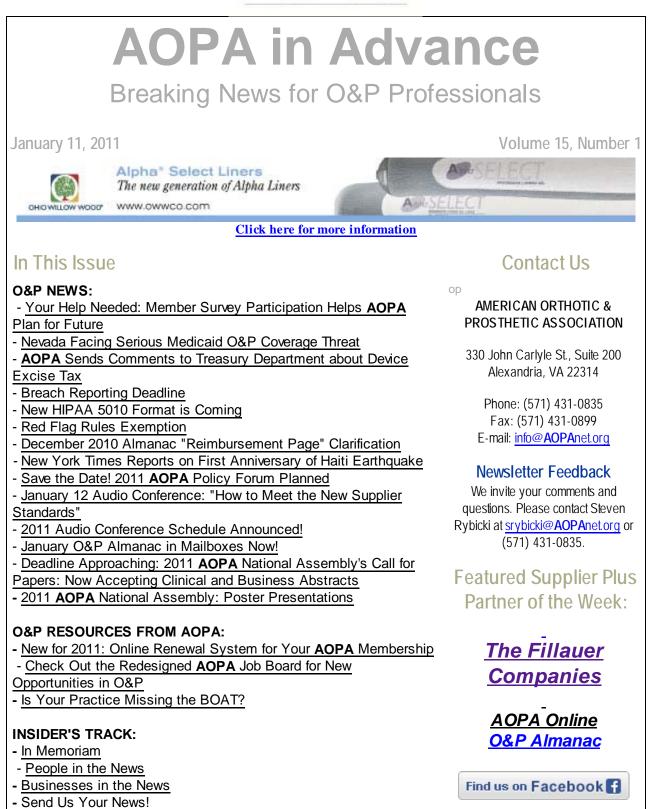


American Orthotic & Prosthetic Association



O&P NEWS Your Help Needed: Member Survey Participation Helps AOPA Plan for Future

Our healthcare system is in the midst of profound changes, and these sweeping changes will continue well into the future. **AOPA** is committed to helping its members not only survive but prosper in times that promise to be much different than they were a couple of years ago, or even than they are today. But before we can offer help, and potential solutions, we need to take the pulse of our **AOPA** members, and get a handle on problems that you see-in your business today, as well as those looming in the future. To this end, **AOPA** has once again undertaken the effort to produce a comprehensive Membership Survey for 2011.

A previous survey taken in 2007 formed the basis of the 11 strategic initiatives that have made some huge differences in AOPA's impact. Public relations efforts, developing objectives, education programs, and far-reaching research projects all promise progress.

The 2011 survey, as designed by **AOPA**'s consultant Industry Insights, captures impressions, estimates, and opinions. There's no need to call your accountant or consult the books - just share your ideas and best guesses. Survey packets have been sent to your offices and fifteen minutes is all it will take to complete the AOPA Member Survey. The online version is Save and Return so if you can't devote the whole fifteen minutes to one session - click save and return later.

Click here to access the online version of the Member Survey.

The Survey is completely confidential - no one from AOPA will see your response.

And, as an added bonus, everyone completing the survey will be eligible for a drawing to win one of five complimentary 2011 National Assembly registrations.

Only through the loyalty of **AOPA** members has it been possible to gather so much timely information about the state of our industry and the experiences of individual O&P businesses. **AOPA** appreciates the time and effort made by every member who collaborates to assist our planning for the future.

If you have not received a copy of the Survey, contact Scott Hackworth of Industry Insights at shackworth@indins.com.

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Nevada Facing Serious Medicaid O&P Coverage Threat

More than 20 members of the Nevada O&P community joined December 16 and January 6 **AOPA** facilitated conference calls to strategize efforts to combat a state proposal that would deny coverage for orthotics and prosthetics to Medicaid beneficiaries over the age of 21. The call followed up on a December 1 meeting of the Nevada Association of Medical Product Suppliers (NAMPS) which only three members of the O&P community attended. At the NAMPS meeting those DME facilities attending agreed to prepare lists of currently covered Medicaid items not crucial to patient care on which coverage could be eliminated to preserve O&P coverage. NAMPS is in discussions with state Medicaid officials as to the amount of "give up" needed to avoid the O&P elimination.

