

PNN PREFERRED Network News

DECEMBER, 2009



HAPPY HOLIDAYS FROM PREFERRED



A note from Jaxene Hillebert, President of PREFERRED...

Recently, Christy Beauchamp and I were in New York for several meetings. Along with thousands of others of our fellow Americans and visitors to our country, there was a sense of awe just seeing the decorations throughout the city. It made me think of the time and work that goes into bringing a unique experience to so many...and while it may be on a much lesser scale, I also think of what a unique experience I have had over the years here at **PREFERRED** Therapy Providers, Inc.

For seventeen years it has been my privilege to convey our best wishes to our network membership through our newsletter. Trust me when I tell you I speak for all of our staff members, in sincerely hoping each of you will enjoy the spirit and joy of the season.

Happy Holidays, Everyone!

NEW AGREEMENT WITH DYNATRONICS

PREFERRED is excited to announce a new vendor agreement with Dynatronics Corporation that will provide tremendous savings exclusively to our members.

“We’re thrilled to be working with Preferred Therapy Providers,” said Larry K. Beardall, executive vice president of sales and marketing at Dynatronics.

According to Jaxene Hillebert, president of **PREFERRED** Therapy Providers, Inc., “This agreement represents an important step forward for our network of clinics. Dynatronics not only offers us the equipment and supplies our network membership needs, but provides them at extremely competitive prices – a real value to our members. This agreement will further our goal of offering centrally managed, single-source contracting and proactive solutions that enhance service quality to our members.”

More details coming soon...

**PREFERRED IS
ON FACEBOOK

BECOME A FAN
AND WIN A
PRIZE!!**

**SEE PAGE 3 FOR MORE
DETAILS**

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**Do you have more than one clinic location and are thinking of
adding it to your contract?**

Call PREFERRED at 1-800-664-5240!

PREFERRED KICKS-OFF NEW SPORTS PROGRAM

"If you treat athletes on a preventive basis to help improve their performance and prevent injury, PSPN will help market your practice to coaches and athletes in an effort to drive more business your way..."

Marketing efforts for our new sports-enhancement network, **PSPN (Preferred Sports Provider Network)**, begin this month. We will be focusing on one state at a time, and will notify you when your state will be targeted.

PSPN is **PREFERRED's** new network of participating providers who offer athletic/sports enhancement services. If you choose to participate with **PSPN**, and your practice treats athletes on a *preventive* basis to help improve their performance and prevent injury, **PSPN** will help market your practice to coaches and athletes in an effort to drive more business your way, and in exchange, our providers

will offer a 10% courtesy discount to the patient.

Our brochure that coaches and athletes will receive highlights the one-of-a-kind expertise that Physical Therapy practices have, and also the value they provide in comparison to the huge athletic training facilities that some metropolitan cities have.

We are excited about this new opportunity! Although we are currently focusing our efforts on direct mail to coaches, we will be looking for other ways to advertise **PSPN** as well.

Other exciting news... **PSPN** now has it's very own toll-free number: **1-877-360-PSPN!** The call still comes to

PREFERRED so that one of our staff can assist the athlete, coach or provider with any **PSPN**-related questions.

The deadline for this first "round" of marketing was on 11/24/09, but if you are interested in obtaining more information or joining in time for the next campaign, please contact Julie Jones at **1-877-360-PSPN (7776)**.

CONTRACTS CORNER

Contracts Corner

Aetna AZ and CA: We are pleased to have added the Medicare Advantage Plan for Aetna members in Arizona and California. To be positioned to offer the Medicare Advantage Plan, Aetna required that new member contracting be completed in the calendar year 2009. The anticipated effective date of the Medicare Advantage Plan is January 2011.

NovaNet: **PREFERRED** has finalized a contract for the state of Tennessee, and also has recently announced the addition of Worker's Compensation to our existing AL, FL and GA Group Health agreement.

Network Synergy Group (NSG): Arizona has been added to the following NSG contracted states: AL, CT, FL, GA, KS, KY, MO, NJ, NC, OK, PA, SC, TN, TX, and VA. NSG will be effective 12/30/09.

ARTIFICIAL LIMBS REPORTED TO GIVE RUNNING ADVANTAGE

The artificial lower limbs of double-amputee Olympic hopeful Oscar Pistorius give him a clear and major advantage over his competition, taking 10 seconds or more off what his 400-meter race time would be if his prostheses behaved like intact limbs.

That's the conclusion of human performance experts Peter Weyand of Southern Methodist University in Dallas and Matthew Bundle of the University of Wyoming.

The International Association of Athletics Federations (IAAF)—banned Pistorius from able-bodied track competitions, including the Olympics.

