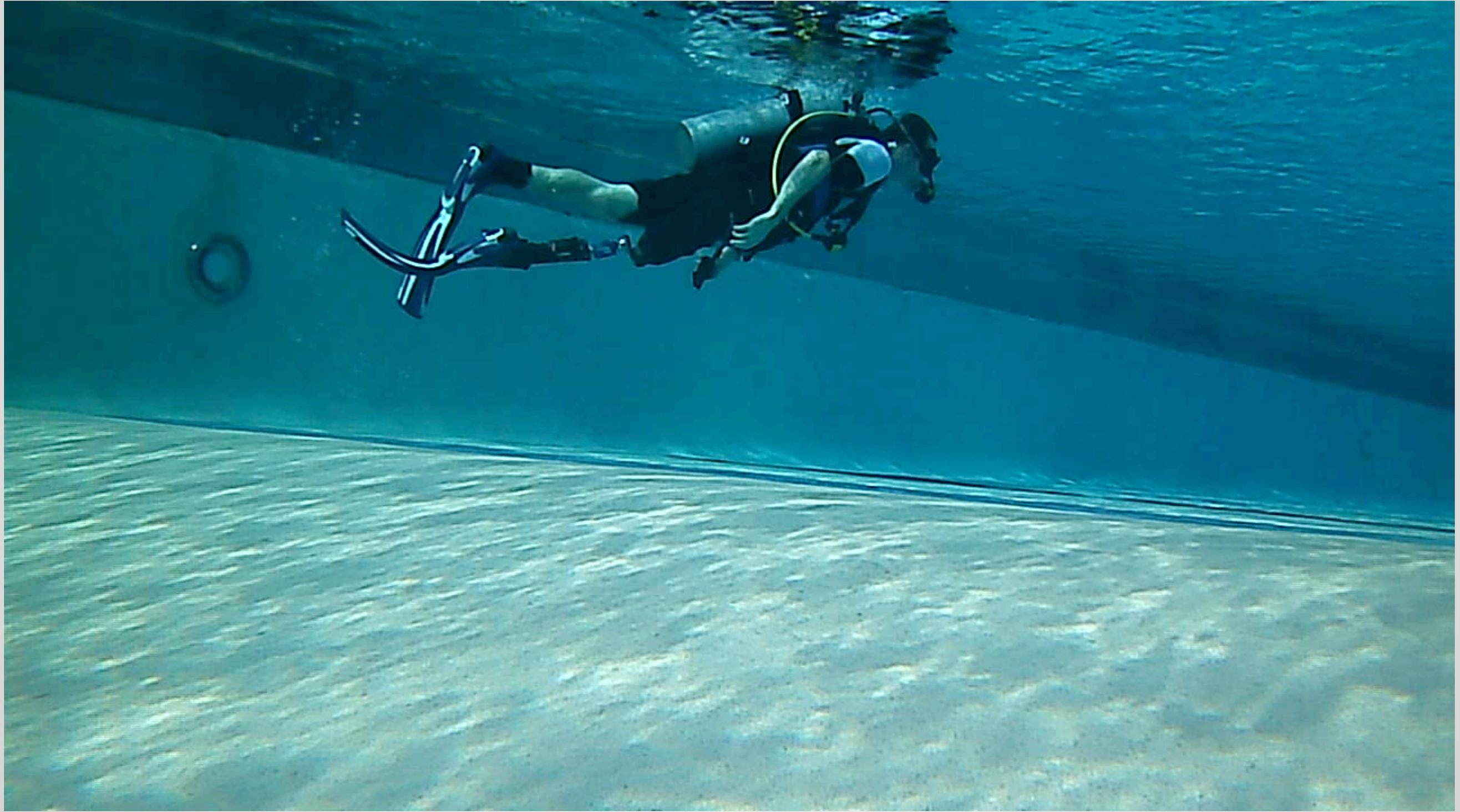


AOPA 2014

Jason T. Kahle, MSMS, CPO, FAAOP

Clinical | Research | Technology



My Story



What do you need to know (besides OP)?

- In today's environment a clinical practice manager should be well versed in:
 - referrals' needs
 - patient resources
 - outcomes measures
 - web development
 - revenue generation
 - latest evidence
 - product selection
 - community outreach programs
 - EHR
 - practice management

OP Differentiation

- **Why?** What's *your* purpose, cause, belief. Why anyone should care. You must be real; truly be your core and people must trust you.
- **How?** What makes *you* different. Do this by making your products different than your competitors.
- **What?** The Service or job. We service OP patients. This should be the last consideration in your company's message.
 - *Start With Why* -Simon Sinek

OP specific Resources Reimbursement Services

- Otto Bock Reimbursements Services
- SPS Code
- Ossur R&R
- Hanger RAC Audit
- OP Solutions

Otto Bock

SUPPORT

-  **Live Support**
Email, Phone, Hotline, our team is here to support you
-  **Coding & Billing Education by Product**
Coding justification for Ottobock products, guidelines for coding Ottobock products & billing tips, System coding for Lower Limb & Upper Limb products.
-  **Online Tools**
Suggested coding tools, Medicare advisories, PDAC letters and more!

