



American Orthotic & Prosthetic Association

www.AOPAnet.org

## **AOPA In Advance SmartBrief**

*Breaking News*

February 3, 2015

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### **Become an Advocate: Join the O&P PAC Corner**

The O&P PAC Corner provides updates on the activities of the O&P PAC, including the names of individuals who have made recent donations to the O&P PAC and the names of candidates the O&P PAC has supported. The O&P PAC recently received donations from the following **AOPA** member(s)\*:

- Ted Muilenburg, CP, FAAOP

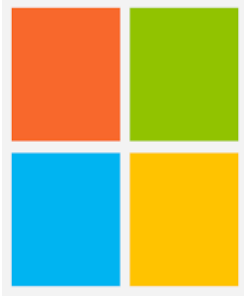
The purpose of the O&P PAC is to advocate for legislative or political interests at the federal level, which have an impact on the orthotic and prosthetic community. The O&P PAC achieves this goal by working closely with members of the House, Senate and other officials running for office to educate them about the issues, and help elect those individuals who support the orthotic and prosthetic community.

[Click here to view and sign an O&P PAC authorization form.](#)

\*Due to publishing deadlines this list was created on 02/02/2015 and includes only donations received between 01/01/2015 and 02/02/2015. Any donations received on or after 02/02/2015 will be published in the next issue of the *SmartBrief*.

Questions? Contact Devon Bernard at [dbernard@AOPAnet.org](mailto:dbernard@AOPAnet.org) or (571) 431-0854.

## Microsoft and Toyota Present New O&P Ads



Both Microsoft and Toyota featured new ads during the 2015 Superbowl, highlighting the efforts and partnerships of the O&P community with new age technology that hopes to encourage the community and educate the public at large.



The Microsoft ad focuses on O&P exposure to a younger population, suggesting that O&P provides families with the proper means to instill a mobile lifestyle from a young age. Follow the link [HERE](#).

The Toyota ad features athlete Amy Purdy achieving her goals at the ready with the latest O&P technology. Click [HERE](#) to view.

## 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](mailto:dbernard@AOPAnet.org) or 571/431-0854 with content questions. Contact Betty Leppin at [bleppin@AOPAnet.org](mailto:bleppin@AOPAnet.org) or 571/431-0876 with registration questions.

**Become an Activist!**



Join us March 23-25 at the Renaissance Hotel in Washington, DC!

The 2015 AOPA Policy Forum will be held March 23-24, 2015 with post-conference events being held March 24-25 at the Renaissance Hotel, 999 Ninth Street, NW, DC.

The Policy Forum is your best opportunity to learn the latest legislative and regulatory details and how they will affect you, your business and your patients. Once you are armed with the facts, we as a profession will educate our Members of Congress to offer common sense solutions and share how the O&P profession restores lives and puts people back to work. Your Congressional appointments will be organized by AOPA staff and lobbyists.

For all your Policy Forum Information and Registration, [click here!](#)

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



AOPA is seeking high-quality education presentations for the 98<sup>th</sup> Annual AOPA National Assembly to be held October 7-10, 2015 at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

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. 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 Paper** submissions receiving top scores will be considered for the prestigious Thranhardt Award. [Submit your papers here.](#)

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

**Technician Program** – If you would like your Technical education paper considered, please submit in the Technical Track.

**Business Education Program** – The top business submissions will be considered for the prestigious Sam E. Hamontree, CP (E) Business Education Award.

For further information, contact Tina Moran at (571) 431-0808 or [tmoran@AOPAnet.org](mailto:tmoran@AOPAnet.org).

### **Exhibit at the 2015 AOPA National Assembly in San Antonio, TX**

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