



**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.

Featured Supplier Plus Partner of the Week:

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**[AOPA Online
O&P Almanac](#)**

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O&P NEWS

Urgent: Help Make Annual Business Meeting as Efficient as Possible

AOPA has so supercharged the Orlando National Assembly program with such high-powered talent that we want to make sure our Annual Business Meeting (ABM) and Election of Officers, scheduled for 8:25 AM - 9:00 AM on Friday, October 1 operates at peak efficiency. To avoid a parliamentary problem related to establishing quorum, **AOPA** Board Members have been asked by **AOPA** President James Kaiser, CP, to solicit proxies in order to be certain that we will meet quorum. This will allow us to use both our plenary education sessions as well as our ABM optimally, sharing information and getting things accomplished without unnecessary delays or time wasted with an extended registration period immediately before we can kick off the ABM.

[Click here to choose an AOPA Board Member as your proxy vote at the AOPA National Assembly.](#)

Please download, fill-out, and fax the completed Proxy Form to **AOPA's** fax number, (571) 431-0899.

The ABM itself will be part of a larger general session program which begins at 7:00 AM, and includes a keynote speech by generation gap expert, Bruce Tulgan, a presentation on how the new healthcare law impacts O&P by former HealthSouth executive John Markus, and the first-ever award-winning presentation in the Sam E. Hamontree, CP, Business Education Award series.

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

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New Supplier Standards Effective September 27, 2010

CMS has just released the new and updated Medicare Supplier Standards in the August 27, 2010 Federal Register.

[Click here to read the notice.](#)

As a service to members, **AOPA** has read the document. The following is a preliminary summary of some of the changes that are most pertinent to O&P patient care facilities. The National Supplier Clearinghouse has not yet put the updated supplier standards list on their website, but as soon as they do, we will publish it along with any accompanying information that it provides.

- **In licensure states, a requirement that orthotists and prosthetists must be licensed and be employees of the supplier, except in states where licensure law allows for the use of contractors to provide licensed services.**
 - This prohibition only discusses requirements for "licensed professionals", leaving open the question of enforcement in non-licensure states. AOPA is working on obtaining clarification.
 - It allows for both full-time and part-time employment.
 - It does not apply to administrative staff unless they provide "licensed services."
- **A prohibition on direct solicitation of patients, including but not limited to contacts by phone, computer, email, instant messaging, and in person.** The previous prohibition only disallowed phone calls.
 - There are some exceptions that will continue to allow us to contact patients, for example if the patient has been treated by the supplier within the last 15 months or if the patient has given you permission to contact them.
 - Advertising to the general public is still allowed.
- **A requirement that the suppliers have at least 200 square feet of space, but there is an exception for state-licensed orthotic and prosthetic personnel in private practice.** We are pursuing more information regarding facilities in non-licensure states.

- **A requirement that offices be staffed and accessible during posted hours of operation, as well as have a visible sign and posted hours.** If you are located in a building complex, the sign must be visible at the main entrance or the hours can be posted at the entrance of the supplier.
- **A requirement that each office have space for record storage, unless the records are stored in a centralized location for a multi-site facility.**
- **A prohibition on the use of cellular phones, beepers or pagers as the primary business phone. Calls may not be exclusively forwarded from the primary business phone to cell phones, beepers or pagers, and answering machines and fax machines may not be used exclusively as the primary business phone during posted business hours.**
- **A prohibition on directly contacting a patient, based upon a request from the referring physician, unless that physician has told the patient that a supplier will be contacting them.** This means that if a physician calls and asks you to see a patient, you must make sure that he has told the patient that a supplier will be contacting them, before you contact the patient. He does not have to identify which supplier will be making contact.
- **A requirement that ordering and referring documentation be maintained for 7 years from the date of service.**
- **A requirement prohibiting the sharing of office space with any other supplier or provider.** We are asking for further clarification to ensure that O&P is still allowed to share office space with physicians that do not have their own DMEPOS supplier numbers.
- **A requirement that suppliers be open at least 30 hours a week, with the exception of suppliers working with custom made orthotics and prosthetics.**
 - According to CMS, the exemption would not apply to pedorthists or mastectomy fitters. We are seeking clarification on facilities that provide orthotics, prosthetics and pedorthics or mastectomy products.

As we obtain clarification from CMS on these provisions, we will let you know what we find out.

Questions? Contact Kathy Dodson at kdodson@AOPAnet.org or (571) 431-0810, Joe McTernan at atjmcternan@AOPAnet.org or (571) 431-0811, or Devon Bernard at dbernard@AOPAnet.org or (571) 431-0854.