The December 16 call focused on how to energize the local O&P community, draw in patients by informing them of the impact these cuts would have on their patient care and identifying other allied groups whose members may have disabilities that can only be relieved through O&P treatment as potential allies. The Amputee Coalition of America (ACA) is preparing a letter to Nevada policy makers

underscoring the harm to amputees if these budget cuts are adopted.

The group also discussed retaining a lobbyist and organizing localized face to face meetings of O&P providers and a possible O&P rally or "lobby day" after the legislature convenes in February. Medicaid cuts to O&P first surfaced as a serious threat in California three months ago in the budget Governor Schwarzenegger submitted to the legislature. That recommendation was subsequently removed through the actions of the California Orthotics and Prosthetics Association (COPA) supported by **AOPA** alerts and press releases although with a new Governor and legislature, the O&P budget cuts could be revived.

Arizona has already passed a statute limiting Medicaid orthotics services to those 21 and under. AOPA is working with members in that state to urge repeal of the statute's provisions affecting O&P. Print ads, billboards and editorial placement of "repeal messages" are being prepared in close coordination with the Arizona O&P community.

AOPA's Board saw the looming threat of these state actions all stemming from huge state budget shortfalls and at their July Board meeting authorized the investment to create and buy space for those public relations tools being used in Arizona and now in Nevada where billboards are already pushing the message of what the state loses instead of gains by trying to balance the budget on the "backs of amputees."

Click here to see the prototype print ad for Arizona.

Click here to see the prototype print ad for Nevada.

Click here to see the editorial placement for Arizona.

Click here to see the editorial placement for Nevada.

Click here to see the billboard ad developed for Nevada.

AOPA members throughout the country should be especially vigilant for these types of proposals when their legislatures meet and should alert **AOPA** whenever action is suspected. **AOPA** has devoted substantial resources to prepare tools that can easily be customized for any state. Contact Kathy Dodson, Sr. Director for Government Affairs (kdodson@AOPAnet.org or 571/431-0810) at the first inkling of a problem.

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AOPA Sends Comments to Treasury Department about Device Excise Tax

On January 4, **AOPA** sent a letter to the Treasury Department regarding the medical device excise tax. The letter, sent in response to a request for comments made by the Treasury Department and the Internal Revenue Service, outlines concerns **AOPA** has about the application of the excise tax to the O&P field, taking into consideration the customization of devices done by practitioners, the FDA's treatment of O&P patient care facilities, and the use of other component parts when building a customized device for a patient.

The letter also requests a meeting with officials from Treasury and the IRS in order to describe how components and devices are used.

Click here to read the entire letter sent to the Treasury Department.

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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Breach Reporting Deadline

As a reminder, one of the provisions of the Health Information Technology for Economic and Clinical Health (HITECH) Act mandated that all HIPAA covered entities keep a log of all breaches that occur during a calendar year. A copy of this log must also be submitted to the Department of Health and Human Services (HHS) on an annual basis, and it must be submitted no later than 60 days after the end of the year. So, if you had any breaches occur during 2010 you must report them to HHS before March 1, 2011.

HHS has created an online form that must be used for submitting information about your breaches.

Click here to access the form.

An individual form must be completed and submitted for each event that resulted in a breach.

If your facility didn't experience any breaches during the year, you do not have to submit a report to HHS.

Questions? Contact Devon Bernard at <u>dbernard@AOPAnet.org</u> or (571) 431-0854, or Joe McTernan at <u>imcternan@AOPAnet.org</u> or (571) 431-0811.

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New HIPAA 5010 Format is Coming

Beginning January 1, 2011 HIPAA covered entities (suppliers, health plans, clearinghouses, billing services, etc.) will have one year to make the transition to the new HIPAA 5010 format. On January 1, 2012 all HIPAA covered electronic transactions (claims submissions, remittance notices, claim status requests, etc.) will be conducted in the HIPAA 5010 format. This new format is not just for your Medicare electronic transactions but for all electronic transactions between private payers as well.

