themselves and share with the group two unique things that each of the participants did for their employees. The answers included:

- Continuing education
- In-service on topics interesting to employee population that helped create a ‘social atmosphere’
- Monthly team meetings with lunch where they were able to discuss business topics
- Offering some type of IRA benefit plan
- Made someone a partner in their practice
- Take them out to lunch where the atmosphere is more relaxing in trying to get to know an employee
- Give ownership to their employees with regards to their position and show them how it affects the organization

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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.

Starting this month, those who requested the email option in the Provider Survey will receive PNN in their inbox. If you would like to receive PNN via email, please contact Paula Sharits at 800-664-5240 or psharits@preferredtherapy.com.

Tactical Conference Wrap Up

By Jaxene Hillebert, President

Knowledgeable & skilled speakers, enthusiastic, responsive attendees, a great resort, and perfect weather provided the winning combination for another successful annual conference.

Following a busy morning with eager participants learning more about "My **PREFERRED** Website", as well as Credentialing Committee and Professional Advisory Board meetings, TC was launched with a welcome and introduction of **PREFERRED's** Team to the audience.

Two experts in the field of Human Resources, Mr. John Heinsman & Ms. Dale Vaughan, shared their considerable expertise during the afternoon sessions. Their topics sparked a number of interesting questions as a precursor to a Roundtable discussions held on Saturday. Also facilitating Roundtables were Tom Coplin, PT on practice management, Dale Cutler of MultiPlan and Ken Yergey of Aetna discussing Payor contracting, and **PREFERRED's** "Professor", Paul Jones discussing Web site development & marketing.

Friday evening's Fiesta brought the opportunity to socialize, network, and of course eat!

PREFERRED sponsors were available at their booths throughout the two day meeting to share information on products and pricing. Door prizes were awarded at the close of the meeting on Saturday. (See page 4 for a complete list of prizes and winners.)

As we close an inspiring and fun-filled conference, we begin to look forward to next year. Watch for information about Tactical Conference 2005 beginning this fall. We hope to see you there!

"My **PREFERRED** Web Site"

By Paul Jones, Network Administrator

One year ago, at TC-11, **PREFERRED** presented a new service to help its members use technology to better market their clinic. The program presented was "My **PREFERRED** Web site". It caught on and therapists from around the country came to **PREFERRED** with questions and ideas about their Web sites. Once again "My **PREFERRED** Web site" played a big part at **PREFERRED's** Annual Conference. There was a Pre-Conference meeting about "My **PREFERRED** Web site" for current clients and others interested in learning about the service. They came together to discuss various aspects of establishing a presence on the Internet as well as other ways to promote their practice. These topics carried over into Saturday's Roundtable session. Some great ideas were presented. Experiences were shared on what works and what doesn't when it comes to a clinic's Web site. Topics discussed included:

- How to improve Web site search results ranking
- Using e-mail to look professional and stay competitive
- How to keep visitors coming back to your Web site
- How to keep your Web site looking fresh with new content
- Online credit card processing vs. conventional methods

For more information regarding "My **PREFERRED** Web Site", please contact Paul Jones at 800-664-5240 or by email at pjones@preferredtherapy.com.

PREFERRED Vendor Profile - Pneumex

PREFERRED has signed Pneumex as one of their **PREFERRED** vendors for their national network of physical, occupational, and speech therapists.



"We are pleased that Pneumex is joining the family of **PREFERRED** vendors," said Jaxene Hillebert, President of **PREFERRED**. "Our **PREFERRED** vendor program demonstrates our commitment to providing high quality and cost-effective resources for our network of specialty providers. Pneumex's dedication to providing innovative equipment and cutting edge treatment programs will be a useful resource for our provider network."

Pneumex is a 17 year old company which supplies programs and equipment for rehab, scoliosis, fitness and sports training. They sponsor workshops monthly for their exclusive Pneu-Life rehab and fitness programs. Visit www.pneumex.com to review products or call (208) 265-4105 for more information.

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- Empower employees by taking an interest in their lives and sharing with them general financial information about the company and how it is related to an employee’s position
- “Like a family” – A practice owner believes that the people he/she works with are like his/her family and treats them in a way that makes them feel welcome day in and day out
- Do community service projects together
- Offered an after hours yoga program
- Cross train employees so that they know each other’s responsibilities
- Bonuses whenever possible
- “Holy Mackerel” Award – A peer award presented to an employee for a great idea
- Rotates employee positions so as to not become static in a position
- Celebrate, celebrate, celebrate! Birthdays, achieving business goals, and quarterly outings

All these unique ideas had one common goal, to take an interest in what your employees are doing and to share with them your goals for the future of your practice or business, but also genuinely caring for your employee and their professional and possibly personal development. Establishing a culture that allows all employees to feel part of the process is worth the time and effort to achieving your “bottom-line.”

