



## AOPA In Advance SmartBrief

*Breaking News*

June 24th, 2014

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### Submit Video to AOPA's Public Relations Campaign!

Last year many of AOPA's supplier members and exhibitors generously shared video footage to help create the [World Congress Opening Ceremony](#). This year AOPA is working to create a public relations campaign to promote the cost-effectiveness study funded by AOPA and commissioned by The Amputee Coalition. The study proves that orthotics and prosthetics saves lives and money! (More info on the study can be found [here](#).)



If you have a video clip that you would like us to consider using as part of the campaign, please send the video or video link to Tina Moran at [tmoran@aopanet.org](mailto:tmoran@aopanet.org). We can accept any type of video file or a link to the location of the video such as YouTube or your website. Specifically we are looking for examples of patient care in action; how orthotics and prosthetics helps people achieve independence; and/or video clips showing people doing things that they would not be able to do without an O-P device.

**SUBMIT VIDEO**



## **AOPA Participates in CMS Open Door Forum Call Regarding Prior Authorization Proposed Rule**

On June 17, 2014, the Centers for Medicare and Medicaid Services held an Open Door Forum conference call to discuss the proposed rule to expand the current prior authorization demonstration project for power mobility devices and initiate a prior authorization program for certain DMEPOS, including certain prosthetic items. The call was one hour long and participants were not allowed to ask any specific questions.



The portion of the call that addressed the proposed prior authorization for certain prosthetic items was mainly informational as CMS stated that they could not address many specific issues during an open comment period for a proposed rule, there was a statement that should be of interest to AOPA members. Two separate CMS representatives stated that claims that receive an affirmative prior authorization decision generally would not be subject to future audit activity, except in situations where specific patterns of fraud and/or abuse are present. While these statements appear to be encouraging, AOPA remains concerned that the proposed rule, in its current state, makes no mention of a prior authorization affirmation having any impact on the eligibility of the claim for future audit. While the statements were made in a public forum, they must not be considered as having any validity unless they are memorialized in the final rule that will be published after the comment period ends on July 28, 2014.

AOPA is in the process of drafting its comments on the proposed rule and will continue to press CMS to eliminate, as part of the written final rule, the potential for future audits as a condition of any prior authorization program. Without some guarantee that prior authorization will eliminate future audits, CMS is only adding an additional step in the already over aggressive Medicare audit process.

## **POPS Receives Update on CR8730 From CMS**

The Pennsylvania Orthotic and Prosthetic Society (POPS) announced that the Centers for Medicare and Medicaid Services (CMS) have notified POPS on the updated status of Medicare requirements for orthotic, prosthetic, and pedorthic providers in licensing states (CR8730).



CMS has advised that when the state directs the National Supplier Clearinghouse Medicare Administrative contractor (NSC MAC) that the licensure rules are final for suppliers of prosthetics, orthotics, and pedorthics, the NSC MAC will then require the license for any new enrollment, change of enrollment, or revalidation that includes products requiring the license.

The NSC MAC is aware of the issue in Pennsylvania and will not require the licensure until confirmed by the state that the license rules are finalized.

The new rules have not yet been introduced for public comment. There will be a 30-day comment period before the rules can be finalized.

“We will continue to keep practitioners in Pennsylvania informed as the process continues,” said Eileen Levis, POPS President.

## Energy Level 32 -- Over 32 Workshops & 16 Theatre Performances at the 2014 Assembly!



**Energy Level 32!** Choose from over **32** Manufacturers' Workshops featuring the newest products and latest technology presented by leading manufacturers and suppliers from the orthotic, prosthetic and pedorthic profession! This year's workshop schedule features both 2-hour and 4-hour workshops!

Attend the **16** Product Preview Theatre Performances and Learn in a lively theater atmosphere right on the exhibit hall show floor!

Register today for the 2014 AOPA National Assembly, to be held September 4-7 at the Mandalay Bay Resort in Las Vegas. Attend the show that provides the biggest return on your investment—The AOPA National Assembly!

Manufacturers' Workshops are offered all day Thursday, September 4 and from 1:00 – 5:00 PM on Sunday, September 7! Product Preview Theatre Performances are offered all day Friday, September 5<sup>th</sup> and Saturday, September 6<sup>th</sup> in the Exhibit Hall!

