President’s Message

ROLLER COASTER CONTINUED

Hey Mister, I am on this roller coaster and I can’t get off.

Well, I never thought I would be writing this message for our October issue. However, as you all know, things happen.

Once again, my heart goes out to each of you. My thoughts and prayers are with you and your recovery. We have all been touched again by nature. Whether it was Hurricane Gustav, Ike, the tornados across central Louisiana or the Ike related rains in north Louisiana, we all have been affected in some way. Again, I have been able to witness your strength as you recover. You all are such special people and your continued strength and action for others testifies to the reason why you chose physical therapy as a profession.

Believe it or not, LPTA goes on and remains strong. Even before electrical power was restored in Baton Rouge, Bland was at the Holiday Inn Select, in person, working to reschedule our meeting. Yes, he was successful and our Fall Meeting is rescheduled for October 31 – November 2, 2008. Even greater, our speakers were able to adjust their schedules to accommodate us. What a blessing and we need to give our LPTA Staff a special Thank You for all their immediate and fruitful work.

Contrary to my last message, as you know, we now have a slate of candidates for our elections. These elections will take place at the Fall Meeting and how thankful I am to have some new leaders step up. I hope their willingness to serve will continue to strengthen and stimulate you to seek positions in LPTA. Our organization is wonderful and I know you want to keep it going.

APTA continues to work on our behalf. The United Healthcare / Optima situation has improved slightly. Relating to other reimbursement issues, progress is noted but slow. As you know, the Governmental Affairs Department was instrumental in the extension of the exception process and eliminating the Medicare cap for another year. APTA was also successful in lobbying for the exclusion of Physical Therapist under the new DME regulations. We have also been included as a professional qualified to make wheelchair recommendations. APTA continues to be on offense and defense in Congress. Work continues on Referral for Profit, which unfortunately has raised its ugly head in Louisiana, again. The Branding Initiative is ongoing and the comment period has ended. Information is being presented and APTA continues to work and implement the new Strategic Thinking Process. The task is large but the APTA Board of Directors and Staff will conquer.

(Continued on page 3)
2008 BOARD OF DIRECTORS

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www.lpta.org

LPTA MEMBERSHIP UPDATE
Please continue to encourage your fellow PTs, PTAs and students to join or renew their APTA/LPTA membership!

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<th>Current</th>
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UPCOMING EVENTS
Mark Your Calendar NOW!

2008

October 17-19
National Student Conclave
San Jose, CA

October 31– November 2
2008 Fall Meeting
Holiday Inn Select
Baton Rouge, LA

2009

January 24-25
Board of Director’s Retreat
Woodworth, LA

March 20-22
2009 Spring Meeting
Lafayette Hilton
Lafayette, LA
If you read the recent newsletter from the Louisiana State Board of Physical Therapy Examiners, you saw that the Board has new members. We are pleased, at LPTA, that these appointments have been made. These new members were in office in time to work during the recent Legislative Session. We hope to continue to work with the Board and we appreciate their willingness to work with LPTA, who represents one third of the Physical Therapist, Physical Therapist Assistants and PT / PTA Students in the state. We hope to work with the Board this fall on legislation they intend to present next session. After this past session, I think the Board has a better understanding of LPTA’s concerns relating to legislation and how heated legislative debate in Baton Rouge can get. Also, by starting the process early we will have time to review the proposed legislation, prepare our Governmental Affairs Committee and Lobbyist as well as educate our members. We did receive the Board’s Bill last spring but received it only two weeks before the Session started. We did not have adequate time to prepare and this required our Lobbyist and Governmental Affairs Team to spend extended time and energy that can be avoided by an early start before next session.

Again, it has been a pleasure to serve as your President over the past 6 years. We have experienced so much during our highs and lows. You have been terrific and always chose the high road as your path. I will never forget that as we continue to serve in this great profession called Physical Therapy.

