



March 2009

Please post for your PT/PTA Staff

Check out the WY Physical Therapy Association Website for updated news on conferences, jobs, and more: www.wypta.org

WYPTA News

- **Congratulations to the Physical Therapists of Wyoming!** We have successfully passed our updated Practice Act Legislation! Governor Dave Freudenthal signed SF 54 into law, March 4, 2009. Changes to take effect July 1, 2009. We were successful in fights against us from physicians, chiropractors and the American Osteopathic Association. We have protected what we do and have added safeguards to the public to make sure that they are getting physical therapy services from a licensed physical therapist, added continued competence, added the terms "manual therapy," "mobilization," and "manipulation" to the definition of the practice of physical therapy and elevated PTA's to "certified" status from "registered". We were unsuccessful in changing our direct access limitations except that we can now treat 12 years and under during emergencies (injury on the field). We owe our success to our Lobbyist Wendy Lowe, State Government Affairs Committee Person Kathy Blair, our State Licensing Board members and All of the PTs who were willing to contact their legislators. Thank You!
- **We need You!**
 - Are you interested in Federal Government Affairs? WYPTA is looking for a PT who would be interested in going to Washington DC with our Federal Affairs Liaison as Key Contact. The 2009 Federal Affairs Forum in Washington DC is May 17-19, 2009. APTA will pay for lodging, WYPTA will pay for airfare. Please contact either Kelsey Kean, Federal Affairs Liaison at 307-637-4281 or Norene Christensen, President 307-413-3943.
 - **PTA's!** Are you interested in being active with the APTA? Are you interested in the House of Delegates? If so, we have an open position for the PTA Caucus Representative.

Wyoming Educational Opportunities:

If you know of a conferences or weekend courses that are being offered in your area please contact (via email) me so that I can let our membership know norenechristensen@bresnan.net. There is a one time \$35.00 fee for these listings.

- **Examination and Intervention of the Cervico-Thoracic Spine: An Evidence-Based Manual Therapy Approach**, Jake Magel, PT, Dsc, OCS, FAAOMPT. June 13-14,

2009, Jackson, Wyoming. Contact Norene Christensen at Norene@fourpinespt.com for more information.

- **Donatelli's Pathophysiology and Mechanics of the Shoulder with Lab**, Donn Dimond, PT, OCS. June 5-6, 2009 at Casper College. Contact Kenyne Schlager at 307-268-3847 or kschlager@caspercollege.edu. \$375 for APTA, AOTA members, \$425 for non-members – registration deadline May 22 This course is for Physical Therapists, Physical Therapy Assistants, Occupational Therapists, Occupational Therapy Assistants, and Athletic Trainers. This course will teach therapists the skills necessary in making a thorough evaluation of the shoulder to make a differential soft tissue diagnosis.

Wyoming Job Opportunities – Advertising?

*There is a 35.00/month charge for job listings and other advertisements in the monthly fax and website. Please mail your check to Kathy Day, WYPTA, 1347 Wisconsin, Casper, WY 82609. Continue to email your ad in a simple Word Document to norenechristensen@bresnan.net and kathyday123@msn.com.

CHECK OUT WWW.WYPTA.ORG FOR A COMPLETE LISTING

APTA NEWS

APTA Unveils New Consumer Site

As part of the official launch of APTA's new branding effort at CSM 2009, we will unveil a newly branded consumer Web site that will promote the physical therapist brand to the public. APTA asks that components act now to edit their existing links to the [apta.org](http://www.apta.org) Consumer Web site and Find a PT. All links to the Consumer Web site should point to <http://www.apta.org/consumer>. All links to Find a PT should point to <http://www.apta.org/findapt> or <http://www.findapt.us>. These direct links will dependably point users to the resources in question, now and in the future. Existing links that point to other addresses will soon be obsolete and will require users to be redirected to the most current information. You will have the opportunity to learn more about the branding initiative when APTA's Marketing and Public Relations firm, CRT/tanaka, presents the new brand to component leaders at the Component Leadership Meeting, Monday, February 9, from 9:00 to 10:15 am, at Mandalay Bay Room Islander A&B.

