

IMS Experts Newsletter

August 2014



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WELCOME

Please Welcome Mary Lopez
our New Office Manager

Monica Wooldridge- New
Account Manager

Vee Cokes – New Billing
Specialist

In this Issue

- TENS vs NMES
- Sales Tips
- Reminder
- eHealth
- Medicare CMN
- New Products

TENS VS NMES

What is a TENS Unit? A **TENS Unit** stands for Transcutaneous Electrical Nerve Stimulation. A TENS Unit is a pocket size, portable, battery-operated device that sends electrical impulses to certain parts of the body to block pain signals.

What is a NMES Unit? A **NMES Unit** is a muscle stimulator. **NMES** stands for Neuro-Muscular Electrical Nerve Stimulation. These external devices are used to reduce muscle spasms, tone weak muscles and assist in the healing process. Originally, **NMES units** were used for preventing atrophy, when muscle wastes away from disuse.

When will Medicare cover a TENS Unit?

Medicare will cover a TENS for the treatment of beneficiaries with chronic, intractable pain or acute post-operative pain when one of the following coverage criteria, I-III, are met. (See Link for LCD) <http://www.cms.gov/medicare-coverage-database/search/document-id-search-results.aspx?Date=10/07/2013&DocID=L11495>

When will Medicare cover a NMES Unit?

Coverage of NMES to treat muscle atrophy is limited to the treatment of disuse atrophy where nerve supply to the muscle is intact, including brain, spinal cord and peripheral nerves, and other non-neurological reasons for disuse atrophy. Some examples would be casting or splinting of a limb, contracture due to scarring of soft tissue as in burn lesions, and hip replacement surgery. Only ICD-9 Covered: 728.2

Sales Tips



- 1) **You can sell only if you yourself are convinced:** If you are not sold on the product or service, it will be an uphill battle to sell someone on else. Your lack of conviction will scream through.
- 2) **Be clear and direct:** When pitching do not use complicated diction. Pride yourself instead on being able to explain the concept as quickly, clearly and simply as possible. This is important because the biggest problem in sales is client confusion. Confusion does not lead to a Yes.
- 3) **It's all about the presentation:** Building an amazing deck is critical to the sales process. Practice it, memorize it and be prepared to shift your emphasis based on how the energy changes when you give the presentation. Internally, we always ask ourselves: "Is the flow of this deck right? Will it convince?"
- 4) **Be passionate and exciting:** Most presentations are BORING! So create a show and make it exciting. Excitement is contagious – just like a yawn.
- 5) **Answer questions directly and clearly:** If you are asked a question and you give a "politician's answer" – in other words, if you don't answer the question – your credibility will decline, and you will hurt your chances of making the sale.
- 6) **Humor is a great lubricator:** Funny stories always break the ice.
- 7) **You can always be better:** Sales is an art, not a science. Which means it's never perfect and can always improve.
- 8) **Take the best of the past to create the future:** The world is full of shiny new toys and methods. It's easy for humanity to get lost in the glitz and glamour of modern technology. Successful people embrace modern tools for communication and continue to use traditional and rare methods like handwritten thank-you notes to enhance connections.
- 9) **Be a follow up specialist:** Many people talk a good game and then never deliver. There is an old saying that says 'the fortune is in the follow-up'. It's become an old saying for a reason: it's true! It's no secret that people lead busy lives and they cannot always remember to do the things they want or need to do. Simply sending out a little email reminding them that your business is still there may be all it takes to stimulate a sale. Following up with customers can also make them feel special and appreciated.



IMS Experts wants to remind everyone that Medicare & Humana will not pay for an item if the patient is in a hospital or skilled nursing facility at the time of service. Patient can only be fit 48 hours after discharge. If you have any questions please contact us!



CMS Has Announced Joining Forces With eHealth!

New improved features will include:

Capturing and tracking health information electronically
Increasing privacy and security of health information
Better informing patients about their care, and
Reducing provider paperwork through administrative simplification

Together these eHealth initiatives will help the health care industry deliver higher quality care and reduce costs. The CMS eHealth programs include:

Medicare and Medicaid Electronic Health Record (EHR) Incentive Programs

Quality Measurement

Physician Quality Reporting System (PQRS)

Hospital Inpatient Quality Reporting (Hospital IQR) Program

eRx Incentive Program

Administrative Simplification

ICD-10

Health Plan Identifier (HPID)

Electronic Funds Transfer (EFT)

Electronic Remittance Advice (RA)

The CMS eHealth Roadmap

CENTERS FOR MEDICARE & MEDICAID SERVICES

CMS eHealth is...

the transformation of health care delivery in the United States through simplified, standardized electronic information and technology, to achieve improved quality of care, better health outcomes, and reduced costs.



The CMS eHealth programs...