There were many scenarios discussed during the roundtable regarding employees and how to motivate them personally and professionally, two memorable points from John and Dale:

- **“Create an environment that is conducive to an employee’s mental well-being, then their financial well-being. In that order.”** – John Heinsman
- **“80/20 Rule – Don’t spend 80% of your time with the 20% of employees that are creating your problems. Spend 80% of your time with the employees that are doing well to encourage them and help them develop their skills and expertise.”** - Dale Vaughan

Two books that Dale recommended for your reading pleasure:

- Death by Meeting: A Leadership Fable About Solving the Most Painful Problem in Business -Patrick Lencioni
- First, Break All The Rules: What The World's Greatest Managers Do Differently -Marcus Buckingham and Curt Coffman

John Heinsman currently consults with Beech Street. He also travels the country on speaking engagements. His consulting company, J’s Jackpot, Inc. is located at 1595 Peachtree Pkwy., Ste. 204-313 Cumming, GA 30041. John can be reached at (404) 550-0270.

Dale Vaughan is the Senior Director of Employee Development and Culture for Beech Street Corporation. Dale can be reached at 800-877-1666 or by email at dale.vaughan@beechstreet.com. Beech Street’s corporate office is located at 25500 Commercentre Drive, Lake Forest, CA 92630.

Tactical Conference Sponsors

PREFERRED would like to thank our fabulous TC12 sponsors.



Contracting Corner

The Contracting and Payor Issues Roundtable at TC12 drew quite a crowd on Saturday. Along with **PREFERRED's** National Contract Specialist, Nicole Craig and Vice President, Christy Beauchamp, representatives from three major PPOs co-facilitated the discussions. Our thanks go out to Ken Yergey of Aetna of Arizona, Dale Cutler of Multiplan, and Mark Harris of Blue Cross of Arizona.

Providers were very passionate at this table, and took the opportunity to voice their concerns. Hot topics included:

- Difficulty becoming a network provider for certain health plans
- Inability to reach a "live" person at a health plan
- Misdirected calls – Issues regarding incorrect payment of claims or verification that a provider is connected to a health plan

Thankfully, Mr. Yergey from Aetna freely offered his services to attendees who are having issues with Aetna.

Providers explored ways to present evidence to health plans regarding receiving a higher quality of care when treated by a private practitioner. They were adamant that the quality of care provided in a private practice environment reduces the overall visits per diagnosis, thereby providing savings to a health plan. A higher amount paid per visit in a private practice setting coupled with receiving quality care and a shorter utilization cycle means that both the patient and health plan benefit. Our health plan representatives were receptive to the concept; however, without a national organization like NCQA verifying these claims and objective feedback of the results through an audit, would be a hurdle in the private practice community. In addition, the representatives also pointed out the lack of resources within their own and other health plan organizations to deliver quality customer service and that rehabilitation services like physical therapy make up two percent of overall claims being paid which are not "large ticket items" like that of hospital and physician claims.

Other items discussed included technology, shared tips of how to submit electronic claims, and the possibility of submitting claims through **PREFERRED** for certain contracts. Ms. Beauchamp explained that this opportunity would be explored if **PREFERRED** could ensure that all parties involved would benefit from such a service.

Overall, this roundtable brought about healthy discussions regarding concerns that the rehabilitation community is currently facing. **PREFERRED** has always believed that by connecting payors to providers in a learning atmosphere like TC 12, both sides of the rehabilitation spectrum can understand each other's issues and begin the process of creating solutions transparent to both sides.

Door Prize Winners!

Congratulations to the winners of Door Prizes at Tactical Conference 12:

- ⇒ \$50 cash and a **PREFERRED** hat - Patricia Boulet, Boulet Rehabilitation Services
- ⇒ Bodyblade CXT (*provided by BodyBlade*) - Don Cale, Beck & Cale Physical Therapy
- ⇒ Luggage set (*provided by Magical Marketing*) - Michael Picirillo, Kierland Physical Therapy
- ⇒ Satellite radio system (*provided by Medica*) - Daphne Dotterrer, Hesperia Physical Therapy
- ⇒ Lugo 14kg Basic Pulley (*provided by Scandinavian Consulting, Inc.*) - Diane Skaff, Valley Rehabilitation, Ltd.

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