

The 2019 Wisconsin Athletic Trainers' Association Third Party Reimbursement Symposium

November 14th – November 16th
Potawatomi Hotel and Casino
Milwaukee, WI

Joe Greene

OrthoVise, LLC
CEO and Owner



WISCONSIN ATHLETIC
TRAINERS' ASSOCIATION



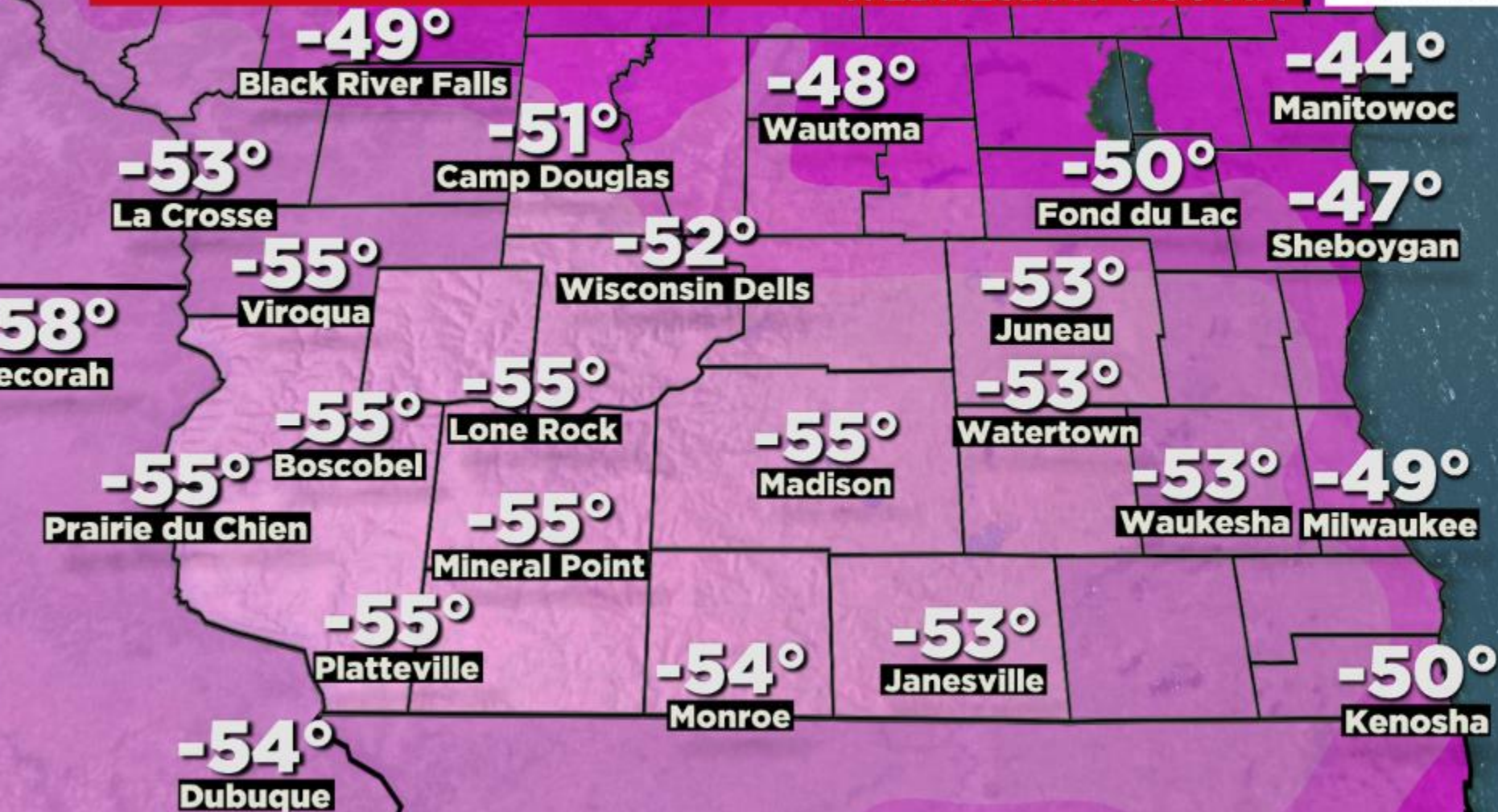
**WELCOME TO
WISCONSIN**



FUTURETRACK WIND CHILLS

WEDNESDAY 6:30 AM

FIRST ALERT
WEATHER



Introductions!

