



NEWS FROM THE ARK



Arkansas Physical Therapy Association

July 1, 2010

Volume 2, Issue 2

President's Address

Summer, 2010

We are now in the midst of a hot summer and I hope everyone will have the opportunity to enjoy some of the pleasures of Arkansas while they stay cool. The APTA and the ArPTA have been very busy over the past two months and we have much more on our agenda for the rest of the summer and early fall. I would like to take this opportunity to let you know some of the things going on behind the scenes.

First of all, I would like to thank all of the persons who signed up and took the Spinal I course offered by Stanley Paris in the spring. Stanley had a marvelous time here in Arkansas and has mentioned how proud he is of all the advances Arkansas has made in our practice environment. There were no incidents concerning any of the manual therapy Stanley was teaching while here in the State and we did not expect any. He has sent several letters to others around the United States stating that the past problems in Arkansas are no longer of concern and we should be commended for all that has been accomplished. It is time for us to move forward as a profession and offer all the services we have available to all the patient/clients we interact with here in Arkansas, including all advanced manual therapy services.

The ArPTA also had our spring meeting in early May and we were hosted by St. Vincent's Infirmary Medical Center in Little Rock. The presentation of Wii and other interactive systems and how they could be used in the rehabilitative environment, presented by Judy Deutsch, was excellent and was well received by the participants. We also were honored to have our APTA Board Liaison, Mary Sinnott, visiting with us over this time. Both ladies were impressed with all Arkansas had to offer but were challenged by some amazing hail storms while they were here. They have noted in e-mails since the visit that they loved the friendliness of the Arkansans they met but want someone other than your President to drive them around town if there is another hail storm. I guess

they didn't appreciate the continued progress through their hotel while hail was pelting my car.

Bill Bandy, a past president of our ArPTA and a recent elected member of the APTA Board of Directors, was honored twice in the past year. He won the Blackburn Lifetime Service award from the Sports Section of APTA at CSM and then just was honored by receiving the Lucy Blair Outstanding Service Award of APTA at the Annual Meeting in Boston this month. Bill continues to volunteer through the Legislative Committee here in Arkansas. We are honored with all he has accomplished through his service to our State, the Sports Section, and the APTA. Congratulations to Bill!

We received some wonderful news while we were in Boston at the House of Delegates. There is a group that Medicare uses to allow them to investigate the health industry. This group is called MEDPAC. On June 10, 2010, MEDPAC came out with a report describing the rapid growth of services covered by the exception rules governing physician ownership of corollary services—such as imaging, clinical lab tests, radiation therapy, and outpatient therapy—and evidence that imaging and physical therapy services are sometimes ordered inappropriately. Some suggestions by the MEDPAC included no longer having physical therapy in the exemption process, which would mean that PT could not be owned by an MD group. We will see where this process goes from here, and we will be available for support of our members affected by these changes that may occur. The link to the publication by MEDPAC is as follows:

http://medpac.gov/documents/Jun10_EntireReport.pdf

Finally, the ArPTA would love to be where you are and we are making



ArPTA President Steve Forbush

attempts to get around the State and spend time in your region. In the near future, there will be a Running Injuries course in Conway, AR on July 30 and there is a scheduled course in NW Arkansas on August 28. Also, please put on your agenda the Fall Meeting on September 18th, 2010 where there will be great concurrent courses and a PAC function/banquet where you can watch your President get totally embarrassed by PT students from around our State. More information will be forthcoming in the near future.

We are in an active and changing time in our profession. The APTA/ArPTA membership is one (and I believe the best) way to keep up with this rapidly changing environment. We need your membership to support our processes and advocacy for the profession, our educational outreach, and our information gathering. Thank you for your continued support.