Visit [www.AOPAnet.org/education/2014-assembly/](http://www.AOPAnet.org/education/2014-assembly/) for updates and complete descriptions of all workshops and theatre performances.

### Quick Links:

- [Registration](#)
- [Preliminary Program](#)
- [Hotel Reservations](#)
- [Questions?](#)

**REGISTER NOW**

**Experience the Energy!**  
**September 4-7 at the Mandalay Bay Resort in Las Vegas**



## Read The June 2014 O&P Almanac and Get Your Business CE's!

**The June O&P Almanac is the largest issue this year!  
Coming in at 80 pages, revealing 4 featured stories, and the ever-popular Buyer's Guide**

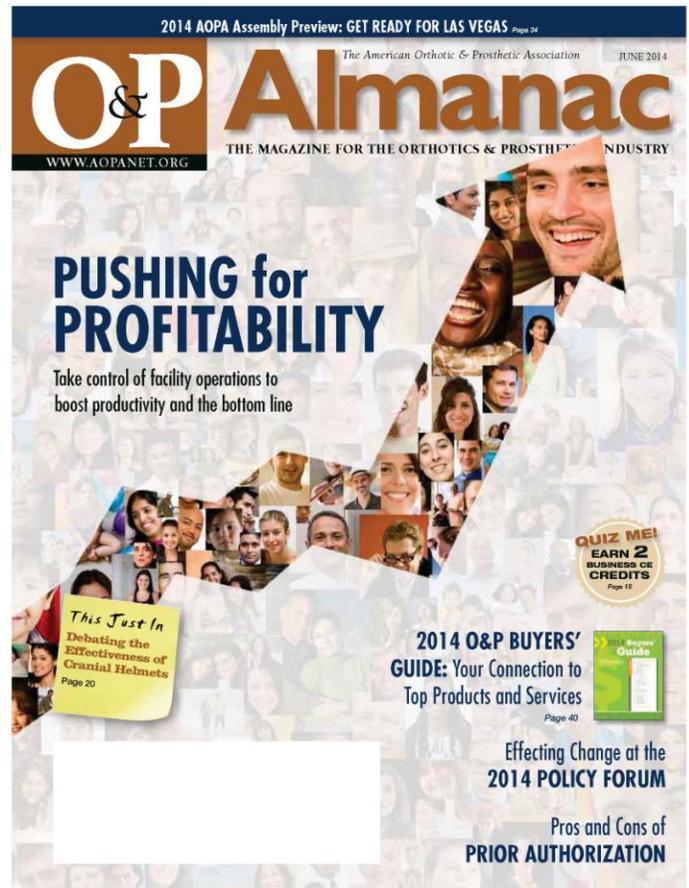
This month's publication expanded on O&P profitability; successful O&P business owners and experts shared their "best practices" for reducing expenses and maximizing profits, offered strategies for decreasing non-revenue-producing activities, and ensured practitioner's patient treatment within an optimal scope of practice.

June's 'This Just In' covered the recent flawed study that questioned the effectiveness of cranial helmet treatment. Industry leaders spoke out against this study, which was reported in *The New York Times*, and offered their viewpoints on trusted practices, insurance concerns, flawed testing, and specifically questioned the procedural omissions that made the findings suspect. AOPA 2014 President Anita Liberman-Lampear issued a letter to the editor saying "Science demands replicability, and any new finding must be demonstrated as capable of validation through similar results reached by other investigators using parallel methods... no single article changes existing science." This letter was published on *The New York Times* website.

As a special spotlight, in 'Ask the Expert', the pros and cons of prior authorization were discussed, which will receive significant attention in next month's magazine!

[Click here to Read the Reimbursement Page on Page 18!](#)

Look out next month -- AOPA is pleased to announce that starting with the July 2014 magazine, *The O&P Almanac* is launching a new and improved design! We are unveiling our flagship communication piece to our core readership by releasing the most up-to-date O&P business news, updates on the most current O&P legislative efforts, and recognizing the profession's long history and nearly 100 year existence of the association. The *O&P Almanac* is focused on strengthening our existing columns, as well as developing new columns – The Compliance Corner, Tech Tutor, and Clinical Care – are three columns that will be featured on a rotating basis bringing trending education and timely content to our readership. We hope you like what you see and look forward to your feedback.