Introductions



Introductions



Welcome from the WATA!

Heidi Gutschow

- WATA President



"A candle loses nothing by lighting another candle."



WISCONSIN ATHLETIC
TRAINERS' ASSOCIATION

Introductions

Tory Lindley

President

National Athletic Trainers' Association



Amy Callender

Director, Government Relations, Regulatory,
Reimbursement and Advocacy

National Athletic Trainers' Association

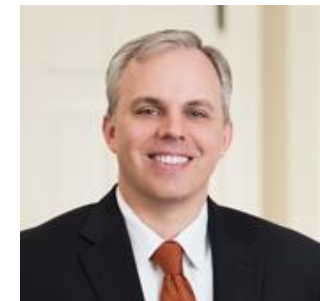


Jim Twaddell

Government Relations Director

Drinker, Biddle, and Reath

Washington DC



Our Team



"If you want to go fast ... go alone
If you want to go far ... go with others"

Author Unknown

TPRI Project Team

Joe Greene

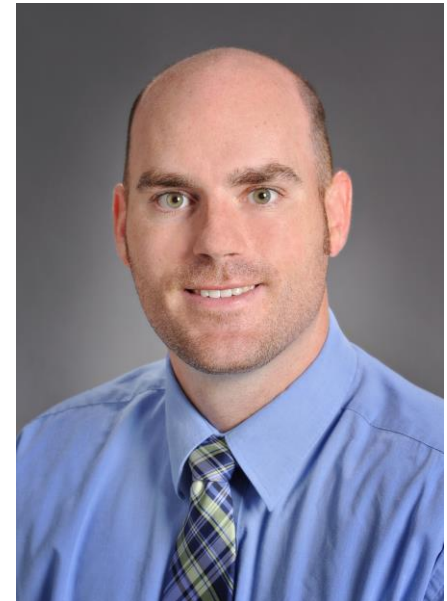
- Initiative Leader
- NATA Coordination
- Third Party Payor Advocacy
- Employer Advocacy



TPRI Project Team

Kyle Scharer

- **Operational Lead (Transitioning)**
- **Payor Advocacy**
- **District 5 Representative**



TPRI Project Team

Steve Allison

- **Implementation Lead**
- **Payor Advocacy**
- **District 4 Representative**



TPRI Project Team

Courtney Havens

- Operational Lead (Transitioning)
- Grant Program
- Districts 7, 8, and 10 Representative



TPRI Project Team

Chris Young

- **East Regional Coordinator**
- **Districts 1, 2, and 3 Representative**



TPRI Project Team

Erik Nason

- **South Regional Coordinator**
- **District 6 and 9 Representative**



TPRI Project Team

Stephanie Kliethermes PhD

- Payor Outcome Study Facilitator
- AMSSM and UW Department of Orthopedics and Rehabilitation



Thank You!



Dan Trampf, LAT

First WATA Reimbursement
Committee Chair (2001)

The WATA Reimbursement Committee

- Dan Trampf, LAT
 - Reimbursement Chair
- Brent Amble, LAT
- Jeff Barnes, LAT
- Dick Grenell LAT PT
- Mark Husen, LAT
- Dino Laurenzi, LAT
- Gregg Lucas, LAT
- Jim Nesbitt, LAT
- Jim Popp, LAT
- Jim Schilling, LAT
- Jim Shlimovitz, LAT
- Jim Sischo, LAT
- Mike Thompson, LAT

Thank You!



Thank You!



Mike Foti and Tina Conley
Wisconsin Association
Management LLC

Thank You!



The National Athletic Trainers' Association Third Party Reimbursement Initiative

Goals & Objectives

1. To Learn From Each Other
2. To Understand what the NATA Third Party Reimbursement Initiative (TPRI) is ... and is not.
3. To Describe Current and Future TPRI Activity
4. To Confirm the Resources Available to You
5. To Fully Appreciate the Incredible Importance of State Advocacy in Overall Success.

