


# PNNN PREFERRED Network News

 <p>101 Corporate Center 19820 N. 7th Street, Ste. 250 Phoenix, AZ 85024</p> <p>Phone 800-664-5240 Fax 623-869-9102</p> <p>www.preferredtherapy.com</p>	INSIDE THIS ISSUE - APRIL 2009	
	<i>When Opportunity Knocks</i>	Page 2
	<i>Network Membership Survey</i>	Page 2
	<i>Meet Our Newest Vendor - - PAL Health Technologies</i>	Page 2
	<i>Isn't A Copy Enough?</i>	Page 3
	<i>In The News</i>	Page 3
	<i>Payor Corner</i>	Page 3

## Tactical Conference 2009 Outcomes: The Future Of Best Practice

There is still time for you to attend this year's Tactical Conference in Scottsdale, Arizona!!

"Two for One" pricing is still in effect! Take advantage of this great feature that allows both a therapist and support staff member to attend at the *significantly reduced fee*. We hope you will be able to attend and benefit from a very informative conference.

Plans for a Network Outcomes Program will be presented and we will demonstrate how this program will affect our ability as a network to escalate our presence in an evolving payor marketplace. Roundtable discussions include marketing/practice development, contracting, human resources & wellness. We will also be introducing a new value-add vendor to save your practice significantly on printing for business cards, letterhead, brochures and more!

If you need an information packet which includes an official registration form, please call Anne Singer or Alma Neira at 800-664-5240.

*See you at!*

**TACTICAL CONFERENCE 2009**



*May 1st & 2nd  
Scottsdale, Arizona*

## New Legislation Calls for Direct Access in California

The introduction of AB 721 was recently announced and seeks to allow PT's to act within their scope of practice and initiate immediate treatment to patients seeking relief from pain and injury without the need for a physician diagnosis. It is anticipated that AB 721 will improve access to rehab services for workers injured on the job, young athletes engaged in school sports and seniors.

source: California Physical Therapy Association

**When Opportunity Knocks:**

**Be Cautious When You Open the Door**

*--Jaxene Hillebert, President*

During these confusing and troubled times, we have to be even more prudent than usual before making commitments, particularly when money is involved. In the past few weeks, we have been made aware of a great deal of industry activities, including large corporation mergers, ‘new services in the Rehab field’ and emerging business partnerships. As a resource to our membership, we have taken time to explore many of these prospects. Some appear to have merit, while others have given us pause. Therefore, we strongly encourage you to consider your options through a due diligence process. Due diligence entails gathering extremely detailed information about the entity, services or product. Always ask for references and contact your professional organization. If there are legal implications, carefully read through – or have an attorney read through – all legal documents.

<p><b><u>Network Membership Survey</u></b></p> <p>Watch for the annual network membership survey, to be distributed in April via fax and email ‘blast’. Recognizing that your time is filled with enough paperwork, we will make the survey concise. It is important to know your opinion, and the results of this survey are published in our annual Report Card as well. A copy of the survey can also be found on our website in the Member Center.</p>	<p><b><u>Did You Know?</u></b></p> <p><b>EMAILING OPTIONS.....</b>In an effort to reduce costs to your clinic and free up your fax machine, <b>PREFERRED</b> offers “<b>PREFERRED</b> Network News” (PNN) via email. If you would like to receive the PNN via email, please call us at 800-664-5240 or send your request to: <a href="mailto:preferred@preferredtherapy.com">preferred@preferredtherapy.com</a>. You can also read the PNN by visiting <a href="http://www.preferredtherapy.com">www.preferredtherapy.com</a> and clicking on <b>PREFERRED</b> Network News.</p>
--	--

**PREFERRED VENDOR NEWS.....**

**PREFERRED** has recently completed a new agreement with **PAL Health Technologies, Inc.** and we are very excited about this new relationship as we know you will be!