SERVICES

-  **Audit Preparation**
Prepare your medical record to be audit ready.
-  **Documentation Review**
Confidently review your existing records & provide analysis of missing elements necessary to be compliant with Medicare.
-  **Appeal Assistance**
Work with our highly experience team to successful win your appeals.

Visit website...

CODE Program

McCoy Consulting, LLC

- One on one help
- Each case reviewed individually
- Focus on clinical information & technical writing
- Free service for SPS customers
- Resources
- Quick tip short videos
- Current case based webinars
- Molly McCoy, L/CPO
- 20 years experience in O&P
- Makes the insurance policies easy to understand & apply

CODE Program

McCoy Consulting, LLC

One on one help

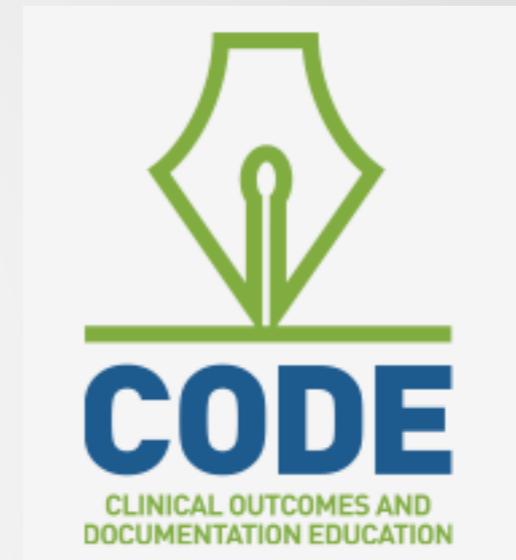
- Each case reviewed individually
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Resources

- Quick tip short videos
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Molly McCoy, L/CPO

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- Makes the insurance policies easy to understand & apply



CODE | SPS | WWW.SPSCODE.COM

OP Solutions
Clinical resources for O&P.

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The Source for O&P Reimbursement & Regulatory News & Analysis

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If you have any questions for Össur's Reimbursement Team or about Össur's Reimbursement Services, please contact us at reimbursement411@ossur.com

Latest Post

Downloads

The Basics of Billing Braces

Posted by [Linda Collins](#) | August 26, 2014

Join us for a Webinar on September 16

REGISTER NOW

Space is limited.

Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/888468441>

Join us for a free educational webinar on the coding, coverage, reimbursement and billing details related to orthotics.

Topics to include: Various coding systems in the healthcare system Resources for verifying the correct code is being used Information about modifiers and upgrade codes Review of medical coverage policies Details about documentation requirements prior to claims submission

This course is approved for 1.5 Scientific Credit by the American Board for Certification (ABC) in Orthotics & Prosthetics, Inc.

Title: The Basics of Billing Braces

Date: Tuesday, September 16, 2014

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Featured Downloads

-  [2014 OA Bracing Reimbursement Guide](#)
-  [Unity Reimbursement Guide](#)
-  [SYMBIONIC LEG Reimbursement Guide](#)
-  [2014 Rheo Knee 3 Reimbursement Guide](#)
-  [PROPRIO FOOT Reimbursement Guide](#)
-  [POWER KNEE Reimbursement Guide](#)

Quality Assurance Review

O&P Billing Practices



Prosthetics



Bracing

Other

-  [2014 OA Bracing Reimbursement Guide](#)
-  [AFO Claims Checklist](#)
-  [Custom Bracing Reimbursement Guide Jan 2014](#)
-  [Custom Ligament and OA KAFO Claims Guideline](#)
-  [DVT Billing Guideline](#)
-  [Guidelines for Ligament and OA KAFO Claims](#)
-  [Hinged Knees KAFO Claims Guideline](#)
-  [Orthotic claims documentation requirements](#)
-  [Post Op KAFO Claims Guideline](#)
-  [Spinal Orthoses Claims Checklist](#)

Quality Assurance Review \$175 per patient



With The Audit Team – an Össur strategic partner – be assured your documentation complies with payer standards AND gives you the power to attack audits with confidence.

Know that you have the required documentation to back up a prosthetic claim prior to billing with the Össur Quality Assurance Review.



We Deliver

In the review, The Audit Team conducts a personalized analysis of your documentation to determine whether it meets compliance with payer standards. Within days, you receive a written "exhibit packet" to seamlessly integrate into your prosthetic claim. If you should receive an audit on this claim, the exhibit packet is appropriate to include in your response.

Training

Össur and The Audit Team provide one general training session to ensure you understand coverage standards and that future claims are submitted consistently. However, you may attend as many scheduled sessions as you wish at no additional cost. Advanced and topic-specific training sessions are periodically offered.

Other Audit Team Services (additional fee)

- **Document Retrieval Assistance**

We contact the appropriate healthcare providers and obtain necessary medical records for filing the claim.

- **Audit Response**

We draft and submit an audit response to the auditor for a pre or post payment audit of claims approved within the Quality

Hanger

Hanger
Empowering Human Potential
empowering human potential

THE STEP-BY-STEP GUIDE TO YOUR RAC AUDIT

Hanger is dedicated to helping you navigate the RAC audit process. The less time you spend dealing with paperwork, the more time you can spend taking care of the patients who need you.

Before you begin, review your audit correspondence to determine if you're dealing with a **Complex RAC Review** or an **Automated RAC Review**.