Will allow safe, secure and easy



Participation in eHealth and secure data exchange will



Benefits for providers and patients



...and lead to payment reform through



ADMINISTRATIVE SIMPLIFICATION

ICD-10

(4R)

E-Prescribing

QUALITY MEASUREMENT

PRIVACY & SECURITY

The Certificate of Medical Necessity (CMN) for Medicare Patients Guide

DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR MEDICARE & MEDICAID SERVICES

Form Approved
OMB No. 0938-0070
DHE-MAC 04-042

CERTIFICATE OF MEDICAL NECESSITY CMS-847 — OSTEOGENESIS STIMULATORS

SECTION A Certification Type/Date: INITIAL / 1 / REVISED / / RE-CERTIFICATION / /	
PATIENT NAME, ADDRESS, TELEPHONE and HIC NUMBER 2 PLACE OF SERVICE (3) NAME and ADDRESS OF FACILITY (if applicable, see reverse) HIC CODE PT/DOB / / Sex / / APT. / / NO. / / (See 1)	SUPPLIER NAME, ADDRESS, TELEPHONE and NPI or applicable NPI NUMBER/LEGACY NUMBER Orthofix Inc. 3451 Plano Pkwy Lewisville, Texas 75068 (800) 533-4433 NDC or NPI# 8X1237-0000 PHYSICIAN NAME, ADDRESS, TELEPHONE and applicable NPI NUMBER or UPI# 3 UPI# or NPI#
SECTION B Information in this Section May Not Be Completed by the Supplier of the Items/Supplies.	
EST. LENGTH OF NEED (P. OF MONTHS) 4 1-66 (MAX/ESTIMATE) DIAGNOSIS CODE(S) (ICD-9) 5	
ANSWERS QUESTIONS 1-4 ARE BLANK. ANSWER QUESTIONS 5-6 FOR NONSPINAL ELECTRICAL OSTEOGENESIS STIMULATOR. ANSWER QUESTIONS 7-11 FOR SPINAL ELECTRICAL OSTEOGENESIS STIMULATOR. ANSWER QUESTIONS 12-13 FOR ULTRASOUND OSTEOGENESIS STIMULATOR. (Circle Y for Yes, N for No, or D for Does Not Apply. For questions about months, enter 1-66 or D. If less than one month, enter 1.)	
(a) Y N D 6. In a fracture, has there been no clinically significant radiographic evidence of healing for a minimum of 30 days? (b) Y N D 7. (a) Does the patient have a failed fusion of a joint other than the spine? (b) How many months prior to ordering the device did the patient have the fusion? (c) Y N D 8. Does the patient have a congenital pseudarthrosis? (d) Y N D 9. (a) Is the device being ordered as a treatment of a failed single level spinal fusion surgery in a patient who has not had a repeat fusion? (b) How many months prior to ordering the device did the patient have the fusion? (c) Y N D 10. (a) Is the device being ordered as an adjunct to repeat single level spinal fusion surgery in a patient with a previously failed spinal fusion at the same level(s)? (b) How many months prior to ordering the device did the patient have the repeat fusion? (c) How many months prior to ordering the device did the patient have the previously failed fusion? (d) Y N D 11. Is the device being ordered following multi-level spinal fusion surgery? (e) Y N D 12. Has there been at least one open surgical intervention for treatment of the fracture?	
NAME OF PERSON ANSWERING SECTION B QUESTIONS, IF OTHER THAN PHYSICIAN (Please Print): NAME 7 TITLE EMPLOYER	
SECTION C Narrative Description of Equipment and Cost	
(1) Narrative description of all items, accessories and options ordered; (2) Supplier's charge; and (3) Medicare Fee Schedule Allowance for each item, accessory, and option. (See Instructions On Back) 8 1. Osteogenesis stimulator, electrical, non-invasive, spinal applications 2. Supplier's charge \$4995.00 3. Medicare Fee Schedule Allowance: All States \$495.15 with the exception of: Alaska \$417.55; Hawaii \$495.00; Puerto Rico \$495.00; Virgin Islands \$495.15	
SECTION D Physician Attestation and Signature/Date	
I certify that I am the treating physician identified in Section A of this form. I have reviewed Sections A, B and C of the Certificate of Medical Necessity (including charges for items covered). Any statement on my letterhead attached hereto, has been reviewed and signed by me. I certify that the medical necessity information in Section B is true, accurate and complete, to the best of my knowledge, and I understand that any falsification, omission, or concealment of material fact in that section may subject me to civil or criminal liability. PHYSICIAN'S SIGNATURE 9 DATE / /	

Form CMS-847 (09/00) EF 06/0008 501000 0001 Rev 04/01/04 000111 OP 11/03-PJ, US D-Orthofix Inc.

1 Medicare Program Integrity Manual, Publication #100-08, Chapter 5 – Items and Services Having Special DME Review Considerations, Section 5.3 Certificates of Medical Necessity (CMN). <http://www.cms.gov/manuals/downloads/dmeid.asp?item=19033>
 2 Per Medicare coverage rules, Section B must be completed by the treating physician, a non-physician practitioner involved in the patient's care, or a physician's employee who is knowledgeable about the patient's treatment.

