



American Orthotic & Prosthetic Association

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AOPA In Advance SmartBrief

Breaking News

January 15, 2015

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Brand New Blog Post on *AOPA's Take!*

Have you subscribed yet? Subscribers were the first to get *AOPA's Take* on "Feeling the Effects of OTS" discussing the recent reports from the Jurisdiction B and Jurisdiction D DME MACs, but it's not too late for you to get the scoop!



AOPA's Take is available at no charge to all members of the O&P community and subscribing is simple. Go to www.aopastake.org and click on the subscribe button. Fill out a few fields and you're in! Welcome to *AOPA's Take*.....Where you go when you need to know!

O&P Industry Leaders Attend the Inaugural AOPA Leadership Conference

On January 9-11th more than 150 O&P industry leaders participated in the inaugural AOPA Leadership Conference held at the Eau Palm Resort & Spa in Palm Beach, Florida. While the stunning views and great weather outside of the meeting room proved to be quite a temptation, the group remained focused on the task at hand: discussing the ways to ensure the continued success of O&P as an industry despite the current and unforeseen challenges the industry faces.



Attendees spent the first morning of the meeting hearing from dynamic speakers who presented a snapshot of what the industry should expect in the future and the strategies that AOPA has developed to address any challenges head-on. In the next session, speakers provided global perspective on the future of the O&P industry in a worldwide marketplace. Attendees then broke out into small discussion groups where specific challenges were discussed with a focus on how the O&P industry can prepare for what the future may hold. The group reconvened to share the insight developed during the breakout sessions and then began a second breakout session that focused on various opportunities that the future may hold for the O&P industry. The first day ended with the group coming back together to provide reports on each of their breakout sessions.

The second day of the conference began with a thorough review of the issues that were identified as crucial to the future of O&P during the breakout sessions from the previous day. The program continued with presentations and discussion regarding the future reimbursement landscape for O&P, as well as presentations that focused on perspective from the insurance industry, the role of the FDA in O&P, and the potential for alternate delivery models for O&P services in the future.

Charles Dankmeyer, Jr., CPO, AOPA President, ended the conference with a recap of the many accomplishments that had occurred in just one and a half days and encouraged the O&P leaders in attendance to make sure that the discussion did not end after the meeting; that the meeting was just the beginning of many more discussions and efforts to ensure the success of the O&P industry for many years to come.



To learn more about the inaugural AOPA Leadership Conference, read the preview article that was published in the January 2015 *O&P Almanac* and look for the full conference recap that will be published the subsequent issues of the *O&P Almanac*.



AOPA is currently accepting exhibit applications for the 2015 AOPA National Assembly, which is due to take place in San Antonio, TX on October 7-10, 2014. The Henry B. Gonzalez Convention Center will serve as the event's venue. This event, the oldest and largest of its kind in the United States, will feature dedicated tracks of the most relevant education for prosthetists, orthotists, technicians, pedorthists and business managers.

Why Exhibit?

Exhibiting at this important event will give you the opportunity to:

- Build your customer base and increase sales by meeting with Owners who actually make the final decisions on purchases.
- Experience face-to-face time with existing customers to answer questions and build new relationships.
- Enjoy sponsored networking opportunities, including an opening reception in the exhibit hall.
- Take advantage of fun traffic-building opportunities.
- Take advantage of education sessions to learn what's happening with Medicare, and other regulatory agencies that affect the success of your product.
- Increase visibility for your company/organization in a targeted market.
- Host a Manufacturer's Workshop and/or Product Preview Theater presentation.
- Speak to AOPA reimbursement experts, who can answer all your O&P coding, reimbursement and compliance questions.
- Hear from top researchers and clinicians to learn what products and support is needed from manufacturers.
- Participate in key education programs and plenary sessions.

Who Attends?

Access to key Decision Makers

O&P Practitioners, pedorthists, physicians, technicians, fitters, students, educational instructors, facility owners, marketing personnel, physical therapists, residents, office managers, billing specialists, occupational therapists, researchers, engineers, manufacturers, distributors and suppliers of O&P products and services.

What you will Get?

As an exhibitor you will receive:

- 24 hour perimeter security guard service.
- FREE breakfast and lunch.
- Exhibitor Service Kit—Exhibitors will receive two sets of information. The first will be the Exhibitor Confirmation Packet that contains your booth assignment, payment

confirmation, and additional materials. The second set of information is the Exhibitor Service Kit which is an online guide provided by Freeman Decorating that includes all information and order forms you need to plan a successful trade show event; to include shipping information, booth rental, electric and internet needs.

- Exhibitor Newsletters—provide you with up to date information regarding the show.
- Complimentary exhibitor company listing on the National Assembly website, O&P Almanac, show APP and 2015 National Assembly Preliminary Program.
- Opening night reception for all attendees held in the exhibit hall
- Post-event registration mailing list of all National Assembly attendees.
- Two exhibitor full conference badges (per 10x10 exhibit space) which include: admission to all education sessions, CE credits, meeting materials, social functions, and lunch tickets.
- Private lounge area exclusive to exhibitors.
- 1 hour access to exhibit hall prior to exhibit hall opening each day

Sign up today to exhibit at the 2015 AOPA National Assembly!

