

November 2020

## PTPN Office Manager Association (OMA) Webinar



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## Medicare Updates

### 2021 Medicare Updates

CMS's Final Rule will not be released until December

- Deductible
  - \$203 in 2021
- KX Modifier "threshold"
  - \$2,080 in 2020
  - Still need to bill with KX modifier after reaching this \$ amount
- Potential chart review request threshold
  - \$3,000 in 2020

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# Medicare Updates

## 2021 Medicare Updates

- MIPS
  - Proposed rule suggested minimal changes from 2020
    - Qualifying thresholds unchanged, minor measure changes
    - Must wait for Final Rule to be published
- PTA & OTA Modifiers
  - CQ for PTAs, CO for OTAs
  - Still required on claims where Assistants performed at least 10% of total minutes on treatment
  - Reimbursement not affected until 2022

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# Medicare Updates

## 2021 Potential Reimbursement Cut

- Potential 9% cut to reimbursement
  - PT, OT, SP & many other specialties
- Unlikely that CMS will change their mind with December Final Rule
  - Change would need to be made by Congress
  - Bill introduced in House to hopefully stop cut

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# Medicare Updates

## Public Health Emergency (PHE) & Telehealth

- Result of COVID-19 and its effects
- PHE extended on October 23, 2020
- Can only bill Medicare for telehealth while PHE is in place
- Legislative action may be needed to extend PHE further
- More info on PHE declarations
  - <https://www.phe.gov/emergency/pages/default.aspx>

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# Medicare Updates

## Personal Protective Equipment (PPE) CPT Code

- New CPT code 99072 introduced Oct 2020
- Applicable to PT, OT, SLP
- Medicare will not reimburse
- Check with individual insurances for reimbursement policies

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# Medicare Updates

## NCCI Edits

- Several CPT code combinations require 59 modifier, some combos not allowed at all
- CMS reinstated many edits 10/1/20
  - Edits had been removed in April
  - CMS did not give advance notice of reinstatement
- APTA & PPS in conversation with CMS
  - CMS may be revisiting edits soon
- Some payers follow CMS's lead and/or have own policies on 59 modifiers

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# Medicare Updates

## New ABN Form

- Must use new form beginning January 1, 2021
- Form instructions, forms, and other information
  - <https://www.cms.gov/Medicare/Medicare-General-Information/BNI/ABN>

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# Physical Therapy Pocket Licenses



- Physical Therapy Board of CA (PTBC) no longer issuing pocket licenses as of July 2020
- For initial licensure and renewals
- Posting licenses prominently in lieu of therapist name tags
  - License details posted online - <https://search.dca.ca.gov/>

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# FOTO Contacts



- FOTO Support
  - [support@fotoinc.com](mailto:support@fotoinc.com)
  - 800-482-3686 x 3 Client Support
  - 800-482-3686 x 2 Tech Support
- Kimberly Jones – Assistance with utilizing FOTO successfully in your practice
  - [kimberlyjones@fotoinc.com](mailto:kimberlyjones@fotoinc.com)
  - 800-482-3686 x 232
- Jonae Mohn - FOTO implementation & training only
  - [jmohn@fotoinc.com](mailto:jmohn@fotoinc.com)
  - 800-482-3686 x 247

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# PTPN Coronavirus Resources

PTPN emails researched & sent by Nancy Rothenberg

- Last email sent October 6, 2020
- Resources on telehealth & payers, regulatory guidance, loan & payment info, some PTPN member office policies, etc.
- Most recent memo linked to in members-only section of ptpn.com
  - "What's new at ptpn.com?" above Member Tools section



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# PTPN Telehealth Survey

Surveyed PTPN members using telehealth software in August

- Survey results released in September
- Most used programs
  - Doxy.me, Zoom, FaceTime, WebPT Virtual Visits
- Breakdown of costs, performance, training, ease of use, etc.
- Recommended questions to ask when comparing telehealth platforms
- Other resources



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# Tricare/Health Net Federal Services

PTAs & OTAs now included as Tricare covered providers

- Had been waiting on news since December 2017 when the the National Defense Authorization Act was signed
- Effective April 16, 2020
- Following CMS guidelines
  - Assistants must follow Medicare supervision & documentation requirements
  - Use CQ & CO Modifiers on claims when more than 10% treatment performed by Assistant
    - Should not affect reimbursement
- Tricare revised Provider Manual to reflect PTA inclusion



