



American Orthotic & Prosthetic Association

www.AOPAnet.org

AOPA In Advance SmartBrief

Breaking News

October 14th, 2014

AOPA Headlines:

[Amputee Coalition Appoints Susan Stout as President & CEO](#)

[Congresswoman Duckworth, working with AOPA, reaches out to new White House Liaison on Disabilities urging assistance for O&P profession](#)

[2015 Medicare Part A & Part B Premiums and Deductibles Announced](#)

[Get Involved With the Major O&P Public Relations Campaign of the Year](#)

[Business in the News: ABC Offers Personalized Brochures](#)

[AOPA Can Now Provide Disability, Life, Dental, Vision, Critical Illness, & Accident Insurance](#)

[The Orthotics & Prosthetics Outcomes Research Award and Funding Is Offered For the First Time In Fiscal Year 2014](#)

[Your Gateway to Everything Coding & Billing in St. Louis](#)

[Earn 4 CEU's with This Month's O&P Almanac](#)

[Save the Date for the 2015 AOPA National Assembly!](#)

[Gifts: Showing Appreciation without Violating the Law - November Webinar](#)

[Upcoming AOPA Events](#)

Amputee Coalition Appoints Susan Stout as President & CEO

Amputee Coalition Board of Directors has appointed Susan Stout as president & CEO of the organization, effective November 1, 2014.



Ms. Stout joined the Amputee Coalition in 2011 and has held several positions in the organization, including chief communications officer and chief policy & programs officer, as well as being appointed interim president & CEO since September 2013.

“I am honored to take on this role permanently, and excited about the possibilities that lie in our future,” said Susan Stout. “I will continue to bring leadership to and advance the organization with the assistance of our volunteers and the entire Amputee Coalition team as we carry on this exciting journey to achieve our mission to advocate for and empower those affected by limb loss and to promote limb loss prevention.”

Congresswoman Duckworth, working with AOPA, reaches out to new White House Liaison on Disabilities urging assistance for O&P profession



Continuing her work as a strong advocate on behalf of the O&P profession, Rep. Tammy Duckworth (D-IL), herself an amputee and war hero from the day when the helicopter she was piloting was shot down in Iraq, on September 21st, took another major step on behalf of O&P professionals and their patients.

Moving beyond her efforts in Congress, during a meeting in Chicago, Rep. Duckworth requested Ms. Susan Axelrod, who was appointed during the summer by President Obama as a Special White House Liaison on Disabilities, to advocate for special relief for O&P companies. In presenting the specific 6-point request, prepared by AOPA, to Ms. Axelrod, who is also the spouse of David Axelrod, one of the chief architects of the President's elections and a veteran political adviser to President Obama, Rep. Duckworth was also accompanied by an O&P professional, Mr. Jim Kingsley of Scheck & Siress.

To read the 6-point request delivered to Ms. Axelrod, [please click here.](#)

* * * * *

O&P Political Action Committee Continues It's Support for Rep. Duckworth and Others Positioned to Assist O&P Efforts!

[Click here to see a list of legislators who have received O&P PAC support in the past 30 days](#)

[Click here to join the PAC's efforts on behalf of Rep. Duckworth](#)



2015 Medicare Part A & Part B Premiums and Deductibles Announced



The Centers for Medicare and Medicaid Services (CMS) has announced the Medicare premium and deductible rates for 2015. The monthly Medicare Part B premium will begin at \$104.90, the same as it was in 2014. The Medicare Part B deductible for 2015 has not increased and will remain set at \$147.00; the Medicare Part B coinsurance remains at 20 percent of the Medicare allowed charge.

The Medicare Part A deductible for 2015 is set at \$1,260 which represents a \$44 increase over the 2014 amount, and the daily co-insurance amount for days 61-90 is \$315 and the lifetime reserve day's rate is set at \$630. Lastly, the SNF Part A extended care days (day 21-100) will be \$157.50 for 2015.

Contact Devon Bernard at dbernard@AOPAnet.org or 571/431-0854 with questions.

Get Involved With the Major O&P Public Relations Campaign of the Year!

AOPA is continuously looking for content for inclusion in our O&P library of materials, which is made available to all AOPA Members via Mobility Saves. We are working to create and 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!**



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. While we can't assure that everything, and particularly content that is promotional to a specific product, is going to appear on the site, we strongly request that if members have a compelling patient centered story, and/or compelling video highlighting O&P care and its impact on restoring function and independence, please share it with us!



Businesses in the News: ABC Offers Customizable Brochures for Accredited Facilities



The American Board for Certification in Orthotics, Prosthetics and Pedorthics (ABC) has updated its popular customizable marketing brochures to give ABC accredited facility owners more options to market the value of their ABC accreditation to patients, referral sources and insurance contractors. There are two versions of the brochure, one for orthotic, prosthetic and pedorthic facilities; and one for mastectomy facilities.