David

(Continued from page 1)

State Governmental Affairs Update

I recently attended the APTA State Policy and Payment Forum in Philadelphia. The meeting was attended by state governmental affairs chairpersons and others interested PT’s from all 50 states. The meetings were exciting and informative and really brought to light that all of the individual states have many of the same issues facing our profession. We are all still striving for many of the goals outlined in the APTA’s vision 2020. We all want to have direct access without restrictions. We are all looking forward to a day when we can have stronger restrictions on POPTS and referral for profit. We all have the same payment issues and are striving to make gains and prevent cuts in reimbursement. Probably the biggest concern other than referral for profit situations today is infringement issues. Many are facing continued pressure from the athletic trainers as we are in our state. Please stay active and aware of each of these issues as they can have a huge impact on how you treat, who you treat, and how much you will get in return. At our meeting two legislators in the state of Pennsylvania told us the importance of staying in contact with your local, state and federal legislators. They told us how letters and phone calls on issues really impact their decisions. When issues arise in our state legislative sessions (and they will), please be ready to contact your state representative or senator and have your voice be heard.

Kevin M. Garrigan PT
Governmental Affairs Chair
PHYSICAL THERAPY PROVIDER NETWORK (PTPN)
INVITES NEW MEMBER APPLICATION AND
LAUNCHES NEW CASH PAYING PROGRAMS FOR MEMBERS

Physical Therapy Provider Network, Inc. (PTPN), the oldest and largest rehabilitation network in the United States for private practice therapists, has been in operation for the past fifteen years in Louisiana and the past eleven years in Mississippi. PTPN is presently made up of physical, occupational, and speech therapists in independent practice and its members include nearly 100 clinics geographically distributed throughout the states of Louisiana and Mississippi.

It is PTPN's mission to maximize the independent therapist's clinically effective and profitable participation in healthcare. Members meet strict credentialing criteria and adhere to PTPN's quality assurance and outcomes programs to ensure appropriate and efficient care.

PTPN member clinics gain quantifiable value from their PTPN Membership. The greatest value they report is access to more patients and more revenue through PTPN's contracts with payers. In addition, PTPN members save money through PTPN's handling of contracting and credentialing functions and through negotiated discounts on brand name supplies and services – from liability insurance to gym equipment. The PTPN network of providers is marketed to payers on the local, statewide, and national levels in order to give our members the broadest base of business possible.

In addition, PTPN is an active member of LABI (Louisiana Association of Business and Industry), LAHP (Louisiana Association of Health Plans), LBGH/LHCA (Louisiana Business Group on Health/Louisiana Healthcare Alliance), and LASIE (Louisiana Association of Self Insured Employers). Our role in these organizations allows private practitioners to collectively have their voice heard as one.

PTPN has recently launched its newest initiative - a cash pay program under our new national consumer brand “Physiquality” exclusive to PTPN clinics - to counteract the downward pressures on insurance reimbursement by capturing a share of the cash-paying consumer market. Our goal is to boost business, expand practices, and generate new streams of revenue for our member clinics.

PTPN is a different type of rehab network, one that stands above the others in today's turbulent marketplace – a network of independent therapists that payers and patients rely on for integrity, stability, and quality. Founded in 1985 in California, PTPN has expanded its services to include 23 states nationally. PTPN has been named the country's largest specialty PPO in both 1994 and 1995 as reported by the American Associate of Preferred Provider Organizations (Washington, D.C.). It was awarded the 1996 PPS (Private Practice Section) Practice Award from the American Physical Therapy Association. This award is given for innovative operation for a specific project that promotes a positive image of private practice therapy in the community.

We welcome and encourage you to become a PTPN member. PTPN is located at 4521 Jamestown Avenue, Suite 1, Baton Rouge, LA 70808. Any interested therapist should contact Executive Director, Kim Bueche Hardman, at 225-927-6888 or kbueche@ptpnla.brcoxmail.com for details. Visit our website at www.ptpn.com/LA_MS

Especially for New Professionals

Entering the workplace after graduation can be intimidating, but the APTA can help make this transition easier.

On the APTA homepage you’ll find a link entitled “New Professionals”, which provides much needed information to help those practicing for the first 5 years with their career success. There you’ll find special events and resources available either online or in print throughout the year.

Look for Perspectives Magazine online, and at CSM this coming February in fabulous Las Vegas there will be a Build Your Career event. Experienced physical therapists from a variety of backgrounds will be on hand to discuss career paths in each of the APTA’s 18 special-interest sections.