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# Tricare/Health Net Federal Services

Demonstration Project for Low Back Pain (LPB)

- Incentivize LBP patients to try PT instead of imaging, opioids, & surgery
- Waiving co-pays for first 3 visits
  - Tricare will reimburse co-pays
  - DOS January 1, 2021 through Dec 31, 2023
  - TRICARE Prime, TRICARE Select, TRICARE for Life plans
- Demo only in AZ, CA, CO, FL, GA, KY, NC, OH, TN, VA
- Tricare to educate beneficiaries & providers
- More info:
  - <https://manuals.health.mil/pages/DisplayManualHtmlFile/TO15/79/AsOf/TO15/c18s9.html#FM116129>
  - <https://www.apta.org/article/2020/09/28/tricare-lbp-demo-guidance>



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# Tricare/Health Net Federal Services

## TENS

- Excluded for treatment of acute, subacute, chronic low back pain (LBP)
- Effective June 1, 2020
- No cost-sharing
  - Sole treatment of TENS for LBP
  - TENS treatment as part of otherwise covered PT visit
- TENS units for home use not covered



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# Tricare/Health Net Federal Services

## Miscellaneous

- Credentialing time frame
  - New offices & therapists - 2-3 months
  - Make sure you credential all your therapists on time or early
- Need Medicare PTAN to load new offices
  - Add addl. locations to group PTAN
- Q&A Handout



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# Medpoint Management

## Re-credentialing Apps – Fill them out

- Medpoint used Gemini Diversified Services, Inc. (GDS) to send 2020 re-cred apps to therapists
- Only sent to therapists in Medpoint's system for a while
  - Therapists (new & old) only recently loaded: N/A
  - Therapists (new & old) who were never loaded: N/A
- Medical Groups & IPAs (LA County only)
  - Bella Vista Medical Group
  - Centinela Valley IPA
  - El Proyecto del Barrio
  - Global Care Medical Group
  - Health Care LA IPA
  - Premier Physician Network
  - Prudent Medical Group
  - Watts Healthcare Corp



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# Valley Health Plan

## Santa Clara County IPA (SCCIPA)

- Some Valley Health Plan (VHP) patients' ID cards will have SCCIPA logo
- Must get authorization from SCCIPA
  - Must have contract with SCCIPA to obtain

## New Provider Offices

- Must provide specific paperwork
  - W-9 (2018 or most recent version)
  - 590 form

Valley Health Plan covers select Northern CA counties, check PTPN Master Contract Details



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# Triwest

## VAPC3 (PC3) → CCN

- Triwest currently still transitioning patients to new Community Care Network program (CCN)
- Authorizations might come say PC3 or CCN
- Additional auths might need to come from CCN even if original came from PC3
- No changes to PTPN contract or reimbursement
- Information on CCN Program
  - [www.ccn.triwest.com](http://www.ccn.triwest.com)



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# Other Contract Updates

## Zelis Network Solutions **zelis**

- Stratose & Globalcare contracts combined effective 10/1/20
- Reimbursement
  - PPO – lesser of 75% of Billed Charges (BC) or 130% of Medicare
  - WC - 90% of WC fee schedule

## Brand New Day (Universal Care)



- Reimbursement increase effective 6/1/20
  - \$100/visit for Medicare, \$75/visit for Medi-Cal

## MediNcrease

- New contract effective 5/20/20
- Reimbursement
  - PPO – 75% of BC
  - WC – 94% of WC fee schedule



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# IPTCA Sues Medrisk

In June, Independent Physical Therapists of California filed lawsuit against Medrisk

- Referral process
- Untimely payment
- Not giving accurate info in provider directory
- No certificate for claims administration
- Unlicensed utilization review



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# Miscellaneous

Insurance Contract Offers

- PTPN & non-PTPN
  - Feel free to share them with us!

