

FEBRUARY, 2010

PSPN PARTNERS WITH NCYS

PSPN (Preferred Sports Provider Network), a service of **PREFERRED** Therapy Providers Inc., has signed a partnership agreement with NCYS (National Council of Youth Sports). NCYS comprises the who's who in the youth sports industry. Its membership represents more than 185 organizations/corporations serving 60,000,000 registered participants/44,000,000 actual boys and girls in organized youth sports, including Pop Warner, Little League, and hundreds of other sports groups.

PSPN and NCYS will partner to share the message of injury prevention and sports enhancement to athletes across the country through email campaigns, possible speaking engagements for our therapists, and informational webinars with our contracted therapists and vendors as the guest speakers. This will be a great opportunity to market your expertise and your practice! More details on this exciting partnership to come!

PSPN is **PREFERRED**'s sub-network of our contracted physical and occupational therapists who offer sports enhancement/injury prevention. Interested in participating with PSPN? Call Julie Jones at 1-877-360-PSPN. Please also consider becoming a member of NCYS! Visit NCYS on www.ncys.org.

GOING UP?

By Jaxene Hillebert, President of PREFERRED...

"Elevator speech: The ability to speak creatively and succinctly about what you do for a living."

Once or twice a year I revise my elevator speech. A simpler approach would be to use the same speech without going to the trouble of changing anything but I do it anyway, and start by putting together a list citing the top ten things about my job that I truly enjoy. To me, the great thing about this exercise is that I am reminded what it is I love about my job, renewing the sense of pride and accomplishment that goes with it.

The proverbial 'elevator speech' can be used in numerous ways:

- at mixers
- to introduce yourself at a professional gathering
- to impress your future in-laws at your first meeting
- if you're actually stuck in an elevator!

We have introduced the elevator speech challenge at a staff meeting, and it was quite an experience for everyone involved.

Take some time, write one. Willing to share? Send it in and we'll put it in our newsletter.....anonymously if you wish.....or let the world know how happy you are to have the best job in the world.



**PSPN IS NOW
ON FACEBOOK!**

**BECOME A FAN
OF PSPN AND
PREFERRED!**

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NEW ENCORE OFFERINGS!

PREFERRED has risen the bar again, adding more Encore offerings available to you at renewal. “Encores” are **PREFERRED**’s gift to you when you renew, and include manuals, tips, tools and other items to help your practice.

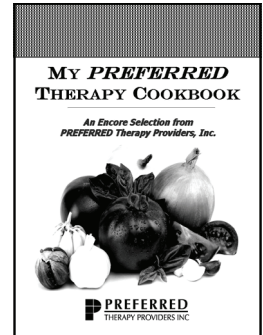
New Encores include:

- **My PREFERRED Therapy Cookbook**, with specially titled recipes pertaining to the world of managed care and therapy. Recipes can also be customized and laminated for you to give to referral sources.
- **Laminated Calendars** created especially for your practice featuring

your logo, address, slogan and picture of your choice, also to provide to referral sources

- **Create Your Own Webinar**— Coming soon: One-time use (per year/renewal) of **PREFERRED**’s Webinar service, for you to create, host, and determine the topic you wish to discuss, and the guests you want to invite. Great way to increase the visibility and credibility of your practice!

PREFERRED will continue to add more choices and variety. Look for these and more encores at your next renewal!



DYNATRONICS 50/50 REMINDER!

Don't forget to take advantage of **PREFERRED**’s **50/50** offer!

Effective January 1st, 2010, place an order through Dynatronics and be one of the first 50 people to submit your invoice to **PREFERRED**, and receive a \$50 rebate! If you have not received your catalog and pricing from Dynatronics, please contact **PREFERRED** at 1-800-664-5240.

CONTRACTS CORNER

At the recent national gathering of American Association of Preferred Provider Organizations (AAPPO), of which **PREFERRED** is a member, there were many fascinating speakers and track sessions throughout the four day meeting. Not surprisingly, Healthcare Reform and the new Tea Party movement were high on the list of topics.

The one common factor on which all speakers agreed: Americans are frustrated with government, and things are going to have to change. Jeffrey Birnbaum, the award winning journalist for the Wall Street Journal, made it clear that the supposition of Democrats..” being in control in Washington”...

is a misnomer. He spoke of his experiences with the various players in Washington over the past twenty years or so. He was followed by Retired Senator Bob Graham, Florida, a colorful and passionate speaker, who gave us a glimpse into his time in the Senate, and his views on how Health care Reform should occur.