**PAL Health Technologies**  
...it's about TIME!

**PAL HEALTH TECHNOLOGIES, INC.**

Headquartered in Pekin, IL and leading the industry for over 32 years with cutting edge technology, software and equipment, PAL Health Technologies is a custom prescription orthotic manufacturer dedicated to world-class customer service and support. One of their newest products, the Xtremityscan Digital Shape Acquisition System features advanced imaging software and state-of-the-art optics powered by a user friendly electronic patient record database and custom prescription orthotic ordering solution. It's so easy to operate, anyone in your office will be able to scan all of your patients with a few minutes of training and, as a bonus, you will never need to buy Bio-Foam or casting supplies again. For a limited time only the PAL Prescription Platinum Ankle Brace is specially priced at \$250, is SADMERC approved and in-house fabrication takes only 24 hours!

For more information visit their website at: [www.palhealth.com](http://www.palhealth.com), or call 1-800-447-0151.

**Credentialing:** "Isn't a copy of my license enough?"

-- Jaxene Hillebert, President

Although providing a copy of professional licensure is important, it is just one step in an involved process of maintaining our 'delegated' status with contracted health plans. There are over three thousand professionals in **Preferred's** network, all of whom must be credentialed and re-credentialed based upon the state specific requirements. For most, re-credentialing must occur every three years; some states, such as Pennsylvania still require a two-year professional re-credentialing. As part of our commitment to quality standards beyond credentialing and re-credentialing, there is a process for continuous monitoring to ensure that each therapist participating within the network meets, and continues to meet national standards. Be sure to submit all treating therapists for credentialing as it may impact claim payment.

<b>ON THE ROAD WITH PREFERRED.....</b>	
AOTA's 89 <sup>th</sup> Annual Conference & Expo	April 23-25, 2009 Houston, TX
Tactical Conference 2009 Outcomes: The Future of Best Practice	May 1 -2, 2009 Doubletree Paradise Valley Resort, Scottsdale, AZ
PT 2009 APTA's Annual Conference	June 10-13, 2009 Baltimore, MD

**Veterans Health Administration Updates PT Qualifications**

New qualifications for PTs who work in the Veterans Health Administration (VHA) will help ensure that America's veterans continue to receive the highest quality rehabilitation for their musculoskeletal and neurological conditions and other impairments, says the American Physical Therapy Association. In recently adopting the Physical Therapists Qualification Standards, the VHA reaffirms its competitive and clinical leadership in physical therapy and rehabilitation. "The approval of these standards will enhance equality among providers with similar education and will assist the VHA in recruiting and retaining expert physical therapists," says APTA President R. Scott Ward, PT, PhD. "In addition, these standards will bring the VHA up to date in current professional practice in physical therapy by recognizing the Doctor of Physical Therapy degree and physical therapists who achieve board certification in a specialty area."

-- source: Physical Therapy Products e-newsletter

**PAYOR CORNER: MERGER MANIA**

-- Christy Beauchamp, Vice-President

In the past few years we have seen mergers and acquisitions continue in the payor/PPO community with no signs of stopping. Below is a recap of some of the activity alerts **PREFERRED** sent out to network providers in 2008:

**FOCUS W/C PPO**

- Affected markets for **PREFERRED** members: National
- Acquired by: First Health/Coventry
- The Focus brand name will dwindle out. The good news is that the Focus business is not going away; it is being shifted to First Health, enhancing their already strong w/c market presence. Focus no longer appears as a separate agreement on your MCO Grid Report.

**NPN (National Provider Network)**

- Affected markets for **PREFERRED** members: National
- Acquired and subsequently absorbed by NPPN (National Preferred Provider Network). NPN no longer appears as a separate agreement on your MCO Grid Report.

More notices will be forthcoming as events occur. **PREFERRED** is working diligently to keep network members apprised of activities in the industry and how they may affect your business. Please keep an eye out for any memos with our logo, and please do not hesitate to contact us with any questions.

**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 network based on information within **PREFERRED News**. For questions and/or comments, please contact **PREFERRED** at 800.664.5240