

**“Win a FREE Web Site from PREFERRED”
Valued at \$2,000.00!**

In honor of National Physical Therapy month in October, we are encouraging all of our members to promote their profession during this special month-long event. In exchange, the member/clinic that turns in the best marketing campaign will win a **FREE** Web site valued at \$2,000.00!



Here is how you can win:

- Return this page (via fax: **623-869-9102, attention: Paula**) stating that you want to enter the contest
- Turn in your “Marketing Plan” (via fax: **623-869-9102, attention: Paula**) on how you will be promoting National Physical Therapy month—Include the dates of when you plan to roll-out your marketing plan

- Turn in copies of all your National Physical Therapy month marketing materials (communication materials that you will use and ideas that will make your patients aware) promoting the theme **Get Fit For Life**

The winner of this contest receives the following from our My PREFERRED Web Site service:

- Domain name purchase and registration
- Web site design
- Build site (Up to 20 pages. FLASH software technology, creation of forms at additional fee)
- Web marketing assistance
- E-mail for entire office staff
- **Free** maintenance (One hour per month—Additional fee incurred for additional time)
- Subsequent one (1) year maintenance of Web site valued at \$500

Yes, I need a web site! Sign me up as a contestant!

Name of Clinic: _____

Contact name and number: _____

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Contest disclaimer: One entry per clinic. Web site good for two years pending contract agreement. No other discounts can be applied. Web contracts already in place with **PREFERRED** are not eligible. Marketing materials regarding a member/clinic’s marketing plan will not be returned. **Contest date: September 1, 2004 - October 31, 2004. Winner will be notified in advance and announced January 2005. PREFERRED staff not eligible to participate.** Contest rules subject to change without notice. **Fax number to enter contest: 623-869-9102.**

PREFERRED Member News

Congratulations to Joan Brefeld, PT, PCS, President of Brefeld Physical Therapy Services, P.C. in Belleville, Illinois. Joan has received board certification as a pediatric clinical specialist from the American Physical Therapy Association (APTA).

In order to obtain board certification, candidates must submit evidence of required clinical practice in the specialty of pediatrics and complete a rigorous exam. This exam demonstrates specialized knowledge and advanced clinical proficiency in the area of pediatric physical therapy.

Way to go Joan!

PREFERRED is proud to recognize the accolades of our members. If you would like to share an important event at your clinic, please contact Paula Sharits at 800-664-5240 or email her at psharits@preferredtherapy.com.

PREFERRED Vendor Profile -

Sammons Preston is a preferred vendor for rehab equipment and supplies for **PREFERRED** Therapy Providers. BISSELL Healthcare combined Fred Sammons, Inc. and J.A. Preston into one company. This merger makes the new Sammons Preston the only "one stop shop" in the marketplace. With Sammons Preston, you can purchase all of your PT and OT supplies and equipment from one company, and as a member of **PREFERRED**, you can take advantage of significant savings. Sammons Preston has also introduced ValueLine, a new line of PT equipment developed with the outpatient clinic in mind. And they have a new line of rolls and wedges, the Valu-forms. You may place an order or request a catalog by calling (800) 323-5547 or faxing (800) 547-4333. Refer to your **PREFERRED** Therapy Providers member number to receive discounts from 12% to 25%. Visit their website at www.sammonspreston.com.

“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 tradeshow including Texas, Arizona, 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.**

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 Fall Conference
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
November 3—6, 2004



Build Some “Cushion” for I.T. Into Your Budget

By Christy Beauchamp, Vice President

It's that time of year where we are crunching numbers to build our budgets for 2005, and put financial projections on paper as a guide for the New Year. If you don't have a line item for Information Technology, now is the time to add it. Even if you don't have specific plans to upgrade your hardware or software, you may find at some point in the New Year or two that it will be necessary upgrade in your systems technology to improve office efficiency. One thing to keep in mind is the rapid advance of on-line features being implemented by health plan payors and administrators. Web portal technology is used for functions such as verification of benefits, claims status, and automated authorization. This user friendly technology saves your staff time and frustration as you maneuver through the health care system. Using portal technology can even improve your turn-around time on claims payment!