In banning Pistorius, the IAAF had concluded on the basis of other data that Pistorius' J-shaped, artificial lower limbs, called "Cheetahs," gave him a competitive advantage over able-bodied competitors. But the ban subsequently was overturned on appeal. The case has been considered groundbreaking for the eligibility of disabled athletes and the regulation of prosthetic technology in sport. Pistorius hopes to qualify for the 2012 Olympics.

Weyand indicated (in a statement): "Pistorius' sprinting mechanics are anomalous, advantageous and directly attributable to how much lighter and springier his artificial limbs are. The blades enhance sprint running speeds by 15-30 percent."

Below the knee, Pistorius' limbs weigh less than half as much as the limbs of an able-bodied male sprinter.

In the aftermath of the IAAF eligibility controversy, both Weyand and Bundle agreed that the initial ban was not scientifically supported and that the May 2008 ruling of the CAS to overturn the ban was sound on the basis of the incomplete evidence considered. "We are pleased to finally be able to go public with conclusions that the publishing process has required us to keep confidential until now. We recognized that the blades provide a major advantage as soon as we analyzed the critical data more than a year and a half ago," said Weyand and Bundle in a statement. (Source: PT Products/SOAP Notes)

INSTRUCTIONAL WEBINARS TO BE OFFERED BY PREFERRED

In 2010, **PREFERRED** will begin offering instructional webinars for its contracted providers with helpful topics such as "Payor Vs. PPO - What's the difference?"

This particular webinar will assist

your staff in understanding the PPO vs. Payor relationship and in confirming proper reimbursement for your claims.

Our goal is to use these webinars to help your practice succeed.

Future topics will include billing tips and tools, relevant industry news and other informative subjects.

We will keep you up to date on the webinar schedule as the year approaches, so be on the lookout!

BECOME A FAN ON FACEBOOK—WIN A PRIZE!

Are you a Facebook fan of **PREFERRED** Therapy Providers, Inc.? If not, consider becoming a fan!

Don't worry, if you become a fan, **PREFERRED** cannot see your profile page unless you have it set up for the public to view it.

Facebook has become such a fun and useful way to communicate with fans and friends about news in the Physical, Occupational and Speech community. **PREFERRED** is looking forward to growing its fan base so we can continue to stay in touch more effectively with our contracted providers!

PREFERRED will hold a prize drawing of all Facebook fans on December 18th, so join now! The winner will receive a \$25 American Express gift card, just in time for the holidays.

Become a fan today!

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WANT TO LOCK-IN YOUR ANNUAL RATE?

If you've been with **PREFERRED** for more than a year, and would like to "lock" in your annual fee so that it'll never increase during the duration of your contract, check out our Multiple Year Payment Plan (**MYPP**)! Call **PREFERRED** for more details...

***PREFERRED** Therapy Providers, Inc. is the largest specialty network of its kind, representing private practice physical, occupational and speech therapists throughout the country by contracting on their behalf with PPOs, Healthplans and Third Party Payors. Founded in 1992, **PREFERRED** continues to bring exceptional value to both the providers and the payors accessing the network's services.*

DID YOU KNOW?

In an effort to reduce costs to your clinic and free up your fax machine, **PREFERRED** now offers the **PREFERRED** Network News (PNN) via email. If you would like to receive PNN via email, please contact **PREFERRED** at 1-800-664-5240 or by email at: preferred@preferredtherapy.com. You can also read PNN by visiting www.preferredtherapy.com and clicking on **PREFERRED** Network News!

PREFERRED VENDOR NEWS

Don't forget your **PREFERRED** membership includes access to over 20 fine Vendors offering discounts from 5% to 45%. For a complete listing please visit the **PREFERRED** website at www.preferredtherapy.com and click on the vendor link under the Provider page. Have your **PREFERRED** membership number handy when placing your order to receive the discount.

Member Get-A-Member Program

Do you know of a practice that could benefit from **PREFERRED's** services? Well, great news! Refer one practice which qualifies and subsequently joins, and you will receive a 25% discount on your next annual fee. Refer two practices which qualify and subsequently join and you will receive 50% discount.. Three?...**FREE!** Call **PREFERRED** for more details at 1-800-664-5240.



QUOTE OF THE MONTH

"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart. Wishing you happiness."

Helen Keller

ON THE ROAD WITH PREFERRED. . .

AAPPO Annual Conference	January 31—February 2, 2010 Marco Island Marriott Beach Resort & Spa, Marco Island, FL
AWCCA Arizona Workers Compensation Claims Assoc.	February 12, 2010 Phoenix, AZ
Combined Sections Meeting of APTA 2010 Conference & Expo	February 17-20, 2010 San Diego, CA
Oregon Physical Therapy Association Meeting	March 12-14, 2010 Eugene, OR
Louisiana Spring Physical Therapy Association Meeting	March 19-21, 2010 Shreveport, LA

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