

## LETTER FROM THE PRESIDENT

## COPA 2021 BOARD

## PRESIDENT

Spencer Greene, MS, CPO  
Hanger Clinic

## VICE PRESIDENT

Mahesh Mansukhani  
WillowWood

## SECRETARY/TREASURER

Carlo Luetto  
Allard USA, Inc.

## LOBBYIST

Bryce W. A. Docherty

## EXECUTIVE DIRECTOR

Pat Rosengren

## BOARD MEMBERS

Linda Collins  
Össur Americas

Kenya Desautels, CPO, MPO  
Clinical CPO

Glen Ellis, MBA, CPO  
Orthotic and Prosthetic  
National Network

Brendan Erickson  
SPS

Richard Myers (Rick)  
Southern California  
Prosthetics

Riley Liddell  
Pacific Medical

Rick Riley  
O&P Boost

Trevor Townsend, CPO  
Valley Institute of  
Prosthetics & Orthotics

## IMMEDIATE PAST PRESIDENT

Maynard Carkhuff

Advertisers  
in this  
Newsletter  
are proud  
supporters  
of COPA.



Assembly Member Heath Flora, second from right,  
at the Modesto Hanger Clinic.



Assembly Member Carlos Villapudua, second  
from left, at Pacific Medical in Tracy.

COPA Members,

Summer is upon us and most families are planning long overdue vacations. July is also the time that our state legislators take their summer recess. During the recess they leave Sacramento and head back to their districts to re-engage with constituents.

Pursuant with our initiative to reform Medi-Cal reimbursement for O&P devices, COPA is using the summer recess as an opportunity to engage with our legislators in person. Recently, Assembly Members Carlos Villapudua (13th district) and Heath Flora (12th district) were toured through Pacific Medical and Hanger Clinic. The visits focused on educating the legislators about what the O&P field does, how we impact patients' lives and the growing issue of access to O&P care. Both legislators were impressed with the facilities, the care that is being provided, and the positive impact that we are having on Medi-Cal beneficiaries in their districts. Each of them is interested in supporting our efforts to reform the Medi-Cal fee schedule. We look forward to hosting more legislator tours as we raise awareness to our specific challenges and implement solutions.

Thank you for your support of COPA via membership and time. It truly takes a village.

*Spencer Greene*  
Spencer Greene, MS, CPO  
sgreene@hanger.com  
209-573-1806

## UPCOMING EVENTS

THURSDAY, JULY 29 • 12:00 - 1:00 PM PST

Join us for our bi-monthly free COPA Webinar Education Series

## CALIFORNIA LEGISLATIVE UPDATES

Presented by

**BRYCE W.A. DOCHERTY**

Founder & CEO of TDG Strategies, LLC



THURSDAY, JULY 29 • 5:30 - 6:30 PM PST

You are invited to COPA's Members-Only

## VIRTUAL HAPPY HOUR

A casual conversation with COPA Board Members  
discussing any issues or concerns you have.

YOU ARE INVITED TO

*A Virtual  
Happy Hour*

Thursday, July 29, 2021  
5:30 - 6:30 pm  
Via Zoom

Compliments of our sponsor  
**SPS**  
CLINICAL SERVICES

A presentation by  
**elevate**



THURSDAY & FRIDAY • OCTOBER 14 & 15

Register now for our two-day in-person

## COPA EDUCATION SYMPOSIUM

Event registration, sponsorships and exhibit  
reservations are open now on our website:  
[californiaoandp.com](http://californiaoandp.com).

## COPA ANNUAL FALL SYMPOSIUM

Yes! In-Person Education  
Symposium This Fall!

OCTOBER 14 & 15

at PACIFIC MEDICAL, INC.  
1700 N. Chrisman Road  
Tracy, California





# COPA'S FREE WEBINAR:

## CALIFORNIA LEGISLATIVE UPDATE *presented by Bryce Docherty, COPA lobbyist*



COPA's next free webinar, at **12:00 pm (PST) on Thursday, July 29**, will provide an overview of COPA's past and present legislative efforts to create more favorable conditions for patients and O&P providers in California.

While the topic is specific to issues within our state, this seminar presented by Bryce Docherty will also be insightful for others outside of California who may be involved in their own state's legislative efforts. Advocacy, at the state and federal level, is critically important to everyone working in the O&P industry. COPA, as well as other organizations including the American Orthotic and Prosthetic Association, is striving to get more owners, executives, managers and employees to become engaged in the pursuit of legislation that improves O&P care and business conditions.

"Within the state of California, which prides itself on its commitment to the underserved and disadvantaged, the prosthetic and orthotic appliances category has not received an increase in Medi-Cal reimbursement in over 25 years," said Docherty, founder and CEO of TDG Strategies and COPA's longtime lobbyist. "As with other health care services in our state, the cost of materials, labor, equipment and utilities needed to fabricate and dispense these products have increased substantially. In many cases, the current Medi-Cal rates are below the actual cost of making and fitting the device. As such, Medi-Cal is no longer accepted by an increasing number of O&P practices in California."

