



American Orthotic & Prosthetic Association

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AOPA In Advance SmartBrief

Breaking News

June 11, 2015

AOPA Headlines:

[Department of Defense Bill to Include \\$10 Million for O&P Outcomes Research](#)

[Are You Prepared for the ICD 10 Transition? Read the *O&P Almanac* to Get Ready](#)

[Amputee Coalition Names Skoski Scholarship Recipient](#)

[Congratulations to the 2015 AOPA National Assembly Hamontree Award Contenders!](#)

[It's Not Too Late to Improve Your Business](#)

[Join the Coding Experts in Philadelphia](#)

[Upcoming Events](#)

Department of Defense Bill to Include \$10 Million for O&P Outcomes Research

U.S. Senator Dick Durbin (D-Ill.) issued a June 9 press release with a summary of the Department of Defense Appropriations Bill for Fiscal Year 2016, which includes \$10 million for O&P outcomes research. AOPA, through consultant Catriona Macdonald of Linchpin Strategies, has worked closely with Senator Durbin's office to encourage this funding, and AOPA has previously been invited to offer input to help determine the topics that are the highest priorities for research. This is the third year in a row that this funding has been included. The bill is being considered by the full Appropriations Committee today, and AOPA will be following this bill closely and updating members on any developments.



Are You Prepared for the ICD 10 Transition? Read the *O&P Almanac* to Get Ready

Read *ICD-10: What Does It Mean for O&P?* only in the [O&P Almanac](#)! The June issue is now available online.



[Reimbursement Page: ICD-10: What Does It Mean for O&P?](#) p18

October 1 will mark the official conversion date from the ICD-9 classification system to ICD-10. The new version includes additional digits in the diagnosis coding system, increasing the code pool to more than 64,000 unique ICD-10 codes. Find out what these changes mean for O&P facilities.



Read the article and then [Take the Quiz](#) for 2 free CEs!

Amputee Coalition Names Skoski Scholarship Recipient

The Amputee Coalition has announced that Riley Quinn of San Carlos, California is the recipient of the Christina Skoski, MD, Scholarship for 2015. Riley will be attending the Massachusetts Institute of Technology (MIT), majoring in management science with a math minor at the Sloan School of Management.



The Christina Skoski, MD, Scholarship provides a \$1,000 scholarship to a full-time undergraduate student who has congenital limb difference or an amputation.

Riley added an extra expression of gratitude to the Amputee Coalition that goes back more than 18 years, when Riley was born without his left hand and his mother subscribed to the Amputee Coalition's magazine *inMotion*, which "gave her hope and comfort."

Established by Christina Skoski, MD, a longtime supporter of the Amputee Coalition who has lived with a hemipelvectomy amputation due to cancer since the age of 16, the scholarship is awarded annually to high school seniors or college freshmen with limb loss/difference who demonstrate excellence in their scholarly pursuits. Recipients of the Christina Skoski, MD, Scholarship receive \$1,000 toward the costs of attending a college or university. Past recipients include students currently enrolled at Harvard University and Johns Hopkins University.

Congratulations to the 2015 AOPA National Assembly Hamontree Award Contenders!

The Sam E. Hamontree, CP(E) Business Education Award was created to recognize the best business paper submitted for presentation at the AOPA National Assembly. This award is envisioned as a counterpart to the Thranhardt Award given each year to the best clinical abstract(s). The audience will be invited to cast their vote for the award winner, and the winner will be announced at the Saturday morning General Session.

Attend the 2015 AOPA National Assembly to see the "best of the best" at the award winning Hamontree Lecture Series. This year's award contenders are outlined below.

Henry B. Gonzalez Convention Center
9:00 - 10:00 AM
Friday, October 9, 2015

Make Your Online O&P Presence Unforgettable... in Every Way

Christina Thronson, Web Marketing Manager, oversees all content produced by VGM Forbin for websites, social media, and online advertising. She is Google Ad Words certified, a certified Yahoo Ambassador, and is professionally trained in both New Media Marketing and Search Engine Marketing.

Control Your Marketing Message by Controlling the Medium

Thomas McGovern, is the Managing Partner of Clinical Education Concepts, a company that specializes in marketing platforms for O&P patient care facilities and manufacturers. He has been involved with sales and marketing in O&P for twenty years. He has taught O&P practitioners throughout the country how to market their practices by positioning them as subject matter experts.

Managers of Health Care are Not Trained to Succeed in Business

Tyler Ritchey, MBC, CP, ACM is currently an Area Clinic Manager for Hanger Clinic, in Arizona, overseeing both clinical and marketing operations for the Southwest Region. Tyler got involved in the industry following the loss of his left leg below the knee in 2000. Tyler has earned his certification in prosthetics, his MBA, and is currently finishing his Doctorate of Business Administration.

Stick around for the Saturday general session to see who the audience chose as the winner!

Check out the [Assembly preliminary program](#) to see the exceptional education schedule you have come to expect from AOPA. We will see you in San Antonio!

For more information, visit our [2015 AOPA National Assembly website](#) or contact info@AOPAnet.org.



It's Not Too Late to Improve Your Business



Why wouldn't you invest the 60 minutes to get the data you need – **for FREE** – to develop specific strategies to gauge and improve the health of your business?

It's not too late to participate in the 2015 Operating and Performance and Compensation Survey! You have until **June 19** to return your survey data. Start improving your business performance by measuring:

- *How your financial results stack up to your industry peers;*
- *How your spending on materials, advertising, or other expenses compare with other companies similar to yours;*
- *Whether your gross margin is better (or worse) than other facilities of the same size;*
- *How your compensation levels compare to the rest of the industry; and*
- *Whether your employees are generating enough sales.*

The survey takes about 60 minutes to complete and can be returned by fax, or completed online at www.aopa-survey.com. The online form has a "save and return" capability, which allows you to complete the survey in multiple sittings if needed. You may also submit your raw data to Industry Insights and they will enter it for you. *(All personally identifiable data remains confidential with Industry Insights.)*

AOPA members who participate in the survey will receive:

1. **FREE** customized Company Performance Report, comparing your organization with others of similar size and location. *(A private consultant would charge hundreds of dollars for such a report.)*
2. **FREE** copies of the two published reports: 2015 Operating Performance Report and 2015 Compensation Report – valued at \$570.
3. **FREE** Mastering Medicare Webcast series – a \$693 value. You or your colleagues can earn 13.5 CE credits when scoring 80% or higher on the webcast quizzes.

For questions or more information, contact Betty Leppin at bleppin@AOPAnet.org, or 571/431-0810.

www.aopanet.org

AOPA Mastering Medicare:
ESSENTIAL CODING & BILLING SEMINAR

MAINTAIN *Your Independence*

JULY 13-14, 2015
PHILADELPHIA, PA

EARN CREDITS
14 CE
PER SEMINAR

Attend the Mastering Medicare seminar to enhance or refresh your coding and billing skills, learn new techniques and stay informed about important Medicare policy changes.



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 July 13-14 in Philadelphia!

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**

REGISTER



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.](#)

Upcoming AOPA Events

- June 10, 2015 *Stay Out of Trouble: Building a Medicare-Approved Compliance Plan*
Webinar Conference
[Learn more or register online here](#)
- July 8, 2015 *Who's on First? Medicare as a Secondary Payer*
Webinar Conference
[Learn more or register online here](#)
- July 13-14, 2015 Essential Coding & Billing Techniques Seminar
Philadelphia, PA
[Learn more or register online here](#)