Then follow the step-by-step guide below to walk you through the process.

RAC Review Resources

- Download The RAC Review Flow Chart
- Downloadable Documents and Forms
- Best Practices and Advice
- Checklists
- Why Is Hanger Helping?

Choose Complex or Automated RAC Review

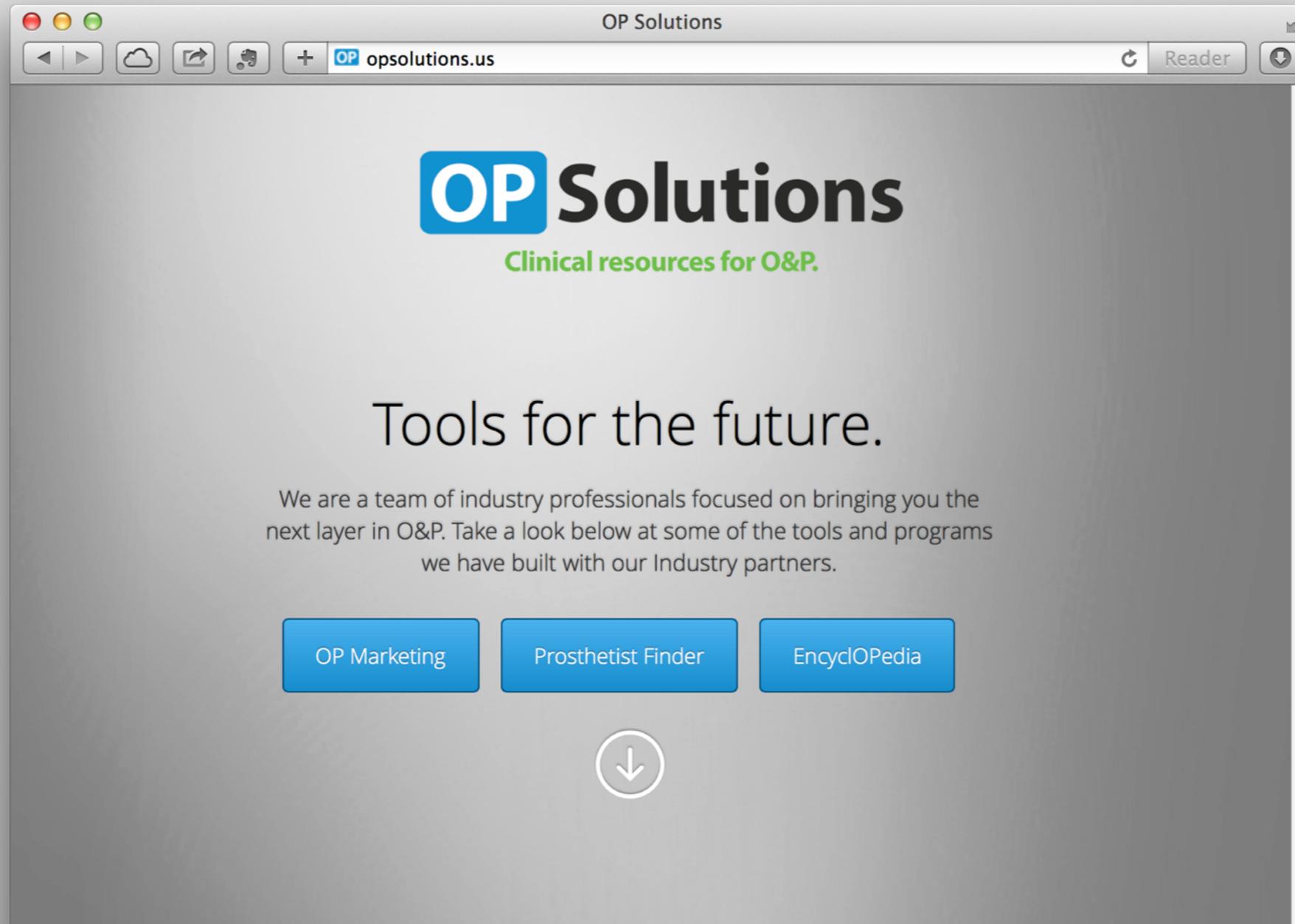
Complex RAC Review

A Complex RAC Review requests specific and additional information about the claim currently under review.

Automated RAC Review

An Automated RAC Review means Medicare has denied a claim and is recouping payment for services provided.

OP Solutions



Let's transition to other
market success ideas.

Designing in the Digital World

- Audacity to believe that the thing you're making is something that is needed and wanted
- Humility to understand as a designer it's not about you, or your company it's about the people you're designing for and how your work might help them live better lives.
- Design for your audience, not yourself