Steven W. Forbush, PT

Steven W. Forbush, PT
President, ArPTA

Committee News

Program Committee:

The program committee recently surveyed the ArPTA membership and 47 members took the time to answer. Thank you to those who took a moment to let us know what you wanted. Below are some of the major findings. Please note some questions allowed multiple responses:

70% prefer one day courses

40% prefer Saturday courses

47% stated they are not interested in weekday evening courses

26% prefer a Thursday night for a weekday evening course

62% were interested in Orthopaedic courses

34% were interested in Sports Injury courses

34% were interested in Neurology courses

30% were interested in private practice courses

54% prefer Little Rock as the location and 52% preferred Conway as the location

The type of meeting location did not appear to be a factor with 77% stating they had no preference.

During a recent meeting of the programming committee we reviewed these results and are looking at offering two simultaneous courses at our Spring and Fall meetings to give everyone choices and reach more people. One course will inevitably be orthopedic and one course will be of a different variety.

The ArPTA will also continue doing the regional courses so please keep an eye out for those as well. We will be doing courses in Jonesboro, El Dorado, Conway, Ozark, and Bentonville (or surrounding areas) for those of you who like to stay close to home. The regional courses will be local speakers and we are always eager to hear of any particular topics you would like to hear. Our plans for 2011 is to put together a couple of topics and do them in various locations.

Officers and Committee Chairs

President: Steve Forbush

Vice President: Joel Sebag

Treasurer: Stan Harris

Secretary: Debbie Crandall

Bylaws Chair: Tegan Miller

Ethics Chair: Shon Riley

Legislative Co-Chairs: Nancy Reese and Bill Bandy

Membership Co-Chairs: Ashley Mott and Becky Keith

Newsletter: Becky Sewell

Nominating Chair: Misty Booth

Practice Chair: Steve Forbush

Political Action Chair: Amy Denton

Program Chair: Leah Lowe

Public Relations Chair:

Research Chair:

Student Liaison: Shane Irgens

Executive Committee:

You may have noticed we do not currently have a public relations chair or a research chair. If you think you might be interested in serving in either of these capacities, please contact President Steve Forbush at sforbush@uca.edu or Executive Director Becky Sewell at arpta@alliancecable.net.

The Public Relations Committee shall: (1) Build the reputation, public awareness, and recognition of physical therapy to help physical therapists gain a fair degree of credit and recognition for who they are and what they do; (2) Disseminate information through statewide news media.

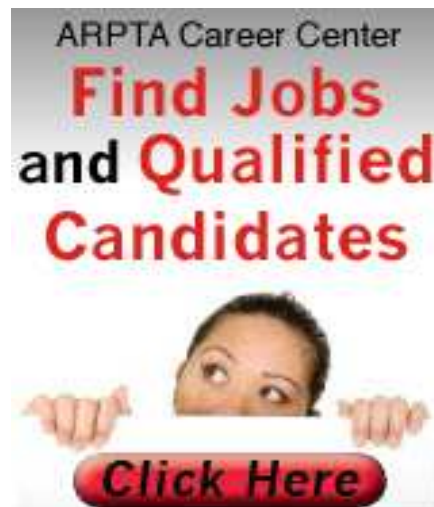
The Research Committee shall foster the development of applied research in physical therapy and facilitate information about the process, data collection, and interpretation of results applied to practice.

**ArPTA partners with Affiniscape to provide
job listings on our websites to help our
members find jobs and find employees.**

Check it out at www.arpta.org or

<http://pt.ar.associationcareernetwork.com/>

Common/HomePage.aspx



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of every CE purchase.



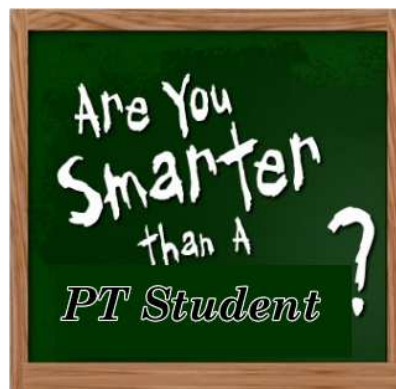
TO LEARN MORE VISIT:

