



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

Mobility Saves—the Documentation Clearly Affirms That O&P Services Saves Money for Payers and Helps Preserve or Regain Mobility

The Core of the Issue

O&P care is cost effective—it is a saver, not a coster to insurers. The O&P community has the facts but how do we communicate this documented fact that timely O&P intervention does in fact result in fewer co-morbidities and lower healthcare costs for patients and payers. The key message is that “Mobility Saves.” 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.” We knew that intuitively—now Medicare’s own costs and figures prove it irrefutably.

Why Is It Important To You?

Medicare and other payers more and more are looking for the solid evidence that certain treatment pathways deliver solid outcomes for the patient and that those outcomes are cost effective. Your ability to provide O&P services and be secure in receiving and retaining reimbursements will increasingly be tied to evidence-based practices. But it’s one thing to have the facts and quite another to make sure those facts are known to those individuals whose decisions will affect patient care at all levels.

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What Is AOPA Doing About This?

Under the direction of AOPA’s Immediate-Past President, Tom Kirk, PhD, and his workgroup consisting of Ashlie White, Scott Schneider, Tom DiBello, CO, FAAOP, and Anthony Potter the important question of getting the word out is being tackled head on. The framework for how this would happen was presented to the AOPA Board of Directors at their January 13, 2014 meeting which approved in principle a six figure budget to implement a “Mobility Saves” awareness project. The key elements include a special section of the AOPA website and a search enhancement that will make the Dobson-DaVanzo study to be among the first matches to turn up on searches for amputees, health insurance for amputees, costs of orthotic/prosthetic care and similar search words. A more comprehensive move into social media providing daily and weekly Facebook posts, regular Tweets and other tactics will be the vehicle for conveying a compilation of images, core “squib” messages already developed, and other user-oriented content to seal the deal “Mobility Saves Lives and Money.”

AOPA will seek out venues with audiences that can also help spread the word or are direct payer decision makers. Seeking out opportunities for Dobson/DaVanzo to present study results with payer audiences such as America’s Health Insurance Plans annual meetings and other groups will be a key priority.

A treasure trove of patient testimonials exists on member websites and AOPA has identified scores of patient testimonials on these sites that might be appropriate for conveying the “life changing” experience of amputees and those with limb loss as a result of their O&P treatment which restored mobility or delivered other significant benefits. A patient message along the lines of “Everything changed the day I got my prosthesis and realized I would be able to go back to work.”

Further efforts include planned PowerPoint slide decks on “Mobility Saves” tailored to referral sources and payors, as well as O&P providers, which will be available to AOPA members to view and download from the “Mobility Saves” website and which can be shared.

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AOPA's state representatives can play a major role in helping get out the word by scheduling presentations at state O&P meetings and other gatherings with a tool kit developed by AOPA that distills the "Mobility Saves" message into easily understood and adaptable vehicles that providers can utilize.

Public Service Announcements (PSA), a video news release, plus "B-roll video footage" are planned in the hopes that the saturation success achieved by the first AOPA PSA developed in 2011 on state Medicaid reductions will be replicated. That PSA gained more than 800 airings with viewing audiences measured at more than 8 million. If purchased as advertising the value of those PSA's was \$512,000.



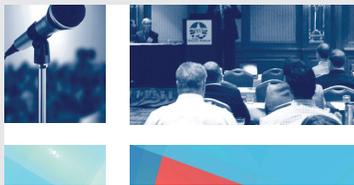
And finally Hill briefings for Congressional staff and legislators on O&P care and cost effectiveness will further spread understanding and support for timely O&P interventions based on the cost effectiveness and positive outcomes.

The Bottom Line

Well, that's what it's all about but the real bottom line of the "Mobility Saves" project is to build a solid foundation of messaging and education that helps deliver a much more aware public consisting of patients, referrers, payers and policy making decision makers at all levels of government and the corporate world. In a way, because O&P is such a small slice of the healthcare dollar spent—less than 1%—it's like the little engine that can. Somehow in this quest for fairness and continued quality patient care AOPA and the O&P community must master every possible way, new and old, to create the kind of knowledge and understanding among all the audiences that impact how and what O&P delivers in the way of outcomes benefits and cost effectiveness. And the short, tight headline—"Mobility Saves" indeed says it all. We just have to make sure people understand why. That's the challenge. Please join us in making it happen. You'll see many more specifics and ways to participate in the months ahead.

Sincerely,

Thomas F. Fise, JD
AOPA Executive Director



April is Limb Loss Awareness Month, what better way to support the profession than to participate in the annual Policy Forum, April 2-3 at the Renaissance Hotel in Washington, DC, with extended educational programs offered April 3-4.



**RENAISSANCE HOTEL
WASHINGTON, DC**



AOPA 2014 POLICY FORUM

Support your profession, protect your business, plan now to attend the 2014 AOPA Policy Forum!

AOPA will ensure you are well prepared to meet your member of congress and tell them how:

"O&P restores lives"

You can make a difference.

Participate in enlightening sessions, such as:

- The Horrific RACs Era for Prosthetics—Where Are We, and Where/When (If Ever) Might It End?
- Hear the latest on CMS, OTS Orthotics, What the Statute Says on Minimal Self-Adjustment, What CMS Says, Competitive Bidding and/or Other Directions for OTS Orthotics
- Research and Education—Appropriations, VA, DoD—Where Are We Now?
- Competitive Bidding—Off the Shelf (OTS), New HCPCS Codes—How Does It All Make Sense?
- Emerging RAC Fairness Legislation

**2-3
APRIL
SPECIAL
3-4**

Extended Programming Available