Docherty will share pertinent legislative history and then focus most of his presentation on COPA's ongoing efforts to achieve a

long overdue increase in the state's Medi-Cal (Medicaid) fee schedule. An increase in O&P Medi-Cal reimbursement rates to 80 percent of the prevailing Medicare rate is warranted as the current rates are only equivalent to about 51% of the allowed Medicare fee schedule (which is among the lowest in the country for O&P devices).

"Medi-Cal covers 40% of all children, 50% of all people with disabilities, a million seniors and nearly four million adults in California," Bryce said, citing statistics from the California Health Care Foundation. "We estimate this increase will create less than a five million dollar annual obligation for California's general fund, as Federal Matching Funds will cover 50% of any increase to the current Medi-Cal payments."

If you haven't already registered for next week's webinar, the fourth in a series of six virtual education events planned this year, please go to our website, [californiaoandp.com](http://californiaoandp.com) to register.

**Go beyond. Go META.**

Discover the amazing (and growing) META family of products.

**META Arc**

**ONE REVOLUTIONARY FOOT. ONE GIANT STEP FORWARD.**

The first-ever unibody foot design meets the first-ever polycentric ankle. It's the ultimate in performance, adaptation, and stability. Learn more at [meta-arc.com](http://meta-arc.com).

**META Shock**

**IT DOESN'T JUST PUSH THE LIMITS. IT ABSORBS THEM.**

Unibody design + maximum deflection/minimum build height + responsive absorption = one dynamic foot. Learn more at [meta-shock.com](http://meta-shock.com).

**WillowWood**  
willowwood.com 1.800.848.4930

# YOU ARE INVITED TO

# A Virtual Happy Hour

Thursday, July 29, 2021  
5:30 - 6:30 pm  
via Zoom

Compliments of our sponsor



A presentation by



## MEMBERS-ONLY VIRTUAL HAPPY HOUR ON JULY 29

All current members of COPA are invited to hoist a cold one while Zooming with COPA board members.

Sponsored by SPS and hosted by Brendan Erickson (SPS), Trevor Townsend and other board members who lead COPA's membership recruitment and retention activities, the casual online get-together will serve as a precursor to COPA's LIVE IN-PERSON annual education seminar in October.

"We wanted to create an opportunity to see each other and have a casual conversation with COPA members about topics that are pertinent to our jobs and businesses," said Erickson, chair of COPA's Membership and Networking Committee. "It's exciting to see COPA growing. We are hoping to see longtime

members and new members. We are going to talk about COPA's efforts and value, answer questions, and encourage members to share examples of how things have changed within their business as a result of the pandemic and other market evolutions. Networking is a way to create synergies among our members."

All members should have received an invite from COPA for the hour-long event, which begins at 5:30 p.m. on Thursday, July 29. If you need COPA to resend the invite, please send an email to [admin@californiaoandp.com](mailto:admin@californiaoandp.com) requesting the link to the Zoom event.

## COPA MEMBERS OFFER TOURS DURING SUMMER LEGISLATIVE HIATUS

Sacramento is quieter the next three weeks as California's state legislators are currently on their annual summer recess. No meetings, no voting, until they reconvene in the middle of August.

While elected officials (and their staff members) will likely spend part of the recess period enjoying personal vacations, it is also a time when legislators are available to meet with constituents in their home districts.

COPA's board of directors and COPA members have been earnestly trying to set up appointments with state Senators and Assembly members.

The initiative is focused on inviting elected officials to tour local O&P clinics where they will be exposed to the patient care and technical services provided by highly educated and certified O&P professionals.

"Bringing them into our facilities, into our world, is a great way to educate politicians who we need to

support our legislative efforts," said Trevor Townsend, owner of Valley Institute of Prosthetics and Orthotics based in Bakersfield.

"We have a tour set up with Vince Fong, the Republican Assembly Member from our district. We are also trying to set up a tour with Senator Shannon Grove. We've had Zoom meeting with both of them about our Medi-Cal initiative, and a tour will heighten their awareness of the value of O&P care and the need for reasonable reimbursement rates."

Current efforts are focused on educating members from both parties who have leadership positions on key committees to get a majority of the state Assembly and state Senate members to support a long-overdue increase to Medi-Cal's O&P fee schedule. COPA needs to influence elected members who can sponsor and help drive legislation to improve access to O&P care for millions of Medi-Cal beneficiaries.

# OCTOBER IN TRACY – RECONNECT, RECHARGE AND LOOK AHEAD

COPA's annual in-person education conference is back! We are excited about the potential to see our members and friends face-to-face.

