


# PNNN PREFERRED Network News

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## FEATURED RESOURCE (FREE): THERAPYTIMES.COM

**PREFERRED** recently exhibited at the AOTA conference in Houston, and we met some truly incredible people, practitioners and vendors alike.

One company that struck a chord with us was Therapy Times, a multi-disciplinary online resource. They offer a FREE web networking option for practitioners from various disciplines to learn and interact in order to improve patient care, network for job opportunities and expand their clinical knowledge base. They are the only all-inclusive community website for therapeutic professionals in the healthcare industry.

There is no charge to register in order to gain access to the resources offered by Therapy Times. Check them out at: <http://www.therapytimes.com>.

## **FTC delays enforcement of the Red Flags rule until Aug. 1**

The Federal Trade Commission (FTC) has delayed the enforcement date of the Red Flags rule, a regulation requiring creditors and financial institutions to develop identity theft prevention programs.

Last summer, the FTC announced that it would consider health care providers to be creditors when they accept insurance and bill patients after services are rendered for any amounts that insurance does not pay; or if they regularly allow patients to set up payment plans after services have been rendered. It was originally scheduled to begin enforcement of this requirement on Nov. 1, but due to concerns expressed by MGMA and others in the health care community, the enforcement date was extended until May 1.

As a result of (provider community) continued advocacy efforts, the FTC announced (that) it will further delay enforcement until Aug. 1 "to give creditors and financial institutions more time to develop and implement written identity theft prevention programs." The Commission also announced that it will soon release a template to help entities with a low risk of identity theft comply with the law.

Read the [FTC's announcement](http://www.ftc.gov/opa/2009/04/redflagsrule.shtm): <http://www.ftc.gov/opa/2009/04/redflagsrule.shtm>

Source: MGMA

## Money in the mail:

Every so often companies send letters which include a shiny penny or a dollar bill, in the hopes that a combination of guilt and sense of responsibility will force the recipient to reply by purchasing the items being promoted.

No pennies or dollars in the mail from *PREFERRED* Therapy Providers, Inc, but you will receive a rebate based upon our Member-Get-A-Member campaign. If you know of practices which may benefit from the services of *PREFERRED*, simply submit the information including the name, address and telephone number to us. Should the practice(s) apply, be accepted and subsequently join *PREFERRED*, you will receive a referral reward.....worth more than a penny or a dollar, by the way!

## **SPECIAL OFFER FROM *PHYSICAL THERAPY PRODUCTS***

Receive a FREE subscription to ***Physical Therapy Products*** magazine!

*Physical Therapy Products* is the #1 source for product-focused features on business management, technology, and treatment methods and modalities in the physical therapy industry. In every issue, you'll find valuable information on the product solutions that help you treat your patients successfully and run your business efficiently. Keep abreast of the ever-evolving rehab industry and subscribe today! Go to: <http://www.submag.com/sub/pj?pk=NN9002>

## ***Legislative Update:***

Expected federal health care proposals include the government setting up its own health insurance company in order to 'compete' with the private sector. Discussion on how this initiative will lead us down the road to national health care can be found in the May 11 edition of FORBES: For more info, follow the link: <http://www.forbes.com/forbes/2009/0511>.

### **Delegated Credentialing Audit Approved by Coventry Health Care**

***PREFERRED*** is pleased to report that a recent delegated credentialing oversight review conducted by Coventry Health Care resulted in approval by their Credentialing Committee. Practitioners and Health Plan clients may review ***PREFERRED's*** Credentialing Plan, but do not have approval rights for revisions and/or changes. If you would like to see a copy please contact our office.

### **HEALTHY TIDBIT**

Did you know that nuts and seeds may offer some of the biggest health benefits around?

- Almonds are thought to lower LDL cholesterol levels.
- Walnuts: just ¼ cup provides an entire day's value of heart-healthy Omega-3 fatty acids.
- Sunflower Seeds, although tiny, are packed with Vitamin E which has anti-inflammatory benefits.
- Pistachios may reduce the risk of age related macular degeneration since they are the only nut to contain *both* lutein and zeaxanthin.

- - various sources

*Don't Forget. . . .*

*. . . . to fill out and return the Annual Provider Survey recently distributed to the PREFERRED Network. Your feedback is very important to us! If you did not get a survey, please go to our website: [www.preferredtherapy.com](http://www.preferredtherapy.com) and a copy can be found in the Member Center. Thank you!*

**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](http://www.preferredtherapy.com) and click on the vendor link under "Therapy Providers". Have your **PREFERRED** membership number handy when placing your order to receive the discount.



**PROSERIES™**

PROSERIES™ Athletic Equipment Co. is a manufacturer of top quality cold therapy products. PROSERIES™ carries a complete line of joint specific ice wraps, which incorporate real ice bags as opposed to gels. The concept behind their product line is simple-real ice relieves best. Their products are used worldwide by leading orthopedic clinics and by professional athletes, who demand the very best in their sports medicine needs. **PREFERRED** members enjoy 50% off all PROSERIES™ ice wraps. Call 800-645-7030 or visit [www.proseriesusa.com](http://www.proseriesusa.com) for more information.

SME, Inc. USA

Since it started in 1992, SME has established the reputation of being America's Leading Physical Therapy Discounter. SME offers the physical therapy industry deeply discounted prices, one stop shopping and personal V.I.P. service. SME has a collection of 700+ vendors. This broad scope enables them to provide the latest Physical Therapy Products along with: OT, ATC, med-surg, electrodes, soft goods, bracing (42 manufacturers), lymphodema bandages, taping supplies, linens, durable medical equipment, capital equipment and everything else in a PT/OT clinic. For more information, or to place an order, please contact SME at 800-538-4675 or by e-mail at [ordernow@smeincusa.com](mailto:ordernow@smeincusa.com).

*Just a reminder. . . . the offices of Preferred Therapy Providers, Inc. will be closed on Monday May 25, 2009 for the Memorial Day Holiday.*

**ON THE ROAD WITH PREFERRED...**

PT 2009 APTA's Annual Conference	June 10 - 13, 2009 Baltimore, MD
Arizona State of the State Meeting	June 12, 2009 Pointe Hilton, Phoenix, AZ
Case Manager Society of Arizona Meeting	Sept. 12, 2009 Buttes Resort, Tempe, AZ
Florida Physical Therapy Association Fall Meeting	Sept. 10-13, 2009 Orlando, FL
Louisiana Physical Therapy Association Fall Meeting	Sept. 18-20, 2009 Baton Rouge, LA

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