And of course your LPTA is here for you, too! Feel free to contact the LPTA office or any of the Board of Director or committee members if you have any questions, concerns, ideas, or if you just want to make a new friend! Your input and ideas are enthusiastically welcomed and invited! Several of the LPTA committees are looking for volunteers to give a little of their time towards maintaining our chapter as one of the best in the APTA. Why not get involved? We can learn from each other!
REIMBURSEMENT COMMITTEE UPDATE

Dear members,

My name is Jeremy Stillwell and I practice in Lake Charles, LA. I agreed in July to assume the position of Chairman of the LPTA’s Reimbursement Committee. Responsibilities of the chairman include: 1) being a reimbursement resource for you, 2) providing you with information and news regarding reimbursement nationally and locally, 3) acting as a chapter liaison to payors re: education about Physical Therapy, advocating on your behalf, and serving as a resource for them, 4) and interfacing with patients, employers, and the APTA.

On your behalf, I attended the APTA’s Reimbursement Chair Meeting, which took place the Saturday before the APTA’s State Policy and Payment Forum. It was an exciting experience that introduced me to current reimbursement issues, from Medicare/Medicaid, CPT changes, and the Office of Inspector General’s efforts to combat fraud and abuse.

The highlights of the meeting and the information most important to share with you are as follows:

- Medicare has contracted with a company (RTI), which will conduct a study over the next 3-5 years with the purpose of developing an alternative payment system to the outpatient therapy cap. RTI will “identify, collect, and analyze therapy-related information tied to beneficiary need and the effectiveness of outpatient therapy services.” You can learn more at http://optherapy.rti.org. This may have implications for the future of Medicare reimbursement.
- Recovery Audit Contractors (RAC): These were established in the Medicare Modernization Act in 2003 and initiated in CA, FL, and NY. Center for Medicare and Medicaid Services (CMS) announced in 2007 that the RAC program in those 3 states identified $371.5 million in improper payments. The Louisiana RAC will begin on or about August 1, 2009. The key note from the conference was to APPEAL any denials, since the RAC did not identify improper payments correctly and a high percentage of successful appeals are occurring.
- Medicare Administrative Contractors (MACs): These take the place of Medicare Intermediaries for each state. Section 911 of the Medicare Modernization Act created the MACs and should be fully implemented by 2011. It divided the country into 4 DME regions, 4 Home Health/Hospice regions, and 15 Part A/B regions. All DME MACs are operational, the Home Health/Hospice MACs are to be determined, and 8 of the 15 Part A/B MACs are operational. Louisiana is in MAC 7, awarded to Pinnacle in June of 2008, and includes Mississippi and Arkansas. The start of this MAC may require you to update enrollment information and may impact how Physical Therapy is covered. Medicare allows the MAC to create new Local Coverage Determinations (LCDs), which may or may not integrate the individual LCDs of each state. You may stay up to date at www.apta.org/medicare (go to the “Coverage Issues” subsection) or http://www.cms.hhs.gov/MedicareContractingReform/01Overview.asp#TopOfPage
- CPT 2009: CMS is considering adding a Canalith Repositioning code, which may fall under the Neurology codes (95000) or the Physical Medicine codes (97000)
- Reimbursement Forum: Several states have held reimbursement forums with payor sources and case managers. Those that have held meetings reported having success, with an average of about 14 attendees. It was stated that attendees provided positive feedback and a desire to attend future forums with some of their colleagues. All Reimbursement Chairs indicated that this has helped them to establish a relationship with payors, some of whom did not know what Physical Therapy is. The LPTA has had plans to host a forum, which will be a necessary step toward the future of protecting our profession. Stay tuned!

Please be aware that I am available to assist you with reimbursement questions. I will try to address your question(s) with the assistance of the Reimbursement Committee members and provide you with guidance and necessary resources to assist you in formulating your own answer to the question. Please direct any questions to js@suddenlinkmail.com or call me at 337-217-0997.