Margaret Gould Stewart, Facebook's director of product design

Branding yourself

- Simple
- Scalable
- Across medias

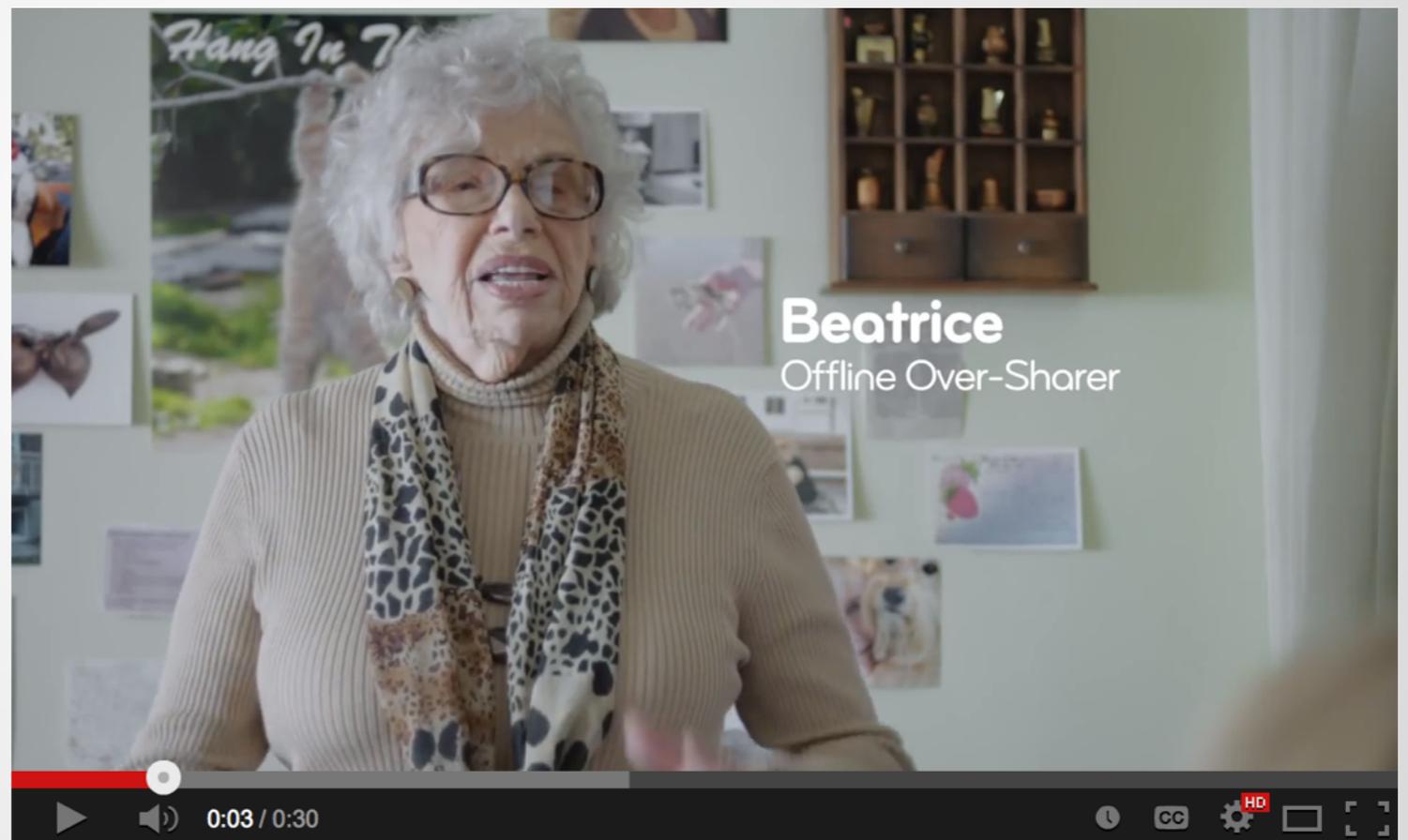
Designing in the Digital World - at scale

- Facebook “like” button
- 22 billion times a day
- 7.5 million websites
- 280 hours to re-design this button, over months
- Design at scale



Inside Sales >90%

- Content
- Website
- Infographics
- Environment

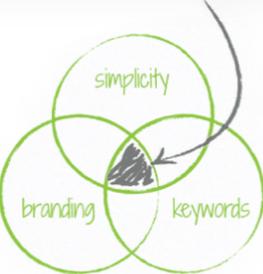


Website

- Content, content, content
- Users: MDs, PTs, OTs, Case workers, Insurance contracts...
- CMS - Content Management System
- RWD - Responsive Web Design
- SEO - Search Engine Optimization
- New delivery method and collection point

The recipe for a perfect domain:

- 1. Simplicity**
People will need to remember your domain and type it on a keyboard or touchscreen. Make it easy on them by keeping it short and simple.
- 2. Branding**
Take a shot at some domain extensions that will brand your website for a specific use. Got a lot of video? Try .TV. Got a business? Why not .BIZ? Got a non-profit? .ORG is right up your alley.
- 3. Keywords**
Keywords make it easier for people to find your site. The right combination of keywords can make a catchy and search-friendly domain.



Website Cost

Website cost calculator

Give it a try!

PROJECT QUOTE CALCULATOR

Use the sliders below to indicate your needs, then click the "Get Quote Now" button for a free, instant quote.

