



American Orthotic & Prosthetic Association

www.AOPAnet.org

AOPA In Advance SmartBrief

Breaking News

September 9th, 2014

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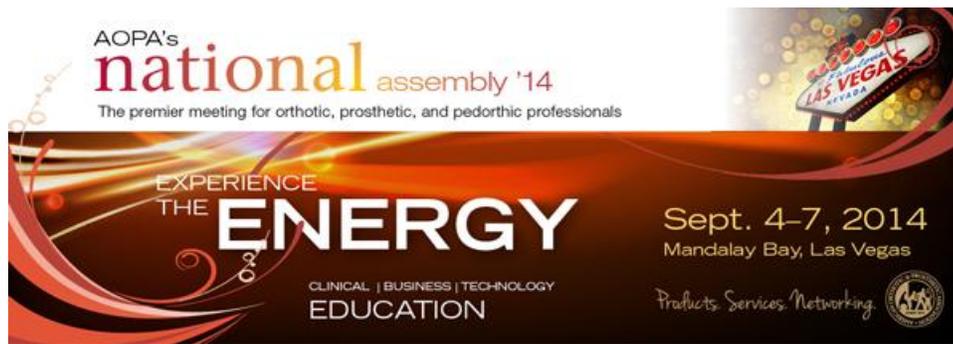


AOPA offers the best 2014 medical coding products in the industry at the greatest price. Get all of the codes, descriptions, illustrations, tips, and examples that you need!

Between the **Coding Pro** Software, **Quick Coder** Reference Set, and the all-important **Illustrated Guide**, you'll have the complete coding system in use for Orthotics, Prosthetics, and Shoes including HCPCS Codes, official Medicare Descriptors, and Illustrations for each code! Why wait? Get all 3 in the **AOPA 2014 Coding Suite!** [Order yours today!](#)

ORDER NOW!





#AOPA14 National Assembly is a SUCCESS

Last week over 2,200 O&P professionals gathered in Las Vegas for the 97th Annual AOPA National Assembly. The meeting kicked off on Thursday with 32 Manufacturer workshops and a fun welcome reception sponsored by Willow Wood. Attendees enjoyed a free gift from our sponsor, a souvenir beer mug and photo opportunities with The Vegas King Himself, Elvis Presley.

The Friday morning opening session began with an inspiring speech by Adrienne Haslet-Davis who shared her personal story and whole hearted thanks and support for O&P practitioners. As part of the opening session we were fortunate to have Ted Thranhardt moderate the Thranhardt Lectures.

The winner of the \$5,000 Cash Giveaway was Erin Cammarata of CBS Billing & Consulting, LLC and the winner of the 3rd Annual Technical Fabrication Contest was Nicole Gibson of the University of Michigan.

Exhibiting Companies rolled out the red carpet and pulled all stops to make the trade show fun, informative and entertaining. Attendees enjoyed refreshments, giveaways and product launches all while received continuing education credits.

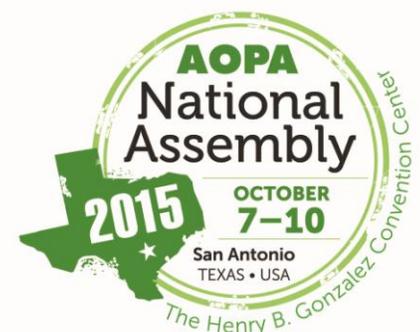
Other featured programming included:

- Mobility Saves Lives & Money
- O&P Symposium: Generational Factors in Residency Education
- Microprocessor Controlled Knees Symposium
- Step by Step Treatment Options for Pedorthists

Attendees enjoyed many networking opportunities including: 7th Annual O&P Wine Tasting & Auction, Welcome Reception, Exhibitor Sponsored Happy Hour, Closing Extravaganza, and the Thranhardt Golf Classic!

We hope you will make plans to join us in 2015 at the 98th National Assembly in San Antonio.

Remember #AOPA15!



