



American Orthotic & Prosthetic Association

www.AOPAnet.org

## AOPA In Advance SmartBrief

*Breaking News*

June 9, 2015

### **AOPA Headlines:**

**[Medicare Has Saved More than \\$100 Million This Year by Providing O&P](#)**

**[Partnering with Hospitals can be Beneficial for O&P Providers](#)**

**[How's Your Medicare Compliance Plan? Get it Updated with Tomorrow's Webinar!](#)**

**[Congratulations to the 2015 AOPA National Assembly Hamontree Award Contenders!](#)**

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**Medicare Has Saved More than \$100 Million This Year by Providing O&P**

### **More Proof that Mobility Saves Lives and Money!**

#### **How did we come up with that number?**

Medicare saves \$643,755.96 EVERY DAY, based on the savings calculated by the Dobson

DaVanzo research study comparing similar patients who did not receive O&P care, with those who did receive care. Read more about the study, and check out the ticking savings calculator at [MobilitySaves.org](http://MobilitySaves.org).



Share this information with your payers, referral sources, and other clinicians! Download the [brochures and PowerPoint presentations](#).

Follow us on Facebook and Twitter to get all the updates!



## Partnering with Hospitals can be Beneficial for O&P Providers

Hot off the press: read *Hospitals – What’s the Hype?* only in the [O&P Almanac](#)! The June issue is now available online.

### [Hospitals – What’s the Hype?](#) | Page 34

As hospitals become more powerful players in health care, some O&P practitioners are forging partnerships with them to ensure their place in accountable care organizations and new bundled payment systems. Practitioners should seek out relationships in the hospital beyond the purchasing department, according to O&P experts, and educate hospital personnel about what O&P payments involve so facilities are not undercutting themselves on pricing. O&P facilities can position themselves as valuable team members by providing a full range of services and working with other providers, such as physical and occupational therapists.



## How’s Your Medicare Compliance Plan? Get it Updated with Tomorrow’s Webinar!

**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

**REGISTER**



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.

## **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 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).



## It's Not Too Late to Improve Your Business



Why wouldn't you invest the 60 minutes to get the data you need – **for FREE** – to develop specific strategies to gauge and improve the health of your business?

It's not too late to participate in the 2015 Operating and Performance and Compensation Survey! You have until **June 19** to return your survey data. Start improving your business performance by measuring:

- *How your financial results stack up to your industry peers;*
- *How your spending on materials, advertising, or other expenses compare with other companies similar to yours;*
- *Whether your gross margin is better (or worse) than other facilities of the same size;*
- *How your compensation levels compare to the rest of the industry; and*
- *Whether your employees are generating enough sales.*

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. *(All personally identifiable data remains confidential with Industry Insights.)*

AOPA members who participate in the survey will 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.

For questions or more information, contact Betty Leppin at [bleppin@AOPAnet.org](mailto:bleppin@AOPAnet.org), or 571/431-0810.

## 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>                       |