



American Orthotic & Prosthetic Association

www.AOPAnet.org

## **AOPA In Advance SmartBrief**

*Breaking News*

March 17, 2015

### **AOPA Headlines:**

**[Billing Medicare for Custom Orthotics and Prosthetics that Are Not Delivered](#)**

**[Countdown to the 2015 Policy Forum!](#)**

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**[BOC Earns Third Consecutive Stevie Award](#)**

**[Get Your Papers in by March 30<sup>th</sup>!](#)**

**[AOPA Would Like to Thank the 2015 Policy Forum Sponsors!](#)**

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

### **Upcoming Events**

#### **Billing Medicare for Custom Orthotics and Prosthetics that Are Not Delivered**

AOPA has recently received several questions regarding how to properly bill for custom O&P items that are ordered but cannot be delivered. Chapter 15, section 20.3 of the *Medicare Benefit Policy Manual* specifically addresses this circumstance but is important to note that it applies only to **custom fabricated** items.

If you begin work on a custom fabricated O&P device but cannot deliver it due to the death of the patient, a change in the patient's condition which causes the item to be no longer medically necessary, or cancellation of the order by the beneficiary, you may bill Medicare for the full device minus any salvage value of reusable components.

There is no modifier required on your claim and your date of service should reflect the date of death, the date the patient cancelled the order or the date you learned of the change in the patient's condition. Documentation that supports your decision regarding your charge is expected to be available upon request.

A link to chapter 15 of the *Medicare Benefit Policy Manual* is below. The relevant section is section 20.3.

<http://www.cms.gov/Regulations-and-Guidance/Guidance/Manuals/Downloads/bp102c15.pdf>

Questions regarding this issue may be directed to Joe McTernan at [jmcternan@aopanet.org](mailto:jmcternan@aopanet.org) or Devon Bernard at [dbernard@aopanet.org](mailto:dbernard@aopanet.org)

## Countdown to the 2015 Policy Forum!

The 2015 Policy Forum is not only the place to receive the latest legislative and regulatory information from key congressional representatives, AOPA lobbyist and staff, but also the place to receive special business and clinical education as well.



### **Tuesday, March 24, 2015, 5:00 to 8:00 PM (Includes Dinner)**

Competitive Bidding—Winners, Losers and Determining If You Want to Play  
*Joseph McTernan, Director of Coding & Reimbursement Services, Education and Programming and Kim Brummett, MBA, Vice President of Regulatory Affairs, American Association of Homecare*

A Surgeon's Perspective on O&P --  
*Francis X. McGuigan, MD, Professor of Orthopaedic Surgery Georgetown University*

With Wal-Mart as a Health Insurer, and Amazon Delivering Orthotic Braces within Four Hours: Who are Your Friends and Who Are Your Enemies—A Fresh Look at O&P Partners and Competitors  
*Thomas F. Fise, JD, Executive Director, AOPA*

### **Wednesday, March 25, 8:30 am to 1:00 pm (Includes Breakfast and Lunch)**

Coding and Reimbursement Segment – *Joseph McTernan, Director of Coding & Reimbursement Services, Education and Programming, AOPA*  
*Devon Bernard, Assistant Director of Coding & Reimbursement Services, Education and Programming, AOPA*

- a. Primer: Steps You Can Take to Avoid RAC/Pre-Payment Audits and Succeed If You Get Them
- b. Current Impact of OTS orthotic Codes on Your Business: A Review of Recent Audit Results
- c. Turning Challenges into Opportunities: Strategies to Increase Revenue without Breaking the Rules

FDA and Your O&P Business: *Pam Forrest, Partner, King and Spalding*

Prosthetics & Orthotics, Five Year Fast Forward: Getting the Answers Needed to Preserve and Grow vs. De-Valuing the Core of O&P  
*Thomas F. Fise, JD, Executive Director, AOPA*

The Policy Forum begins at 12:45 PM on Tuesday, March 23. Attendees will hear from key congressional representatives, AOPA lobbyist and staff. These sessions will prepare you for Wednesday's congressional meetings. On Wednesday morning state delegations will together visit their congressional representatives to educate them on O&P and offer common sense solutions to the critical issues the profession is facing. Download the [full agenda](#) and learn more [here](#).

Join the Coding and Billing Experts 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. **Overturn 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**

**PAID  
IN FULL**

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!**

## One Limb for Life? A Campaign for O&P in New York



### Who is Affected?

The “One Limb for Life” limitation affects thousands of New Yorkers every year. In 2012 alone there were, 455 upper-extremity amputations, 1,526 below-the-knee amputations, and 1,326 above-knee amputations.<sup>5</sup> Importantly,

however, prosthetic limbs typically last several years, which means that removing this limitation would not result in an explosion of new annual prosthetic costs.