I look forward to working with you and assisting LPTA in developing necessary dialogue with payors, patients, employers and the APTA. In the coming days I will be contacting past members of the Reimbursement Committee. If you would like to help your colleagues, the LPTA, and put your talents to good use in protecting the financial future of your chosen profession as a committee member, please contact me or Elizabeth Thornton at office@lpta.org or by calling the LPTA office at 225-922-4614.
Rehabilitation Career Opportunities

Ochsner Health System is a multi-specialty, healthcare delivery system dedicated to patient care, research and education in southeastern Louisiana. With seven hospitals, 25 regional health centers and three fitness centers, Ochsner offers a wide array of employment opportunities with potential for long-term advancement.

Physical Therapist | LPTA | PT Tech | Occupational Therapist
COTA | Athletic Trainer | Speech Therapist

Opportunities are available in Inpatient Rehab, Outpatient Rehab, Sports Medicine, Home Health, SNF, Acute, Wound Care, and Stroke Specialty.

To apply online, please visit www.ochsner.org/employment.

For more information on full-time and part-time positions, please contact Human Resources Employment Services at 504-842-3650 or email humanresources@ochsner.org.

Ochsner is proud to have been named the “Best Place to Work in New Orleans” in 2005 and 2009 by CityBusiness. Ochsner is an Equal Opportunity Employer.

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Consulting Services Available

Having a hard time getting your practice running efficiently? Need to fine tune your business operations? Or would you like to share your secrets to success with others in our profession?

APTA’s Consulting Services might just be what you’re looking for! Check out the APTA website for more information under the “Membership and Leadership” tab on the homepage.

PTA Meeting at the Fall meeting has been cancelled!

Publicity Simplicity

You Can Be Me

The APTA has come up with another tool to aid in recruitment of PT and PTA students, and to enhance your presentations at community events to show just how beneficial physical therapy treatments are.

“You Can Be Me” is a video that features several PT and PTA members, and also includes an interview with a physical therapy student. Each member is shown treating patients in their actual work settings while they give their ideas and opinions on physical therapy.

This video is only 11 minutes long and really drives the message home about just how diverse our profession is. If you have not seen or heard about this video you really should check it out on the APTA website. Just click on the “Tools and Resources” link. The DVD is available through the website for only $10 for APTA members.

Kinta Mader LeBlanc, PT, MPT
New Orleans District

A New Orleans District Meeting was hosted Tuesday, August 26, 2008 by the LSUHSC, Dept of Physical Therapy. Many changes have occurred in the program over the past year, including the addition of several new faculty members and changing to the entry-level DPT degree. The program has a strongly case-based curriculum. Penny Kroll, PT, PhD, Dept Head and faculty members Jane Eason, PT, PhD, Kirk Nelson, MPT and Ha Hoang, PT, MHS, ACCE gave presentations, including feedback to clinicians as to expectations for their students at different levels. The presentations were very informative. All faculty members were introduced.

Plans for celebrating National Physical Therapy Month in October were announced. The New Orleans District will participate again this year in the American Cancer Society’s Making Strides for Breast Cancer Walk, October 11. All PTs and PTAs in the state are encouraged to join us for the walk and/or to donate! Contact Amelia Leonardi at aleona@dcc.edu or 504-671-6239 for more information.

Many thanks to the New Orleans LSU PT Program for hosting the meeting. It was a huge success with almost 70 people in attendance! Thanks also to Ronnie & Kim Schaefer of D Dynamedics for their donation of dessert and drinks.

Amelia Leonardi, District Chair

OCTOBER IS P.T. MONTH

Let us know how you celebrated by sending in your pictures and/or info for the Bayou Bulletin to office@lpta.org
We would love to hear from you!

DON’T FORGET TO RENEW YOUR LICENSE!

You can contact the Louisiana State Board of Physical Therapy Examiners at (337) 262-1043 if you have any questions.
The PT PAC is the way we as physical therapists in Louisiana get our voices heard in the State Legislature. The PT PAC is an important component in the political arena and we must act now to build up our PAC to compete with other professional PACs in Louisiana.

Please consider donating to the PAC today. (See donation form below) The PT PAC accepts checks or credit card contributions. You can pay all at once or have an automatic monthly contribution charged to your credit card.