Wayne Lawall, CPO Awarded NJ Family Magazine TOP DOC award for O&P

Congratulations to Wayne Lawall, CPO for receiving New Jersey Family Magazine's "Favorite Kids Doc Award"! Mr. Lawall has been practicing for over 30 years. He has a passion for servicing the pediatric population and individuals needing advanced technology solutions for their orthotic and prosthetic needs. His patients not only benefit from his years of experience but the dedication and attentive care he devotes to each patient. Mr. Lawall is the President at Lawall Prosthetic & Orthotic Services, based in Philadelphia. He sees patients out of several Lawall offices in Pennsylvania and New Jersey, and services various hospitals and rehab centers throughout Central and North Jersey.



It's Not Too Late: Register Now for the Coding & Billing Seminar in Savannah, GA



AOPAiversity

Did you Miss Last Year's Seminars?

Don't Miss out this Year! The AOPA Coding & Billing Experts Are Coming to Savannah February 9-10!

THE FIRST CODING & BILLING SEMINAR OF 2015!

The world of coding and billing has changed dramatically in the last few years. The AOPA experts are here for you! The Coding & Billing Seminar will teach you the most up-to-date information to advance your O&P practitioners' and billing staff's coding knowledge.

The seminar includes hands-on breakout sessions, where you will practice coding complex devices, including repairs and adjustments. Breakouts are tailored specifically for practitioners and billing staff. Start the year off right for your business, staff, and patients!

Join your Colleagues February 9th & 10th in Savannah, GA!

Today's Top 10 Reasons to Attend

1. **Get Your Claims PAID**
2. **Increase Your Company's Bottom Line**
3. **Stay Up-To-Date On Billing Medicare**
4. **Code Complex Devices**
5. **Earn 14 CE Credits**
6. **Learn About Audit Updates**
7. **Overtake Denials**
8. ***Submit YOUR Specific Questions Ahead of Time***
9. **Advance Your Career**
10. **AOPA Coding & Billing Experts with over 70 Years of Combined Experience**

Don't miss the opportunity to experience two jam-packed days of valuable O&P coding and billing information. [Learn more and see the rest of the year's schedule here.](#)

Register Now

Call for Papers: Become a Presenter at the 2015 AOPA National Assembly



Share Your Expertise * Advance Your Career * Improve Patient Care Henry B. Gonzalez Convention Center in San Antonio, Texas

AOPA is seeking high-quality education presentations for the 98th Annual AOPA National Assembly.

Your submissions, based on sound research and strong empirical data, will set the stage for a broad curriculum of highly valued clinical and scientific offerings at the 2015 AOPA National Assembly. All free paper abstracts for the 2015 AOPA National Assembly must be submitted electronically. Abstracts submitted by e-mail or fax will not be considered. All abstracts will be considered for both podium and poster presentations. The review committee will grade each submission via a blind review process, based on the criteria below and reach a decision regarding acceptance of abstracts.

- Relevance, level of interest in topic
- Quality of Scientific Content
- Quality of Clinical Content

Clinical Free Papers – Those wishing to present an Orthotic, Prosthetic or Pedorthic Free Paper should [submit here](#) to have their paper considered for presentation at the 2015 Assembly. The top scoring papers will compete for the prestigious Thranhardt Award.

Technician Program – If you would like your Technical education paper considered for submission in the Technical Track, please to [submit your paper here](#).

Business Education Program – Please [submit your business education paper here](#). The top papers will be considered for the prestigious Sam E. Hamontree, CP (E) Business Education Award.

Symposia – If you are interested in organizing a Symposium, then please [submit here](#).

Student Poster Submissions – Coming Soon

Technical Fabrication Contest Submissions – Coming Soon

Contact AOPA Headquarters at (571) 431-0876 or TMoran@AOPAnet.org with questions about the submission process or the National Assembly in general.

Sign Up for the Mastering Medicare Webinar: Find Success: Tips, Strategies and Understanding the Appeals Process

February 11, 2015, 1:00-2:00 PM

Learn the ins-and-outs of the five levels of the Medicare appeals process, including what type of claims can and cannot be appealed. Find out the best way to craft a successful agreement to ensure success in your appeal.

The webinar will focus on navigating the curves of the appeals process, and explain why it's an important part of your business operation. An AOPA expert will address the following issues during the webinar:

- The five levels of appeals
- Helpful hints on filing appeals
- Strategies to achieve a successful appeal
- Evaluating the necessary information to include in an appeal
- What type of information should and should not be included in an appeal?



AOPA members pay \$99 (nonmembers pay \$199), and any number of employees may participate on a given line. Attendees earn 1.5 continuing education credits by returning the provided quiz within 30 days and scoring at least 80 percent. [Register now.](#)

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.

Upcoming AOPA Events

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| Feb 9-10, 2015 | <i>AOPA Mastering Medicare: Essential Coding & Billing Seminar</i>
Savannah, GA
Learn more or register online here |
| Feb 11, 2015 | <i>Find Success: Tips, Strategies and Understanding the Appeals Process</i>
Webinar Conference
Learn more or register online here |
| March 23-25 | <i>AOPA Policy Forum</i>
Washington, DC |