In order to learn more about the new HIPAA 5010 format, the Centers for Medicare and Medicaid Services (CMS) with the help of outside entities will be conducting a series of webinars, beginning January 11, 2011. <u>Click here to register for the webinars</u>.

Also, <u>click here to visit the CMS website for additional information about the new HIPAA 5010</u> format.

Questions? Contact Devon Bernard at <u>dbernard@AOPAnet.org</u> or (571) 431-0854, or Joe McTernan at <u>jmcternan@AOPAnet.org</u> or (571) 431-0811.

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Red Flag Rules Exemption

Healthcare providers are now exempt from having to comply with the Federal Trade Commission's (FTC) Red Flag Rules, which were set to go into effect January 1 of this year. This exemption is a result of the passing of the Red Flag Clarification Act of 2010. Under the Red Flag Clarification Act healthcare providers are no longer categorized as creditors, under the Red Flag Rules, because they advance "funds on behalf of a person for expenses incidental to a service the creditor provides to that person."

Click here to view a summary of the Red Flag Clarification Act.

(== 4) 404 0044

Questions? Contact Devon Bernard at dbernard@AOPAnet.org or (571) 431-0854, or Joe McTernan at

| <u>Imcternan@AOPAnet.org</u> or (5/1) 431-0811.

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December 2010 Almanac "Reimbursement Page" Clarification

The December 2010 *Almanac*'s "Reimbursement Page"addressed Medicare coverage of and recent policy changes to diabetic shoes. One of the recent changes discussed was the need for an inperson visit between the prescribing physician and patient within 6 months of delivery of the shoes. It should be noted that the in-person visit must occur within the 6 months **prior** to the delivery of the shoes. There is currently no follow up visit required for diabetic shoes to be covered by Medicare.

Questions? Contact Devon Bernard at <u>dbernard@AOPAnet.org</u> or (571) 431-0854, or Joe McTernan at <u>jmcternan@AOPAnet.org</u> or (571) 431-0811.

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New York Times Reports on First Anniversary of Haiti Earthquake

The *New York Times* ran a detailed feature article on the first anniversary of the earthquake in Haiti that devastated that nation. The piece includes the story of Fabienne Jean, a young woman who suffered an amputation as a result of the disaster, as well as an interactive photo exhibit.

Click here to read the article.

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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Save the Date! 2011 AOPA Policy Forum Planned

The 112th Congress has begun and the incoming class contains 112 new faces which makes it important for patient care providers to make the case in person about quality O&P patient care services.

The 2011 **AOPA** Policy Forum will be held Monday, April 11 through Tuesday, April 12, 2011 in Washington D.C. Members will be briefed on state and national legislative activities as well as being prepared for face-to-face meetings with their congressional representatives. Last year **AOPA** secured more than 230 scheduled events, including constituent coffees, meetings with the health care staff of their House and Senate legislators, and meetings with Representatives and Senators.

The tentative schedule for the Policy Forum is as follows:

Monday, April 11	
11:00 AM - 3:00 PM	Registration Open
1:00 - 5:00 PM	Policy Forum General Sessions
5:30 PM	Fundraiser/Reception
6:30 PM	Reception and Dinner
Tuesday, April 12	
7.00 414	Duralifact and Consumal Consistent

7:30 AM	Breakfast and General Session
8:00 AM	Fundraiser Breakfast
8:30 AM - 5:00 PM	Hill Visits

The cost of registration is \$125 per person and **AOPA** has secured a room rate of \$249 per night at the <u>L'Enfant Plaza Hotel</u>, a five minute subway ride to Capitol Hill.

Click here to reserve your room at the L'Enfant Plaza Hotel or call the hotel at (800) 635-5065.

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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January 12 Audio Conference: "How to Meet the New Supplier Standards"

Don't miss the first **AOPA**versity Audio Conference of 2011 entitled "How to Meet the New Supplier Standards." The standards became effective September 27, 2010 and this audio conference, scheduled for January 12, 2011 at 1 pm EST, is a great opportunity to make sure you are fully up to date and prepared for the new year. Topics for discussion include:

- Are we only allowed to use W-2 Employees?
- Are "by appointment only" offices allowed?
- Do we have to be open for more than 30 hours a week?
- Can we share space with a physician?