Credentialing & PTPN Insurances

- Credentialing agreements allow us to credential you only once across all our contracts
- Insurance audits of PTPN
  - Passing audits allow us to keep credentialing agreements



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## Newest PTPN Vendors

 **weave**

**TekCollect**

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## PTPN Marketing Pro Minute

FREE marketing tips, most recently:

- 4 ways to make marketing visuals more relevant (September 2020)
- 4 ways to use marketing content to make patients feel safe visiting your office (October 2020)

Access archive on [ptpn.com](https://ptpn.com)

Practice Marketing > click link to "Publications"  
in the 2nd paragraph > PTPN MarketingPro  
Minute



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[PHE Home](#) > [Emergency](#) > [News & Multimedia](#) > [Public Health Actions](#) > [PHE](#) > [Renewal of Determination That A Public Health Emergency Exists](#)



# Renewal of Determination That A Public Health Emergency Exists

As a result of the continued consequences of the Coronavirus Disease 2019 (COVID-19) pandemic, on this date and after consultation with public health officials as necessary, I, Alex M. Azar II, Secretary of Health and Human Services, pursuant to the authority vested in me under section 319 of the Public Health Service Act, do hereby renew, effective October 23, 2020, my January 31, 2020, determination, that I previously renewed on April 21, 2020 and July 23, 2020, that a public health emergency exists and has existed since January 27, 2020, nationwide.

## More Emergency and Response Information

[Declarations of a Public Health Emergency](#)  
[Public Health Emergency Determinations to Support an Emergency Use Authorization](#)  
[Section 1135 Waivers](#)  
[Emergency Use Authorizations](#)

October 2, 2020

/s/

Date

Alex M. Azar II

This page last reviewed: October 02, 2020

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Assistant Secretary for Preparedness and Response (ASPR), 200 Independence Ave., SW, Washington, DC 20201

[U.S. Department of Health and Human Services](#) [USA.gov](#) [GobiernoUSA.gov](#) [HealthCare.gov](#) in [Other Languages](#)



# NCCI Edit List

## Instructions

Effective: October 1, 2020

### Instructions

How to Use This Workbook:	When billing a Code (1) paired with a Code (2), the Code (2) requires a modifier if allowed. Documentation should support that the procedures are distinct and different. Typically a '59' modifier is used in these situations.
	<i>Some payers may have a policy that they do not pay codes filed with a '59' modifier without appeal and submission of documentation.</i>
	A 'N' in the 'Modifier Allowed' Column means that a modifier is NOT allowed, and the codes cannot be billed together.
	A 'Y' in the 'Modifier Allowed' Column means that a modifier CAN be used with that code combination.
	<i>A red color indicates that this is a new CCI edit for this period.</i>
	A 'Y' in the 'Timed' Column indicates that Code (1) is a timed code and documentation should support the time billed for that code.
	A 'N' in the 'Timed' Column indicates that the Code (1) is NOT a timed code.

For More Information:	Please Note: this list is <b>NOT all inclusive!</b> It includes the most commonly billed therapy codes along with the common code edits.
	For a complete list, click here: <a href="https://www.cms.gov/Medicare/Coding/NationalCorrectCodInitEd/index">https://www.cms.gov/Medicare/Coding/NationalCorrectCodInitEd/index</a>

# NCCI Edit List

## Modalities

Effective: October 1, 2020

### Modalities

Code (1)	Code Description	Code (2)	Modifier Allowed	Timed
90912	Biofeedback, Pelvic Health, Initial 15 min	90901	N	Y
		97032	Y	
		97110	Y	
		97112	Y	
		97530	Y	
		97535	Y	
		97750	Y	
90913	Biofeedback, Pelvic Health, Subsequent 15 min	90901	N	Y
		97032	Y	
		97110	Y	
		97112	Y	
		97530	Y	
		97535	Y	
		97750	Y	
95992	Canalith Repositioning	97110	Y	N
		97112	Y	
		97140	Y	
		97530	Y	
97012	Mechanical Traction	97018	Y	
		97140	Y	
		97164	Y	
		97168	Y	
G0283	E-stim	97018	Y	
		97140	Y	
		97164	Y	
		97168	Y	
97016	Vasopneumatic Device	97018	Y	
		97026	Y	
		97164	Y	
		97168	Y	
97018	Paraffin	97022	Y	
		97164	Y	
		97168	Y	
97022	Whirlpool	97602	Y	
		97164	Y	
		97168	Y	
97024	Diathermy	97018	Y	
		97026	Y	
		97164	Y	
		97168	Y	
97026	Infrared	97018	Y	
		97022	Y	
		97164	Y	
		97168	Y	
97028	Ultraviolet	97018	Y	
		97022	Y	
		97026	Y	
		97164	Y	
		97168	Y	
97032	E-Stim Manual	97164	Y	
		97168	Y	
97033	Iontophoresis	97164	Y	
		97168	Y	
97034	Contrast Bath	97164	Y	
		97168	Y	
97035	Ultrasound	97164	Y	
		97168	Y	
97036	Hubbard Tank	97164	Y	
		97168	Y	
97039	Unlisted Modality	97164	Y	
		97168	Y	

