

November 15, 2019



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## Ortho News This Week

### Preparing for 2020

#### It's time to renew your COA Membership or Join for the First Time

COA  
What Happened in Sacramento in 2019?  
COA Legislative Wins/2020 Threat  
The California Orthopaedic is the respected voice of Orthopaedic surgeons in Sacramento. On your behalf we lobby the government, legislators, administrative departments and staffers. We had a busy, successful year. Some notable wins include ... [READ MORE](#)



### Telehealth: Medicare finalizes new services for 2020 in physician fee schedule

Foley & Lardner LLP  
CMS just released the 2020 final rule with changes to its virtual care codes. The new provision, officially titled "Communication Technology-Based Services," introduces three new covered Telehealth Services. These changes were proposed as part of the 2020 Physician Fee Schedule earlier this year and continue CMS' efforts to reduce administrative burden and cover more virtual care services in the Medicare program. [READ MORE](#)



### Providence St. Joseph Health rebrands its system

Modern Healthcare  
Three years after merging to create one of the largest Catholic systems in the country, Providence St. Joseph Health is changing its name to Providence while retaining the St. Joseph Health cross as its logo, the system announced Monday. The change will happen over two to three years and start in Southern California. [READ MORE](#)



### Bridging the gap: Using technology to maintain patient contact

Medical Economics  
As technology shapes and changes the world around us, physicians are wondering what that means for their practice and how they can use it to augment their relationships with patients. Sarah Bennight, director of product marketing for Stericycle Communications, gave her insights on how technology has changed the landscape and what she hopes to see in the future. [READ MORE](#)



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California Orthopaedic Associations

**SAVE THE DATE**

REGISTRATION OPENS  
JANUARY 1, 2020

**COA 2020 ANNUAL MEETING**  
QME COURSE & CBONES ANNUAL MEETING  
April 16-19, 2020  
Terranea Resort, Rancho Palos Verde, CA

## California: More than 47% of schools do not have athletic trainers



[News-Medical.net](https://www.news-medical.net)

A study published today in the Journal of Athletic Training, the National Athletic Trainers' Association's (NATA) peer-reviewed scientific publication, finds that more than 47 percent of schools in California do not have an athletic trainer (AT), a health care professional who provides preventative services, emergency care, clinical assessment, therapeutic intervention and rehabilitation of injuries and medical conditions, considered to be the gold standard of care according to the sports medicine community. [READ MORE](#)

## Google's 'Project Nightingale' gathers personal health data on millions of Americans



The Wall Street Journal

Google is engaged with one of the U.S.'s largest health-care systems on a project to collect and crunch the detailed personal-health information of millions of people across 21 states. The initiative, code-named "Project Nightingale," appears to be the biggest effort yet by a Silicon Valley giant to gain a toehold in the health-care industry through the handling of patients' medical data. [READ MORE](#)

## Nearly 40% of patients with rheumatic diseases use marijuana for pain relief



Healio

More than one-third of patients with rheumatic diseases reported using marijuana to relieve pain with minimal guidance from their physicians, according to findings presented at ACR/ARP 2019. "Research about the safety and efficacy of marijuana for medical use (MMU) and cannabidiol (CBD) is seriously lacking," W. Benjamin Nowell, Ph.D., director of Patient-Centered Research at CreakyJoints, told Healio Rheumatology. [READ MORE](#)

## What is AposTherapy?





Increase your practice revenue -  
effectively treating patients  
progressing to surgery

### What is AposTherapy?

AposTherapy® is an at-home biomechanical and neuromuscular treatment, based on a foot worn device used for an hour each day while doing normal daily activities.

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Over time, daily use helps to restore proper functional alignment, enhance muscle proprioception, decrease pain and improve gait patterns even while not wearing the device.

### Why AposTherapy?

- FDA cleared for knee OA
- Blue Shield of California is covering AposTherapy® treatment for patients with knee osteoarthritis and lower back pain
- Safe
- Extensive research with over 50 publications



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### How can AposTherapy help you?

- Increase your practice revenue - effectively treating patients with a new option for patients seeking another solution
- Provide a treatment which is both effective and easy to use, making adherence and satisfaction more likely
- Effective and safe long-term pain treatment without the risks of opioids and NSAIDS

To learn more on how to become an AposTherapy® provider, contact **Seth Klein**, Director of Sales at 201-264-5190 or [seth@apostherapy.com](mailto:seth@apostherapy.com)

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