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Breaking Assembly News: A Tempting New Orlando Attraction

The **AOPA** National Assembly is *The Place To Be* for the best in business and clinical education in a wonderful resort setting. And it's also the home to great networking and social events with your colleagues - one of which just got even more exciting.

AOPA is proud to announce the Welcome to Orlando "Margaritaville Style" opening reception will now feature the music of "Glenn Leonard's Temptations Revue". Glenn was lead singer of the Temptations from 1975 - 1983 and has assembled a talented crew to celebrate the music of the era of Motown and beyond!

Glenn recorded ten albums in his time with the Temptations and his biggest hits included "Ever Ready Love," "I'm on Fire," and "Power". Enjoy these and their Motown hits, including "My Girl," "Ain't Too Proud to Beg," and "Papa Was a Rollin' Stone," as you sip your margaritas, and start planning your path though the exhibit hall and kick off the National Assembly with your colleagues.

There's still time to register for the 93rd **AOPA** National Assembly at the luxurious Rosen Shingle Creek Resort. This beautiful property features an on-site golf course, spa, fine dining as well as more casual eateries. Enjoy golf, walking and nature trails, fishing, hiking or just enjoy the beautiful surrounding. All of the famous Orlando, Fla., attractions are just a short ride away.

[Click here to register.](#)

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

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Las Vegas Coding and Billing Seminar Room Rates Lowered!

Great News! Now the upcoming Advanced Coding and Billing Seminar in Las Vegas (Oct. 14-15) is an even better deal! We've been able to renegotiate the room rate at the beautiful Mandalay Bay Resort from \$179 down to \$119, a 34% savings.

Don't miss this opportunity to enhance your coding and billing skills, network with others who have the same billing issues, and see a truly unique city, all for \$119 per night. And remember that the second and all subsequent attendees from the same company have their registration fee reduced by \$50, costing you only \$475 (for members) instead of the full price of \$575.

What You Will Learn

- Medical Policies
- Hints on better documentation
- How to create a compliance plan
- How to audit your charts

In the breakout session Practitioners will cover:

- Coding Principles
- How to code complex devices
- Coding of repairs and adjustments
- Usage of '99 codes
- Mutually exclusive codes

In the breakout session Administrators will cover:

- The 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.](#)

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

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AOPA Lobbying Team Hires Two High-Profile Experts

One of AOPA's two lobbying firms, Alston & Bird, made news last week in Washington D.C. policy circles for their acquisition of two highly talented health policy experts. [The Hill](#) newspaper reported that Kim Brandt former director of the Medicare Program Integrity Group at the Centers for Medicare and Medicaid Services, and Michael Park, a top health policy advisor to the Senate Finance Committee have jumped to the Alston & Bird team. AOPA's lead lobbyist at Alston & Bird and former head of Medicare, Tom Scully, explained that Ms. Brandt and Mr. Park are "two of the smartest and best liked policy people in healthcare today. Both are known for being excellent lawyers that work closely on a bipartisan basis with everyone in the healthcare community."

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

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Wine Tasting and Auction Receives Wine Donations in Anticipation of September 30 Event

More than 40 lots of wine have been donated to the Wine Tasting and Auction, including wine from **AOPA**-member vineyards. Don't miss this event from 6:30 - 8:00 PM on Thursday, September 30 at the **AOPA** National Assembly! Stop by the **AOPA** Assembly Booth, #413, for more information in Orlando.

[Click here for more information.](#)

[Click here to register.](#)

Questions? Contact Devon Bernard at dbernard@AOPAnet.org or (571) 431-0854. [Back to Top](#)

ABC, BOC and FAOP Approve Continuing Education Credits for the 2010 AOPA National Assembly



Registration is now open for the 93rd **AOPA** National Assembly. The **AOPA** National Assembly is *the place to be* (Sept. 29 - Oct. 2, Orlando, FL) for excellent O&P clinical and business education programming. Check out the program today-available as a supplement to the June issue of the *O&P Almanac*. Or call (571) 431-0876 for a copy.

The American Board for Certification in Orthotics, Prosthetics and Pedorthics, Inc. has approved up to 34.25 Mandatory Continuing Education Credits for the 2010 **AOPA** National Assembly. Additionally, BOC Certified Practitioners can earn over 34 Continuing Education Units at the 2010 **AOPA** Assembly. A variety of Category I and II CEUs are available for certificants to earn by attending clinical and business-related workshops, general sessions, education sessions and product preview theaters. Up to three CEUs are available to BOC Certificants who submit an Exhibit Hall form, which will be available at the Assembly and is also available on BOC's website. Additional CEUs may be awarded for completing quizzes accessible after the Assembly. Finally, the Florida Association of Orthotists and Prosthetists has determined that specific programming at the 2010 Assembly meets some education requirements that Florida O&P providers need in order to renew their state licenses.