DavisPTnetwork.com/ARPTA

Upcoming Events

- JULY 30 Running Analysis and Running Injuries Class for PT/PTAs at UCA 8am to 12:30pm. Course Instructor Steve Forbush, PT, PhD. (4 contact hours)
- Aug. 28 The Shoulder: Assessment and Treatment at Northwest Medical Center, Springdale, AR 8am to 5pm, (7 contact hours)
- SEPT. 18 ArPTA Fall Business Meeting at UCA PT Department in Conway from 4:30-6:00pm
- SEPT. 18 Joint Courses with Rehab Net:
Track 1 (7 contact hours)
Vestibular Rehabilitation at UCA PT Department in Conway from 7:30am to 4:30pm. Course Instructor will be Susan L. Whitney, PT, DPT, PhD, NCS, ATC, FAPTA
Track 2 (6.5 contact hours)
Clinical Prediction Rules for Orthopedic Physical Therapy at UCA PT Department in Conway from 8am to 4:30pm. Course Instructor will be Eric Wilson, PT, DSc, OCS, SCS, CSCS, FAAOMPT.
- Sept. 18 **ArPTA PAC Banquet and Are You Smarter than a PT Student?** At Hilton Garden Inn in Conway. Cost is \$35 a person and requires pre-registration though you can make payment at the door.

For More Info on Courses and Meetings visit www.arpta.org or call 501-548-6003



Check out the cream of the crop in PT and PTA students as they play Are You Smarter than a PT Student. Rob Jordan, PT, will be our emcee of the evening as ArPTA President Steve Forbush shows us if he is really smarter than our 3rd year students. PTA Students will also have a chance to play against a PTA. Come watch the fun, enjoy some food and support the ArPTA Political Action Committee.

The ArPTA is anticipating some battles this year against other health care professionals once again trying to encroach on the practice of physical therapy. Therefore our fund raising is very important to us as we prepare for battle. Please give to your PAC.

Elections Are Coming

It is time for elections once again and ballots will be mailed out later this month. It is impossible to know all the candidates so we wanted to share a little about each of them with you. Here is your slate of nominees:

Vice President (2 year term)

Jennie Gregory, PT, is a resident of Sherwood, AR. She is currently employed in administration in an acute care hospital and hospital based outpatient facility.

- Member of APTA since 1972
- Member of ArPTA since 1974
- Past ArPTA Offices Held—Secretary, Treasurer, President, Delegate, Program Chair, Legislative Chair, PAC Chair, PR Chair
- Appointed 4 terms on the AR State Board of Physical Therapy
- Onsite Visitor for CAPTE 2000-2009
- CAPTE PT Panel 2009-Present

Personal Statement from Ms. Gregory—As Health Care Reform begins to take shape and change the face of health care as we know it today, we must as a professional organization keep our ears to the ground and be proactive in order to keep our contribution to the provision of care for in the forefront. We must get our name and professional skills out there so we are recognized as Health Providers and not just Health Care providers. We also need to continue to look at the state organization and work on various ways we can be of “service” to our membership. The current administration has made some significant strides in this arena, but we still have a long way to go. Utilization of technology for meetings that perhaps could be held through webinar/conferencing to enable more people to attend virtually is something I think we should explore.

Secretary (2 year term)

Kathy Borrelli, PT is a resident of Little Rock, AR and currently works in a private practice setting specializing in orthopedics and women’s health.

- Practicing physical therapy for the last 30 years and during most of that time she has been a member of that APTA.

- Member of ArPTA for 5 years
- Volunteered with the Public Relations Committee to participate in the Arthritis Walk for 2 years
- Regularly attends the Spring and Fall ArPTA meetings
- Participates in the Legislative Process by writing and calling legislators about issues that affect the PT profession

Personal Statement from Ms. Borrelli—The ArPTA has many benefits to offer our State’s Physical Therapists. I have been volunteering for different committees and helping out when I can, but now is the time for me to take more responsibility and give back to the profession that I have enjoyed. Although changes have been made to try to stimulate membership growth, I would like to contribute to the push for greater involvement of Physical Therapists statewide in the APTA. During most of my career, I have been employed in Physical Therapist owned Private Practices and have seen other health professions try to take certain areas of our practice away from us. Keeping our profession intact from other groups is one of the issues facing the ArPTA and one I would like to support.