1. National Facilitator **NATA Third Party Reimbursement Initiative**

2. Wisconsin Facilitator **WATA Third Party Reimbursement Initiative**

3. OrthoVise, CEO and Owner



The statements and opinions expressed throughout this program are solely mine. The information presented indicates progress made in Wisconsin and across the NATA specific to third party reimbursement. All data has been compiled by our team of advisors at OrthoVise and all deductions are solely based on my own experience.

No Conflict

The views expressed in these slides and the today's discussion are mine
My views may not be the same as the views of my company's clients or my colleagues
Participants must use discretion when using the information presented in this Symposium

The NATA Third Party Reimbursement Initiative

Activity Review

2018 Strategic Activity

- ✓ Establish the NATA Third Party Reimbursement Initiative
- ✓ Create National Level Program Leadership and Facilitation
- ✓ Establish the NATA Third Party Reimbursement Initiative Grant Program
- ✓ Recruit and Identify TPRI Regional Coordinators
- ✓ Create and Distribute Billing and Reimbursement Guidance Document in alignment with CMS Policy and Process
- ✓ Create and Distribute State Leadership Guide and Call-to-Action
- ✓ Establish TPRI Database and Activity Tracking Spreadsheet


2019 Strategic Activity – In Progress

- Secure Database Partner to Enhance Cost Outcome Evidence
 - Review and Evaluation in Progress
- Review and Create Novel and Updated NATA Web Presence Content
 - Content Developed : Currently in Review and Layout
- Facilitate Structured and Standardized Efforts at the State Level
 - 42 States have engaged with us
 - 15-20 Actively Progressing
- Promote Advocacy Representatives at the State Level
 - Three Known States are Compensating
 - Most States Have a TPRI Lead

2019 Strategic Activity – In Progress

- Prioritize Payor Advocacy Strategy and Efforts
 - Government, Commercial, Workers Compensation
 - Educational Content Platform Development – Webinar, Workshops, etc.
- Promote Proactive Governmental Affairs Activity
 - Remove Barriers when Indicated
 - Promote Anti-Discrimination/Parity Language as Model Language
- Recommend Enhanced Regulatory and Compliance Review
 - Integrated Into All Communications
- Re-structure TPRI Team to Optimize Time and Resources
 - Completed
 - Team Meeting in Madison, WI : 8/18 – 8/20

Philosophy Refinement

-  Policy and Process Alignment
- Medical Necessity Must Be Established
- Evaluations and Re-Evaluations are Performed
- Plans of Care and Goals are Established by AT's.
- Exceptional Documentation Standards are Adhered To
- Athletic Trainers Should Bill for Return to Activities of Daily Life (ADL's)
- Billing for Maintenance Therapy or Return to Sport is Discouraged
- AT's Must Function Under Respective State Scope of Practice

***“We can't direct the wind, but we
can adjust the sails.”***

Bertha Calloway



State Engagement

1. Alabama
2. Arkansas
3. Arizona
4. Connecticut
5. Delaware
6. DC
7. Florida
8. Georgia
9. Hawaii
10. Idaho
11. Illinois
12. Indiana
13. Iowa
14. Kansas
15. Kentucky
16. Louisiana
17. Maryland
18. Massachusetts
19. Michigan
20. Minnesota
21. Missouri

22. Montana
23. Nebraska
24. Nevada
25. New Hampshire
26. New Jersey
27. New Mexico
28. New York
29. North Carolina
30. Ohio
31. Oklahoma
32. Oregon
33. Pennsylvania
34. Rhode Island
35. South Carolina
36. Texas
37. Tennessee
38. Utah
39. Vermont
40. Virginia
41. Washington
42. Wisconsin

Remaining States

1. Alaska
2. California
3. Colorado
4. Maine
5. Mississippi
6. North Dakota
7. South Dakota
8. West Virginia
9. Wyoming

*Red States: Most Engaged

State Activity Spreadsheet

Data Elements:

- Date
- Name of Advisor
- Name of Contacts(s)
- Employer
- Employment Setting
- State
- Purpose of Call

