



American Orthotic & Prosthetic Association

www.AOPAnet.org

## **AOPA In Advance SmartBrief**

*Breaking News*

March 5, 2015

### **AOPA Headlines:**

**[FDA and Your O&P Business](#)**

**[Next Week Paper Deadline: March 10, 2015](#)**

**[March 2015 O&P Almanac – Get Your CE's & The Latest News!](#)**

**[Prosthetics 2020: An Invitation to AOPA Members](#)**

**[It's MS Awareness Week!](#)**

**[Aetrex Worldwide Announces Sale of Apex Foot Health and Wellness Division](#)**

**[Meet Spring in Seattle!](#)**

**[Exhibit at the 2015 AOPA National Assembly in San Antonio, TX](#)**

**[Upcoming Events](#)**

### **FDA and Your O&P Business**

Don't miss the [2015 Policy Forum](#) post show Special Business and Clinical Education Program, featuring FDA and Your O&P Business.

Wednesday, March 25, 2015 from 10:45 AM - 12 PM

Presented by Pamela Furman Forrest



Pamela Furman Forrest is a partner in King & Spalding's FDA & Life Sciences Practice Group. Ms. Forrest joined the firm in 2007, and has nearly 20 years of experience in advising clients on a broad range of FDA regulatory issues. Her practice focuses on FDA medical device matters, including premarket notification, premarket approval, product recalls, Medical Device Reporting (MDR), Quality System Regulation (QSR) compliance, establishment registration and device listing, labeling and promotion, reclassification, import/export issues, Investigational Device Exemption (IDE) requirements, and combination product issues. In addition, Ms. Forrest frequently assists medical device manufacturers, investment banks, and private equity funds with due diligence evaluations of FDA-regulated companies. Ms. Forrest graduated *summa cum laude*, *Phi Beta Kappa*, from Yale University in 1988, with a Bachelor of Arts in political science. She received her law degree from Stanford Law School in 1994. Ms. Forrest has been named by the *Best Lawyers in America* guide as one of the best FDA lawyers in the country.

## Next Week Paper Deadline: March 10, 2015



The AOPA National Assembly Planning Committee has issued a call for papers for the 98<sup>th</sup> Annual AOPA National Assembly to be held October 7-10, 2015 in San Antonio, Texas. The submission deadline is March 10, 2015.

- Papers are being accepted for podium, poster and/or symposium sessions for each of the five concurrent education tracks (orthotic, prosthetic, pedorthic, technician, and business). For more information or to submit a paper [click here](#).
- All submission must be submitted electronically.
- Before submitting a paper, please review the model for the abstract format which also provides additional information about the submission process. The model abstract is [available here](#).

### For general information about the Assembly

**Visit:** <http://www.aopanet.org/education/2015-assembly/>

**Email:** [Assembly@AOPAnet.org](mailto:Assembly@AOPAnet.org)

**Contact:** Tina Moran at (571) 431-0808.

## March 2015 O&P Almanac – Get Your CE's & The Latest News!

[Check out the Latest Issue HERE!](#)

### Turf Wars: New *O&P Almanac* Leadership Series | Page 34

Has poaching by noncertified O&P practitioners had an adverse effect on O&P businesses or patients in general? The *O&P Almanac's* Leadership Series debuts this month, sharing insights and opinions from senior-level O&P business owners and managers on the topic of encroachment. [Read More](#)

### This Just In: Here's Your Chance to Take Part in O&P Research | Page 20

AOPA has released several requests for proposals inviting O&P practitioners and those in related disciplines to submit proposals for grants of up to \$60,000 to conduct research in select areas of clinical practice. Find out how to apply for funding before the April deadlines. [Read More](#)

### Spreading the Word | Page 30

More than 100 O&P business owners, practitioners, and advocates are expected to arrive in Washington, D.C., this month to take part in AOPA's 2015 Policy Forum. Participants will meet with legislators to lobby for provisions in the Medicare O&P Improvement Act of 2015 and explain their positions on competitive bidding, audit delays, and more. [Read More](#)



[Page 16](#) – Reimbursement Page – Earn 2 CE's  
Read the Column and [Take Your Quiz Here](#).

## **Prosthetics 2020: An Invitation to AOPA Members**

Our profession has endured a veritable sea change in the past five years, impacting what prostheses and orthoses are available to our patients, as well as how and at what rate our services are paid for by payers. What do the next five years hold in store—what will prosthetics be like five years from now, and what can be done to permit us to help participate and shape that future?

It is clear that evidence, outcomes, and research are keystones. All three were front and center in last month's AOPA Futures Leadership Conference. A new program, initiated under the title, "Prosthetics 2020", is a collaborative effort to operate as an adjunct to AOPA's ongoing 'Survival Imperatives.' Prosthetics 2020 is a partnership open to interested companies who want to take a strong, proactive role in shaping the drivers of prosthetic patient care five years down the road. If you share a commitment to protect, fortify, and enhance the recognized, scientifically-substantiated value of prosthetic care in the minds of payers, patients and the general public, you will want to consider making an investment to be part of Prosthetics 2020.