## NCCI Edit List

## Procedures

Effective: October 1, 2020

## Procedures

Code (1)	Code Description	Code (2)	Modifier Allowed	Timed
97110	Therapeutic Exercise	97164	Y	Y
		97168	Y	
		97022	Y	Y
97112	Neuromuscular Re-Education	97036	Y	
		97164	Y	
		97168	Y	
97113	Aquatic Therapy	97022	Y	Y
		97036	N	
		97110	Y	
		97164	Y	
		97168	Y	
97116	Gait Training	97164	Y	Y
		97168	Y	
97124	Massage Therapy	97164	Y	Y
		97168	Y	
97129	Cognitive Function Initial 15 min	97153	N	Y
		97155	N	
		97168	Y	
		97164	Y	
97130	Cognitive Function each addtl 15 min	97153	N	Y
		97155	N	
		97168	Y	
		97164	Y	
97139	Physical Medicine Procedure	97168	Y	Y
		97164	Y	
97140	Manual Therapy	97018	Y	Y
		97124	N	
		97164	Y	
		97168	Y	
		97530	Y	
		97750	Y	
97150	Group Therapy	97110	Y	N
		97112	Y	
		97113	Y	
		97116	Y	
		97124	Y	
		97127	Y	
		97140	Y	
		97164	Y	
		97168	Y	
		97530	Y	
		97533	Y	
		97535	Y	
		97537	Y	
97530	Therapeutic Activity	97113	Y	Y
		97116	Y	
		97164	Y	
		97168	Y	
		97533		
		97535	Y	
		97537		
		97542	Y	
		97750	Y	
97533	Sensory Integration	97164	Y	Y
		97168	Y	
97535	Self Care Home Management	97164	Y	Y
		97168	Y	
97537	Community Work Reintegration	97164	Y	Y
		97168	Y	
97542	Wheelchair Management Assessment & Trng	97164	Y	Y
		97168	Y	
97545	Work Hardening (1st 2 hours)	97140	N	Y
		97164	Y	
		97168	Y	
97750	Physical Performance Tests & Measures	97150	N	Y
97755	Assistive Tech Assessment	97035	Y	Y
		97110	Y	
		97112	Y	
		97140	Y	
		97530	Y	
		97533	Y	
		97535	Y	
		97537	Y	
		97542	Y	
		97545	Y	
		97750	N	
		97761	Y	
		97763	Y	
97760	Orthotic Mgmt/Trng Initial Encounter	97016	Y	Y
		97110	Y	
		97112	Y	
		97116	Y	
		97124	Y	
		97140	Y	
		97164	Y	
		97168	Y	
		97763	N	
		All Strapping Codes	Y	
97761	Prosthetic Mgmt/Trng Initial Encounter	97016	Y	Y
		97110	Y	
		97112	Y	
		97116	Y	
		97124	Y	
		97140	Y	
		97164	Y	
		97168	Y	
		97763	N	
97763	Orthotic/Prosthetic Mgmt/Trn Subsequent Encounter	97016	Y	Y
		97110	Y	
		97112	Y	
		97116	Y	
		97124	Y	
		97140	Y	
		All Strapping Codes	Y	



# NCCI Edit List

## Evaluations

Effective: October 1, 2020

### Evaluations

Code (1)	Code Description	Code (2)	Modifier Allowed	Timed
97161, 97162, 97163, 97165, 97166, 97168	PT Evaluations & OT Evaluations	97140	Y	N
		97164	N	
		97168	N	
		97750	N	
		97755	N	
		97763	N	
97165, 97168	PT & OT Re-evaluations	97750	N	N
		97755	N	
		97763	N	

# TRICARE Q&A



By Rick Gawenda\*

## **Q: HOW MANY REGIONS ARE THERE IN THE UNITED STATES THAT MANAGE THE TRICARE PROGRAM?**

A: Currently, there are two regions in the United States: the East Region and the West Region.

