



## A TOPIC AOPA IS WORKING ON THAT IS IMPORTANT TO THE FUTURE OF YOUR BUSINESS

# Mobility Saves—No Longer A Slogan But Now a Living, Growing Awareness of O&P's Potential to Make More Than a Difference—By Becoming Part of the Cost Solutions

### The Core of the Issue

January's Executive Director Letter introduced Mobility Saves as a new AOPA initiative to drive home the benefits documented by the Dobson DaVanzo cost effectiveness study showing timely O&P intervention pays—not costs. Now we need to take the tools created by the Mobility Saves project and use them to hammer home this truth to payers, referrals and O&P clinicians.



### Why Is It Important To You?

With all of the future threats lined up against provider reimbursements and patient care/choice in an effort to contain healthcare costs, O&P needs to get ahead of the curve and stake out our high ground message. Over the long run prosthetic and orthotic care gives people the improved quality of life that helps to avoid more costly co-morbidities that afflicted patients in the Dobson DaVanzo study who did not receive timely care. Medicare, payers and patients will be focusing more and more attention on costs. If everyone understands the positive economics of O&P care, our ability to serve patients will prosper.

### What Is AOPA Doing About This?

AOPA's job is to create the tools but AOPA can't build the road to public and payer awareness without a delivery system. AOPA members are part of that delivery system in educating patients, policy makers, payers and our own O&P community.

To see the tools and get the message, go to [www.mobilitysaves.org](http://www.mobilitysaves.org). What you will see is the introductory video that lays out the various elements designed to create awareness of Mobility Saves. Take a look at the slide decks created for clinicians, referral sources and payers. You can use each of these PowerPoints to inform your colleagues or educate your referrals and payers about the Mobility Saves cost effectiveness message. If you click on the Media link, you'll see our Mobility Saves Video News Release (actually there are a few additional pieces about to be posted, including excerpts for reporters from an interview with the author of the study, Allen Dobson, PhD). This Mobility Saves Video News Release

is being distributed to TV stations across America but use your own local media contacts to make sure it's played in your market—the info is available 24/7 for downloading by any local media that you refer to the website. The public service print ad is another media product you can reproduce as an insert in your newsletter or in other communications with patients. Local magazines or newspapers may also find it a message worthy of their readers and public service obligations often resonate with local print media, just as with national print media.

A key element of Mobility Saves is trying to help your patients be part of their self protection advocacy. O&P providers up in arms about RAC audits and recoupments so far haven't won the day in trying to bring order out of chaos on the Medicare reimbursement front. But think how much more progress we might have made if the patients denied timely care were knocking on the doors of Congress, writing letters and telling their care problems to the media. Mobilizing patients is the future of effectively communicating Mobility Saves to our audiences.

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Patient testimonials are another powerful tool in awakening awareness of all audiences and AOPA has pulled together a series of videos showcasing changed lives and what these patients say about their journey. AOPA has also researched scores of member websites to find appropriate testimonials that over time can be added to the library of patient experiences.

Social media will play an increasingly important role to accomplish an awareness of O&P cost effectiveness. Key messages or squibs will be regularly scheduled in all the social media such as Facebook, Twitter and the rest with the longer term objective of providing content that inspires our initial audience to share content. An audience sharing content because of their own strong interest will help create a cascading effect in circulating these messages to an even larger audience.

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A separate effort is underway to mobilize our O&P Supplier community's ability to offer O&P education opportunities to patients through shipment stuffers that will bring patients to an AOPA created website that will provide practical information about patient experience, care issues, or other challenges to generate more consumer awareness of O&P services. It's a long range, long shot project that will hopefully build a patient database of advocates on call to mobilize whenever a patient harm issue threatens.

Think about adding Mobility Saves materials to your own website with a link to the Mobility Saves website where patients can be directed to factual O&P educational materials.

### The Bottom Line

Mobility Saves captures the essence of how so many O&P providers feel the rewards of making a positive difference in patients' lives. It's a long term project with long term benefits all designed to further expand awareness and the distinctiveness of what huge benefits O&P provide – particularly when the message is cost effective. Mobility Saves...Lives and Money!

Very truly yours,

Thomas F. Fise, JD  
AOPA Executive Director

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

You Know *Mobility Saves*—  
But How Do You Spread The News?  
Simple! Visit **MobilitySaves.org**.



Find All the Tools You'll Need at *MobilitySaves.org*:

- Access the Full Study
- Review the White Paper
- Share this information with clinicians, practitioners, and insurance providers
- Educate others with informative slide shows
- Watch the News Release
- Follow Mobility Saves on Facebook and Twitter

CONNECT WITH MOBILITY SAVES



Watch Katy Sullivan's story and more experiences.

**O&P CARE IS COST EFFECTIVE**—It is a SAVER, not an expense to insurers!

O&P professionals have learned the positive outcomes from the Dobson DaVanzo study, which proves that timely O&P intervention results in fewer co-morbidities and lower healthcare costs for both patients and payers. Share this significant news by using the educational tools provided at [MobilitySaves.org](http://MobilitySaves.org).

Dobson DaVanzo's study commissioned by the Amputee Coalition, funded by AOPA and publicly released August 27, 2013, makes the cost effective case for O&P intervention and proves that "Mobility Saves." O&P professionals knew that intuitively and now Medicare's own costs and figures prove it irrefutably:

**Mobility Saves Lives And Money!**

Get Involved, Spread the Good Word

[MobilitySaves.org](http://MobilitySaves.org)