

PNN PREFERRED Network News

JANUARY, 2010

HELLO Y2010! WHAT'S NEW(S)?

2009 was a fantastic year! What does PREFERRED have in store for 2010?

DYNATRONICS

If you have not yet received your catalog, order forms and price sheets, please let us know. Through the Dynatronics/**PREFERRED** Purchasing Network option, you can order six months worth of supplies for about what you would pay for three months of supplies – and enjoy the benefit of free shipping *as well!

**See page two to learn more about our 50-50 offer!!!*

QSP (Quick Schedule Program for Injured Workers)

As we continue to promote our network to Case Managers, Risk Managers, Employer Groups and Self-Insured, it is even more important that we understand exactly what services are provided by network members in the care of injured workers. Many of these groups want our directories monthly, and at least quarterly; therefore, please take a few moments to ensure we have a clear picture of what you offer. Questions? Please feel free to contact Alma Neira, who coordinates referrals and marketing for the Worker's Compensation Program, "QSP".

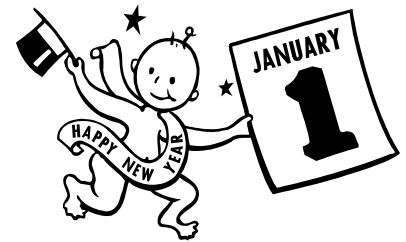
PSPN

Mailings have begun to go out to schools and coaches promoting the new sports enhancement program, and we have received numerous calls from interested parties inquiring about partnership with **PREFERRED** in the message of injury prevention.

If you have a program for athletes, or have been considering this option within your practice, please contact us. The next stage of marketing will involve introducing PSPN to insurance companies and PPOs as a value-add benefit. More details to follow.

ENCORE, ENCORE!

As part of your renewal process, you can receive an new Encore each year. For example, we've recently added a cookbook that you can actually use to send recipes to your potential referral sources! **PREFERRED** will continue to add more helpful Encores in 2010 to assist your private practice.



**PREFERRED IS
ON FACEBOOK

BECOME A FAN**

**Do you have more
than one clinic
location and are
thinking of adding it
to your contract?
Call PREFERRED at
1-800-664-5240!**

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50/50—WHAT A DEAL!

*“The first 50 members to call or email **PREFERRED** Therapy with a copy of their **DYNATRONICS** order...will receive a rebate of \$50.00.”*

Most of us are “creatures of habit”; it’s easier to continue processes with which we’re familiar, even though making changes is in our best interest.

So the next time you order supplies for your clinic, take a few moments to analyze your needs for the next few months, refer to your DYNATRONICS catalog and place your order.

The first 50 members to call or email *PREFERRED* Therapy with a copy of their DYNATRONICS order or receipt will receive a \$50.00 rebate.

We know that once you try DYNATRONICS, you’ll be convinced that the service, products and delivery will make the change in your ordering process completely worthwhile.

BUSINESS MATTERS

In what appears to be another sign of economic recovery, more employers are beginning the hiring process for newly created job placements in 2010.

A recent survey conducted by The Society for Human Resource Management focused on what happens in the decision making process during interviews.

*Nearly 30% of those polled stated they decide not to hire someone within

the first five minutes of an interview, and another 30% stated they decide not to hire someone within the first 15 minutes.

*25% said they check a candidate’s social networking sites

*86% said they were unlikely to hire a candidate if the social networking profiles demonstrate evidence of unprofessional behavior

Most everyone involved in the survey cited absolute ‘deal breakers’ as: inappropriate dress, tattoos, typos in a resume/cover letter, late arrival for the interview, ringing cell phone and negative comments regarding a former employer. No surprises there. The top reason to hire: The candidate has been in an unpaid internship in their field.

CONTRACTS CORNER

PREFERRED Credentialing Passes Muster...again!

The **PREFERRED** team was recently involved in a webinar sponsored by the National Association of Specialty Health (NASHO), discussing the current requirements of a delegated entity which performs any or all credentialing functions on behalf of a health plan, PPO or other third

party payor. **PREFERRED** is proud to announce that our internal credentialing and recredentialing processes proved to actually surpass nationally recognized standards, lending additional stability to the payor and PPO agreements we have secured, and a strong value-proposition to those we continue to pursue. Many thanks to our

Credentialing Committee, comprised of your esteemed colleagues, who volunteer their time and acumen each month!

If you are a physical, occupational or speech therapist interested in learning more about our Credentialing Committee, please submit your inquiry to preferred@preferredtherapy.com.

Contracts
Corner

FACEBOOK IS POPULAR – KEEP IT SAFE!

PREFERRED's Facebook sight is up and growing! This is an exciting way to keep in touch with colleagues and friends, and we are always developing our online social network.

However, along with any online activity, we are reminded to be diligent and responsible, and to avoid simple mistakes that might open the door for identity theft.

Facebook has formed a Safety Advisory Board to analyze its protocols and bring awareness to risks associated with blindly accepting invitations from unknown fellow users.

How many people accept invitations to be friends on social networks and haven't a clue who that person is?

Check out the following article for more details, and don't forget to be mindful

of the information you share!

<http://www.downloadsquad.com/2009/12/08/over-40-percent-of-facebook-users-invite-identity-theft-by-blind/>

*(link provided by The Identity Advocate <http://theidentityadvocate.com/index.php>)

Congratulations to Chandrika Lotwala of Amurvel Physical Therapy - Winner of our \$25 Facebook Fan Drawing!

BENEFIT LIMIT VS. MEDICAL NECESSITY

In addition to new deductibles, patients will also have a new year's worth of benefits and number of therapy visits available to them. This is where "benefits versus necessity" often gets confused. Remind your team that no matter how many therapy visits the patient's plan allows for the year, the number of payable visits per

episode of care is built around what is reasonable and necessary to treat the condition. Even if the plan does not require prior-authorization, you should check with the plan if you feel treatment will go beyond a generally accepted average (e.g. Aetna's baseline for sprain/strain is 6 visits; total joint replacement is up to 24 visits).

Without question, each patient is different and may need more (or less) therapy than the next. It is critical that the clinical objectives and patient progress are comprehensively documented to support ongoing intervention if you feel it is medically warranted.

NEW YEAR BENEFIT REMINDER

The New Year brings lots of changes; **PREFERRED** encourages you to take a few minutes to check for any changes in patients' insurance coverage. New deductibles go into effect the first of the year, as well as out-of-pocket maximums.

Collection of co-payments and co-insurance is not only a contractual requirement by most health-plans, it is important in keeping overhead costs down.



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***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.



Preferred wishes you a very happy and prosperous 2010!

QUOTE OF THE MONTH

"One resolution I have made, and always try to keep, is this: To rise above the little things."
- John Burroughs

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

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