Find out the answers to these questions and others regarding the new supplier standards.

The conference will begin at 1:00 PM (EST). Bring your questions as there will be an interactive question and answer period following the speaker's remarks. The cost to participate is just \$99 per line for members (\$199 for nonmembers) and any number of listeners may participate on a given line. Those seeking continuation education credit must return the provided quiz within 30 days and score at least 80 percent.

Click here to register.

Questions? Contact Ann Davis at adavis@AOPAnet.org or (571) 431-0876.

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2011 Audio Conference Schedule Announced!

Numerous offices have benefited from their participation in **AOPA**'s Medicare Audio Conferences. These one hour sessions come to you in the comfort of your office on the second Wednesday of each month at 1:00 pm Eastern. This series provides an outstanding opportunity for you and your staff to stay abreast of the latest hot topics in O&P, as well as gain clarification and ask questions on topics that you may not understand as fully as you would like to.

Seminars are still priced at just \$99 per line for members (\$199 for non-members). Buy the series and get two free; members pay just \$990 and non-members pay \$1990. If you purchase all the conferences, all conferences from months prior to your purchase of the set will be sent to you as CDs.

These convenient one hour telephone seminars are designed to fit easily into your busy schedule. Any practitioners needing credit can get 1.5 per audio conference by returning the provided quiz within 30 days and scoring at least 80%. Billing staff and others who don't need credit nonetheless can gain information they will use right away. The topics for 2010 are:

- January 12: How to Meet the New Medicare Supplier Standards
- Feb. 9: Using the Lower Limb Medical Policy to Your Advantage
- March 9: Enhance Your Claims Success, Two Letters at a Time
- April 13: Improving Clinical Documentation
- May 11: Which Box to Check? The Negative Effect of the 855S on Reimbursement
- June 8: Preventing Audit Disasters

- July 13: Don't kile the USHA Police
 August 10: How to Get Paid for Miscellaneous and Repair Codes
- September 14: Don't Run Afoul of the KO Rules
- October 12: Developing Your Medicare Billing Compliance Plan
- November 9: Happy Holidays: Kickbacks and Gifts in O&P
- December 14: Are You Ready for the New Year? 2012 New Codes and Policies

Click here to register for any 2011 Audio Conference.

If you miss an audio conference, it will be available on CD after the fact. Cost is the same as if you participate live (\$99/\$199). We hope you'll be able to join us for this year's series.

Questions? Contact Ann Davis at adavis@AOPAnet.org or (571) 431-0876.

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January O&P Almanac in Mailboxes Now!

The January issues of the *O&P Almanacs* have shipped. Watch your mailboxes as this issue includes:

- An in-depth feature on Haiti on the year since the catastrophic earthquake;
- A feature by Deborah Conn on gait analysis;
- A "Reimbursement Page" with an overview of the latest Medicare codes and policies for 2011;
- The new "At a Glance" statistics page;
- And much more!

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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Deadline Approaching: 2011 AOPA National Assembly's Call for Papers: Now Accepting Clinical and Business Abstracts

The **AOPA** Assembly Planning committee is accepting papers for the 94th Annual **AOPA** National Assembly until January 31. The call for papers requests that all interested presenters submit an abstract of their proposed scientific paper or description of their proposed business paper.

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 2011 **AOPA** National Assembly.

Click here to submit your clinical abstract.

In an effort to promote business development, **AOPA** is looking for qualified O&P professionals and business management experts who have significant business experience to share their most successful business model and business experiences. Join the ranks of our profession's recognized experts and share your knowledge and know-how at the 2011 **AOPA** National Assembly. For papers that are submitted for consideration for the Sam E. Hamontree Business Education Award, one will be selected for presentation and receive a \$1,000 honorarium from a special fund established by the Hamontree family.

Click here to submit your business presentation.

Click here to submit a business presentation for consideration for the Sam E. Hamontree Award.

AOPA in Advance: January 11, 2011, Vo... Fresentations will be selected from annong papers received by the AOFA Assembly Frogram Committee Eligible presenters will receive a complimentary full-conference registration for the 2011 AOPA National Assembly.

