



INTEGRITY IN PRACTICE CAMPAIGN

*An initiative of
the American Physical
Therapy Association*

Introduction

Health care consumers trust physical therapists to use their expert training to improve, maintain, restore, and enhance movement, activity, and health for optimal function and quality of life. The federal government and other payers rely on physical therapists to use their clinical judgment to provide patients with appropriate services and to submit proper claims for payment with accurate information.

The Problem

While the vast majority of health care providers are ethical and provide high-quality care, the few who abuse the system are placing patients' health at risk and costing payers and consumers billions of dollars. Unfortunately, headline-grabbing fraud and abuse cases have brought our profession under the scrutiny of the federal government and payers. This has resulted in a growing number of complex regulations that has increased the administrative burden on all physical therapists. There is a need for a broad educational campaign to support physical therapists in maintaining high standards of practice and in promoting compliance with documentation, billing, coverage, and other requirements.

Providing Solutions:

The APTA Integrity in Practice Campaign

APTA has launched Integrity in Practice, a comprehensive, multi-year campaign to promote high quality of care. It does so by helping physical therapists (PTs) navigate complex regulations and payment systems and by making tools and resources available to them to encourage and promote evidence-based practice; ethics; professionalism; prevention of fraud, abuse, and waste; and more. APTA works continuously to reduce the number of unnecessary regulations that interfere with physical therapists' ability to provide the best care for their patients.

About the Campaign

Education. The Integrity in Practice Campaign includes an intense educational initiative to prevent fraud, abuse, and waste and encourage high standards of practice. The campaign strives to educate physical therapists, physical therapist assistants, and students of physical therapy and offers the following resources:

- Articles are featured in member publications.
- Seminars, audio conferences, and webinars include a course—FREE to both members and nonmembers—developed with the help of regulators, attorneys, and auditors titled “Navigating the Regulatory Environment: Ensuring Compliance While Promoting Professional Integrity.”
- Defensible documentation guidelines are available on the Center for Integrity in Practice [website](#).
- An instructional booklet, [Preventing Fraud, Abuse, and Waste: A Primer for Physical Therapy](#), provides information on how to comply with relevant laws and regulations by identifying risk areas that could lead to potential liability. Intended for all physical therapists, the booklet includes an explanation of fraud, abuse, and waste and, along with the accompanying presentation with speaker notes and test, may be especially useful to PT education programs.
- A PSA-styled ad campaign with case examples summarizes real life situations from various practice settings where well-intentioned, honest PTs find themselves at risk of committing fraud or abuse, and points PTs to a FREE resource to help them avoid and manage those situations.

Center for Integrity in Practice. APTA's New Center for Integrity in Practice (<http://integrity.apta.org>) website offers tools and resources to help physical therapists and physical therapist assistants navigate the complex regulatory environment, understand and reduce risk, and promotes the highest quality of patient care. The site covers ethics; professionalism; responding to audits, compliance, documentation, prevention of fraud, abuse, and waste; and will continue to accumulate content as it is developed. Resources specifically for educators are also included.

Choosing Wisely®. APTA has partnered with the American Board of Internal Medicine (ABIM) Foundation's Choosing Wisely® campaign to provide specific, evidence-based recommendations that encourage both patients and physical therapists to make wise decisions about the most appropriate care. APTA is the first nonphysician group, joining more than 50 medical specialty societies that have produced a list of 5 things members of their profession and patients should question. APTA's list was announced on September 15, 2014 and can be found at <http://integrity.apta.org/ChoosingWisely>.

To help patients and clients understand what APTA's Choosing Wisely recommendations mean for them, APTA has partnered with Consumer Reports to create a [free consumer-friendly summary \(.pdf\)](#), which will also be made available in Spanish. Consumer Reports already has reached more than 100 million consumers with Choosing Wisely information through its network of consumer communications partners.

Integrity in Practice Recognition Program. Physical therapists will soon have the opportunity to earn recognition for committing to compliance and high standards of practice. The APTA Integrity in Practice Recognition Program will allow physical therapists who demonstrate their commitment

to professionalism and integrity in practice to earn the APTA Seal of Integrity. Those who earn the seal exemplify the highest commitment to physical therapist practice by completing required and elective coursework, participating in collection of data related to patient outcomes or participation in a registry, and by committing to high practice standards. Physical therapy facilities may also earn the Seal of Integrity by meeting certain criteria.

Outcomes Registry. APTA is launching the Physical Therapy Outcomes Registry to provide a user-friendly system for collecting uniform data on patient and client outcomes. Data will help guide best practices, help providers meet regulatory reporting requirements, generate benchmarking reports, and help shape payment policy.

APTA and its members are committed to the elimination of fraud, abuse, and waste in America's health care system. The APTA Integrity in Practice campaign will help preserve and promote the excellent reputation of the physical therapy profession and ensure high-quality physical therapy care for our patients.



For more information on APTA's Integrity in Practice Campaign, please visit the Center for Integrity in Practice at <http://integrity.apta.org>.