The blockbuster programming responds to your clinical and business management needs with an array of experts whose credentials and experience will dazzle and educate you far beyond your expectations. Inspirational and motivational speakers will jump start your enthusiasm for success. Social and networking events reach new heights.

Tour the country's largest exhibit hall for the orthotic, prosthetic and pedorthic professions-which will be filled with manufacturers, distributors and suppliers showcasing every significant O, P&P component, device, item of equipment and service that is critical to maintaining a successful patient care facility.

The 2010 **AOPA** National Assembly will be held at the luxurious Rosen Shingle Creek Resort. This beautiful property features an on-site golf course, spa, fine dining as well as more casual eateries.

Enjoy golf, walking and nature trails, fish, hike or just enjoy the beautiful surrounding. All of the famous Orlando attractions are just a short ride away.

[Click here to register.](#)

The beautiful Rosen Shingle Creek Resort is located just ten minutes from the Orlando International Airport and convenient to the theme parks and major tourist attractions that Orlando is known for. Please make your hotel reservations directly with the Rosen Shingle Creek Resort by calling (866) 996-6338 - **AOPA** has contracted for a limited number of rooms at a special rate of \$199. Reserve early as the hotel will likely sell out over the dates of the **AOPA** Assembly. Learn more about this beautiful resort at www.rosenshinglecreek.com.

Questions? Contact Kelly O'Neill at koneill@AOPAnet.org or (571) 431-0852; Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835; or Tina Moran at tmoran@AOPAnet.org or (571) 431-0810.

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Registration for the 2010 Thranhardt Golf Tournament Now Open

The Fall 2010 Thranhardt Golf Tournament promises to be the best one yet! Two great causes and one great course make it not just golf but a golf experience. The Shingle Creek course, designed by David Harman, is both innovative and classic, providing a challenging and rewarding game of golf for all skill levels. The prime location, natural beauty of the course, first-class amenities and renowned commitment to customer service distinguish this course from all others in the Central Florida area.

This beautiful course is located at the site of the 2010 National Assembly, so there are no buses - just a great day of golf with your O&P friends. Individual play is \$195, foursome play \$750. Proceeds from the Thranhardt Golf classic help OPAF sustain its chief mission - enabling individuals with physical disabilities to enjoy the rewards of physical fitness and social interaction, as well as supporting **AOPA's** legislative initiatives for the orthotics, prosthetics and pedorthics profession.

Two convenient ways to register-register directly on your Assembly registration form, by simply checking "Thranhardt Golf Classic" under the special events section [or click here to register online](#).

We look forward to seeing you in Orlando!

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

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Last Chance: Register Today for AOPA's September 8 Audio Conference, "Medicare Appeals Strategies"

AOPA's next Medicare Audio Conference is "Missed Billing Opportunities Are You Billing For Everything You Can." The conference will cover the following topics:

1. Do you bill for deluxe or upgraded features
2. Are you billing for refused or returned items
3. Do you bill for evaluations
4. Are you using miscellaneous codes
5. Are you billing for repairs and adjustments

The cost is just \$99 per line for members (\$199 for nonmembers) and any number of listeners may participate on a given line. Those seeking 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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Does Your Patient Care Facility Deserve Coverage in the *O&P Almanac*?

The "Facility Spotlight" section of the *O&P Almanac* is a monthly feature in wherein **AOPA** members discuss the business and clinical techniques that distinguish and define their O&P patient care facility's uniqueness and success. The *Almanac* is currently planning features for issues in 2011 and welcomes any and all providers to volunteer their facility for coverage by the *Almanac* team.

If you would like to be considered for an upcoming "Facility Spotlight" feature, please contact the *Almanac* Editor, Josephine Rossi at rossi@strattonpublishing.com or Steven Rybicki at srybicki@AOPAnet.org or (571) 431-0835.

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Ongoing Need in Haiti for O&P Volunteers

AOPA will continue to store your information in our volunteer database and remain in contact with you about other requests for donations of time or materials as they arise. **AOPA** and the Academy are pleased to facilitate communications between organizations and potential volunteers, but we are not endorsing any specific organization and suggest that you carefully evaluate the organization with which you decide to work. The [joint Web site](#) by AAOP and **AOPA** continues to offer the opportunity for individuals and companies to make known their willingness to help sustain O&P services in Haiti through cash and equipment donations or volunteering of services.