THE FUTURE OF YOUR PROFESSION DEPENDS ON YOUR INVOLVEMENT!

PT PAC Contribution Form

Yes, I want to contribute to the PT PAC to help with physical therapy legislative efforts.

Name: ____________________________________________

Address: __________________________________________

City: __________________________ State: _____ Zip: __________

Work phone: __________________________ Fax: __________________________

Home phone: __________________________ Email: __________________________

I enclose my contribution of:

☐ $25.00  ☐ $ 50.00  ☐ $100.00  ☐ $250.00  ☐ $500.00  ☐ Other $___________

or bill me $___________ per month until further notice.

Please make check payable to PT PAC and mail to: PT PAC, 8550 United Plaza Blvd., Suite 1001, Baton Rouge, LA 70809

OR

Please charge my: (circle one) American Express Discover MasterCard Visa

☐ $25.00  ☐ $ 50.00  ☐ $100.00  ☐ $250.00  ☐ $500.00  ☐ Other $___________

or charge my credit card $___________ per month until further notice.

Card Number: __________________________ Expiration date: __________

Printed name on card: __________________________

Signature: __________________________

Credit Card billing address: __________________________
By Kinta Mader LeBlanc, PT, MPT

The current Department Head of Louisiana State University Health Sciences Center (LSUHSC) School of Allied Health Professions (SAHP) Department of Physical Therapy in New Orleans, Dr. Penny Kroll, is new to Louisiana. Well, not really. Penny may be the new department head, but she is no stranger to Louisiana. Dr. Kroll has her roots here being raised on Forked Island, and having graduated from LSUHSC (LSUMC at the time) SAHP in New Orleans with a BS in Physical Therapy in 1975.

She is also no stranger to many other places. She left the Big Easy after completing her undergraduate physical therapy studies to take on the Big Apple. She carved a niche for herself at New York University (NYU) as she continued her studies achieving her MA in Kinesiology of the Disabled, and her PhD in Clinical Research. New York City (NYC) was home to Penny from 1975 to 1991, during which time she served as 1st Lieutenant for the United States Public Health Service. Once she left the service she held many staff and supervisory positions in orthopedic settings, and eventually held the position of the Director of Rehabilitation at the Hospital for Joint Disease. She also found time to serve on the faculty of many academic institutions in the NYC area.

Then in 1991 she settled back down south in the warmer climate of Miami, Florida and served on the faculty of the University of Miami. After 12 years, she left sunny South Beach to head back north to assume the positions of Chair and Associate Professor at Thomas Jefferson University in Philadelphia.

Lucky for us in June of 2007 this Louisiana girl made her way back home to the good food and the great football! She returned to where she started, currently serving as Department Head and Professor at LSUHSC SAHP Department of Physical Therapy in New Orleans. Her homecoming is very timely since she will have the pleasure of being a part of the first class of Doctorate of Physical Therapy students this coming May.

Her illustrious career thus far has also included numerous research projects, publications, manuscript reviews, academic institution advisory committee duties, and lectures. Considering the diversity of settings in which Dr. Kroll has worked in her career, her clinical focus has been inpatient and outpatient orthopedics and her instructional focus has been the movement sciences, (specifically kinesiology and biomechanics).

Penny married a fellow physical therapist who was in the class above hers. Michael must have been a pretty great guy as he had to tolerate LPTA’s own David Qualls as one of his classmates. (Love you, Dave!) At NYU he went onto obtain his master’s degree in physical therapy, and was at the dissertation phase of his PhD just prior to his death from cancer in 1990.

The union of these two highly intellectual individuals produced yet another highly intellectual individual in their daughter, Erin. She graduated from the University of Florida with two degrees; in Mathematics and Linguistics. Penny is proud to point out that Erin had a “knock-out GPA”, and is currently working towards her MBA at Temple University. As fate would have it, she is employed in Philadelphia at Thomas Jefferson University Hospital, Penny’s last stop before coming home to Louisiana.

