



**American Orthotic &
Prosthetic Association**

AOPA in Advance

Breaking News for O&P Professionals

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Newsletter Feedback

We invite your comments and questions. Please contact Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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O&P NEWS

URGENT REQUEST: Take One Minute to Answer a Question to Help AOPA Plan the 2018 National Assembly

AOPA is requesting that all membership, and especially members who attend the annual **AOPA** National Assembly, to take one minute of their time to answer one question about the location of the 2018 National Assembly. On the heels of the 2009 Assembly in Seattle's popularity, **AOPA** is exploring the feasibility of hosting the 2018 National Assembly in Vancouver, British Columbia.

[Click here for more information and to answer the question.](#)

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

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UPDATE: AOPA's First-Ever Television PSA Playing Nationally and Featured in Times Square

As announced in May, **AOPA** has opened a new front on behalf of telling the story of O&P by teaming up with the Amputee Coalition to produce a public service announcement advertisement for television. The ad was intended to address the rise in state governments contemplating stripping O&P coverage to Medicaid beneficiaries in various ways.

State budget problems have put the major squeeze on state budgets, and in turn, in several states Medicaid is one of the key areas that Governors and legislatures are targeting for savings. **AOPA** has worked on with members in multiple states, including California, Arizona, and Nevada, which have considered or are considering elimination of orthotic and/or prosthetic coverage for Medicaid beneficiaries over the age of 21. Others states are considering broader reforms-shifting all Medicaid to managed care. There are federal proposals to shift Medicaid to block grants with no parameters on what care needs to be included. All of these options threaten O&P businesses and the patients we serve.

AOPA has committed to sending politicians a strong national message to underscore the devastating real-world impact of these proposed Medicaid cuts to individual patients with limb loss or chronic limb impairment. The PSA visually portrays the heart-rending message of lost mobility. We hope that it hammers home to ordinary citizens the message, "I knew the economy is bad, and that our states have been in serious budgetary crisis...I just didn't know that things have gotten SO BAD that states are talking about taking artificial limbs away from amputees!" The ad, which was funded by **AOPA** and released jointly by **AOPA** and the Amputee Coalition, is now posted on the **AOPA** website, and will hopefully be picked up in placements by major cable channels across the country.

AOPA is hosting the video online at <http://www.LimbsAreEssential.org> and **AOPA** has created a "Take Action" advocacy page where anyone who wants to support O&P may send a letter to their state and federal legislators, urging them to join the fight to protect these vulnerable citizens with mobility impairments.

[Click here to view the LimbsAreEssential.org site and PSA.](#)

So far, **AOPA's** PR consultant The PlowShare Group estimates that the PSA has been seen by 3.5 million viewers on major cable channels across the country. While the ad is appearing primarily on TV

stations, one additional high-profile placement of the message was made possible through a grant from Otto Bock HealthCare this past June and the PSA aired on the Clear Channel SpectaColor Megatron in the heart of Times Square in New York City.

[Click here to see a picture of the PSA placement in Times Square.](#)

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

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AOPA Manufacturer Coding Workshop a Success

On July 21, 2011, **AOPA** presented its first ever Manufacturer Coding Workshop. This interactive seminar was very well attended with 45 registered attendees representing almost 30 **AOPA** supplier member companies.

Attendees received a full day of education on the HCPCS Level II coding process from Cynthia Hake, Director of HCPCS Coding for CMS, members of **AOPA's** Coding and Reimbursement Committee, and **AOPA** staff. Highlights of the seminar included a 90 minute presentation by Ms. Hake on how the HCPCS code application process works, several interactive sessions on how to write a successful HCPCS code application, strategies on how to use the appeal process if your application is initially denied, and an in depth presentation on the potential effect that state laws may have on marketing practices of medical device manufacturers.

The seminar was well received by the attendees and preliminary feedback indicates that satisfaction with the program was very high. **AOPA** intends to offer this course on a regular basis and looks forward to using attendee feedback in making the program even better.