Medicare requires all participating DME suppliers to have a signed original CMN, provided in fax, photocopy, or electronic form, from the treating physician before a claim for payment can be submitted to Medicare.¹

Section A – Orthofix May Complete

- 1 Initial Date – date of prescription/order
- 2 Patient information, including HIC Number (Health Identification Claim Number, which is the ID number on the card)
- 3 Physician's information, including individual NPI number

Section B – Treating Practitioner* and/or Staff Must Complete²

- 4 Length of Need – specifies the estimated length of need (e.g. the length of time, in months, that the physician expects the patient to require the use of the ordered device)
- 5 Diagnosis Codes – indicates the ICD-9 code that represents the primary reason for ordering the device. Up to three additional ICD-9 codes that would further describe the medical need for the item also may be listed
- 6 Spinal Stimulator – questions 9 through 11 apply
- 7 If completed by a clinical professional other than the treating practitioner,* this person must provide his or her name, title and employer

Section C – Orthofix May Complete

- 8 Device description and allowable charges

Section D – Treating Practitioner Must Complete^{3,4}

- 9 Treating practitioner* provides original signature and date, attesting to the accuracy of information in Sections A-C and to medical necessity.

3 The supplier may not complete the information in Sections B or D of the CMN or be subject to a civil monetary penalty up to \$1,000 for each form distributed. Source: Medicare Program Integrity Manual, Publication #100-08, Chapter 5 – Items and Services Having Special DME Review Considerations, Section 5.3 Certificates of Medical Necessity (CMN). <http://www.cms.gov/manuals/downloads/dmeid.asp?item=19033>
 4 DIO Special Hazard Alert on Physician Liability for Certifications in the Provision of Medical Equipment and Supplies and Home Health Services, 64 Fed. Reg. 18133 (June 12, 1999), available at www.gsa.gov/authority/dio/cmladme.pdf

*Treating Physician or Other Licensed Practitioner

IMS Experts

New Product Spotlight

Ultimate Ortho TEMS unit



Specifications

Channel Dual

Output 5mA to 100mA into 1KΩ

Pulse Width 50μS to 400μS adjustable

Pulse Rate 1Hz to 150Hz adjustable

Wave Form
1. Symmetrical Bi-phasic rectangular
2. Asymmetrical Bi-phasic rectangular

Operation

TENS

Program 1 - Modulation: Frequency increases from 50Hz to 100Hz while pulse width decreases from 200μS to 60μS within 10 seconds.

Program 2 - Burst: Two trains per second, 250ms on, 250 ms off. Frequency=120Hz, pulse width=50μS.

Program 3 - Constant

EMS

Program 4 - Preset. Only frequency and pulse width can be changed by user.

Program 5 - Manual. Duration: 20min. Default parameters: Pulse rate = 50Hz, Pulse width = 250μS, Ramp on = 2s, Ramp down = 1s, Work = 6s, Rest = 11s.

Program 6 - Manual. Duration: 20min. Default parameters: Pulse rate = 10Hz, Pulse width = 300μS, Ramp on = 2s, Ramp down = 1s, Work = 8s, Rest = 9s.

Program 7 - Manual. Duration: 20min. Default parameters: Pulse rate = 30Hz, Pulse width = 250μS, Ramp on = 2s, Ramp down = 1s, Work = 7s, Rest = 10s.

Program 8 - Manual. Duration: 20min. Default parameters: Pulse rate = 90Hz, Pulse width = 150μS, Ramp on = 2s, Ramp down = 1s, Work = 4s, Rest = 13s.

TEMS

Program 9 - Program 1 for 20min plus Program 4 for 20min

Treatment Timer Continuous, 15min, 30min, 45min, 60min, 90min

Display 53.5 mm X 35.8 mm LCD

Battery 2 AA LR6 Alkaline batteries

Electrodes 50mm X 50mm Adhesive Electrode

CONDUCTIVE GARMENTS



Ultimate Conductive Garment System

The Ultimate Conductive Garment is an innovative product that utilizes conductive fabric technology. This is an excellent electrotherapy tool to effectively treat patients at any anatomical site with the added features of variable compression and support. Conductive fabric electrodes securely affix to the garment, which fits easily on the patient and adjusts for comfort and support. Patients can be treated with the Ultimate Conductive Garment system at the clinic, home, or work. Ultimate Conductive Garments work with TENS, HVPG, NMS and Micro-current stimulators.



Description	Electrodes
Arm/Leg Wrap	(built in)
Carpal Wrap	2 kit
Ankle	2 or 4 kit
Elbow	2 or 4 kit
Neck	2 or 4 kit
Knee	2 or 4 kit
Shoulder	2 or 4 kit
Low Back (6")	2 or 4 kit
High Back (10")	2 or 4 kit
Thoracic	2 or 4 kit
Torso	6 or 8 kit

One-Size-Fits-All Garments

Also available are the one-size-fits-all conductive gloves, socks and sleeves. Not only is the mesh material more conductive than any material on the market, but it stretches to fit any patient. This revolutionary line of garments will save you money, without sacrificing quality

- ◆ Glove
- ◆ Sock
- ◆ Arm Sleeve
- ◆ Leg Sleeve