Since back here in Louisiana, Penny moved into the Warehouse District in New Orleans with her sweet Sharpei, Allie. She and Allie love taking walks, which sometimes can be quite exciting. Just ask Penny how she managed to break both wrists this past Spring in a leash “incident”. Not to worry because her rehabilitation has progressed very nicely. She’s back to enjoying the great food in New Orleans, Zydeco music and dancing, and sharing good times entertaining her friends. She’s even been able to spend time with her family in Vermillion Parish and Michael’s family in Baton Rouge.

We’re delighted to have Penny back home! She is a huge asset to LSUHSC, LPTA and our profession! “Welcome home, Penny!”
REGISTRATION FORM
LTPA 2008 Fall Meeting
October 31 – November 2, 2008

Name: __________________________
Spouse/Guest’s Badge Name (if applicable): ________________
Company: __________________________
Business Address: __________________________
Street __________________________
City State Zip __________________________
Business Phone: __________________________
Email Address: __________________________
Home Address: __________________________
Street __________________________
City State Zip __________________________
Home Phone: __________________________
(Circle appropriate one)
Licensure: PT PTA PT Student PTA Student
Membership: APTA/LPTA Member Non-member
Please mark the course you will attend: (Circle one)
Manual Lymphatic Mobilization... The Janda Approach...

REGISTRATION FEES:
PT Member $340
PT Non-Member $415
APTA Life Member $85
PT Assistant Member $340
PT Assistant Non-member $415
Student Member $85
Student Non-member $115
Spouse/Guest* $45
* includes social events and exhibits
Luncheon Ticket Only (for non-registrants) $25
Saturday Only (PT and PTA members) $210
Exhibits Only Pass-Member $20
Exhibits Only Pass-Nonmember $45

Total Amount Enclosed: $________________

**$10 will be added for on-site registrations.

Credit Card: (Circle one) Amex Discover MasterCard Visa
Card Number: __________________________
Expiration Date: __________________________

Cardholder’s Name (Please print): __________________________
Signature: __________________________

Credit card registrations may be faxed in or mail registration form with check payable to LPTA to: Louisiana Physical Therapy Association 8550 United Plaza Blvd., Suite 1001, Baton Rouge, LA 70809 Phone: 225-922-4614 Fax: 225-408-4422 Email: office@lpta.org

Check here if you have a disability and may require an accommodation. You will be contacted to discuss your special needs.

TENTATIVE SCHEDULE OF EVENTS

Friday, October 31, 2008
9:00 am - 1:00 pm LPTA Board of Directors’ Meeting
1:00 pm REGISTRATION OPENS
1:00 pm - 5:30 pm Exhibit Setup
2:00 pm - 4:00 pm Research Presentations
4:00 pm - 5:00 pm Committee Meetings PTA Meeting
5:00 pm - 6:00 pm LPTA Business Meeting with Open Forum
6:00 pm EXHIBITS OPEN
6:00 pm - 7:30 pm WELCOME RECEPTION with Exhibitors

Saturday, November 1, 2008
7:00 am - 7:45 am Registration
EXHIBITS OPEN Continental Breakfast in Exhibit Hall
VOTING OPENS
7:45 am - 9:30 am Continuing Education Courses
9:30 am - 10:30 am Exhibit Break
10:30 am VOTING CLOSES
10:30 am - 11:45 am Continuing Education Courses
11:45 am - 1:45 pm LPTA BUSINESS MEETING with Lunch
1:45 pm - 3:00 pm Continuing Education Courses
3:00 pm - 3:45 pm Exhibit Break
3:45 pm - 5:45 pm Continuing Education Courses

Sunday, November 2, 2008
7:30 am - 8:00 am Continental Breakfast
8:00 am - 9:45 am Continuing Education Courses
9:45 am - 10:00 am Break
10:00 am - 12:00 pm Continuing Education Courses
12:00 pm - 1:00 pm Lunch on Your Own
1:00 pm - 3:00 pm Continuing Education Courses
Outsourcing your Billing? Our team of certified billing and collections professionals focus exclusively on helping PTs and OTs improve their bottom line.

Keeping your Billing In-House? We’ve got you covered! Our state of the art servers and billing software are at your disposal 24/7, with no software or hardware to purchase. All HIPAA - compliant offsite backups, software upgrades and training for one low monthly fee!

Call us today at (877) 277-7444 for a free, no obligation practice review.