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

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PDAC Announces Coding Verification Requirement for L0174 Cervical Orthoses

As a reminder, the Pricing, Data Analysis, and Coding (PDAC) contractor has announced that as of August 1, 2011, all products classified under L0174 must undergo a coding review in order to be eligible for Medicare reimbursement, any existing products that have been classified by PDAC under L0174 will be end dated as of August. These products must be resubmitted to PDAC for a new and independent review. After August 1, 2011, any orthosis that is billed using L0174 that has not been reviewed and approved by the PDAC will be denied by Medicare.

[Click here to view the PDAC product classification lists.](#)

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

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AOPA Offers Special One-Month-Only Discount on AOPA Bookstore Materials

As a way of introducing the new platform **AOPA** has developed for its online bookstore, we are extending a special offer for all **AOPA** members. For the month of July, take 10% off all purchases made using the new online **AOPA** bookstore. Discount applies to all educational and coding items, as well as our monthly audio conferences, purchased online.

[Click here to visit AOPA's brand new online bookstore.](#)

If you've been waiting for the perfect time to stock your office's library, now is it! To receive the discount you will need your membership number, zip code, and you must also enter **HOT** as the promotional code at checkout.

Questions? Contact Michael Chapman at mchapman@AOPAnet.org or (571) 431-0843.

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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** members (Due to publishing deadlines this list was created on 6/21/2011 and includes only donations received between 6/21/2011 and 7/20/2011. Any donations received on or after 7/20/2011 will be published in the next issue of the *A/A*):

- David Edwards, CPO, FAAOP
- Thomas H. Watson, CP
- John Wall, PT, CPO, 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 and Senate to educate them about the issues, and help elect those individuals who support the orthotic and prosthetic community.

In order to participate in and receive information about the O&P PAC, federal law mandates that you must first sign an authorization form.

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

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

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2011 National Assembly News: Donations Needed for the AOPA Wine Tasting and Auction

For the fourth year, **AOPA** is hosting a wine tasting and auction to benefit **AOPA's** Government Relations outreach. Quickly becoming one of the most anticipated Assembly events, the auction offers a chance to learn about and taste a variety of wines, including some made by your fellow members. Donations for auction are now being accepted.

We look forward to seeing you Tuesday, September 20, from 6:30 - 8:00 PM for a friendly bidding war or two!

[Click here to access the Wine Donation Form.](#)

We would like to thank the following individuals who have already donated to the Wine Tasting & Auction:

- Cascade Orthopedic Supply
- Thomas DiBello, CO, FAAOP & Leslie DiBello
- Dave Edwards, CPO, FAAOP & Kathy Edwards, CFm
- Rick Fleetwood
- Richard Gingras, CPO, BOCOP & Marbee Gingras

- James Kaiser, CP & Dianne Kaiser
- Anita Liberman-Lampear, MA & Alan Lampear
- Jon Leimkuehler, CPO, FAAOP & Ellen Leimkuehler
- Ralph Nobbe, CPO & Sharadi Nobbe
- Michael Oros, CPO, LPO & Ann Oros
- Claudia Zacharias, MBA, CAE

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

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Register for AOPA's August 10 Audio Conference, "How to Get Paid for Miscellaneous and Repair Codes"

Whoever said you can't get paid for miscellaneous codes is not trying hard enough. While securing reimbursement for miscellaneous and repair codes can often be difficult, providing the right information can help you to obtain reimbursement that you deserve. Join **AOPA** on August 10, 2001 for an **AOPA**versity Mastering Medicare Audio Conference that will help you to learn strategies for obtaining reimbursement for miscellaneous codes and repairs. Attendees will learn the following:

- How to maximize the use of the electronic narrative field
- How to provide proper documentation to support your claim
- When to use miscellaneous codes instead of repair codes
- How to differentiate "minor" parts from labor
- How to deal with requests for invoices

The cost of participating is \$99 per line for **AOPA** members (\$199 for nonmembers) and any number of employees may listen on a given line. Listeners can earn 1.5 continuing education credits by returning the provided quiz within 30 days and scoring at least 80 percent. Contact Devon Bernard at dbernard@AOPAnet.org or (571) 431-0854 with content questions.