Date	OrthoVise Contact	Name	Employer	Reimbursement Setting 1	Reimbursement Setting 2	State
5/3/2018	Joe Greene and Chris Young	Christina Enrich	AT Society of NJ	State TPRI Structure		NJ
5/4/2018	Chris Potvin	Sam Johnson	Oregon State University	Collegegate		OR
5/4/2018	Joe Greene	Nancy Tenhara	Florida Orthopedic Practice	Physician Practice		FL
5/4/2018	Joe Greene and Sue Condon	Kerry Weale and NSATA Leadership	NSATA	State TPRI Structure		VA
5/6/2018	Chris Young	Jay Seibert	VAIA	State TPRI Structure		VA
5/10/2018	Chris Potvin	Valerie Herranz	Weber State Univ. / UATA President	Collegegate		UT
5/10/2018	Chris Potvin	Sam Johnson	Oregon State University	Collegegate		OR
5/10/2018	Joe Greene and Sue Condon	Jason Vief and Brad Floy	UATS	State TPRI Structure		IA
5/10/2018	Erik Nasson	Peggy Bratt	TATS - President	State TPRI Structure		TN
5/12/2018	Erik Nasson	Keith Webster	KATS - Legislative Chair	State TPRI Structure		KY
5/15/2018	Joe Greene and Sue Condon	Karen Garrison and Steve Barnett	KATA President	State TPRI Structure		KO
5/16/2018	Joe Greene	Jimmy Fairfax	Miami Independent PT Practice	Outpatient Rehabilitation		FL
5/16/2018	Steve Allison	Kim Branta, PT, Zach Pitt, PT/LAT	Ascension Health SSM	Outpatient Rehabilitation		WI
5/16/2018	Joe Greene	Holly Kass	Streamline Sports Physical Therapy	Outpatient Rehabilitation		ID
5/16/2018	Erik Nasson	Keith Webster	KATS - Legislative Chair	State TPRI Structure		KY
5/17/2018	Chris Potvin and Joe Greene	Valerie Herranz	Weber State Univ. / UATA President	Collegegate		UT
5/17/2018	Chris Potvin	Valerie Moody	Univ. of Montana	Collegegate		MT
5/17/2018	Chris Young	Sean Daub	President of DCATA	State TPRI Structure		DC
5/17/2018	Erik Nasson	Keith Webster	KATS - Legislative Chair	State Wide		KY
5/20/2018	Erik Nasson	SEATA Board	SEATA	State TPRI Structure		D9
5/21/2018	Erik Nasson	Brian Welch	Texas Hospital system	Hospital outpatient PT clinic		TX
5/22/2018	Joe Greene and Sue Condon	MATA Board	MATA	State TPRI Structure		MO
5/22/2018	Chris Potvin	Scott Powers	VAIA	State TPRI Structure		VA
5/22/2018	Chris Potvin	Andy Krentz	New Mexico Athletic Trainers representative.	Outpatient Rehabilitation		NM
5/26/2018	Sue Condon	Kerry Weale	Rehabra AIA	State Wide		NE
6/7/2018	Joe Greene	Jerica Moore	Return to Play LLC	Chiropractic Clinic		TN
6/7/2018	Joe Greene	Megan Saville and Amanda Tallent	Outshore Sports Medicine	Outpatient Rehabilitation		LA
6/10/2018	Steve Allison	Kathlin Sundley	Old Physical Therapy	Outpatient Rehabilitation		MO
6/11/2018	Joe Greene, Sue Condon, and Steve Allison	Bill Shouder	MATA	State TPRI Structure		MO

Volume

422 Teleconferences and Meetings since TPRI Initiative
Inception in January, 2018

State Tracking Database

Data Elements:

- State Leadership Contacts
- State TPRI Contact
- State Lobbyist Contact
- State Governmental Affairs Contact
- Employers That Are Billing
- Payor Recognition
- # of Athletic Trainers That Are Billing

The screenshot displays a Microsoft Excel spreadsheet titled "1990 State Tracking Database - Scott". The spreadsheet is organized into several sections. The first section, highlighted in yellow, is for "Wisconsin" and includes a "Grant Funding" table with a value of \$10,000 for June 18. The second section, highlighted in blue, lists "Athletic Trainers billing 3rd party payers" with data for 2013, 2017, and 2018. The third section, highlighted in orange, lists "Employers billing 3rd party payers for athletic training services" with data for 2013, 2017, and 2018. The fourth section, highlighted in green, lists "Key Contacts & Notes" with names, titles, and email addresses. The fifth section, highlighted in light blue, lists "Notes" with text about the current opening practice act and the initial phases of preparing a third party reimbursement system for Fall of 2019.