NUMBER OF PAGES	<input type="range"/>	1 - 10
STYLE OF DESIGN	<input type="range"/>	No design needed
COPYWRITING # OF PAGES	<input type="range"/>	None
SEO W/ PLACEMENT GUARANTEE	<input type="range"/>	None
FLASH OR MULTIMEDIA	<input type="range"/>	None
DATABASE INTEGRATION	<input type="range"/>	None
E-COMMERCE FUNCTIONALITY	<input type="range"/>	None
CMS	<input type="range"/>	None

GET YOUR QUOTE NOW

		LOW	HIGH
		\$ 0	\$ 0
		\$ 5,000	\$ 10,000
		\$ 1,000	\$ 1,500
		\$ 4,000	\$ 6,000
		\$ 2,000	\$ 4,000
		\$ 10,000	\$ 25,000
		\$ 2,000	\$ 4,000
		\$ 10,000	\$ 25,000
Total Estimated Quote		\$ 34,000	\$ 75,500

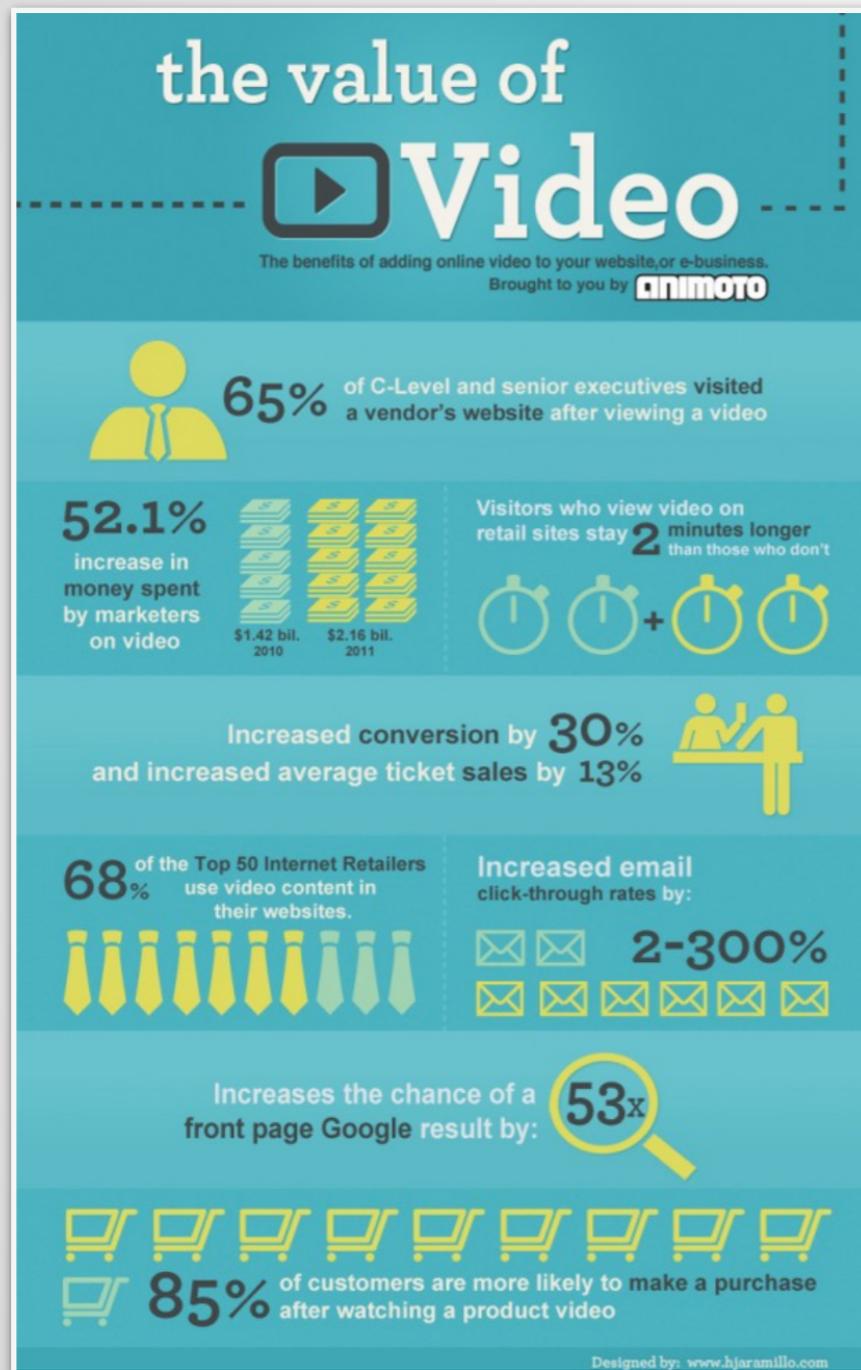
Smart Marketing

- E Mail Campaigns
 - Mail Chimp, Constant Contact
 - Remarketing - Flowers vs. Flights
- Facebook
- Twitter
- PR WEB
- Smart Brief



Videos | Photography

Start with a solid foundation and repurpose that content!