For the first time, COPA's event is being held in Tracy. We are very grateful to COPA member Pacific Medical for offering us the free use of their fabulous education center. Pac Med is also hosting a happy hour and dinner for all attendees at the end of the first day of courses.

"The annual meeting is an extremely important event for COPA and its members," said COPA President Spencer Greene. "It provides education opportunities for clinicians, exhibitor opportunities for suppliers, and a critical source of revenues for COPA. Proceeds support our activities throughout the year, including the funds to compensate our top-notch lobbyist and very dedicated support team at Huntington Association Management."

While the meeting has traditionally been held in the Los Angeles area, or in San Francisco, COPA reached out to Pacific Medical about the potential to hold this year's event at their beautiful education center.

The location is very accessible from the Bay Area and Sacramento, as well as cities and communities in the central valley and central coast.

"It will be a longer trek for people coming from Southern California, but closer and with less traffic than driving into San Francisco," said COPA board member Kenya Desautels, event co-chair.

"We have appreciated the support and donation of facilities at Dominquez Hills and UCSF, and we are very grateful that Pacific Medical is providing its facility at no charge and also covering the costs for Thursday night's dinner. This allows us to use more of the proceeds for services that benefit our members."

Suppliers are also key contributors, displaying products of interest to our members and helping to defray other costs for the event. More than 10 suppliers have already signed up to participate.

The education program has been finalized and offers a mix of courses on prosthetics, orthotics and business topics. ABC now requires a 50/50 split between clinical and business courses. The overarching theme of the event is "Adapting the O&P Profession" with the goal of coming together to have discussions and create paths of success within each sector of our profession.

"We are excited to present a robust and diverse education program at a beautiful venue with plenty of space for attendees to network with colleagues and our exhibitors," said Kenya. "It seems that people

# REGISTER NOW! COPA EDUCATION SYMPOSIUM



## OCTOBER 14 & 15, 2021

### PACIFIC MEDICAL

1700 N. Chrisman Road, Tracy, CA

#### THURSDAY, OCTOBER 14

Registration and exhibit tables open at 8 a.m.; courses begin at 9:30 a.m. and continue until 5 p.m. with social hour and dinner on-site.

#### FRIDAY, OCTOBER 15

Courses from 8 a.m. to noon; lunch and exhibits until 1 p.m.

- Convenient online registration at COPA's website
- Special nightly rate at Fairfield Inn, using registration link on COPA's website
- Fees: \$200 for clinicians working for COPA members; \$350 for non-member clinicians, and only \$25 for students
- Exhibitor table for supplier members: \$350, non-members \$550

**Register online at [www.californiaoandp.com](http://www.californiaoandp.com)**

are becoming increasingly comfortable about traveling and are ready to re-engage in group meetings. Be assured, we will be following all state guidelines for holding a safe event."

Industry experts will be sharing their perspectives about the future of O&P during presentations and a panel discussion. Facility and supplier acquisitions, the challenges of hiring, training and retaining technicians, and other factors COPA members need to consider will be one of the most relevant topics at this year's event.

"We hope the owners of O&P clinics and their clinicians will come to Tracy, not just to earn CEUs, but to support COPA and our industry," Kenya added. "A lot has changed since our last meeting in November 2019, and we will all benefit from education, networking, and sharing best practices."



# WHAT HAVE YOU DONE FOR ME THIS YEAR?



COPA is our state's only O&P association and it is one of the most active state O&P associations in the country. Despite the challenges of the pandemic, COPA has been able to increase its membership this year.

Also, thanks to frugal management of its limited funds last year, the organization is financially healthy and judiciously increasing its strategic value to members.

Joining a healthcare industry association like COPA is an important statement a business can make to its professional colleagues, employees and customers. It indicates a business is willing to invest in the future — striving to improve technology, services, quality, and access. Yet there are many O&P providers and suppliers doing business in California that benefit from COPA's efforts without making an annual commitment to pay dues.

"It's something we typically see with other associations we manage, where a modest percentage of industry businesses make the investment on behalf of

all of the other businesses that are not paying membership dues," said Pat Rosengren, founder and president of Huntington Association Management. "We've helped provide organizational support to COPA for more than a decade, and year-after-year it is many of the same members who keep COPA financially viable."

Led this year by Spencer Greene (Hanger) following the dedicated leadership provided by past President Maynard Carkhuff (former chairman of Freedom Innovations), COPA's board is very engaged in efforts to bring even more value to members. All board members commit time every month to participate in multiple board and committee meetings. Board members have also devoted extensive time to taking a lead role in legislative advocacy.