Wisconsin			
	2013	2017	2018
Athletic Trainers billing 3rd party payers	10	10	
Employers billing 3rd party payers for athletic training services	7	135	
Overall # of payers reimbursing athletic training services	21	15	
# of commercial payers reimbursing athletic training services	5	10	
# of workers compensation payers reimbursing athletic training services	16	36	

Key Contacts & Notes	
WATA President:	Held Gutierrez
WATA Chair:	Mark Huen
TPRI Lead:	Steve Allison
President Elect:	Anna Lindner
Vice President:	Michael Mull
Governmental Affairs:	Mike Worthington
Lobbyist:	Scott Stanger
Lobbyist:	Matt Phillips

Notes:

- WI is currently opening practice act to remove need for physician protocol, add parity language, & remove "vigorous" physical activity definition
- WI is in the initial phases of preparing a third party reimbursement system for Fall of 2019

Currently Validating and Updating Data: Ongoing Process

State Activity

Top 25 States By Volume

State	Count
Wisconsin	66
Minnesota	20
Michigan	20
Florida	16
Nebraska	14
Missouri	13
Indiana	11
Virginia	9
Utah	7
Oregon	7
North Carolina	7
New Jersey	7
Tennessee	6
South Carolina	6
Rhode Island	6
Ohio	6
Arkansas	6
South Dakota	5
Pennsylvania	5
Oklahoma	5
New York	5
Louisiana	5
Iowa	5
Idaho	5
Georgia	5

Claims Data Utilization and Payor Outcome Manuscript Development

“I am becoming increasingly convinced that what is truly important in healthcare is inversely related to what is easily measurable.”

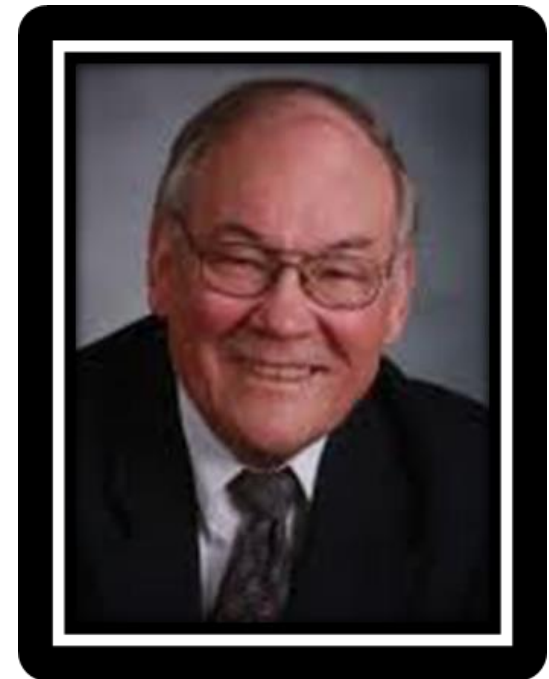
Vernon Weckwerth PhD

Professor Emeritus

University of Minnesota

Master of Public Health

ISP Executive Study Program



Payor Outcome Study ... Why???