New Policy Allows PTs to Bill Medicare for Canalith Repositioning Using 97112 Code

Physical therapists now can bill Medicare for canalith repositioning procedures using CPT code 97112 (neuromuscular reeducation). In the final 2009 physician fee schedule rule, CMS had made a decision to bundle the code, which would not allow for separate payment under the newly created CPT code (95992) that was developed to describe canalith repositioning procedures. Through correspondence and meetings, APTA urged CMS to change this policy to allow PTs to continue to provide and bill for this service using the 97112 code. In response to APTA's request, PTs now can continue to bill for canalith repositioning using CPT code 97112 retroactive to January 1, 2009. APTA recommends that PTs contact their Medicare contractor to ensure that the contractor is aware of this new policy and request their guidance on resubmission of claims for these procedures.

Additional background information is available in a [CMS Transmittal](#). A *Medlearn Matters* article announcing this policy change is available at [this link](#).

[A Place at the Health Care Reform Table](#)

The American Physical Therapy Association commends President Obama for his commitment to improving our nation's health care system through [comprehensive health care reform](#). Last week's "Health Care Summit" and the recent passage of The American Recovery and Reinvestment Act mark the beginning of change in our nation's health. The summit represents a good first step toward beginning the dialogue that will be necessary to ensure all voices are heard in this important process, including APTA's. Several representatives were on hand at the summit to ensure that the interests of physical therapists, and more importantly our patients, were included in the discussion. The chairperson of the Health Task Force of the Consortium of Citizens with Disabilities (CCD), of which APTA is a member, was present to advocate for individuals with disabilities and rehabilitation services. In addition to his role as CCD chairperson, Peter Thomas, JD, is also a partner at the law firm of Powers, Pile, Sutter and Verville. APTA was also pleased to have many of its legislative champions from Congress in attendance, who provided key insight into the summit and helped represent issues critical to the physical therapy profession, including:

- Rep. Earl Pomeroy (D-ND), champion of our Medicare direct access initiatives;
- Rep. Xavier Becerra (D-CA), lead sponsor of our therapy cap repeal legislation;
- Rep. Jo Ann Emerson (R-MO), one of the lead sponsors of our legislation to provide student loan repayment under the National Health Service Corps.

There was some limited representation at the summit from health care professional organizations, such as the American Medical Association, minority physician groups and the American Nurses Association. APTA continues to strongly advocate for increased participation and inclusion of health care professional associations and societies in these critical health care sessions. In addition to ensuring our interests are represented in the health reform debate, APTA is currently analyzing the president's economic stimulus package to determine its effect on the physical therapy profession and the opportunities available to further improve patient care. With \$1.1 billion in funds for comparative effectiveness research, the doubling of funding for special education and related services under the Individuals with Disabilities Education Act, \$500 million to address health professions workforce shortages, and funding for wellness strategies, we are on our way to moving Americans to better health. A 34% budget increase for the National Institutes of Health will help meet its goal of extending healthy life and reducing the burdens of illness and disability on society. Health information technology, a necessary element in providing patient care today, will improve. Under the new law physical therapists and other health care providers are eligible for \$2 billion in grants to assist them in upgrading their health information technology (HIT) systems. While deliberations have just begun, so far, the news is encouraging. APTA is optimistic our voices will be heard and is working diligently to ensure that physical therapists continue to have a place at the health care reform table. Beginning this week, regular updates on health care reform efforts will be included in [PT Bulletin Online](#) and posted to the [Health Care Reform Resource Center](#) on APTA's Web site. In addition, APTA members will soon be receiving detailed information about how they can become involved in the health care reform debate on a grassroots level by contacting the Administration, their members of Congress, and participating in regional health summits across the country.

Branding Physical Therapists: Join the Campaign

A comprehensive campaign aims to change how the public views the physical therapy profession. By now you've probably heard about APTA's initiative to brand the physical therapist. Perhaps you attended APTA's official roll out of the brand at the Combined Sections Meeting in Las Vegas, or read about it on APTA's Moving Forward blog. If not then here's a quick run down of how the campaign started, where it is now, and where it's going.

In 2007, APTA hired CRT/tanaka, an award-winning national public relations firm, to draft guidelines for a brand campaign aimed at better and more accurately defining physical therapists to various audiences. In October of that same year, CRT/tanaka commissioned a telephone survey of 400 scientifically-selected heads of household nationwide.