The new brochure design allows the inclusion of the facility name, logo and contact information. In addition, the orthotic, prosthetic and pedorthic version gives the option of selecting from a library of photos to better reflect the facilities' patient population and services. Both brochures are written so that they're appropriate for patients, referral sources or insurance contacts.

Brochures can be ordered directly from the facility's MY ABC account at abcop.org through ABC's private micro site with an online printer offering discounted pricing and small quantities.

For questions about these brochures or the online ordering process, please contact ABC at marketing@abcop.org or 703-836-7114.

AOPA Can Now Provide Disability, Life, Dental, Vision, Critical Illness, & Accident Insurance

Partnering with Cailor-Fleming and Keystone Insurers Group

Through an agreement with Cailor-Fleming and Keystone Insurers Group, AOPA is excited to offer a new member benefits package that will provide AOPA member offices and facilities with access to Disability, Life, Dental and Vision insurance benefits at competitive rates. Worksite marketing products such as Accident, and Critical Illness policies will also be offered. Owners and their employees can immediately take advantage of competitive group dental and vision rates through convenient payroll deduction.



Offering protection to employees from disability is something that more and more companies are looking to provide. Disabilities happen. In fact, the likelihood that a 40 year old will be disabled for more than 90 days before age 65 is 45%. Fortunately, there is a way to help protect against the potentially devastating loss of livelihood resulting from disabling sicknesses and injuries. We are proud to sponsor convenient, payroll deductible Short-Term Disability Income protection. Your employees can replace up to 60% of their salary if they are unable to work due to Total or Partial Disability caused by illness or an off-the-job injury.



Your AOPA membership will allow you to provide preferred underwriting on pre-existing conditions and partial disability benefits. Employees can choose from multiple options to decide what program is best to protect their income and their families.

Employees will also have access to multiple life insurance, vision, and dental options on a preferred underwriting basis. Dental participants can access any dentist in the country and take advantage of large group rating discounts.

“We are pleased that AOPA members will now be able to provide these valuable benefits to their employees,” said Jeff Michalenok of Cailor-Fleming Insurance. “In working with Keystone Insurers Group and VBA, we have been able to harness the power of large group benefits for each of AOPA’s members, regardless of their individual office size. In the vast majority of cases, the contracts and pricing is superior to what they can realize outside of AOPA.”

More information will be forthcoming for employee enrollment and education. Open enrollments will begin in November for a December 1 effective date. Employers and employees will have several options including print, telephonic, and web based enrollment systems.



Extraordinarily significant findings show Medicare data proves the value of an O&P intervention based on economic criteria.

Get Involved and Spread the Word About The Valuable Benefits of O&P Care.
How Do You Share The News? Click Here! MobilitySaves.org

The Orthotics & Prosthetics Outcomes Research Award and Funding Is Offered For the First Time In Fiscal Year 2014

You will recall the \$10 million in O&P outcomes research funding that was included by the Department of Defense in the Omnibus Appropriations bill signed into law last January, adapted from the AOPA-backed S521, the Wounded Warrior Research Enhancement Act. We are pleased to share that details have been released on how researchers can apply for funding.



Read the full announcement on the [Orthotics and Prosthetics Outcomes Research Award \(OPORA\)](#).

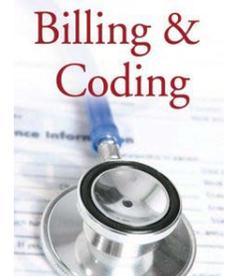
Proposed projects should be designed to provide outcomes data regarding orthotic and prosthetic devices, and/or related clinical interventions and must include the anticipated effect on patient care metrics. Collaboration with military researchers and clinicians is encouraged, as are joint Department of Defense (DoD)-VA studies, including longitudinal outcome studies. Studies are sought that:

- Compare different patient care approaches.
- Include patient-centric outcome assessments.
- Have the potential to generate new knowledge that can be developed into new clinical practice guidelines, and/or new prescription algorithms for prosthetic and orthotic devices.
- Have the potential to develop new technology for improved prosthetic and orthotic devices, therefore improving patient outcomes.
- Provide information on quality of life, reintegration, and/or return to duty/return to work as it pertains to those patients who use a prosthetic or orthotic device due to limb trauma.

Learn more [here](#).

Your Gateway to Everything Coding & Billing in St. Louis

AOPA ESSENTIAL CODING & BILLING SEMINAR – ST. LOUIS Renaissance St. Louis Grand Hotel, October 20-21, 2014



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

REGISTER NOW



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.

The October 2014 O&P Almanac Is Here!

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

24 | **To Be First**

Elizabeth Bailey-Smith, 65, is the first patient to undergo osseointegration surgery in the United States. Meet the team of practitioners who made it possible as they discuss the procedure, recovery, and the future for osseointegration in O&P.

