



American Orthotic & Prosthetic Association

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AOPA In Advance SmartBrief

Breaking News

August 18, 2015

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The Low-Down on the Dozen Essentials You Shouldn't Miss

Everyone throughout the orthotics and prosthetics world has pulled together and gone “all in” on the effort to fight back the DME MAC proposed revisions to the Local Coverage Determination (LCD) for Lower Limb Prosthetics, and hopefully restore some sanity to delivery of prosthetic limbs to Medicare amputee beneficiaries in the future. We are more than halfway through the short 45 day comment period which ends August 31. The meeting where the DME MACs will hear from interested stakeholders is August 26th — eight days from now. We owe every AOPA member a report, in summary form, of the things we have been doing, and will be doing in the coming days.

1. AOPA has activated communications to members, and placed explanatory content on both the AOPA website for members and on the Mobility Saves website for patients - we had recorded about 1,175 O&P/AOPA members comment letters, as well as 2,075 patient comment letters.
2. NAAOP President (and AOPA Board Member) Dave McGill has initiated and provided excellent promotion for a “We the People” petition to the White House which achieved its 100,000 mark this past weekend reaching 108,979.
3. AOPA is partnering with the Amputee Coalition on Postcards that have been distributed to O&P facilities for distribution to patients.
4. AOPA has registered at least 4 participants, including AOPA President Charlie Dankmeyer, and AOPA Member Tom Watson, to appear and provide statements at the DME MAC meeting in Linthicum, Maryland on August 26 from 8-12 noon.
5. AOPA has activated plans to hold an amputee patient demonstration at the HHS building in DC on August 26 from 2 to 5 pm—know an amputee who would like to attend? Email landerson@aopanet.org for details.

6. AOPA has initiated PR efforts focusing on The “Glass Ceiling of Prosthetics” concept, and is being transformed into (i) broadcast and print ads to run in the DC area August 23-26 and (ii) placement on the Mobility Saves website. Print advertising is slated over the next 3 weeks, and TV broadcast advertising, starting with two messages that will appear in the Washington DC market on ABC’s Sunday morning News programs, “This Week with George Stephanopoulos,” on August 23, and continuing with morning programs all week on CNN, Fox News, CSNBC and other media outlets.
7. AOPA has worked on challenging the absence of scientific/medical/literature support for the LCD, having generated a request to the DME MACs for such information in light of its absence from the proposal.
8. AOPA has generated a series of true to life Patient Vignettes in cooperation with the Amputee Coalition that capture the very specific impact of the proposed LCDs on patient care.
9. AOPA, in consultation with former CMS Administrator, Tom Scully and other AOPA lobbyists scheduled one and possibly more meetings with CMS officials to discuss the LCDs. The first meeting took place on August 11 with Sean Cavanaugh, the Deputy Director of CMS.
10. Input from physicians--three past presidents of the American Association of Orthopedic Surgeons, plus communications from a President of the Association of Bone & Joint Surgeons, the American Orthopaedic Foot and Ankle Society, and the International Federation of Foot and Ankle Societies. A draft letter is in the works from a couple of Past Presidents of the American Academy of Physical Medicine and Rehabilitation, and the American Medical Rehabilitation Providers Association has started its own sign-on letter.
11. AOPA Analysis of Data Since 2010 Shows Steady Decline in Medicare Prosthetics Payments--OIG Report has dictated CMS and contractors behaviors for the past five years. Medicare's determination to squelch that progression as 'fraudulent (in some unknown way)' pushed the number of all types of K3s down, resulting in an increase in K2s AND **reduction in the total dollars Medicare spends on prosthetics each of the past 4 years**. CMS and the DME MACs have succeeded in practicing medicine and changing the prevailing standard of amputee care for the worse. You'll want to take a look at this, which demonstrates that data shows no reason for the LCD. [Medicare prosthetic costs DOWN 13.8% in past 4 years.](#)
12. If you go to the www.mobilitysaves.org home page, you'll find: (a) list of amputee talking points; and (b) you'll be able to link to the [remarkable letter authored by former U.S. Senator Bob Kerrey](#).

Read the full letter [here](#).

And remember, patients *and* practitioners can submit comments through www.AOPAvotes.org.