The survey found that:

- Nearly 90% had a positive impression of PTs,
- 80% were likely to consider using a physical therapist (PT) in the future,
- 68% of respondents who hadn't used physical therapy in the past were likely to consider using it in the future,
- 84% of physical therapy users would refer a friend or family member to their PT, and
- 88% of physical therapy users said their care was very or somewhat beneficial.

These are positive percentages of positive impressions, indeed. However, it also was determined that the respondents primarily thought of PTs in terms of rehabilitation. Thus, a primary aim of the branding campaign is to expand the public's perception of physical therapy from predominantly "rehabilitation" to "motion." No matter which specialty or setting a PT practices in — women's health, geriatrics, wellness, private practice, or hospital, etc — motion is necessary for life. Appropriately, **Move Forward**, followed by the descriptor **Physical Therapy Brings Motion to Life**, has been chosen to help describe what physical therapy and physical therapists are all about.

Consumers surveyed said they'd be more likely to see a PT if physical therapy would improve/restore their mobility, provide a cost effective alternative to surgery, and help them avoid the side effects of prescription medication. With that in mind, the core message of the campaign was developed: Physical therapists can help your mobility and quality of life without surgery or prescription medication.

The campaign also focuses on brand personality — that is, how PTs are seen in the eyes of consumers. Two particular personalities have been identified and merged — providing a unique professional personality for PTs. The first personality, The Sage, helps people act smarter and feel more confident, is known as a coach/teacher, delivers knowledge, offers independence, focuses on understanding, and is an expert/advisor. The second personality The Hero, helps people perform at their upper limits, is known as a rescuer/warrior, delivers courage, offers mastery, focuses on proving, and is a motivator. The physical therapist as a Sage Hero merges the independence gained from a teacher/coach with the strength and mastery offered by the hero, and lifts up the role of the physical therapist in the eyes of consumers.

Also based on the research, requirements to "living the brand" were identified. APTA chose three to concentrate on at this time:

Flawless and thorough documentation.

Introductions with full name and title. ("Hello, I'm Jim Smith, doctor of physical therapy" or "Hello, I'm Emily Jones, physical therapist assistant.")

Maintaining a professional personal appearance. (Appropriate professional attire for physical therapists. Professional work casual outfit for physical therapist assistants. Name tag with name, professional designations, and title.)

So that's the history. Where is the campaign today?

APTA has begun educating members through its "brand champions" — PTs who are leaders and advocates of the brand. Their job is to first spread the word among APTA members, and, later this year, take the message on the road to referral sources. You can find our Brand Champions on the BrandBeat Web site.

While Direct Access is our ultimate goal, we recognize that we must work within the current environment where physicians and nurse practitioners serve as excellent referral sources of patients who at the moment, may not go directly to a physical therapist. To that end, part of the efforts to engage and educate referral sources such as physicians and nurse practitioners will include a "For Health Care Professionals" section on the brand initiative's consumer Web site (www.moveforwardPT.com), a "Marketing to Health Care Professionals Tool Kit" available at the APTA members-only BrandBeat site, and speaking engagements by brand-savvy PTs at appropriate conferences and meetings of physicians and nurse practitioners. In 2010, the brand campaign goes public — targeting consumers. For now, APTA members are encouraged to familiarize themselves with the brand by using the resources provided by APTA and its components. The call to "Live the Brand" is coming soon! For more information, go to www.apta.org/brandbeat.

Continuing Education. (www.apta.org for more info)

- Go to www.wypta.org to find a comprehensive course listing offered by the APTA
 - ACP Courses
 - On-Line Courses
 - Go to the different APTA Section web-sites for Home Study Modules
- Federal Affairs, Washington DC, May 17-19, 2009
- 2009 House of Delegates, Baltimore, MD – June 8-10, 2009
- 2009 Annual Conference and Exposition of APTA, Baltimore, MD – June 10-13, 2009

Wyoming APTA Executive Board

President: V. Norene Christensen, PT, MS, OCS
Vice President: Ken Clouston, PT
Chief Delegate: Lynda Brown, PT, OCS
PTA Caucus Rep.: available

Secretary: Terri Neal, PT, DPT
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Please email any information to me that you would like to see in the Monthly Updates at norenechristensen@bresnan.net