[Click here to access the joint AAOP/AOPA Haiti Relief Site.](#)

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

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O&P RESOURCES FROM AOPA

Check Out the Redesigned 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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Buy 2010 AOPA Coding Products Today!

Don't get caught with out of date coding references. Update your **AOPA** coding products today. The 2010 **AOPA** coding products are available through the **AOPA** bookstore and may be ordered by calling (571) 431-0835.

The 2010 *Illustrated Guide*, *Quick Coder* and *Coding Pro* include all HCPCS codes that describe O&P items. In addition, the 2010 *Coding Pro* contains expanded medical policy references and the 2010 *Quick Coder* includes a new section that lists all of the current modifiers used in O&P billing.

As an added bonus, if you purchase all three **AOPA** coding products at the same time, you will receive a bundled discount of \$50 off the regular retail price of the three items as sold separately.

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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Are You Registered for AOPA's 2010 Series of Medicare Audio Conferences?

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 13: Red Flag Rules: Are You In Compliance? (Available on CD)

- February 10: Hints on Passing Your Supplier Standards Inspection (Available on CD)
- March 10: Billing for Refused/Returned Devices and Deluxe Features (Available on CD)
- April 14: Documenting for Success: Chart Notes, Prescriptions and Physicians' Records (Available on CD)
- May 12: New Rules for HIPAA: Are You Still Compliant? (Available on CD)
- June 9: When Disaster Strikes: Implementing a Contingency Plan (Available on CD)
- July 14: Medicare Appeals Strategies (Available on CD)
- August 11: Medicare's Knocking: How Good Is Your Compliance Plan? (Available on CD)
- September 8: Missed Billing Opportunities: Are You Billing Everything You Can?
- October 13: You're Going To Pay Me WHAT?...Hints on Managed Care Contracting
- November 10: The Ins and Outs of Billing in a Part A Setting: Hospital, SNF and Hospice
- December 8: 2011 New Codes and Medical Policies

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.

[Click here to register for any or all of the 2010 AOPA audio conferences.](#)

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

People in the News

The [Board of Certification/Accreditation, International](#) (BOC) announced that it has expanded, adding four new directors effective immediately. All four seats were filled as appointment and include:

- **Mark L. Parris, Pharm.D., COF**, who practices in Blue Ridge, Georgia, and has been a BOC certificant since 2003;
- **Robbin Wright, BOCP**, of Yazoo City, Mississippi, who earned certification in 2000;
- **Jeff Hedges** of R.J. Hedges & Associates, New Florence, PA; and
- **William J. Powers**, a retired military Medical Service Corps officer and a retired non-profit healthcare executive residing in Midlothian, VA. Bill is a Life Fellow of the American College of Healthcare Executives.

[Cascade Dafo](#)'s CEO **Bill Weymer** will be leaving **Cascade** in October and will become Town & Country Markets' CEO in October.

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Businesses in the News

The [Board of Certification/Accreditation, International](#) (BOC) announced that it has developed a model state licensure act, available as a Word document at <http://bit.ly/BOC-licensure-doc> and as a PDF at <http://bit.ly/BOC-licensure-pdf>. The act is also accessible through the "Advocacy" section of the BOC website, www.bocinternational.org.

The [Orthotic & Prosthetic Assistance Fund](#) (OPAF) announced the dates of its First Clinics for Fall 2010:

- September 11: First Volley Adaptive Tennis Clinic, Levittown, Pennsylvania
- September 12: McKeever's First Ride, Warwick, New York
- September 18: First Volley Adaptive Tennis Clinic, Portola Valley, California
- September 24: First Swing/Learn to Golf Clinic. Orland Park, Illinois

- October 9: First Volley Adaptive Tennis Clinic, Levittown, Pennsylvania
- October 9: First Swim Clinic, Emmitsburg, Maryland
- October 16: First Volley Adaptive Tennis Clinic, Austin, Texas
- November 21: First Volley Adaptive Tennis Clinic, Redondo Beach, California

For more information visit the [OPAF website](#).

INC. Magazine has ranked [TMC Orthopedic](#) one of the 5,000 fastest growing companies in the United States. Businesses were ranked according to their past 3-year growth.

[Touch Bionics](#) announced the availability of the i-LIMB Pulse to the United States and North America.

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Send Us Your News!

The next **AOPA in Advance** will arrive in your inbox on September 21. 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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