- Gap in Our Available Evidence
- Commercial Payors : United Healthcare Example
- Legislators
- Employers
- Tracking
- **Government Payors : Establishes Groundwork and Evidence**
 - Medicaid
 - Medicare

We should now have the ability to pull episodes of care with an anchor event of an Athletic Training Evaluation

Payor Outcome Study

Manuscript Development Initiation: Fall, 2019 Target

Stephanie Kliethermes, Principal Investigator

- AMSSM Research Director
- Assistant Professor, University of Wisconsin Department of Orthopedics

Abstract Title:

Health Care Utilization Cost Outcomes for Athletic Training Episodes of Care

Co-Investigators:

Joe Greene MS, ATC

Kyle Scharer MS, ATC

Steve Alison ATC

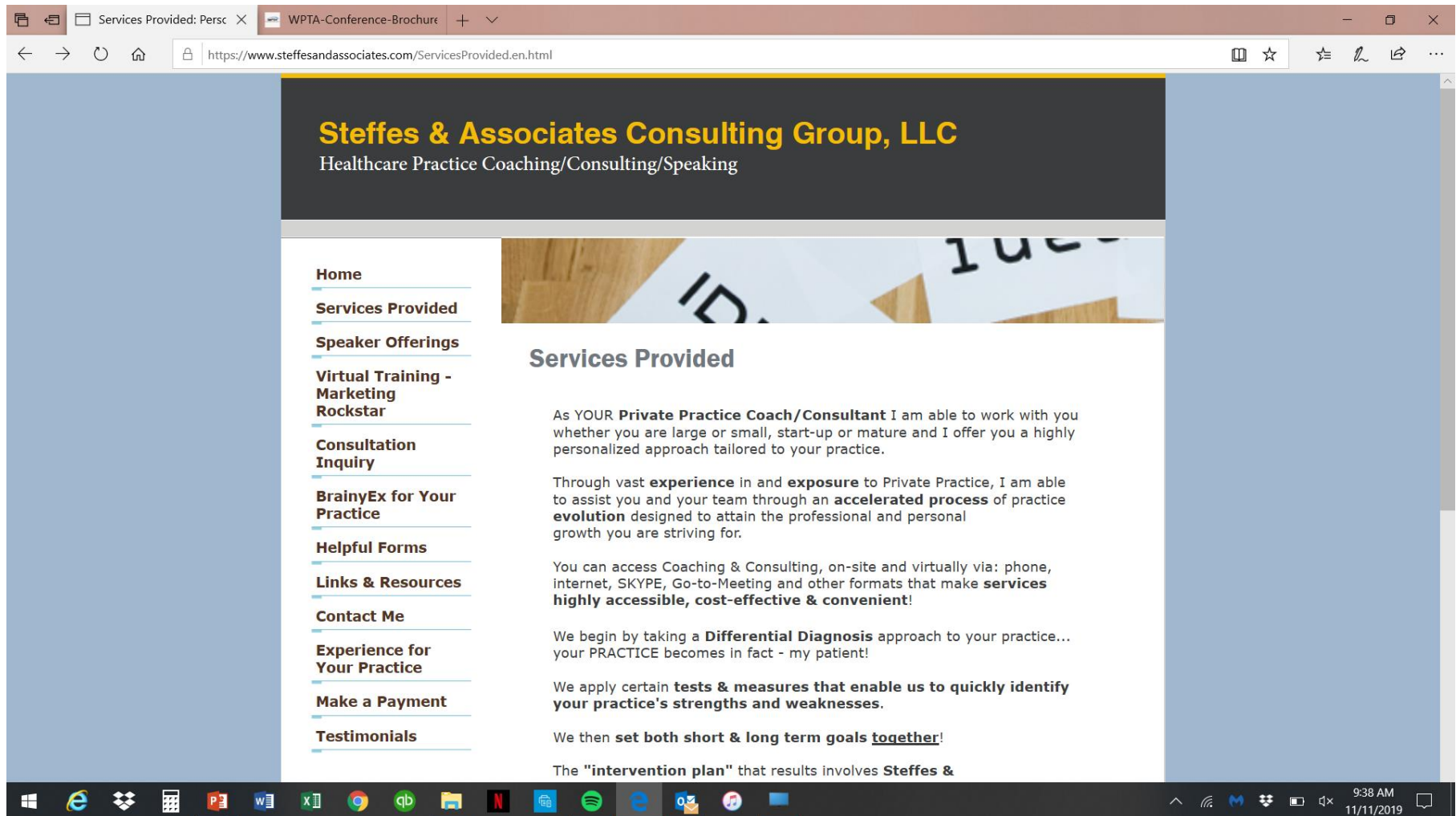
The Importance of State Advocacy

State Structure and Alignment

- Alignment of Leadership and Membership
- Financial Commitment
- Integration and Alignment
 - Governmental Affairs
 - Legal Affairs
 - Employer and Payor Advocacy
 - Stakeholder Committees
- **Resource Development**
 - Establish a Lead for Advocacy
- Strongly Consider Professionalization
 - Governmental Affairs
 - Legal
 - Employer and Payor Advocacy
 - Diminish Dependence on Volunteers