[Click here to register online.](#)

Questions? Contact Stephen Custer at scuster@AOPAnet.org (571) 431-0876.

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Announcing AOPA's Final Coding & Billing Seminar of 2011: October 24-25 in Baltimore

Don't miss out on the third and final Coding & Billing seminar of 2011 on October 24-25 at the [Sheraton Inner Harbor](#) in Baltimore, Maryland. Be sure to register early and take advantage of the early bird registration savings and the special low room rate of \$159 per night.

At this seminar, **AOPA** experts will provide the most up-to-date information to help O&P practitioners and office billing staff learn how to code complex devices, including repairs and adjustments, through interactive discussions with **AOPA** experts and your colleagues and much more. This two day event will feature break-out sessions for both practitioners and office staff.

In the breakout session Practitioners will cover:

- General Coding Principles
- "Hands on" coding of specific devices
- Proper coding for repairs and adjustments
- Reimbursement for unlisted codes
- Codes that are mutually exclusive and should not be billed together

In the breakout session Administrators will cover:

- Updated Quality and Supplier Standards

- Strategies for handling appeals and denials
- How to handle unique billing situations
- Documentation Requirements
- Medicare as Secondary Payer

[Click here to register for the Baltimore Coding & Billing Seminar.](#)

[Click here to reserve your room at the Sheraton Inner Harbor and take advantage of the low Coding & Billing Seminar rate of \\$159 per night or call \(410\) 962-8300. Be sure to mention the AOPA Seminar to receive the \\$159 per night rate.](#)

Questions? Contact Stephen Custer at scuster@AOPAnet.org (571) 431-0876.

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2011 National Assembly: General Registration Information for the Place to Be

The **AOPA** National Assembly is "The Place to Be" September 19-22 for an O&P meeting experience like no other-win great prizes, attend interactive education programs, participate in roundtable discussions, take part in fun events, earn CE credits and learn at hands-on workshops.

[Click here to access the Preliminary Program.](#)

[Click here to register online.](#)

AOPA has negotiated the incredible room rate of \$135 per night at the Mirage Resort in Las Vegas. Make your room reservation today by calling (800) 627-6667. Book your room today as this great room rate won't last long. Hotel reservation cut off is August 4 at this rate.

Questions? Call **AOPA** at (571) 431-0876 or email assembly@AOPAnet.org or visit www.AOPAnet.org.

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2011 National Assembly: A Call for Poster Presentations

Present your research findings or a particular case study via a poster presentation at the 2011 **AOPA** National Assembly, September 19-22, Las Vegas. Poster presentations should be a graphical display in a poster format using photographs, diagrams, flowcharts and graphs and any sample educational materials. Applications for poster presentations will be accepted through July 2011.

[Click here to submit a poster presentation.](#)

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

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2011 National Assembly: The 2011 Fall Thranhardt Golf Classic

Missed your invitation to play in the British Open? Not to worry. On Monday, September 19 you can still play 18 of the best holes from 11 different British Open rotation courses, including two holes from this year's British Open. Better still, they are all on one golf course located less than 9 miles from the heart of the Las Vegas Strip. This is not your typical round of golf. You will play at the Royal Links Golf Club in Las Vegas, NV, and whether you are into the history of the game or just want a shot at Tiger Woods' course record of 67 (Feb., 2001), Royal Links and your O&P friends will provide you with some great golfing memories.

The tournament will be held in conjunction with the **AOPA** National Assembly and will benefit two Great Causes and one great course make it not just golf, but a golf experience. For the third year in a row **AOPA's** Capitol Connection and OPAF have joined forces to co-sponsor this great event to benefit the inspiring efforts of OPAF and the legislative, research and education efforts of the Capitol Connection to further the O&P policy agenda.