### How You Can Help...

Whether you’re an amputee yourself, a relative or caregiver of an amputee, or just a concerned NY citizen who feels it’s wrong to jeopardize someone’s livelihood and quality of life by restricting their mobility, you can help us. Several amputee advocacy groups have come together to organize a petition that will be presented to NYS officials with the goal of changing this restrictive rule. [Please sign the petition to lend your support.](#)

## BOC Earns Third Consecutive Stevie Award



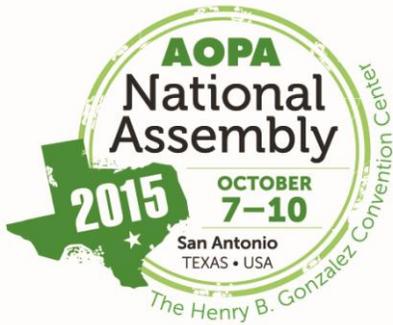
For a third consecutive year, The Board of Certification/Accreditation (BOC) won a Stevie Award for Sales & Customer Service. This year’s customer service entry for the “Innovation in Customer Service” category earned BOC a silver award. BOC also received a bronze award in the “Business Development Achievement” category.

The Stevie Awards for Sales & Customer Service are the world’s top sales, contact center, and customer service awards. Among the programs facilitated by the Stevie Awards organization include the American Business Awards<sup>SM</sup> and International Business Awards<sup>SM</sup>.

Winners were announced last month at the ninth annual Stevie® Awards ceremony in Las Vegas, Nevada, where awards were presented to honorees during a gala banquet at the Bellagio Hotel. BOC was honored along with companies such as Wells Fargo, IBM, and Delta Air Lines.

More than 500 nominated customer service and sales executives from around the world were in attendance. Over 1,900 entries from organizations of all sizes and in virtually every industry were submitted to this year’s competition, an increase of 27% over 2014.

## Get Your Papers in by March 30<sup>th</sup>!



Become a Presenter at the 2015 AOPA National Assembly  
Share Your Expertise \* Advance Your Career \* Improve  
Patient Care

Henry B. Gonzalez Convention Center in San Antonio, Texas  
October 7-10, 2015

**The submission deadline ~ Monday, March 30.**

AOPA is seeking high-quality education presentations for the 98th Annual AOPA National Assembly. Share your expertise and advance your career by being part of the country's oldest and largest meeting for the orthotic,

prosthetic and pedorthic profession.

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. Abstracts submitted by e-mail or fax will not be considered. 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 Papers – Those wishing to present an Orthotic, Prosthetic or Pedorthic Free Paper should [submit here](#) to have their paper considered for presentation at the 2015 Assembly. The top scoring papers will compete for the prestigious Thranhardt Award.

Technician Program – If you would like your Technical education paper considered for submission in the Technical Track, please to [submit your paper here](#).

Business Education Program – Please [submit your business education paper here](#). The top papers will be considered for the prestigious Sam E. Hamontree, CP (E) Business Education Award.

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

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

## AOPA Would Like to Thank the 2015 Policy Forum Sponsors!



## 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:

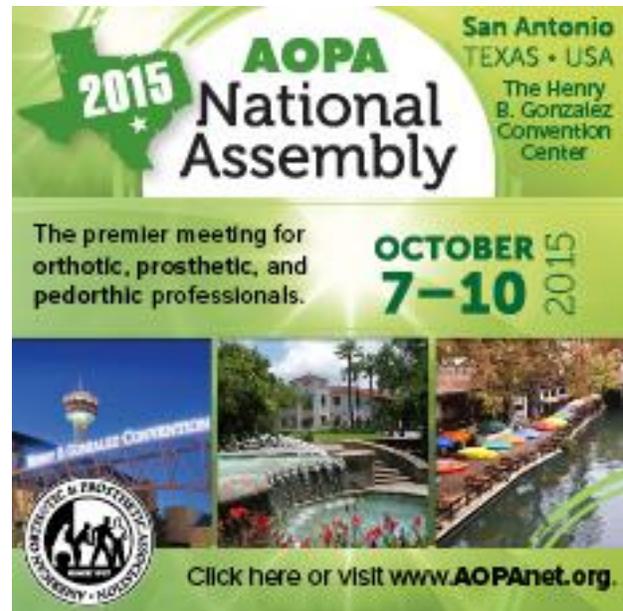
- Build your customer base and increase sales by meeting with Owners who actually make the final decisions on purchases.
- Experience face-to-face time with existing customers to answer questions and build new relationships.
- Enjoy sponsored networking opportunities, including an opening reception in 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?** Obtain 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.

**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

- March 23-25, 2015 *AOPA Policy Forum*  
Washington, DC  
[Learn more or register online here](#)
- March 30, 2015 *Deadline for National Assembly Call for Papers*  
[Learn more and apply online here](#)
- April 8, 2015 *Lower-Limb Protheses Policy: Learn the Policy Inside and Out*  
Webinar Conference  
[Learn more or register online here](#)
- April 13-14 *Essential Coding & Billing Techniques Seminar*  
Seattle, WA  
[Learn more or register online here](#)