Perhaps the most interesting of the Key Note Speakers was U.S. Representative Tom Price (R-GA), who, after a successful career as an Orthopedic Physician, was elected to Congress representing the Sixth District of Georgia in November of 2004. Congressman Price has consistently been an outspoken advocated for patient-centered

health care reform. His speech, entitled “Health Care and Public Policy – What Lies Ahead” was thought provoking, particularly since as a practicing physician, he experienced first-hand the challenges and difficulty associated with health plans.

We will be bringing you details of these talks and other information associated with this important annual meeting.

AAPPO provides various educational tools for insight into the world and function of PPOs. Visit AAPPO.org for more information.

APTA CALLS ON CONGRESS

Congress must act immediately to restore access to rehabilitative services for Medicare beneficiaries as many senior citizens and people with disabilities are nearing arbitrary limits (also known as therapy caps) on services provided by physical therapists and other health care providers in outpatient health care settings, says the American Physical Therapy Association (APTA). The Medicare program began enforcement of the \$1,860 limit on outpatient rehabilitation services on January 1.

"With many Medicare beneficiaries approaching the arbitrary \$1,860 cap, it's imperative that Congress act now to ensure coverage for necessary services," said APTA President R. Scott Ward, PT, PhD. "The most vulnerable patients -- those with chronic conditions or with multiple comorbidities, who experience stroke, hip fracture, or who have Parkinson disease or osteoporosis -- are most likely to soon be negatively affected by this arbitrary payment cap."

Immediate action is required by

Congress to prevent thousands of Medicare beneficiaries from exceeding the therapy caps on outpatient physical therapy, occupational therapy, and speech-language pathology services. APTA urges Congress to move legislation to remedy this concern as it also considers legislation to address the reimbursement concerns of health care professionals under Medicare's Part B Resource-Based Relative Value Scale (RBRVS) (also known as the physician fee schedule). APTA feels strongly that Congress should address the therapy caps in conjunction with the RBRVS fee schedule to ensure that America's seniors and people with disabilities have access to high quality care rehabilitative services.

Imposed by the Balanced Budget Act of 1997, the therapy caps end Medicare's coverage of outpatient physical therapy, occupational therapy, and speech-language pathology services once a beneficiary has received \$1,860 of services in a calendar year. The caps apply to Medicare beneficiaries in all outpatient health care settings, with

the exception of hospital outpatient departments. Thus, beneficiaries who receive services within a skilled nursing facility, a therapist's or physician's practice, a home health agency, or a rehabilitation agency are subject to the arbitrary caps.

Each year, approximately 13% of Medicare beneficiaries who receive rehabilitation services exceed the arbitrary limit on coverage. Once that limit has been reached, beneficiaries who require additional services are responsible for 100% of the cost. Individuals with disabilities and senior citizens with the most significant medical needs will have to decide between foregoing necessary care, changing providers of care, or paying 100% of the cost out-of-pocket. Also, those beneficiaries who experience more than one episode of illness or injury in a 12-month period would risk needing more therapy than that covered under the \$1,860 payment limit.

(Source: American Physical Therapy Association)

NEW BOOK BY METABOLICRX DEVELOPER

MetabolicRx is one of **PREFERRED's** vendors, and its founder, Christine Watkins, has recently cowritten a new book.

"MetabolicRx Therapy" is a physician designed exercise program that provides the patient with an alternative to weight management that is scientifically proven and medically efficacious. Developed by Christine Watkins, CEO and supervised by Ritika Gulrajani PT, DPT, consult-

ant, MetabolicRx Therapy is supervised by a licensed physical therapist and a registered dietitian; this assures the patient the highest quality of care available. "This 235 page paperback describes potentially life threatening-diseases, the #1 prescription for exercise and physical therapists role in wellness today," says Christine Watkins. "MetabolicRx Therapy promotes permanent lifestyle changes to keep

the weight off as well as exercise therapy and nutritional education that is affordable. Some or all these services may be reimbursed by health insurance providers." Watkins' book can be found on Amazon.com.



CenterPointe Deer Valley
 23460 N. 19th Avenue, Suite 250
 Phoenix, Arizona 85027

Phone: 800-664-5240
 Fax: 623-869-9102

Email: preferred@preferredtherapy.com
www.preferredtherapy.com

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.

FREE MEMBERSHIP WINNER!

Congratulations to
ARDMORE PHYSICAL THERAPY, INC.
 in Oklahoma, winner of our yearly drawing for one-year free membership!



QUOTE OF THE MONTH

“The heart that loves is always young.”

- Greek Proverb

ON THE ROAD WITH PREFERRED. . .

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

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