Attend the Amputee Coalition Webinar on Medicare's Proposed Changes to Amputee Care on Wednesday, August 19, 2015 at 1pm EDT.

The Amputee Coalition invites you to attend this important Webinar to find out more about Medicare's proposed changes to covering prosthetic care and learn about what you can do to help ensure amputees continue to receive the most appropriate device for their needs.

This presentation will last approximately 45 minutes, and will be followed by an open **Question & Answer session** to address any additional questions that you may have on this issue.

If you are not able to attend the Webinar on Wednesday, August 19, 2015, it will be posted on our Web site after the conclusion.

[Register now!](#)

After registering, you will receive a confirmation email containing information about joining the Webinar.

[View System Requirements](#)

We hope that you will join us to discuss this important topic.

How Will Your Business Thrive in 2015 and Beyond?



How about through access to ideas, experiences, connections, and collaboration that you simply can't get anywhere else? Learn from our Dream Team faculty and a highly motivated community of peers. You'll walk away from the [National Assembly](#) with a clear vision and concrete plans for taking your business to unprecedented levels of performance.

- ✓ **Growing Your O&P Practice By Using the Techniques of "Big Data" Analysis**
Learn how to turn data into strategic actions to direct your operations.
- ✓ **DME MAC Medicare Update Session**
Representatives from the four DME MACs will outline recent Medicare updates and changes to the Medicare program that affect you. There will be time for questions at the end of the session.
- ✓ **2015 Compliance Update: Best Business Practices and How to Comply with Your Standards**
Learn best business practices and ways to help your practice be compliant with the standards you're required to follow.
- ✓ **Business Valuation & The Exit Planning Process**
Learn how to value your practice and how to increase its value in the future. Find out how to favorably transfer your business to family and employees.
- ✓ **How to Become Invincible to Lawsuits and Save Thousands in Taxes**
Learn lawsuit protection, tax reduction, and estate planning strategies most advisors are unaware of.
- ✓ **Make Your Online O&P Presence Unforgettable... in Every Way**
Learn how to take advantage of the latest social media and search engine optimization tools.
- ✓ **Control Your Marketing Message by Controlling the Medium**
Make sure your business plan includes marketing—this session will discuss how to use basic marketing principles to find new referral sources and keep the ones you already have.
- ✓ **Safely Implementing Video and Photography into Your Practice**
Evaluate the risk associated with using mobile devices to capture video and pictures. These tools can capture valuable health care information if used properly.

WillowWood Remembers Joe Arbogast

The Arbogast family shared the news of the death of Joseph Arbogast on Monday, August 10, 2015. Joseph's passing came unexpectedly as a result of a massive heart attack.

Joseph Arbogast, or Joe as he preferred, served as the co-owner and Executive Vice President of WillowWood for the past 20 years as part of the third generation of the Arbogasts to lead the family business. After serving in the U.S. Army, Joe began working full-time at WillowWood in 1967. In the early 1980s, Joe along with his two brothers, Eddy and Bob, agreed that the company was operating at capacity. Joe spearheaded the construction of WillowWood's current facility. He is the holder of several U.S. Patents, many in the field of prosthetics. While remaining active in business strategy and key decisions, during the 1990s Joe assumed a quieter leadership role within the company.

NAAOP Announces New Board Members

The National Association for the Advancement of Orthotics & Prosthetics has announced two new additions to its board of directors. Gordon Stevens, CPO and Mike Rayer, CP join the National Association for the Advancement of Orthotics & Prosthetics (NAAOP) board of directors for the 114th Congress (2015-2016).



Stevens is President of Baker O&P Texas, a partner practice of Bulow Clinic Partners Group. He sits on the advisory board for Ottobock and Össur. Rayer is the managing partner for Prosthetic Innovations in Crum Lynne, Pennsylvania. He is also a board member for the i2N network, which promotes the growth of emerging businesses in southeastern Pennsylvania.



Stevens left, Rayer right.

Upcoming AOPA Events

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| September 1, 2015 | Last Day of <i>Early Bird Registration</i> for the 2015 National Assembly
Learn more or register online here |
| September 9, 2015 | <i>Prior Authorization, How Does it Work?</i>
Webinar Conference
Learn more or register online here |
| October 7-10, 2015 | <i>AOPA 2015 National Assembly</i>
San Antonio, TX
Learn more or register online here |