AOPA Submits Extensive Comments on CMS Proposed Rule Regarding Off the Shelf (OTS) Orthoses



AOPA has submitted formal comments on the recent CMS proposed rule that further clarifies the definition of the term “minimal self adjustment” as it relates to the provision of off the shelf orthoses. This proposed rule, part of the larger proposed rule entitled: *Medicare Program; End-Stage Renal Disease Prospective Payment System, Quality Incentive Program, and Durable Medical Equipment, Prosthetics, Orthotics, and Supplies* was published in the July 11, 2014 *Federal Register*.

AOPA’s comments expand upon the comment letter available on www.aopavotes.org that over **350 AOPA members** have signed and forwarded to AOPA for submission to CMS.



While the deadline for AOPA members to submit comments through www.aopavotes.org has passed, CMS will continue to accept comments on this proposed rule until 5 pm EDT on September 2, 2014. AOPA members who wish to submit their comments directly to CMS may do so at <http://www.regulations.gov>. Once on this site, you should enter the term “1614-P” in the search field and clicking on the first result will allow you to provide your comments.

[A complete copy of AOPA’s comments may be found on AOPA’s website here.](#)

Questions regarding this issue may be directed to Joe McTernan at jmcternan@aopanet.org or Devon Bernard at dbernard@aopanet.org.

Jurisdiction B Publishes Results of Pre-Payment Review of High Error Rate DMEPOS Claims



National Government Services, the Jurisdiction B DME MAC, has released results for its pre-payment review of high error rate DMEPOS claims for the 2nd quarter of 2014 (April-June). The overall error rate for this review, which includes O&P claims, was 60%.

While the overall error rate was lower than the 1st quarter review (68%), NGS will continue its review based on the current error rate of 60%. While the report did not identify the specific error rate for O&P claims, it did highlight the main reasons for denials of O&P claims that were part of the review. They were:

- No medical records were submitted
- No required documentation to justify the medical need of the item billed
- This service was included in a claim that has been previously billed and adjudicated

While a lower error rate is a positive development, AOPA members are reminded to make sure all documentation requirement outlined in the LCDs and Policy Articles have been met prior to submission of your claim to the DME MAC. The only way to stop the pre-payment review process is to reduce the error rate to a level that warrants removal of a product category, such as O&P items, from the high error rate category.

Questions regarding this issue may be directed to Joe McTernan at jmcternan@aopanet.org or Devon Bernard at dbernard@aopanet.org.

In O&P Memoriam: George Edward "Ed" Snell

George Edward "Ed" Snell, Sr., CPO died peacefully at his home near Little Rock, Arkansas on September 7, 2014. He was born in Nashville, Tennessee April 10, 1915 and lived to the age of 99 years. At the end of World War II in 1945 he was released from his job at a defense contractor and relocated his young family to take over the management of the Little Rock branch of the Snell Artificial Limb Company owned by his uncle, R.W. "Pop" Snell. After a 6 week internship with cousin, Jim Snell in Shreveport, Louisiana he took the reins in Little Rock, purchasing the location for himself a year later. By 1950 he had expanded the business to include orthotics and renamed it Snell Limb and Brace Company. Later in 1976 it would receive its current title, Snell Prosthetic and Orthotic Laboratory.



For over 40 years Ed actively served the needs of the O&P population of Arkansas. He was among the first to attend the initial formal education classes for O&P practitioners at UCLA in the 1950's and later at Northwestern in the 1960's. He was an ABC examiner in the 1960's and 70's, serving as Prosthetic Exam Chairman in 1973. Throughout his career he was always striving to upgrade the profession and increase its respect in the medical community. Today his legacy lives on through his son Frank Snell, CPO, LPO, FAAOP, and grandchildren Brant Snell, MA,RPA,LP,COA, and Melissa Snell, MBA,CFM, who continue Snell Laboratory with its 10 facility locations in Arkansas.

September 2014 O&P Almanac – Get Your CE's & The Latest News!

[The September O&P Almanac is Online Here!](#)

*Open it today and get your hands on the latest news and **hot features** including:*

Reforming the Audit Process | Page 18

Officially known as the Medicare DMEPOS Audit Improvement and Reform Act, HR 5083 aims to improve audit effectiveness and efficiency in paying for durable medical equipment, prosthetics, orthotics, and supplies under the Medicare program.

Growing Strong | Page 22

Becoming an advocate for your pediatric patients' physical and emotional development improves care and fosters positive long term relationships.