## **Q: WHO IS THE REGIONAL CONTRACTOR FOR THE WEST REGION?**

A: Health Net Federal Services is the regional contractor for the West Region. You can access their home page at [www.tricare-west.com](http://www.tricare-west.com).

## **Q: WHAT STATES ARE LOCATED IN THE WEST REGION?**

A: The following states are located in the West Region: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Iowa (except the Rock Island Arsenal area), Kansas, Minnesota, Missouri (except the St. Louis area), Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Texas (Amarillo, Lubbock and El Paso areas only), Utah, Washington, and Wyoming.<sup>1</sup>

## **Q: WHO IS THE REGIONAL CONTRACTOR FOR THE EAST REGION?**

A: Humana Military is the regional contractor for the East Region. You can access their home page at [www.humanamilitary.com](http://www.humanamilitary.com).

## **Q: WHAT STATES ARE LOCATED IN THE EAST REGION?**

A: The following states are located in the East Region: Alabama, Arkansas, Connecticut, Delaware, the District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa (Rock Island area), Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Mississippi, Missouri (St. Louis area), New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas (excluding El Paso area), Vermont, Virginia, West Virginia, and Wisconsin.<sup>2</sup>

## **Q: DOES TRICARE FOLLOW MEDICARE’S “8-MINUTE RULE” WHEN PROVIDERS ARE BILLING FOR OUTPATIENT THERAPY SERVICES?**

A: Yes, TRICARE has stated they follow Medicare’s “8-minute rule.” This is based on phone calls with TRICARE. Unfortunately, TRICARE has not published this in their manuals.

**Q: DOES TRICARE PAY FOR SERVICES PROVIDED BY A PHYSICAL THERAPIST ASSISTANT OR OCCUPATIONAL THERAPY ASSISTANT UNDER THE APPROPRIATE SUPERVISION OF A PHYSICAL THERAPIST OR OCCUPATIONAL THERAPIST RESPECTIVELY?**

A: Effective April 16, 2020, TRICARE has approved Physical Therapy Assistants (PTA) and Occupational Therapy Assistants (OTA) as TRICARE-authorized providers under the supervision of a TRICARE-authorized, licensed, and registered physical therapist or occupational therapist in accordance with Medicare's rules for supervision and qualification.<sup>3</sup>

**Q: HAS TRICARE IMPLEMENTED THE CQ AND CO MODIFIERS IF SERVICES ARE PROVIDED IN PART OR IN WHOLE BY A PTA OR OTA?**

A: Yes. TRICARE has implemented the CQ and CO modifiers in the same manner that was implemented by traditional Medicare for outpatient therapy services furnished under Part B benefits.<sup>3,4</sup>

**Q: WILL TRICARE REDUCE THE AMOUNT OF REIMBURSEMENT WHEN SERVICES ARE PROVIDED "IN WHOLE" OR "IN PART" BY A PTA OR OTA?**

A: Effective for services rendered on or after January 1, 2022, claims with a modifier of CQ or CO shall be reimbursed at the non-physician class CMAC for the applicable service.<sup>4,5</sup>

**Q: DOES TRICARE COVER TRANSCUTANEOUS ELECTRICAL NERVE STIMULATION?**

A: Effective June 1, 2020, TRICARE will no longer cover transcutaneous electrical nerve stimulation (TENS) for the treatment of acute, subacute, and chronic low back pain (LBP).<sup>6</sup>

**Q: DOES TRICARE PAY FOR THE DRY NEEDLING CPT CODES 20560 AND 20561 IF PERFORMED UNDER A PHYSICAL THERAPY PLAN OF CARE?**

A: No. Per TRICARE, dry needling is considered unproven.<sup>7</sup>

**Q: IS TRICARE AND CHAMPUS THE SAME?**

A: Yes. TRICARE was formerly called CHAMPUS.

