APTA’s Integrity in Practice Campaign

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APTA
One Therapist, $4 Million in 2012 Medicare Billing

JULIE CRONWALL and ROBERT GEBELEFF / APRIL 27, 2014

Medicare Fraud strike force charges 89 individuals for approximately $223 million in false billing:

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Jury finds Detroit–area physical therapy providers guilty in $2.3 million Medicare fraud case

APT A
INTEGRITY IN PRACTICE
American Physical Therapy Association
Survey Sampling

Approx 1 in 6 PTs Witnessed Fraud & Abuse in Past 12 Months

- Yes: 18%
- No: 75%
- Not Sure: 7%

Key Concerns of PTs

- Cuts in Payment
- Regulatory Burden
- Fraud & Abuse

Survey of 571 member and 300 non-member PTs
Concerns with Fraud & Abuse

• Institute of Medicine (IOM) reported that $765 billion per year has been lost to fraud, waste, and abuse. ($75 billion due to fraud)
• Overutilization of services
• Increased costs for payers
• Corruption of medical decision-making
• Unfair competition
• Harm to patient
• Deter new students from entering a profession due to public perception
Government Investing Resources to Fight Fraud

- Government views fighting fraud, abuse, and waste, and recovery of funds as a significant source of revenue
- The return on investment (ROI) for the Health Care Fraud and Abuse Control (HCFAC) program:
  - 3-year average (2010-2013), $8.10 returned for every $1.00 expended
  - Recovered $4.3 billion in 2013
APTA Campaign Objectives

Step up as a leader and partner in the effort to eliminate fraud, abuse, and waste from health care and strengthen the good reputation of physical therapy in health care system.
APTA Campaign Objectives

Educate members, nonmembers, new professionals, and students so they can avoid pitfalls that invite more scrutiny & payment cuts; and focus on delivering value and quality in practice
APTA Campaign Objectives

Advocate on behalf of PTs and the profession to reduce or prevent further burdensome regulation and oversight, and preserve freedom to practice.
APTA Campaign Objectives

Communicate our efforts and highlight solutions through every channel while showing buy-in from partner organizations who are key stakeholders in health care
Integrity in Practice Campaign is Multi-Faceted
Microsite: Integrity in Practice

- [http://integrity.apta.org](http://integrity.apta.org) (launch Sept. 15)
- About the Campaign
- Upholding Integrity (professionalism, state practice acts, ethics)
- Understanding Risk (and abuse laws, risk areas for PT)
- Reducing Risk (coding, documentation, compliance information, courses)
Navigating the Regulatory Environment: Ensuring Compliance While Promoting Professional Integrity

Presenters: Shantanu Agrawal MD; Anthony Delitto PT, PhD, FAPTA; Katherine Karker-Jennings, JD, MS; Ellen R. Strunk, PT, MS, GCS; Becky Clearwater, PT, MS, DPT
PREVENTING FRAUD, ABUSE, AND WASTE:
A Primer for Physical Therapists
Overview

◉ Background
◉ Explanation of fraud, abuse, and waste
◉ Fraud and abuse laws
◉ PT relationships with payers
◉ PT relationships with referral sources
◉ PT relationships with patients
◉ Professionalism
◉ Compliance programs
Resource Links & "Real World Examples"

**REAL-WORLD EXAMPLE**

- A physical therapist assistant falsely billed for physical therapy services that were not performed or supervised by a licensed physical therapist. The physical therapist assistant owned and operated a practice and submitted reimbursement claims to Medicare for services under the name and provider number of a physical therapist who no longer worked at the practice, without the knowledge or consent of that former physical therapist employee.
Primer Materials

• Powerpoint slides regarding fraud & abuse available to assist in instruction

• Test questions regarding fraud, waste, abuse developed

• Letter sent to academic programs encouraging them to incorporate material in their programming
Feature Articles

- Published “Addressing the ‘Biggest’ Threat to PTs” in *PT in Motion* Magazine (Feb 2014)

- Published “On the Up and Up” article on Fraud and Abuse in *Perspectives Magazine* (May 2014)
PSA-Style Awareness Campaign

• Created multiple ads, each including a case scenario involving waste, fraud, or abuse in various practice settings

• Promotes Ads create awareness and promote CE Module.
Partnership Development

- Government and Regulatory Bodies such as CMS, the DOJ, and OIG
- Health care professional associations and organizations such as the American Occupational Therapy Association and the Federation of State Boards of Physical Therapy
- External groups such as health care facilities, large employers of physical therapists, and others
- Partnership meeting scheduled for September 22, 2014
APTA and Choosing Wisely

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APTA
• Partnered with the American Board of Internal Medicine (ABIM) Foundation’s Choosing Wisely Campaign
• Each participating specialty society creates a list of “5 Things Physicians and Patients Should Question” to encourage wise decisions about appropriate care
Who is Participating in Choosing Wisely?

• More than 60 medical specialty societies are participating to date
• 15 more specialties plan to release lists in 2014, including APTA
• *Consumer Reports* joined the campaign to provide resources for consumers
• APTA and two other non-physician groups were officially welcomed to the Choosing Wisely Campaign on May 1.
Choosing Wisely Criteria

Criteria for inclusion on APTA’s List of 5:

• Evidence-based
• Frequently done but not necessary
• Under your control as a physical therapist

Focus of campaign is on safety, quality, social justice, doing no harm, and eliminating waste. This is part of medical professionalism.
Five Things Physical Therapists and Patients Should Question
Recommendation 1

Available Onsite
Recommendation 1

Available Onsite
Recommendation 2

Available Onsite
Recommendation 2

Available Onsite
Recommendation 3

Available Onsite
Recommendation 3

Available Onsite
Recommendation 4

Available Onsite
Recommendation 4

Available Onsite
Recommendation 5

Available Onsite
Recommendation 5

Available Onsite
Additional Choosing Wisely Information

http://integrity.apta.org

• Methodology
• Supporting references
• Expert Work Group members
• Link to *Physical Therapy* article
• Link to [www.choosingwisely.org](http://www.choosingwisely.org)
Communications Plan

- Consumer Reports Partnership
- ABIM Press Release and Newsletter
- APTA Press Release
- Article in *Physical Therapy*
- APTA News Now Article and Social Media
- Podcasts and Video Dispatches
- APTA Website and Microsite
- Conference Presentations
Key Choosing Wisely Messages

• Encourage conversations between providers and patients about care that is truly necessary
• Encourage care decisions based upon evidence
• Reduce waste
• Professionalism
• Social Responsibility
More To Come….

- Formalize the partnerships with external groups
- Promote Primer and presentation w/speaker notes as a package for educators
- White paper for advocacy efforts
- Recognition program for physical therapists and practice settings
Questions?

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