[Click here to register for the 2011 Fall Thranhardt Golf Classic.](#)

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

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O&P RESOURCES FROM AOPA

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

If you need a position filled at your business or are interested in looking at other job possibilities within 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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The 2011 Audio Conference Series from AOPA

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 can nonetheless gain information they will use right away. The topics for 2011 are:

- January 12: How to Meet the New Medicare Supplier Standards (Available on CD)
- Feb. 9: Using the Lower Limb Medical Policy to Your Advantage (Available on CD)
- March 9: Enhance Your Claims Success, Two Letters at a Time (Available on CD)
- April 13: Improving Clinical Documentation (Available on CD)
- May 11: Which Box to Check? The Negative Effect of the 855S on Reimbursement (Available on CD)
- June 8: Preventing Audit Disasters (Available on CD)
- July 13: Don't Rile the OSHA Police (Available on CD)
- August 10: How to Get Paid for Miscellaneous and Repair Codes

August 14: Don't Run Afoul of the KO Rules

- 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 Stephen Custer at scuster@AOPAnet.org (571) 431-0876.

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O&P INSIDER'S TRACK

The Only Up-to-the Minute O&P Newsline

People in the News

[Shore Prosthetics & Orthotics LLC](#), in Annapolis, Maryland announced that **Paul Goszkowski** became certified as a prosthetist through BOC.

[Hanger Prosthetics and Orthotics](#) announced the hiring of new employees:

- **Eric Forster, CP, BOC** joined its patient care facility in Butler, Pennsylvania;
- **Leslie "Ronn" Bell, CO** was hired as Practice Manager of its W. Monroe, Louisiana patient care facility;
- **Seamus Lawler, CP** joined its Torrance, California patient care facility;
- **Kate Horner, CO** joined its Michigan City, Indiana patient care facility;
- **Bradley Intres, CPO, CPed** was hired as Practice Manager in its Englewood, Colorado patient care facility;
- **Virginia Farney, CPed** joined its Springdale, Arkansas patient care facilities;
- **Greg Zschaschel, CPO** was hired as Practice Manager in its Los Angeles, California patient care facility;
- **Jillian Elwart, CP** joined its Little Rock, Arkansas patient care facility; and
- **Daniel Savloff, CPed** joined its Philadelphia, Pennsylvania patient care facility.

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Businesses in the News

The [Amputee Coalition's](#) Paddy Rossbach Youth Camp began this year with a record 101 campers from 33 states. More than \$180,000 was raised by the Amputee Coalition to send the children, ages 10-17, all of whom live with limb loss or limb difference, to the camp.

Eric Bevans, BOCPO, Founder and president of [Bevans Custom Orthopedics](#) announced his company's opening as the first custom foot orthotic central lab in Moline, IL.

[OPAF](#) & The First Clinics is seeking **ART in O&P** as part of the **AOPA** National Assembly meeting in Las Vegas this September. OPAF will feature **ART in O&P** at their booth space in the exhibit hall. OPAF seeks art, photography, sculpture or mixed media, quilting, woodwork from anyone within the O & P community, patients and practitioners as well as family members. All submissions will be auctioned off to the highest bidder with the silent auction concluding at 6 pm on Wednesday, September 21. Proxy bids will be accepted. Please contact OPAF Executive Director, Robin Burton at (319) 235-4318 or rlb@opfund.org for more details or any questions or comments.

[Shore Prosthetics & Orthotics LLC](#) in Annapolis, Maryland became an accredited facility through

the BOC.

[Spellex](#) announced the release of its new 2011 edition of Spellex Perfect Prescription software bundle.

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Send Us Your News!

The next **AOPA** *in Advance* will arrive in your inbox on August 9. 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@AOPAnet.org

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