WPTA Example

Chapter Reimbursement Specialist



The screenshot shows a web browser window with the URL <https://www.steffesandassociates.com/ServicesProvided.en.html>. The website header features the company name "Steffes & Associates Consulting Group, LLC" in yellow text on a dark background, with the tagline "Healthcare Practice Coaching/Consulting/Speaking" below it. A left sidebar contains a navigation menu with links: Home, Services Provided, Speaker Offerings, Virtual Training - Marketing Rockstar, Consultation Inquiry, BrainyEx for Your Practice, Helpful Forms, Links & Resources, Contact Me, Experience for Your Practice, Make a Payment, and Testimonials. The main content area is titled "Services Provided" and includes three paragraphs of text. The first paragraph states that as a Private Practice Coach/Consultant, the speaker can work with practices of various sizes, offering a personalized approach. The second paragraph describes the speaker's vast experience and exposure to private practice, offering an accelerated process of practice evolution. The third paragraph lists various access methods for coaching and consulting, such as phone, internet, SKYPE, and Go-to-Meeting. The bottom of the page is partially visible, showing a Windows taskbar with various application icons and a system clock indicating 9:38 AM on 11/11/2019.

Steffes & Associates Consulting Group, LLC
Healthcare Practice Coaching/Consulting/Speaking

Home
Services Provided
Speaker Offerings
Virtual Training - Marketing Rockstar
Consultation Inquiry
BrainyEx for Your Practice
Helpful Forms
Links & Resources
Contact Me
Experience for Your Practice
Make a Payment
Testimonials

Services Provided

As YOUR **Private Practice Coach/Consultant** I am able to work with you whether you are large or small, start-up or mature and I offer you a highly personalized approach tailored to your practice.

Through vast **experience** in and **exposure** to Private Practice, I am able to assist you and your team through an **accelerated process** of practice **evolution** designed to attain the professional and personal growth you are striving for.

You can access Coaching & Consulting, on-site and virtually via: phone, internet, SKYPE, Go-to-Meeting and other formats that make **services highly accessible, cost-effective & convenient!**

We begin by taking a **Differential Diagnosis** approach to your practice... your PRACTICE becomes in fact - my patient!

We apply certain **tests & measures that enable us to quickly identify your practice's strengths and weaknesses.**

We then **set both short & long term goals together!**

The "**intervention plan**" that results involves **Steffes &**

The NATA Third Party Reimbursement Initiative

2019/2020 Goals and Objectives

What's Next!

- **Increasingly Shift Priorities and Resources to:**
 - Payor Advocacy
 - Employer Advocacy
 - Payor and Employer Implementation
 - State Autonomy
- **Create Training Module and Educational Platforms Designed for Effective Payor Advocacy**
- **Secure Claims Database Partner for the Peer Reviewed Payor Cost Outcome Manuscript : Retrospective Analysis or Demonstration Project**
 - Commercial
 - Workers Compensation
 - Government

What's Next!

- **Maintain and Refine State Database**
 - Reimbursement and Leadership Contacts
 - Payors
 - Employers
- **Refine and Promote the NATA TPRI Grant Program**
- **Fully Develop and Enhance NATA Website Content**
- **Optimize Roles of TPRI Independent Contractors**
- **Continue to Establish Evidence and Environment to Support Government Payor Recognition**
- **Assist the NATA in Determining a Sustainable Long-term Solution to Facilitate the NATA Third Party Reimbursement Initiative**

What's Next!

Development of Formal Advisory Services for States That Have Prioritized Third Party Reimbursement as a Strategic Initiative.

John Wooden Once Said:

***“It’s what you learn after
you know it all that counts.”***