Delegate (2 year term)

Jennie Gregory, PT (see vice president section)

Myla Quiben, PT, is a resident of Conway, AR and works in a hospital setting in Morrilton. She has served in the past as a delegate for the ArPTA.

Nominating Committee (3 year term)

Ashley Mott Murphree, PT, resides in Jonesboro where she is a physical therapy instructor at the university. She specializes in pediatrics.

- Currently serving as ArPTA Co-Membership Committee Chair
- Currently serves on various committees for the ASU Dept.
 - Faculty Search Committee
 - Clinical Education Committee
 - Academic Progress & Remediation Committee PTA
 - PT Admissions Committee
 - PTA Admissions Committee
 - Orientations and Handbook Committee
 - Community and Alumni Relations Committee
 - PTA Curriculum Committee

- Also serves on Committees for the University
 - Credentialing of Clinical Educators Committee
 - Clinical Relations Committee
 - College Grievance Committee
 - Member of University Development, Communications, and Alumni Committee
 - Member of University Student Disciplinary Committee

Personal Statement from Ms. Murphree—I strongly feel that the ArPTA should place its focus and efforts on getting the information/knowledge to clinicians in Arkansas about the importance of membership. I feel that many area clinicians are not aware of what the ArPTA has to offer. Recently, courses have been offered in different areas of the state to “bring the course to the people.” This was a great effort to move the chapter in the right direction. I feel that continued efforts of this nature could go a long way for membership in the state of Arkansas. I feel with my position as DCE at Arkansas State University, I come into contact with the clinicians of Arkansas on a daily basis which allows me the opportunity to find qualified and eager people to fill vacant positions. Additionally, with my contacts throughout the state, I can assist in informing clinicians of what the ArPTA has to offer.

Blake McBride, PT is a resident of Mountain Home, AR. He owns his own orthopedic private outpatient clinic.

- Previous member of the ArPTA nominating committee
- APTA and ArPTA member for 19 years

Personal Statement by Mr. McBride—We should be proactive in our approach to direct access as a distinct medical provider with emphasis on fair and equitable reimbursement.

PTA Caucus Rep (1 Year term)

Kristi Neely, PTA, lives in North Little Rock and currently works in pediatric physical therapy and a pediatric hospital.

- APTA and ArPTA member for 14 years
- Currently serving as the 2010 PTA Caucus Representative

Personal Statement by Ms. Neely—I would like to bring more awareness of the importance of PTA’s in this state. I would also like to help boost the PTA ArPTA membership.

Move Forward: Physical Therapy Brings Motion to Life (APTA)

APTAvideo 17 videos Subscribe



CNN to Show APTA TV Ads Week of July 5th

APTA has launched a television advertising campaign as part of the "consumer outreach" phase of the branding initiative. Two new 15-second television ads promoting the brand will run in several markets from June through November, and a national spot will run on CNN during the week of July 5.

Networks chosen for the campaign this year include: WRGB/CBS (Albany-Schenectady-Troy, NY), WCMH/NBC (Columbus, OH), KATU/ABC and KGW/NBC (Portland, OR), and KSL/NBC (Salt Lake City, UT). These markets were chosen based on several key factors: level of direct access; media cost; geographic diversity; and ability to gain “national coverage” on a limited budget. We will be monitoring the results of these ads over the next several weeks, which will help us tailor future advertising efforts as we reach out to other markets.