A prime example of volunteerism in action is the work of Kenya Desautels, who joined COPA's board last year. Kenya accepted the role of chairing COPA's Education Committee and has been instrumental in working with the staff of Huntington Association Management to completely refresh and expand COPA's website. In September 2020 she welcomed her second son, who has become a regular attendee of our meetings. Additionally Kenya has taken on the challenge of co-chairing COPA's symposium this fall with Pacific Medical's Riley Liddell.

Riley joined the board of directors earlier this year and left in with both feet. As co-chair of the COPA symposium he offered up the use of Pacific Medical's corporate headquarters and has helped to ensure exciting, quality content at our upcoming symposium. Riley led a recent facility tour with Assembly Member Carlos Villapudua and continues to advocate for the profession and the value of being a COPA member at every opportunity.

Another new member to the board, Ossur's Linda Collins, is a reimbursement expert actively engaged in adding content to COPA's website. This includes some information that is only accessible to members. Her goal is to make the website a one-stop shop  
*Continue on next page.*

## MORE THAN DISTRIBUTION

- Clinical Services
- Online CEUs
- PDAC Approval Resources
- Student Scholarships
- SPS Xpress Publication
- The SPS Blog
- Business Review and more



To learn more, visit [spsco.com/resources](https://spsco.com/resources) or call Craig



**Craig Born**  
Sales Account Manager  
541.207.6498  
[spsco.com](https://spsco.com)





# GOVERNMENT AFFAIRS COMMITTEE CONTINUES MULTI-YEAR EFFORT

For 2021, COPA's Government Affairs Committee set a goal to have a minimum of 20 meetings with state legislators, with a primary focus on continuing efforts that began several years ago to convince state officials to re-examine and approve Medi-Cal reimbursement fees for O&P care.

So far this year, there is documentation of 17 "visits" with state legislators and/or their staff members, including eight with an elected Assembly Member or State Senator. With O&P facility tours scheduled in the coming weeks while the Assembly and Senate are on hiatus, one of the 2021 goals will be achieved.

"Many of the meetings to date have been driven by the efforts of COPA board members working in collaboration with COPA's lobbyist Bryce Docherty," said Rick Riley, who chairs the Government Affairs Committee.

"Having learned from our experiences, we are now expanding our grassroots efforts by encouraging COPA members to use our template and talking points in meetings with their local Assembly Member and Senator."

"This will help us increase awareness among elected officials throughout the state. We need them to understand the complexities of O&P care and the rising costs for facilities, technology, supplies, and professional staff. We need them to understand why the current reimbursements, which are only

about 50% of the Medicare allowable, are reducing Medi-Cal patient access to local care and available technologies. This awareness will help them see the need and justification for a substantial adjustment to Medi-Cal payment rates."

For information about how to participate in COPA's grassroots efforts, you can reach out to any board member.

Members of COPA's Government Affairs Committee and board are also actively supporting AOPA's efforts to pass a new O&P bill that includes provisions to create differentiation from DME suppliers, return to the definition of OTS originally approved by Congress, and stop the US government from reimbursing prosthetic devices and custom and custom-fit braces that are dropped shipped (by DME suppliers) to Medicare patients.

Earlier this year, several members of COPA's board attended AOPA's annual Policy Forum, which for a second year was held virtually. All meetings this year were organized on Zoom or other videoconferencing platforms. COPA board members also participate in AOPA's monthly legislative update call attended by AOPA members who are active in their state's O&P association.

"AOPA is a great resource to COPA and other state O&P associations," Riley added. "Our board has made a concerted effort during the pandemic to engage remotely with members of AOPA's staff, seeking their advice and finding ways to collaborate."

*Continue from previous page.*

where members can access California's Medicare and Medi-Cal fees schedules, government and insurance policy updates, and other information about coding and reimbursements that can benefit providers and suppliers.

Mahesh Mansukhani, president of WillowWood, also accepted the invitation to join COPA's board and has been instrumental in providing his insights about the evolution of the O&P industry. He was the featured presenter for COPA's webinar about industry consolidation, with more than 100 participants joining the Zoom call. Mahesh will also be a guest speaker and panelist at COPA's in-person education event in October.

"It is gratifying to work on behalf of loyal dues-paying members who value COPA's past and current efforts to improve O&P care in California," said board member Rick Riley.

If you own or work for an O&P supplier or provider doing business in the state of California, and your company is not currently a COPA member, you can pay a prorated rate (reduced dues) to join for the second half of 2021. COPA's volunteer board, our association management team, and our lobbyist appreciate the members who make it possible for COPA to represent the O&P industry and its patients.

allardUSA

More AllardAFOs with  
1/2 Heel Height AND  
Lower Toe Lift

ToeOFF® 2 1/2

BLUEROCKER® 2 1/2

NEW CAMO BIRCH BLACK

ToeOFF® 2 1/2 addition

Email [info@allardusa.com](mailto:info@allardusa.com) to receive your FREE Product Selection Guide