22 | **This Just In - Tackling the Future**

O&P executives are invited to convene at an upcoming leadership conference and share ideas about the future in the Orthotics & Prosthetics profession.

30 | **Action & Evolution**

More than 2,200 O&P professionals & 160 exhibitors gathered at the Mandalay Bay Hotel & Casino in September to "Experience the ENERGY" of AOPA's 2014 National Assembly. Read the highlights from the educational sessions and thriving exhibit hall that made this year's event the premier show for O&P



FIND OUT WHAT'S INSIDE

Get Your Continuing Education Credits:



VA Changes – The Aftermath of Scandal
Page 18 – Reimbursement Page – Earn 2 CE's

Can the FDA 'Shut Down' My Business?
Page 40 – Compliance Corner – Earn 2 CE's

Read the Columns and [Take Your Quizzes Here](http://bit.ly/OPalmanacQuiz): <http://bit.ly/OPalmanacQuiz>



Save the Date for the 2015 AOPA National Assembly!

Save The Date—October 7-10, 2015 AOPA's 98th National Assembly San Antonio Riverwalk

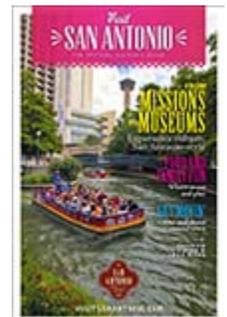
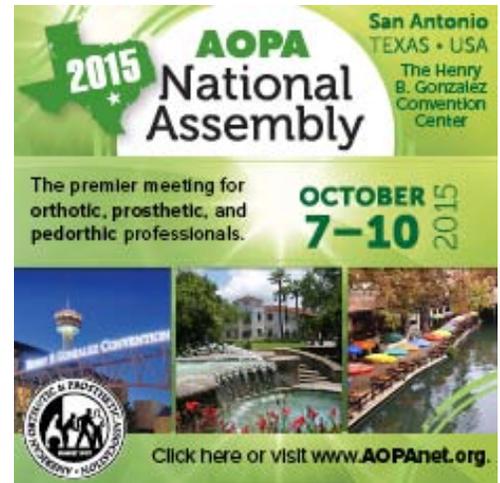
Make plans now to attend the 2015 National Assembly, Oct. 7-10, 2015 in San Antonio.

The 2015 Assembly will be held at the Henry B. Gonzalez Convention Center, located on San Antonio's famous riverwalk.

San Antonio's River Walk is one of the most visited sites in Texas, providing scenic pathways and waterways for the city's cultural and historic sites, as well as a picturesque link between restaurants, hotels and shops. The [San Antonio River Walk](#) is a verdant oasis of cypress-lined paved paths, arched stone bridges and lush landscapes. It gently winds through the city center, providing millions of visitors each year with easy access to the city's cultural hot spots, historic sites and other attractions.

Plan ahead and take these four easy steps to get the most of your trip to San Antonio:

1. Go to Visit San Antonio.com <http://visitsanantonio.com/> to sign up for San Antonio's official newsletter and learn more about what interests you most. Whether it is the Arts, Music, Festivals, Family, Local Attractions or Shopping you will find a calendar of events and local information at VisitSanAntonio.com
2. Request a Free Visitors Guide – Learn about local attractions and things to do. [Request your guide](#) here: <http://visitsanantonio.com/english/Leisure-Guide-Request-Form>
3. Download SAVE coupons from the San Antonio Vacation Experience. Get exclusive deals and discounts: <http://visitsanantonio.com/VisitSanAntonio/media/vsa-media/SAVE%20Coupons/2014-SAVE-WebCoupons.pdf>
4. Download a copy of the riverwalk map to see all the great places you will want to visit within walking distance to the convention center. http://visitsanantonio.com/VisitSanAntonio/media/vsa-media/maps/SAT09_SA_River_Walk.pdf



See you in San Antonio! Remember #AOPA15



**Gifts: Showing Appreciation without Violating the Law
November Webinar**



Medicare has very specific rules about what you can and cannot do. What is and is not considered a kickback and how to acknowledge referral sources without getting into trouble. Also a general discussion of other types of activity that can be interpreted as a kickback.

- When gifts to referral sources are acceptable
- When gifts to patients are acceptable
- Federal Anti-Kickback regulation prohibitions
- Doing something nice vs. doing something illegal



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

- Oct 20-21 *Mastering Medicare: Coding & Billing Techniques Seminar*
St. Louis, MO
[Learn more or register online here](#)
- Nov 12 *Gifts: Showing Appreciation Without Violating the Law*
Webinar Conference
[Learn more or register online here](#)
- Dec 10 *New Codes and Changes for 2015*
Webinar Conference
[Learn more or register online here](#)

October 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	