OP Solutions Client: Kenney Orthopedics

Build a Form

- [Google Form Builder](#)
- [Survey Monkey](#)
- [Wufoo](#)

Community Outreach

- Give 1,000 bucks, nice? Get involved, it paints a vivid picture
- Camp No Limits
- Amputee Coalition
- Local support groups



EHR/PM Systems

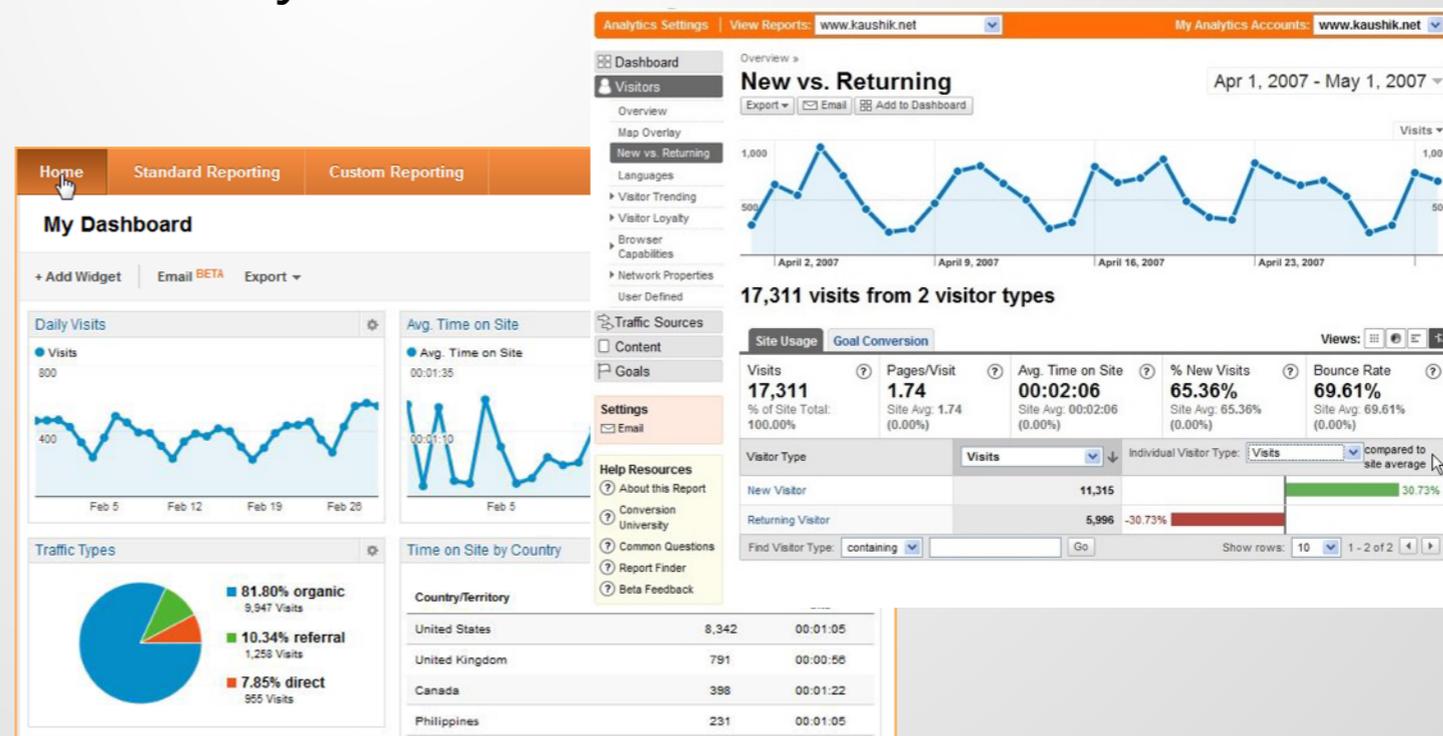
- 750 EHR Systems
- #1,2,3 Billion/year
- #25 has 200,000 clinics
- Pricing similar to O&P Specific EHRs - FREE!
- [Top 100 EHRs - Learn more](#)

Research Resources

- Google scholar
- Pubmed
- Web of Science
- Encycl**OP**edia Research Center
- Grant Opportunities

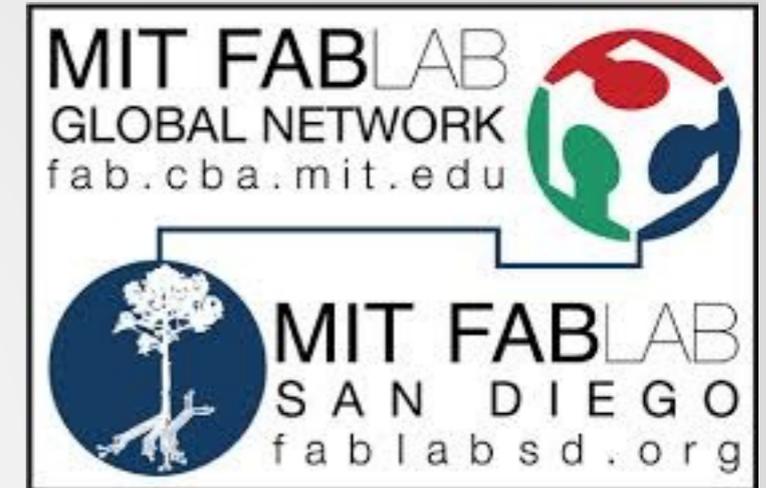
Google (enterprise)

- Search Engine >50 data points from you, changing algorithm from them
- Translator, define, measurement conversion, FAA
- 1 billion search queries daily
- Add words
- Search
- Analytics
- Shared Docs



