

PREFERRED

Therapy Providers

Connecting Payors and Providers

PNN PREFERRED Network News

October, 2004

September *Sizzles* as New Health Plans Are Added to **PREFERRED's** Growing Payor Client List

Phoenix, AZ, October 2004 - **PREFERRED** is pleased to announce that we have signed agreements with the following health plans:



Aetna of AZ—Effective October 15, 2004

Aetna of CA— Target effective date - November 15



PacifiCare in the following states: CA, CO, NV, OK, OR, TX, and WA - Target effective date - November 1, 2004



IHG (formerly Accountable/Interplan) - Target effective date - November 1, 2004

The agreements with these various health plans demonstrates **PREFERRED's** commitment to it's network membership. Establishing these relationships was one of **PREFERRED's** key objectives at the beginning of 2004. We are happy to be able to deliver to our members the value-added services that **PREFERRED** provides on a daily basis. In an industry that is steadily making headway into the mindset of industry leading health plans like Aetna, PacifiCare and IHG, **PREFERRED** looks forward to enhancing the delivery of healthcare by continuing our objective of establishing more health plan relationships throughout the country.

For more information regarding these new health plan relationships, please call our Provider Relations team at 800-664-5240 or visit us on the web at 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.

Interested in CEU's?

What type of courses do you need to complete in 2005? Health Learning Centers, Inc. provides CEU seminars throughout the country.

PREFERRED is excited at the opportunity of working with Health Learning Centers in the New Year.

Here is a list of the courses available through Health Learning Centers:

- The Functional Shoulder
- Modern Manual Therapy of the Spine
- Comprehensive Treatment and Assessment Skills of the Upper Extremity: Hand and Wrist
- Splinting with Style
- The Overhead Athlete
- Knee and Shoulder Evaluation and Treatment: Beyond Tradition
- Causes and Cures of Overuse Syndrome

Are you interested in a course? Please let us know so that we may be able to coordinate a date with Health Learning Centers.

Yes, I would like to attend a seminar—If you have checked 'yes,' please FAX this page back to 623-869-9102, attention Paula with the course(s) of your choice circled. You can also e-mail Paula a note stating that you are interested in one of these courses at: psharits@preferredtherapy.com

No, I am not interested at this time

For more information about Health Learning Centers, Inc., go to their web site at www.healthlearningcenters.com.

Look for **PREFERRED** at these upcoming events:

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

Arizona Physical Therapy Association
2004 Annual Conference
Phoenix, AZ
October 8-9, 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



Julian Roberts
Executive Director
NASHO



Stage Set For Must-Attend Specialty Health Industry Event!

The stage is set for an event that senior leadership and healthcare professionals from all businesses delivering, facilitating and supporting the delivery of specialized health care services – vision, dental, behavioral health, chiropractic/complementary care, allied specialty care, PBMs and other specialty health services – will not want to miss. It's NASHO's Second Annual Specialty Health Industry Forum, Oct. 19 and 20, 2004, at the beautiful La Costa Resort and Spa in Carlsbad, California. This year's program will explore several areas in which specialty health organizations can collectively solidify and promote a value proposition for the industry. Our theme is "Consensus 2004: Vision And Value."

Join us for this timely, informative specialty health industry event. Register today to attend the 2004 Specialty Health Industry Forum. Please visit our Website, www.nasho.org, or call NASHO at (404) 634-8911.



PREFERRED Vendor Profile -



PREFERRED Therapy Providers is excited to announced that it has completed an agreement with Bodyblade® to become a **PREFERRED** vendor.

“We are pleased that Bodyblade® is joining the family of Preferred vendors,” said Jaxene Hillebert, President of **PREFERRED**. “Our **PREFERRED** vendor program demonstrates our commitment to providing high quality, cost-effective and innovative resources for our network of specialty providers. Bodyblade’s® inventive approach to rehabilitation will be a useful resource for our provider network.”

Bodyblade®, the patented, revolutionary workout system for fast, effective muscle strengthening, power development, core stabilization and toning, was invented by California physical therapist, Bruce Hymanson.

Hymanson sought to create an exercise regimen that would train the muscles supporting the trunk (core) including those around the shoulders and into the lower extremities without forcing the joints to initially go through a wide range of motion, thus minimizing pain. Bodyblade’s® low level vibration or oscillating motion forces the postural and shoulder muscles, as well as hundreds of other muscles, to contract 270 times a minute. Hymanson has taken this efficient yet effective movement and incorporated it into more than thirty expandable exercises designed to not only rehabilitate, but also provide a fast and fun workout routine for individuals of all ages and abilities. Since it hit the market in 1991, Bodyblade’s® reception has been tremendous – more than a half-million units have been sold worldwide.

To order, or for more information, go to Bodyblade’s® website, www.bodyblade.com, or call 800-77BLADE. Have your **PREFERRED** member number available to receive your **PREFERRED** discount!

PREFERRED Employee Profile - Jenna Carico

Nickname: Rotten

Length of employment with PREFERRED: 2 months

Job title and responsibilities: Client Services Representative. My responsibilities at **PREFERRED** vary, including renewal grids, provider relations issues such as claims assistance, assuring that all payor information is current and assisting with the contracting processes.

What you like most about your job: The relationship we build with both our providers and payors. Also, working with the **PREFERRED** team, who are like a second family.

Favorite pastime: Baseball. I grew up in Rhode Island, so my team will always be the Boston Red Sox, regardless of their ranking!

Jenna at **PREFERRED**'s team event in August '04!



About your family: My family is one in a million! They reside part of the year in Rhode Island, and during the school year, in Idaho. I have one sister who is ten years younger than me. She is my life. I miss all of them and talk to them quite frequently. Thank goodness for the telephone!



ICD-9 and HCPCS Updates

ICD-9

ICD-9 updates became effective October 1, 2004. For a quick and easy synopsis of the changes, you can access the tables for New, Invalid, and Revised Diagnosis and Procedure codes, **go to *PREFERRED's* web site and click on "Newsletter Links."**

HCPCS

"Effective January 1, 2005, Medicare providers will no longer have a 90-day grace period to use discontinued HCPCS codes for services rendered in the first 90 days of the year. Use of such codes to bill services provided after the date on which the codes are discontinued will cause your claims to be returned and not paid. **In essence, HCPCS codes must be valid at the time the service is rendered.**" To see the memo in its entirety, go to *PREFERRED's* web site and click on "*Newsletter Links*."

Have You Sent In Your "Petey" Pictures?

Check out the "Where's Petey" photo gallery at *PREFERRED's* web site and follow along as "Petey" travels around the country!

Don't forget to take "Petey" along with you as you travel and send the picture back to *PREFERRED*. 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!** Email your pictures to: preferrednetworknews@preferredtherapy.com.

For complete contest details, go to *PREFERRED's* web site and click on "*Read the Rules*!"



October is National Physical Therapy Month!

Be Active... Be Healthy... Get Physical... *Get Fit For Life!*

PREFERRED Network News is a *PREFERRED* Therapy Providers, 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 questions and/or comments, please contact Paula Sharits at 800-664-5240.

To read this newsletter online at www.preferredtherapy.com, go to ***PREFERRED*** Network News!

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