**Q: IS TRICARE AND CHAMPVA THE SAME?**

A: No. Tricare is for active duty military and their dependents. It is a Department of Defense (DOD) benefit. CHAMPVA is a VA benefit for dependents of living veterans rated 100%, for

dependents of veterans who died service connected, and for dependents of veterans who were 100% rated when they died.<sup>8</sup>

## Q: HOW CAN I ACCESS THE TRICARE MANUAL?

A: Go to <https://manuals.health.mil/pages/DisplayManual.aspx?SeriesId=TP15/>

Scroll down to Navigation and under Navigation on the left-hand side, you will see the word “View.” Under “View” click on Table of Contents at Change. When the new page opens, scroll down and click on TP15 Chap 7 TOC — Medicine. Click on the appropriate section you want to read.

You will also want to click on TP15 Chap 11 TOC — Providers and when the new page opens up, scroll down to Sections 3.16 and 3.17 to read about PTAs and OTAs.

If you have additional questions about TRICARE and outpatient therapy, please feel free to email me at [info@gawendaseminars.com](mailto:info@gawendaseminars.com).

### References:

<sup>1</sup>Health Net Federal Services. [www.tricare-west.com](http://www.tricare-west.com). Accessed July 20, 2020.

<sup>2</sup>TRICARE Regions. <https://www.tricare.mil/About/Regions#>. Accessed July 20, 2020.

<sup>3</sup>Department of Defense. TRICARE; Addition of Physical Therapist Assistants and Occupational Therapy Assistants as TRICARE-Authorized Providers. Federal Register. March 17, 2020;85(52): 32 CFR Part 199. <https://www.govinfo.gov/content/pkg/FR-2020-03-17/pdf/2020-04957.pdf>

<sup>4</sup>TRICARE Policy Manual 6010.60-M. Chap 11 TOC – Providers, Section 3.16, 5.0 Reimbursement. [https://manuals.health.mil/pages/DisplayManualHtmlFile/TP15/62/AsOf/TP15/c11s3\\_16.html#FM72932](https://manuals.health.mil/pages/DisplayManualHtmlFile/TP15/62/AsOf/TP15/c11s3_16.html#FM72932). Published April 2015. Updated April 22, 2020. Accessed July 20, 2020.

<sup>5</sup>TRICARE Policy Manual 6010.60-M. Chap 11 TOC – Providers, Section 3.17, 5.0 Reimbursement. [https://manuals.health.mil/pages/DisplayManualHtmlFile/TP15/62/AsOf/TP15/c11s3\\_17.html#FM72932](https://manuals.health.mil/pages/DisplayManualHtmlFile/TP15/62/AsOf/TP15/c11s3_17.html#FM72932) Published April 2015. Updated April 22, 2020. Accessed July 20, 2020.

<sup>6</sup>TRICARE Policy Manual 6010.60-M. Chap 7 TOC – Medicine, Section 18.2 Physical Medicine/Therapy, 4.17. [https://manuals.health.mil/pages/DisplayManualHtmlFile/TP15/62/AsOf/TP15/c7s18\\_2.html#FM66017](https://manuals.health.mil/pages/DisplayManualHtmlFile/TP15/62/AsOf/TP15/c7s18_2.html#FM66017). Published April 2015. Updated April 22, 2020. Accessed July 20, 2020.

<sup>7</sup>TRICARE Policy Manual 6010.60-M. Chap 7 TOC – Medicine, Section 18.2 Physical Medicine/Therapy, 4.18.



## New Savings for PTPN Members Only!

**PTPN has successfully negotiated a new National Vendor Pricing Agreement with Weave. All PTPN members are eligible for special discounts when purchasing from this new PTPN preferred vendor!**

*While you are not obligated to purchase from PTPN's Preferred Vendors, we invite you to take advantage of the members-only discounts we have negotiated on your behalf. PTPN reviews Preferred Vendor products and services, including customer satisfaction, before offering these programs to our members.*

### Weave

<https://weavepartners.com/zzc>



Weave is the complete business toolbox: a smart software and phone system for your business, with features for every step of your customer journey.

Weave's features will help grow your business, collect more payments, collaborate with your team, automate your communication, schedule more appointments, and better engage your customers. Weave's unique integration of hardware and software solutions helps businesses grow, retain and communicate with customers throughout their entire journey with your practice.

Visit the link above to learn more and see if Weave is a good fit for your office.