Be A Participating Provider? Now is the Time to Assess your Status with Medicare for 2015

Page 16 – Reimbursement Page – Earn 2 CE's

Read the Column and [Take Your Quiz Here: http://bit.ly/OPalmanacQuiz](http://bit.ly/OPalmanacQuiz)



HIPAA Compliance: Business Associate Agreements (BAA) Must be Updated by September 23rd, 2014



As a reminder in January 2013 the HIPAA Omnibus Rule was released and the rule contained new requirements for all of your Business Associate Agreements (BAA), and had a compliance date of September 23, 2013. However, the Omnibus rule did allow for a one year grandfathering period for amending or updating any BAAs which were in effect prior to January 25, 2013.

This one year grandfathering/grace period is coming to a close. If a BAA was in effect prior to the release of the Omnibus rule, you have until September 23, 2014 to make any required revisions in order to remain compliant with HIPAA.

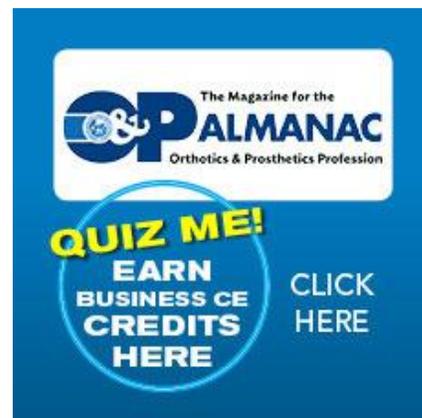
In order to stay compliant with the Omnibus requirements and the September 23, 2014 deadline, below are some key items that you will want to include in your BAAs. Keep in mind that these are just the minimum amount of revised requirements you may want to address within your amended or new BAAs; you will want to create amendments or new agreements that are specific to your needs:

- Include a section that allows you to verify that the BA is in compliance with the HIPAA security and privacy regulations.
- Ensure that the BA will report all breaches to you in a timely manner, and that these notifications are done in a standard format. You may want them to provide you with the contact information for those affected; a detailed account of the breach, including what was breached; and any steps they are taking to ensure the breach doesn't occur again. Think of any information that you may require when you have to report the breach.
- If a BA uses any subcontractors be sure to ensure that the subcontractor agrees to the same restrictions and conditions you apply to the BA.
- BA must comply, where appropriate, with the Security with regard to electronic PHI
- To the extent the BA is to carry out the covered entity's obligation under the Privacy Rule, the BA must comply with the same requirements of the Privacy Rule that apply to the covered entity in the performance of said obligations

Any questions, please contact Joe McTernan at jmcternan@AOPAnet.org or Devon Bernard at dbernard@AOPAnet.org.

You may also visit the AOPA website at:

<http://www.aopanet.org/legislative-regulatory/hipaa/>



AOPA ESSENTIAL CODING & BILLING SEMINAR – ST. LOUIS

Compliance, Coding, Billing, Audits, Documentation -- We've got you covered!

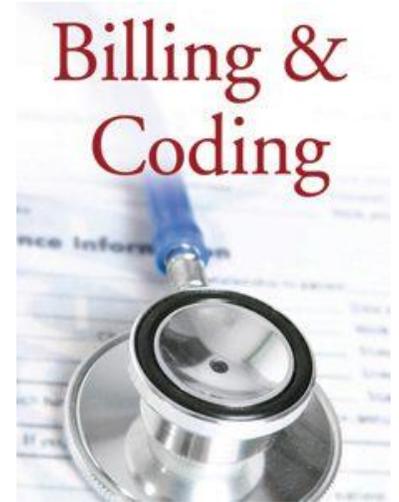
What better place than the "Show Me" state to host the final Coding & Billing Seminar of 2014?

This interactive seminar is meant for both practitioners and office staff. The advanced two-day seminar features specialized break-out sessions for each group to ensure review of concentration specific materials.