AOPA will be managing this effort with the assistance of a small expert Steering Committee to be appointed by AOPA's President. We are inviting interested AOPA member companies to join in the effort. The program will include establishing an AOPA Medical Advisory Board to help us in identifying the essential endpoints of measuring value in prosthetic care, and in conveying our scientific messages to payers, both in government and in the private commercial insurance community. We envision that new prospective clinical research studies will need to be developed and funded, to be conducted by the best and the brightest in the prosthetic research world. New rock solid science may well portend new payment models and better reimbursement.

Companies considering participation need to recognize that the mission of Prosthetics 2020 goes well beyond AOPA's annual dues. Each participating company will be required to commit to an initial financial commitment of \$35,000, and it would be anticipated that participating companies would need to provide in the range of \$35,000 per annum for the next three years largely to sustain the Medical Advisory Board. In the event that the project results in also funding one or more new prospective research studies in prosthetics, clearly additional financial outlays would be needed to fund any such research. Any AOPA member company, and especially those companies with strong engagement in prosthetics, can join in Prosthetics 2020 provided they are willing to contribute their fair share of the costs. This will entitle them to receive regular detailed reports as well as being invited to provide advisory input on the progress of the effort. While it is likely that representatives from a few of the participating companies may be among the members of the Steering Committee that AOPA's President appoints to guide the project, that group needs to be comprised as a small, flexible, hard-working group. A small steering committee will be formed and will include a physician, researcher, representatives from one or two of the participating companies, and an AOPA leadership representative. All supporting companies will have input in an advisory role. The Steering Committee will meet, advance research proposals, coordinate with the Medical Advisory Board and make other recommendations/decisions, subject to the overall AOPA governance framework via the AOPA Board of Directors. General reports on the group's progress will be shared in the form of updates to all AOPA members. The new framework is being undertaken first in the prosthetics profession, and based on its success; AOPA will consider the prospects for a subsequent parallel effort in the orthotics profession.

Making Prosthetics 2020 successful will depend on gathering a cohesive working group and substantial resources on a relatively long-term basis with the doors open to large and small, patient care and manufacturers, alike on a fair, consistent basis. In principle, key premises will be: (1) maintaining equal contributions from each participant, (2) recognizing that accomplishing the purpose of the Prosthetics 2020 initiative will require substantial financial support; and (3) there will need to be a participation agreement to address the long-term nature of the endeavor, termination, etc. For example, funding the Medical Advisory Board (MAB) alone will likely require over \$100,000 per year. The likelihood is that there will be one or more prospective research studies evolve with costs likely to run into the mid six figures for each study.

While we need to balance all these factors, we also need to retain flexibility. One way we can do that is to suggest that as to patient care facilities and companies that are not engaged at all in the manufacture or prosthetic knees or feet ***(all manufacturer participants who have any products in either or both of these product lines need to have the same financial stake)*** we would be open to 'pooled' participation—for example, up to three companies may want to join together over multiple years to meet the annual participation fee.

**Interested in helping to shape the future of the prosthetics profession? Feel free to contact AOPA President, Charles Dankmeyer, or AOPA Executive Director Tom Fise by end of business March 16.**

#### **It's MS Awareness Week!**



It's MS Awareness Week—a special week to rally together to recognize progress, acknowledge everyone's connections and contributions, and inspire others to help us create a world free of MS. <http://www.nationalmssociety.org/>

#### **Aetrex Worldwide Inc. Announces Sale of Apex Foot Health and Wellness Division**



Aetrex Worldwide Inc., has sold its Apex Foot Health & Wellness division to Orthotic Holdings Inc. (OHI). The new entity will be known as Apex Foot Health Industries, LLC.

“Our acquisition of Apex represents an important leap forward in OHI’s increasingly comprehensive lower extremity offerings. The resulting benefit to customers and patients alike will be potent and will increase in the months and years to come. OHI will begin immediately devoting the resources necessary for Apex to maintain its leadership position and to reach ever greater heights through new and innovative design and technologies”, said Ivan Sabel, CEO of OHI.

**Meet Spring in Seattle!**

# AOPAversity

**The AOPA Coding Experts are Coming to Seattle April 13-14!**



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 April 13 & 14 in Seattle, WA!**

## *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!**

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.

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

Upcoming AOPA Events	
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March 10, 2015	Deadline for <i>National Assembly Call for Papers</i> <a href="#">Learn more and apply online here</a>
March 11, 2015	<i>Who Gets the Bill: A Complete Look at Medicare Inpatient Billing</i> Webinar Conference <a href="#">Learn more or register online here</a>
March 23-25	<i>AOPA Policy Forum</i> Washington, DC <a href="#">Learn more or register online here</a>
April 8, 2015	<i>Lower-Limb Prostheses Policy: Learn the Policy Inside and Out</i> Webinar Conference <a href="#">Learn more or register online here</a>
April 13-14	<i>Essential Coding &amp; Billing Techniques Seminar</i> Seattle, WA <a href="#">Learn more or register online here</a>