## It's Not Too Late to Exhibit in Las Vegas!

### *It's not too late to participate in the 2014 AOPA National Assembly!*

The National Assembly is the country's oldest and largest meeting for the orthotics, prosthetics and pedorthics profession!

If you are looking to introduce your products and services to an expanded group of decision makers—this is the meeting for you.



#### **WHY YOU SHOULD EXHIBIT**

- Unopposed hours- time devoted exclusively to exhibits and PPTs in the Exhibit Hall
- Build your customer base and increase sales
- Increase visibility for your company and/or organization in a targeted market
- Speak to AOPA coding experts to learn what's happening at CMS
- Take advantage of education sessions to learn what's happening with health care reform, Medicare, and other regulatory agencies that affect your bottom line
- Take advantage of fun traffic building opportunities
- Experience face-to-face time with existing customers to answer questions and build relationships

# Sign up to Exhibit Today!

Questions? Contact Kelly directly at 571/431-0852 or [koneill@AOPAnet.org](mailto:koneill@AOPAnet.org)

## Businesses in the News: OPAF's Wheelchair Clinics Success



OPAF recently hosted five wheelchair tennis clinics across the Carolinas over a five day period. Clinics were led by Paralympic player and coach, Karin Korb who recently returned from the Netherlands where she served as head coach for the United States Teen Wheelchair Team in an ITF championship.

Over 50 participants & over 100 volunteers were part of an excellent week of wheelchair and adaptive tennis instruction. Media coverage as well as local O&P patient care facilities and rehab hospitals were all part of the week.

Martha Childress, was selected by Karin Korb to attend the upcoming teen wheelchair tennis camp in Aliso Viejo, CA under Karin's tutelage. This could be a life changing experience for one young lady! This is the second year in a row that Korb has selected a teen from the Carolinas for the camp and underwritten the experience.



## O&P PAC Corner



The O&P PAC Corner provides updates on the activities of the O&P PAC, including the names of individuals who have made recent donations to the O&P PAC and the names of candidates the O&P PAC has recently supported. The O&P PAC recently received donations from the following AOPA member(s)\*

- Rick Fleetwood, MPA
- Frank Snell, CPO, FAAOP
- Claudia Zacharias, MBA, CAE

The purpose of the O&P PAC is to advocate for legislative or political interests at the federal level, which have an impact on the orthotic and prosthetic community. The O&P PAC achieves this goal by working closely with members of the House, Senate and other officials running for office to educate them about the issues, and help elect those individuals who support the orthotic and prosthetic community.

In order to participate in and receive information about the O&P PAC, federal law mandates that you must first sign an authorization form

[Click here to view and sign an O&P PAC authorization form.](#)

Questions? Contact Devon Bernard at [dbernard@AOPAnet.org](mailto:dbernard@AOPAnet.org) or (571) 431-0854

[Click here to go to the top of the newsletter.](#)

## So Many Good Wines To Try, And So Little Time



During the 2014 National Assembly in Las Vegas AOPA will be hosting the 7<sup>th</sup> Annual Wine Tasting & Auction. This exciting event provides attendees with a unique opportunity to mingle, network, learn about and taste a variety of wines, but most importantly raise awareness of and funds for AOPA's Government Relations outreach.

Let's keep the tradition of success alive and make the 7<sup>th</sup> Annual Wine Tasting & Auction the best ever.

Please join the fun, the "good cause" and add to the continued success of the Wine Tasting & Auction by donating today! **Your special donations are what make this event unique and successful. Your attendance is what makes it fun!** Your donation may be one of the gems of your cellar, jewelry, artwork, wine glasses, a bottle of your favorite spirit, cigars, etc. We also have a team of personal shoppers who can locate that perfect item for you if you would prefer to make a monetary donation.

[Please consider donating today! The donation form is available here.](#)



**The OIG: Who Are They & Why Are They Important  
July Webinar**



You have heard the name OIG. You may have seen the reports. But do you know who the OIG really is and what exactly they do? Do you know how this government agency effects your business? Get the answers to these questions and join AOPA on July 9<sup>th</sup> for an AOPAversity Mastering Medicare Webinar that will focus on the OIG.

- Learn How to Submit for an Advisory Opinion
- Learn how OIG Reports Impact Your Business
- Learn the Importance of the OIG Exclusion List
- Learn How the OIG Operates



The cost of participating is just \$99 for AOPA members (\$199 for nonmembers) and any number of employees may listen on a given line. Listeners can earn 1.5 continuing education credits by returning the provided quiz within 30 days and scoring at least 80%.