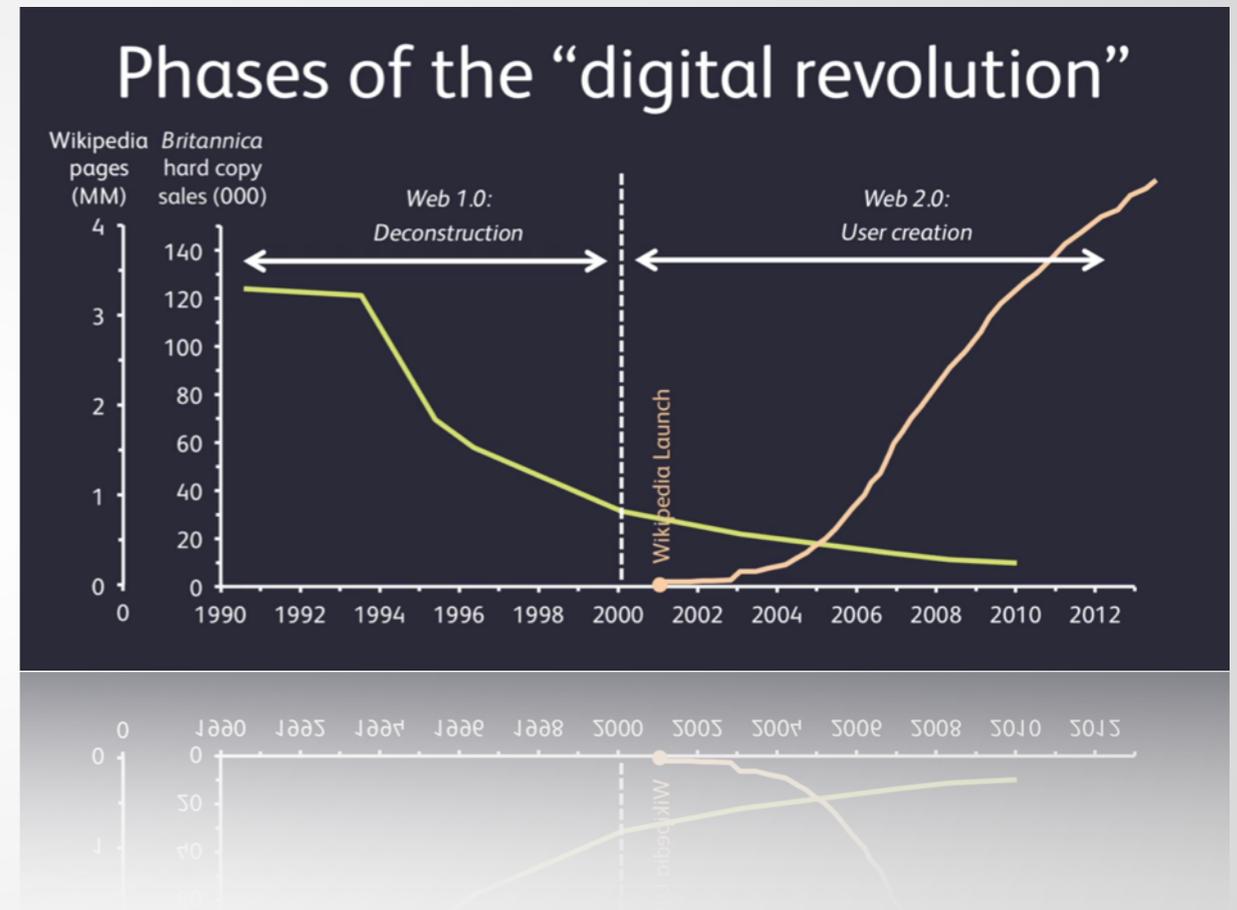
Community Collaboration

- MIT Fab Lab
 - “APP” for personal inventions,
 - 2D turns to 3D
 - Communities grow around the “why”
- Open Sources
- Open Communities



Britannica vs. Wikipedia

- Individuals are better than one big organization
- IP address can connect to any other data that has and IP address
- Not if your mindset is to compartmentalize
- Not if your not working together

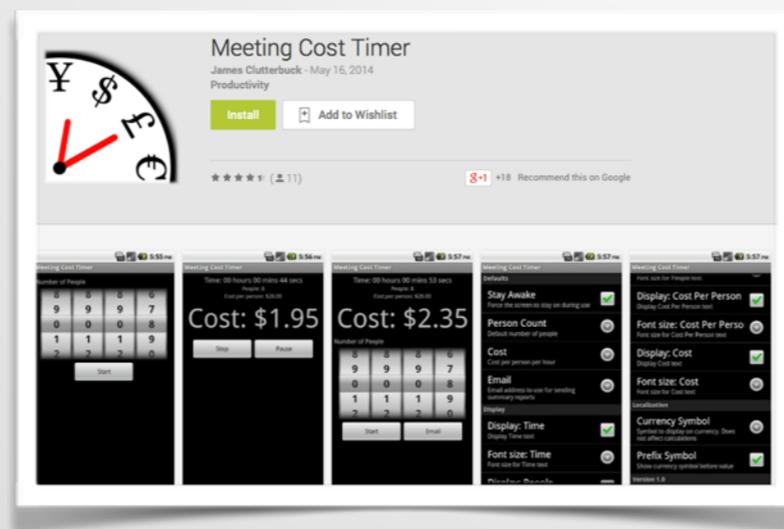


OP Solutions

- Provide a resources for OP, with a delivery method
- We have to create useful tools for OP to find us valuable
- Websites, print media, research collaborations

Time, Money, Resources.