The standardization of Electronic Medical Records is also coming down the pike, so be prepared ... allow room for some I.T. dollars, even if it is under a generic line item category for "unforeseen" expenses into your budget. If you already have plans for I.T. spending, you are ahead of the game; remember to figure in estimates for things such as hardware, software, tech support, and staff training.

2004 NASHO Specialty Health Industry Forum to be held in Carlsbad, CA on October 19 – 20

By Hazel Valdez, Director, Operations and Marketing



PREFERRED is an active member of The National Association of Specialty Health Organizations (NASHO). NASHO was established to advance and evolve specialty health care delivery in the United States. NASHO's immediate goal is to fully integrate specialty health organizations — businesses that facilitate and support the delivery of specialized health care services, including carriers and networks focused on dental, vision, chiropractic radiology, behavioral health and other areas, and services organizations, such as CVOs, technology providers and utilization management companies — into the health care reimbursement model.

This year's conference promises to be an exciting event! The keynote address entitled “Specialty Health Care In America – Consumerism and Other Emerging Opportunities” will be given by Ray Herschman, Senior Consultant and Principal, Health and Group Benefits Practice from Mercer Human Resource Consulting. Other topics that will be addressed by other speakers include: “Government-Sponsored Health Programs and Specialty Health: Opportunity for Action?” and “Accreditation: The Value of Third Party Validation of systems Quality.”

This year NASHO has also added exhibiting opportunities for this event. For more information on NASHO and the conference, go to www.nasho.org.

PREFERRED Employee Profile— Diana Gallagher

Nickname: Stitch

Length of employment with PREFERRED: 3 months

Job Title and responsibilities: Business Service Associate. My responsibilities at **PREFERRED** are varied, but include working closely with the Credentialing Department, assisting with Provider Relations calls, and helping to ensure **PREFERRED**'s high standard of Quality Assurance by conducting various random audits,

keeping abreast of HIPAA compliance and regulations and maintaining the spreadsheet for our Fee Analysis surveys.

What you like most about your job: The environment that **PREFERRED** has created for its employees. Team is such an overused word today, but that's exactly what the employees are at **PREFERRED – A Team!** It's a pleasure to work with each and every one of them.

Favorite Pastime: Traveling, long, hot bubble baths, reading a good book and spending time with my friends and family.

About your family: I will celebrate my 22nd anniversary with my husband, Brian, this month. We have two great boys, T-Jay, age 21 and Cody, age 19. My family is my life and I am truly blessed to have not only a wonderful husband, but two great boys who make everyday an incredible journey.

Teamwork-Something We Could All Learn From the Olympics

By Hazel Valdez, Director, Operations and Marketing

Now that the Olympics have come to a close, a lot can be learned about team sports. In a team, you are able to accomplish more. In a team, you feed off of each other's individual talents, so that together, you create an enormous amount of energy and momentum. In a team, you realize that dreams can be achieved.

The idea of teamwork in a business setting can sometimes be an uphill battle; however, in a team setting, "jockeying for position" is not an issue. Instead, a team consists of many talents pulled into one room to accomplish a project and/or task. How many of us refer to our colleagues at the office as our teammate?

PREFERRED recently held their team event where the goal was to "mine gold" from the Lost Dutchman's mine. Sound simple enough? Not exactly... teams were formed to accomplish one goal, to mine as much gold as possible. **PREFERRED's** staff was split into four teams. Competition was fierce, and team leaders did their best to rally the troops to think of ways to mine more gold without running out of provisions. The afternoon was exhausting and exhilarating at the same time. The 'game' reminded all of us that 'healthy competition' fueled our imaginations to accomplish greater things. The game also showed us the metaphor that when we are at the office, and things are spiraling out of control, we overlook a few key aspects of working in a team setting... research, information, attitude, and enthusiasm. When it was all said and done, our consultant reminded us that, although we were separated into various teams, the goal was to mine as much gold as possible **as a team**. The staff learned a lot about each other in four hours and had fun doing it!

Team building events come in various scenarios. They don't even have to be expensive because the rewards of taking the time to interact, evaluate, and have some fun with your colleagues outweighs headaches and frustrating situations. Becoming a team is the easy part, working to become cohesive is the challenge.

We encourage all of you to consider hosting a team building event at least once a year... you really will be pleasantly surprised at what types of talent you have in your office!



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.

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 Connecting Payors and Providers