[Register online here!](#)

Contact Devon Bernard at [dbernard@AOPAnet.org](mailto:dbernard@AOPAnet.org) or 571/431-0854 with content questions.

Contact Betty Leppin at [bleppin@AOPAnet.org](mailto:bleppin@AOPAnet.org) or 571/431-0876 with registration questions.



[Click here to go to the top of the newsletter.](#)

**Upcoming Events**

July 9      *The OIG: Who Are They & Why Are They Important*  
Webinar Conference  
[Learn more or register online here](#)

August 13      *AFO/KAFO Policy: Understanding The Rules*  
Webinar Conference  
[Learn more or register online here](#)

Sept 4-7      *AOPA 2014 National Assembly*  
Las Vegas, NV  
[Learn more here](#)

**July 2014**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Get the AOPAversity Advantage!

AOPAversity



## Distance Learning Opportunities Through AOPA

**New!**

### O&P ALMANAC

EARN CREDITS  
**2.0 CE**  
PER MODULE

Because of the highly educational content of the O&P Almanac's Reimbursement Page and Compliance Corner, O&P Almanac readers can now earn two business continuing education (CE) credits each time they read these articles and pass the accompanying quiz.

**IT'S EASY AND IT'S FREE!**



Read and learn from O&P Almanac's monthly reimbursement column and quarterly compliance corner—you will now not only gain knowledge, but also can earn CE credits by taking a short quiz and receiving a passing grade of 80 percent or higher. AOPA will automatically transmit the information to the certifying boards on a quarterly basis.

The print version of the O&P Almanac is delivered to all AOPA members, ABC certified practitioners, BOC certified practitioners as well as subscribers. Additionally the electronic version of O&P Almanac is available online at [www.aopanet.org/publications/digital-edition/](http://www.aopanet.org/publications/digital-edition/).

Learn more at:  
[www.aopanet.org/publications/op-almanac-magazine/](http://www.aopanet.org/publications/op-almanac-magazine/)

### AOPAVERSITY WEBCASTS

EARN CREDITS  
**1.5 CE**  
PER MODULE

AOPA offers two webcast series:

**Series 1 > Mastering Medicare: Coding & Billing Basics and Principles** contains nine modules is a recommended prerequisite to the Advanced Coding and Billing Techniques Seminar.

**Series 2 > Practice Management: O&P Administration Services** contains five modules, including topics such as Establishing an O&P Practice, Acquiring an existing O&P Practice, and Enrolling in Medicare and Medicaid.

Learn more at:  
[www.aopanet.org/education/webcasts/](http://www.aopanet.org/education/webcasts/)

### AUDIO CONFERENCES

EARN CREDITS  
**1.5 CE**  
PER CONFERENCE

During these one-hour sessions, AOPA

experts provide the most up-to-date information on a specific topic. Perfect for the entire staff—one fee per conference, for all staff at your company location (\$99 Member/\$199 Non-Member). A great team-building, money-saving, educational experience! Sign up for the entire series and get two conferences FREE. Entire Series (\$990 Members/\$1,990 Non-Members). The fee is per location and there is no limit on the number of staff you can assemble in one location.

Learn more at:  
[www.aopanet.org/education/audio-conferences/](http://www.aopanet.org/education/audio-conferences/)

### VIDEO LEARNING LIBRARY

EARN CREDITS  
**1.5 CE**  
PER VIDEO

AOPA's video learning library offers many dif-

ferent types of high-level education—clinical, business, motivational, and more. Many of the videos have been approved for CE credits. After viewing the educational video in its entirety, complete and submit the quiz continuing education (CE) credits. AOPA will automatically transmit the information to the certifying boards on a quarterly basis for those with passing grades of 80 percent or higher. Those not passing the quiz will be notified.

Peruse the complete library at:  
[www.aopanetonline.org/education](http://www.aopanetonline.org/education)



AOPAversity

AOPAversity is your one-stop resource for quality O&P education, developed explicitly for orthotic, prosthetic and pedorthic professionals. Most education has been approved for continuing education (CE) Credits. Learn on your terms with one of our opportunities listed above!

Earn CE credits accepted by certifying boards:



Visit [www.AOPAnetonline.org/education](http://www.AOPAnetonline.org/education) today!