You'll leave with:

- 14 Continuing Education Credits from ABC or BOC
- Course credit for the Business Certificate Program
- Peace of mind knowing that you are billing Medicare correctly
- Priceless education

Come see why participants leave saying *"Thank you!! I had a great time and learned so much. I look forward to next year!!!"*



Renaissance St. Louis Grand Hotel

October 20-21, 2014

AOPA experts, with over 70 years of combined experience, provide you the most up-to-date guidance to help O&P Practitioners & office billing staff learn how to code complex devices, including repairs.

REGISTER NOW



Are you ready to stump them with your hard-hitting questions?

[Make your hotel reservations online](#) or via phone at 800-468-3581 or 314-621-9600 and mention the AOPA Coding & Billing Seminar for an approximate rate of \$129/night. Make your hotel registrations before the September 29th cut-off date!



People in the News: Aaron Holm Appointed as New Ottobock Manager of Consumer Marketing & Engagement

Ottobock is pleased to announce that Aaron Holm has joined the company as Manager of Consumer Marketing and Engagement. The newly created position was designed with the goal to impact product development processes and patient outcomes through the strengthening of Ottobock's connection with the people who use its products.

Holm lost both of his legs when he was crushed between two cars on the side of a freeway while helping a friend change a tire and has been a user of Ottobock microprocessor-controlled knees since 2007. His combination trademark humor and positive attitude made it possible for him to head home from the hospital just 18 days following his accident, and within a couple of months he was fitted with C-Legs, back on the golf course, and able to keep up with his three young children.



According to Scott Schneider, chief marketing officer for Ottobock's North America region, Holm is ideal for the new position. "In addition to the running of his non-profit, Aaron's professional experience includes managing the operations and interfacing with customers of Tillges Certified Orthotic Prosthetic, Inc. in Minnesota. These are powerful experiences that will fuel our drive to leap forward in our relationship with consumers and their friends and family, and we are pleased to have Aaron join our team to lead those efforts."

Holm began his tenure with Ottobock on September 2 and he is excited to be a part of the organization that engineers the products that many, including himself, will rely on for a lifetime.

Businesses in the News: Ottobock's Science Center Celebrates 5 Year Anniversary

The logo for Ottobock, featuring the word "ottobock." in a bold, blue, lowercase sans-serif font.

More than 525,000 visitors have embarked on a journey of discovery through the world of medical technology at its Science Center Berlin since its inauguration in June 2009 by Prof. Hans Georg Näder, President and CEO of Ottobock.

Those visitors have been treated to the eye-catching architecture of the building, a distinctive design based on the structure of muscle fibers, along with three floors of thought-provoking exhibits that illustrate how complex the movement patterns of our body are and how sophisticated medical technology needs to be in order to restore human mobility.

The informative displays encourage hands-on interaction to "Discover what moves us" and explores topics such as the fascination of walking and grasping, how we process stimuli from our environment, how innovative technology solutions are based on nature, a look beneath our skin at our anatomy, and the statistical risk of suffering from diabetes or stroke and other common causes of needing a prosthesis or wheelchair. The Science Center Berlin also supplies a unique stage for the topic of mobility where scientific, political and orthopedic technology experts from around the world gather for the exchange of ideas.

More information on Ottobock's Science Center Berlin can be found at www.sciencecenterberlin.com.

**Urban Legends in O&P: What to Believe
September Webinar**



Rumors run as rampant in O&P as any other industry. Just because you hear the same things from different people does not always mean they are true. AOPA will attempt to dispel some of the bigger myths surrounding O&P billing. Some of the topics discussed will include:

- Billing for diabetic shoes involving amputees;
- Financial liability on non-assigned claims;
- Proper use of the KX modifier;
- Prostheses and Power Wheelchairs;
- Billing for unlisted procedure codes



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 or 571/431-0854 with content questions.

Contact Betty Leppin at bleppin@AOPAnet.org or 571/431-0876 with registration questions.



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

Upcoming Events

- Sept 10 *Urban Legends in O&P:
What to Believe*
Webinar Conference
[Learn more or register online here](#)
- Oct 08 *Medicare Enrollment,
Revalidation, & Participation*
Webinar Conference
[Learn more or register online here](#)
- Oct 20-21 *Mastering Medicare: Coding
& Billing Techniques Seminar*
St. Louis, MO
[Learn more or register online here](#)

September 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				

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/.

Learn more at:
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/

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/

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



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 today!