



American Orthotic & Prosthetic Association

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## AOPA In Advance SmartBrief

Breaking News

June 4, 2015

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### Read the Latest Trends in Central Fabrication

Hot off the press: read *Trends in Central Fabrication: Challenges and Opportunities in Meeting the Needs of Today's Clinician* only in the [O&P Almanac](#)! The June issue is now available online.

*Open it today and get your hands on this month's featured story:*

#### **Trends in Central Fabrication | Page 26**

Whether outsourcing just one type of device, or sending all fabrication to an outside facility, O&P practitioners understand that central fabrication plays a key role in the O&P industry. Today's c-fabs are challenged by competition from startups and lag times in collections, but are embracing opportunities in terms of new technologies and quality control measures.



## **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 an MVA back 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](mailto:info@AOPAnet.org).



## Otto Bock Announces Initial Public Offering

Otto Bock HealthCare GmbH has announced plans to raise money for acquisitions and investments with an initial public offering (IPO). The company could be worth more than \$2 billion when listed. President and CEO Hans Georg Näder expects earnings before interest, tax, depreciation and amortization, to be about \$165 million this year. The company's headquarters will move from the central German town of Duderstadt to Berlin, where it recently opened a research and development facility, with a large part of the 6500 person workforce remaining in Duderstadt.

**ottobock.**

## OSHA Inspection of O&P Facilities – Are You Prepared?

Recently, an AOPA member in Minnesota reported that their facility was subject to an inspection by the Minnesota Department of Labor and Industry to ensure compliance with federal Occupational Safety and Health Administration (OSHA) regulations. While inspections such as these are not a regular occurrence, O&P facilities remain subject to OSHA regulations and may be inspected at any time.



While the AOPA member reported a generally favorable outcome of the inspection, there were a few issues addressed by the inspector that AOPA members should be aware of. These include proper labeling of any chemicals that are stored and used within your facility, proper ventilation of work areas, and the availability of proper protective equipment for employees who may be exposed to occupational or environmental hazards while performing their job responsibilities. The inspector specifically discussed the need for employees to be properly trained in the Globally Harmonized System (GHS), the international standard for classification and labeling of chemicals. The use of GHS in the United States was mandated with the publication of a final rule on March 26, 2012 and became effective on May 25, 2012. Visit the [GHS training presentation](#) that was provided by the inspector in Minnesota. While your state may have different requirements, it may be worthwhile to have your staff [review the material](#) in preparation for possible inspection of your facility by either state or federal OSHA inspectors.

Questions regarding OSHA compliance 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).

## The Key to Better Business: 2015 Operating Performance and Compensation Survey

Better business performance starts with measuring key financial indicators and comparing where you are in relation to similar businesses. For a reasonably small investment of your time, AOPA's 2015 Operating Performance and Compensation Survey will provide the data you need to develop specific strategies to gauge and improve the health of your business.



If you've ever wondered if your employees are generating enough sales, or how your spending on materials, advertising, or other expenses compares with similar companies, you will want to participate in the 2015 Operating Performance and Compensation Survey, mailed to members May 1.

The survey takes about 60 minutes to complete and can be returned by fax, or completed online at [www.aopa-survey.com](http://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.

AOPA members who participate in the survey 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.

**It's hard to improve if you don't know where you are starting from.**

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

## OPAF First Cycle returns to Greenville

The Orthotic and Activities Foundation(OPAF) First Cycle™ recently made a return visit to Greenville, SC, based upon the huge success that the initial clinic saw in the fall of 2014. All of the original sponsors returned for the event, and the numbers of attendees exceeded 100! Handcycles, trikes, tandem bikes, racing bikes and more were all available to try, along with Paralympic coaching from the staff of Greenville Cycle.

Initial plans are in the works to bring OPAF's First Paddle clinic to the Greenville area to introduce adaptive kayaking to First Clinic attendees.

## Register for the AOPAversity Webinar: Stay Out of Trouble: Building a Medicare Approved Compliance Plan

**June 10, 2015, 1:00-2:00 PM EST**

In today's environment of increased provider scrutiny, a well designed, effective compliance plan is a necessity. The ability to make sure your own billing practices are sound may prevent unnecessary audits down the road. Join AOPA for its June webinar, "Stay Out of Trouble: Building a Medicare Approved Compliance Plan"

Topics for discussion will include the following:

How to establish and manage an efficient Compliance Plan

- The need to have a dedicated company Compliance Officer
- OIG guidance on the 7 fundamental elements of an effective compliance plan
- Taking action when compliance deficiencies are discovered
- How and when to perform self-audits
- Providing appropriate compliance training to your staff



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 online](#). Contact Devon Bernard at [dbernard@AOPAnet.org](mailto:dbernard@AOPAnet.org) or 571/431-0854 with content questions. Contact Ryan Gleeson at [rgleeson@AOPAnet.org](mailto:rgleeson@AOPAnet.org) or 571/431-0876 with registration questions.

### Upcoming AOPA Events

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| June 10, 2015    | <i>Stay Out of Trouble: Building a Medicare-Approved Compliance Plan</i><br>Webinar Conference<br><a href="#">Learn more or register online here</a> |
| July 8, 2015     | <i>Who's on First? Medicare as a Secondary Payer</i><br>Webinar Conference<br><a href="#">Learn more or register online here</a>                     |
| July 13-14, 2015 | Essential Coding & Billing Techniques Seminar<br><i>Philadelphia, PA</i><br><a href="#">Learn more or register online here</a>                       |