- Choose what is most important to you.
- Your time is important, spend it once, and spend it right.
- Resources = Time (or) Money



[Meeting cost timer - Check it out!](#)



amputee
coalition™

- Amputee resource | content deep & wide website
 - Research, education, PVP
 - Research Summit
 - Insurance coverage & Reimbursement
- Primarily funded by CDC
- Unique visitors in the last year: 591,489
- Hits to their website in the last year: 1,439,435



amputee
coalition™

- How does AC handle “How to find a Prosthetist?”
- Consultants are asked how to find a prosthetist
- Peer visitation program
- Registry of clinics



- Amputee Coalition
 - Resource for *OUR* end user
 - Current registry of clinics and amputees
- OP Solutions
 - Finder and clinical tools
 - Research and Educational Background



- **Why?** Providing resources for amputees
- **How?** Non-bias, evidence-based, search tool
- **What?** Prosthetist finder



- How does an amputee currently find a prosthetist?
 - Registries
 - Internet
 - Advertising
 - Word of mouth



- Currently there are clinic + CP registries
 - ABC
 - AOPA
 - OPIE
 - BOC
- Amputees Resource?
 - Current registries are for the clinics
 - Current registries are not amputee focused



- How ***should*** an amputee find a prosthetist?
- Facts, education, non- bias neutral resource
 - Locations
 - Credentials
 - Experience
 - Languages spoken
 - and more...

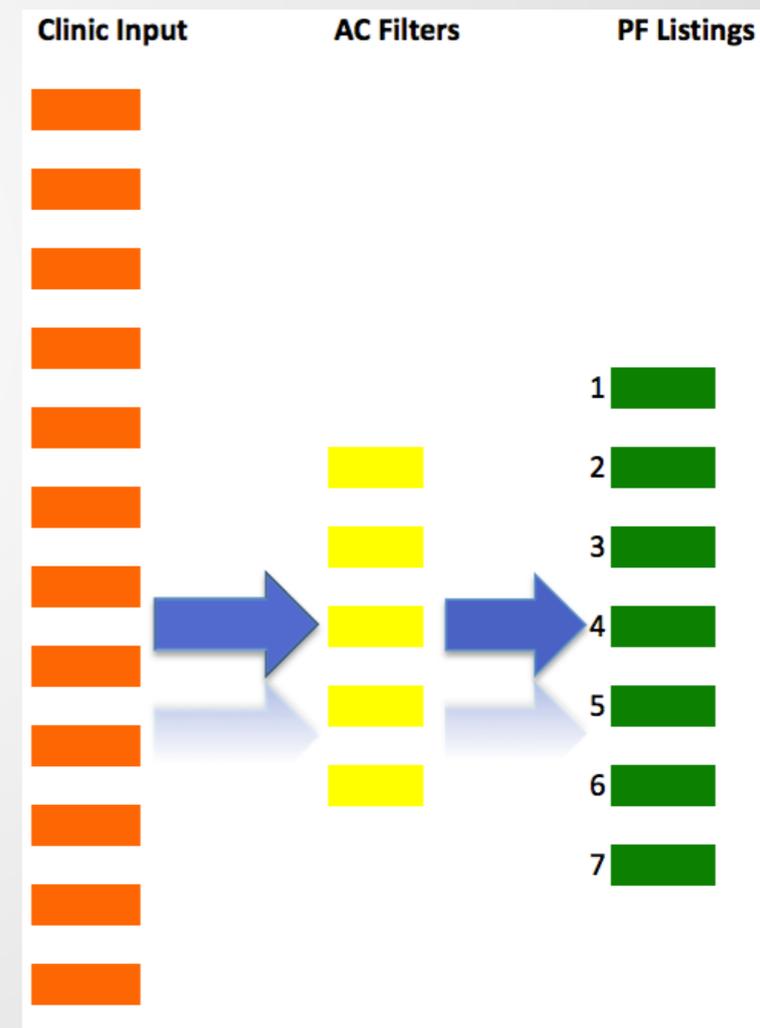


Prosthetist FINDER

- How does it work?

- Database
 - 1. Register your clinic
 - 2. Register your profile
- Amputee enters the “App”
 - Enters zip code
 - Enters queries -based on AC’s decision
- Result = User Success!

Travelocity *NOT* Angie’s List





- How is this beneficial to the amputee?
 - Pure agenda
 - Neutral necessary resource
 - Education
 - Allows the **user** to decide, what is important



Prosthetist FINDER

- How is this beneficial to the clinic and prosthetist?

- Neutral Resource
- Fact based, your facts
 - Credential
 - Experience
 - Languages spoken
 - Certifications



- Equal playing field



- What OPS + AC are going to do with the information?
 - Build a better tool
 - Promotion, Advertising
 - Research, Grants





- You can be **for**, or you can be **against** something.
- The Prosthetist Finder is a resource **for** amputees...

Conclusion

- Thanks to the AOPA selection committee for choosing this presentation as a Hamontree finalists

**Download this presentation right now at:
www.OPsolutions.us**