An electronic Call for Papers response should be submitted via e-mail to Tina Moran at tmoran@AOPAnet.org no later than January 31, 2011.

Questions? Contact Tina Moran at tmoran@AOPAnet.org or (571) 431-0808.

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2011 AOPA National Assembly: Poster Presentations

Present your research findings or a particular case presentation at the 2011 AOPA National Assembly. Poster Presentations should be a graphical display in a poster format using photographs, diagrams, flowcharts and graphs and any sample educational materials developed

Click here if you are interested in submitting a Poster Presentation.

Applications will be accepted through July 1, 2011.

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O&P RESOURCES FROM AOPA New for 2011: Online Renewal System for Your AOPA Membership

AOPA has been working hard to enhance our members' online access and 2011 represents the first year members may renew their membership online 24/7. AOPA's new site contains many other benefits including the ability for members to maintain and update their AOPA profile. With this feature members may:

- Update company information and primary contact information .
- Add, remove, or update employee information
- Sign up employees to receive AOPA in Advance and the AOPA Insider
- Sign up employees to receive the O&P Almanac •
- Add, remove, or update information for your affiliate branch offices •
- Renew your PAC Authorization

Additionally a new Education Page will allow members to access AOPAversity offerings and more:

View educational videos from past National Assembly meetings (available FREE as a • temporary introductory offer to AOPA members)

- Obtain the products and services catalogue
- Download free monographs and white papers •
- Access AOPAversity offerings such as webcasts, audio conferences, and classroom learning opportunities

Check out the new site today: http://www.aopanetonline.org/profile

To renew your membership for 2011, login to the site using your AOPA username and password and follow the instructions for renewal.

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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Check Out the Redesigned AOPA Job Board for New Opportunities in O&P

the O&P field, check out the AOPA Online Job Board. The online job board sports a freshly updated look and an easy-to-navigate profile creation system.

In the past month the Job Board has been viewed over 8,000 times by more than 1,500 unique users. If you want people to find out about a job opening at your facility or are interested in posting your resume for employers to view for potential openings, visit the AOPA Online Job Board today.

And remember: if you advertise on the Online Job Board and decide to also advertise in the O&P Almanac, then you'll receive a 5 percent discount on the cost of advertising in the Almanac and on the Job Board.

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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Is Your Practice Missing the BOAT?

AOPA's largest and most successful members use the Business Optimization and Analysis Tool (BOAT) and you should also. The BOAT will help you:

- Create budgets
- Track your finances
- Participate in the annual Operating Performance and Compensation survey-which provides you with a personal benchmark comparison study.
- Examine the financial fitness of your business
- Help you identify and understand your competition, market conditions and referral sources
- Much more

Create your own secure and confidential Web pages on the BOAT which is specifically tailored to help O&P business owners manage their business for greater profit and quality patient care.

Click here to explore the BOAT today.

Questions? Contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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O&P INSIDER'S TRACK The Only Up-to-the Minute O&P Newsline In Memoriam

AOPA received the following remembrance of Jeffrey Krueger, CO from his associate Karl W. Entenmann, CPO:

It is with sadness that I am reporting the loss of my friend Jeffrey Krueger, CO, who died November 1, 2010 after a long illness. Jeff worked at Northwest Prosthetics and Orthotics and Preferred Orthotics and Prosthetics in Tacoma WA since 1984 after graduating from the NYU Prosthetics and Orthotics Program. Jeff was an expert skier and scuba diver and loved to travel to exotic places like the Great Barrier Reef to dive. Jeff grew up in England and learned to ski in the Swiss Alps. He was more than an expert skier and loved the outdoors. He is survived by his wife Cindy, his brother and sister, and many friends and colleagues in the Puget Sound area.

AOPA received the following remembrance of Mike Teter, CPO:

Mike Teter CPO and beloved CEO of Teter Orthotics & Prosthetics, Inc was shot and killed

knew Mike will miss him dearly. Mike has numerous friends and has always been an active part of the many communities Teter O&P serves in northern and central Michigan. Mike was a friend, coworker and golf buddy to a great number of people. Mike was also the glue that brought together and held together a great number of friends. The numerous golf trips that Mike sponsored were legendary, not to mention many memorable golf games. Mike loved his family, coworkers and many friends. Life will not be the same without him. He brought joy and laughter to the world.