A national spot will also run on CNN during the week of July 5th. While we are unable to know exact days and times, we do know the spot will run during the following shows that week:

Show Day Time

Campbell Brown	Sa 8-9p
Larry King Live	M-F 9-10p
Larry King Live	M-F 12m-1a
Anderson Cooper 360	M-F 10p-12m
Anderson Cooper 360	M-F 1-3a
Situation Room	M-F 4-7p
State Of The Union	Su 8-9p

The ads are targeted at our largest market — baby boomers with neck, back, and shoulder pain — and were designed to, again, drive them to www.moveforwardpt.com to learn more about who physical therapists are, what conditions they treat and how, and to find one in their area. APTA will be tracking the ads’ success by monitoring traffic to the consumer Web site, which will serve to help the association tailor future ad messages as it reaches out to other markets. You can view the ads (‘Paint’ and ‘Golf’) on APTA’s YouTube channel at www.youtube.com/moveforwardpt. APTA’s effort to reach consumers is a multi-faceted one, using a number of methods, both in new and traditional media, to educate and raise awareness.

We are thrilled to be running these ads and hope you’ll have an opportunity to catch one on television. Please encourage your patients and colleagues to visit the Web site and follow APTA’s consumer Twitter (www.twitter.com/moveforwardpt) and Facebook (www.facebook.com/Move4wardpt) pages.

**Arkansas Physical
Therapy Association**

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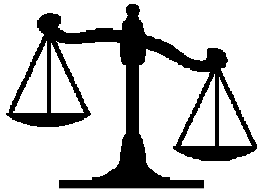
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LEGISLATIVE REPORT

This last Monday morning we all took a collective sigh of relief when we learned President Obama had signed the Senate amendment to the Preservation of Access to Care for Medicare Beneficiaries and Pension Relief Act of 2010 (HR 3962), which provides a 2.2% payment increase to health care providers, including physical therapists, who are paid under the Medicare physician fee schedule for a 6-month time frame ending on November 30. The legislation, which was passed by Senate by unanimous consent on June 18, will now be sent to the president for his signature. As the language reads, it appears that the bill will be retroactive to June 1, 2010.

Sadly that relief may not last as long as we would like. On June 25, 2010, the Centers for Medicare & Medicaid Services (CMS) issued the proposed physician fee schedule rule that would implement key provisions of the Patient Protection and Affordable Care Act of 2010 and update payment rates under the physician fee schedule for services furnished on or after January 1, 2011 (CY 2011). If this rule becomes effective, physicians, physical therapists and other health care professionals would receive a 6.1% cut to their Medicare payments starting January 1, 2011 in addition to the 21.3% reduction that has been delayed several times already this year due to the flawed Sustainable Growth Rate (SGR) formula. This reduction was replaced with a 2.2% update until November 30, 2010, when the President signed the "Preservation of Access to Care for Medicare Beneficiaries and Pension Relief Act of 2010" on Friday, June 25.

In addition to the projected reductions due to the SGR, CMS also proposes a multiple procedure payment reduction policy (MPPR) that would result in significant reductions in payment for outpatient therapy services. Specifically, CMS proposes to make full payment for the therapy service or unit with the highest practice expense value and payment of 50 percent of the practice expense component for the second and subsequent procedures or units of the service furnished during the same day for the same patient. The work and malpractice components of the therapy service payment would not be reduced. The proposed multiple procedure payment reduction policy would apply to both the services paid under the physician fee schedule (PFS) that are furnished in the office setting and those services paid at the PFS rates that are furnished by outpatient hospitals, home health agencies (Part B), skilled nursing facilities (Part B), comprehensive rehabilitation facilities, and other entities that are paid by Medicare for outpatient therapy services. It is estimated that if the multiple procedure payment reduction policy were implemented, payment for outpatient therapy services would be reduced by approximately 13% in addition to the projected SGR payment cut for CY 2011.

APTA is gravely concerned with the magnitude of these proposed reductions in payment, and believes that CMS's proposal to apply the multiple procedure payment reduction to outpatient therapy services is based on flawed presumptions and has no justification. APTA will aggressively work to stop implementation of the proposed MPPR policy and the SGR payment reductions.