**PTPN Discount:** \$250 off activation fee, \$50-\$100 off monthly service charge, \$10 off additional phones

**PTPN Contact:** Baylee Jensen, [baylee.jensen@getweave.com](mailto:baylee.jensen@getweave.com)

**For more information, and for the complete list of discounts available through PTPN Preferred Vendors, log on to [ptpn.com](http://ptpn.com) and click on "Preferred Vendors."**

**Questions about this new savings opportunity? Or would you like to suggest a company or service for PTPN's Preferred Vendor program? Contact Leana Martinez at [lmartinez@ptpn.com](mailto:lmartinez@ptpn.com) or 818-737-0237.**



## **New Savings for PTPN Members Only!**

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### **TekCollect**

[www.tekcollect.com](http://www.tekcollect.com)



TekCollect is the nation's leading provider of accounts receivable management, debt collection services, and customer retention solutions. We've partnered with PTPN to provide members with our non-alienating programs at a discounted price.

As a member client, you'll receive access to a full portfolio of cash flow management solutions, from first-party billing and courtesy call campaigns to third-party collections, and full litigation processing when warranted. We provide a full suite of customizable solutions designed to help with your self-pay/patient responsibility portfolios.

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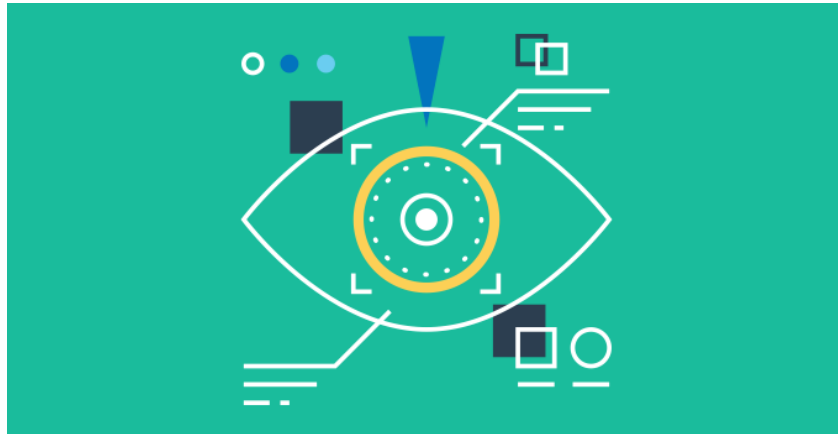
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## PTPN MarketingPro Minute

For PTPN Members Only

September 2020



### 4 ways to make marketing visuals more relevant

How should marketing imagery be different now? Practice marketers should be considering how the photos and videos they use can be relevant, appropriate and resonant during and even after the pandemic.

Some adjustments to what images we should be using now are obvious: “Handshakes? Nope. High-fives? Not cool anymore. Packed concert halls and backyard cookouts? If only,” says Sue Cahaly, editorial manager at [Skyword](#), a content marketing company.

So what kinds of visuals do work now? Sue and her Skyword colleagues analyzed information from Twitter, Getty Images and Adobe to develop [four recommendations](#):

#### 1. Honest Imperfection

Focus on relatable visuals, including those that aren’t perfect, rather than perfectly posed and composed images. Sue says this helps your brand display empathy. “A relatable experience resonates more with consumers now than the illusion of perfection,” she explains.

“With many people confined to their homes more than usual, public facades have been forcibly stripped away and life’s messiness is now on full display. Just on Zoom alone, we’re seeing co-workers wrangle their singing cats, screeching kids, and prodding partners.”

One way to implement this in your practice marketing is by using behind-the-scenes photos and videos. Show you and your staff learning, preparing, training, and planning. For example, take quick informal smartphone videos of your disinfecting routines and post them to your social media channels.

“Audiences are craving experiences right now, so they’re likely to delight in content that reveals your brand’s inner workings and products,” Sue says. “Not only that, but this type of content can also help fast-track the trust relationship between you and your audience.”

## 2. Wellness and Wanderlust

Wellness and fitness have always been important visual themes for practice marketing. However, what's increasingly relevant now is the intersection between wellness and the desire to get out and about.

"Absent traditional vacations and with limited means of travel, people are turning to hiking, camping and the peace of the wilderness to fill the void," Sue says. "People are quickly adapting to al fresco fitness, which ticks all the boxes for social distancing, mental health, physical exercise and fresh air."