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People in the News

Carli Cohen recently joined the <u>Board of Certification/Accreditation, International</u> (BOC) staff as Marketing Coordinator Additionally, BOC announced it has elected seven members to the Board of Directors, each to serve a four-year term. The newly elected Board members are:

- Scott Baranek, BOCP
- Kimberly Hertz, BOCO, CMF
- John Kenney, BOCO
- Joseph Lawson, BOCO
- Tammi Lillard, CMF
- Shane Ryley, BOCOP and
- Shawna Smith, CMF, COF

<u>Amp1</u>, a team of stand-up (not wheelchair) amputee basketball players sponsored by <u>Freedom</u> <u>Innovations</u>, kicked off a tour of the Dallas-Fort Worth area with an exhibition during the halftime show at the Dallas Mavericks/Oklahoma City Thunder game on Jan. 6th at the American Airlines Arena in Dallas.

<u>Josh Lorimer</u> was profiled by the Idaho Press Tribune for building an iPod docking station complete with working speakers into his prosthetic leg

Kacy Moran Powers, CO, has joined the Pediatric Orthotic Team at <u>Orthologix</u>, a Philadelphiabased orthotic and prosthetic practice.

<u>Freedom Innovations, LLC</u> has appointed **Steven Reinecke**, **MSBE** Executive Vice President of Research & Development (R&D).

Sean Reyngoudt, the world's only amputee professional kiteboarder and waverider, will be featured in a new TV action-adventure series, "Catching Air", premiering on the Discovery Channel's HD Theater. All six episodes will air weekly on Thursday nights at 9 p.m. from January 6 through February 17.

Comprehensive Prosthetics & Orthotics has established a Rockford office managed by Sean Scarbrough, CP, BEO.

John "Jay" Tew, CP, will return to the <u>Hanger</u> Clinic located at the Hopital Albert Schweitzer (HAS), an undamaged local hospital with a high clinical reputation in Deschapelles, Haiti, where he will again serve as lead practitioner and will restore mobility to the many Haitian amputees who are still in need of prosthetic care.

Orthocare Innovations has appointed David Hensley, CPO, FAAOP, as its new Director of Sales.

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The <u>Amputee Coalition of America</u> (ACA) has announced that its 2011 National Assembly will occur June 1-5, 2011 in Kansas City, Missouri.

<u>Dr. Comfort</u> has joined forces with American Diabetes Association as a sponsor for the 2011 Greater Milwaukee Tour de Cure. Taking place Saturday June 18th, at Grafton High School, the Greater Milwaukee Tour de Cure is a cycling fundraiser for the American Diabetes Association that includes four different routes ranging from 10 miles to 100K for all levels of cyclist.

Jim Cahill, LCPO, and **Henry Bennett, LCPO**, announced that construction is now complete on the new home for <u>Thompson's Custom Orthotics and Prosthetics</u>, located at 401 S. Sherman Street in Spokane, Washington.

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Send Us Your News!

The next **AOPA** in Advance will arrive in your inbox on January 25. So if you have a new employee or a new office, tell us! Share your news with the over 15,000 readers of the O&P Almanac and **AOPA** In Advance newsletter. Contact Steven Rybicki at srybicki@stybe **AOPA** In Advance newsletter. Contact Steven Rybicki at srybicki@stybe **AOPA** In Advance newsletter. Contact Steven Rybicki at srybicki@stybe **AOPA** In Advance newsletter. Contact Steven Rybicki at srybicki@stybe **AOPA** In Advance newsletter. Contact Steven Rybicki at srybicki@stybe **AOPA** In Advance newsletter. Contact Steven Rybicki at srybicki@stybe **Stybe Stybe Stybe Stybe Stybe Stybe Stybe Stybe Sty**

AMERICAN ORTHOTIC & PROSTHETIC ASSOCIATION (AOPA)

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