Consider how to adapt your wellness imagery to include this trend. For example, use images of outdoor walking and hiking rather than indoor workouts or fitness classes.

## 3. Tech and Togetherness

People are using technology more than ever to replace the ability to connect in person. "We already knew that audiences were obsessed with technology, but it's gained even more fanfare and fancy during the pandemic for its ability to bring us all together," Sue says. "From videoconferencing and virtual events to online learning and Zoom check-ins, we're getting more screen time than ever before."

But this development is a mixed bag, she explains: "On the one hand, people love the social bonds created and strengthened through technology; on the other hand, people are exhibiting worry about our reliance on devices, data security, and what the future may bring."

What does this mean for your marketing? Focus on visuals that humanize technology. For example, if your practice uses digital dynamometers or other digital devices, post videos of staff members using and explaining them. (And remember, some minor imperfections in the videos will make them more effective: If you get tongue tied or distracted mid-sentence, make a joke about it and keep it in the video.)

## 4. Sustainability

While it may be less directly related to the pandemic, sustainability of the environment continues to be one of 2020's key visual themes, according to the experts. Getty Images has reported an increase in images and video downloads related to pollution, recycling and climate change, and Twitter's research shows that consumers are holding both themselves and organizations responsible for caring for the environment.

"Brands can lean into this visual trend by proactively sharing their sustainability efforts within their communities, being sure to highlight their hands-on participation in photos and videos," Sue says.

It could be as simple as a video of a staff member masking up and taking out the recycling. Even before-and-after pics of you planting a tree in your backyard can communicate your interest in ecology and the environment.



## PTPN MarketingPro Minute

For PTPN Members Only

October 2020



### 4 ways to use marketing content to make patients feel safe visiting your office

No matter what's happening in your area with lockdowns, mask mandates, and school openings, one thing is common for all of us right now: uncertainty. When it comes to your practice, you're probably seeing this play out in patients continuing to defer treatment in an abundance of caution.

One way to reassure patients and encourage them to get needed care is through your practice marketing. Your pandemic marketing content is a powerful tool to inform and educate patients about the safety of visiting your practice.

"As patients continue to look for answers and reassurance, healthcare providers have an opportunity to provide authoritative information – to build a reputation of reliability, trust, and expertise," says Alex Membrillo, CEO of the digital marketing agency [Cardinal](#).

Here are four ways Alex has identified to communicate these messages to patients:

#### 1. Give them the facts

As we've discussed [previously](#) in *PTPN MarketingPro Minute*, use your digital marketing channels (website, Facebook, Twitter, Yelp, Google, etc.) to tell patients about the safety measures your office has employed. "Don't let healthcare consumers speculate as to what your practice is doing in response to COVID-19," Alex says, "Make information about cleanliness and safety procedures easily accessible across your website, social media, and even display ad campaigns."

#### 2. Visualization is key

You've heard it before, but it's even more true in the context of the pandemic: Video is king. Use video content to show patients the precautions you're taking. "Especially at a time with limited in-person contact, seeing really is believing," Alex says. Create a video walkthrough of your current check-in procedure, or a how-to video for telehealth appointments.

### **3. Get personal**

What really sets your practice apart are the unique and dedicated people who work there. Use this time to provide personal (yet professional) introductions to your team, from the owner to the front desk staff. According to Alex, “This is what patients connect with most!”

Post short video interviews with your staff members on your website and as an ongoing series on your social media. Include content about their professional roles, but also share one or two personal insights – like hobbies, a favorite cheat meal, or how they’re dealing with pandemic-related stress.

### **4. Keep your reviews current**

Online reviews are crucial to patients looking for information about safety during the pandemic. Consumers are doing their research: “They’re looking for recent reviews pertinent to the questions they have now,” Alex says. “What are recent patients saying about how safe they felt given the COVID-19 pandemic? What about wait times and customer service?”

Be sure you have a robust and ongoing strategy to get customer reviews: Embed review reminders in email messages, text follow-ups, and intake and discharge paperwork. Train your staff to recognize highly satisfied patients and ask them directly for an online review. “Focus on getting testimonials or reviews from people who have worked with you during COVID-19, or reviews that detail the COVID experience and post-COVID experience,” Alex says.

Read more of Alex’s tips [here](#).