



**HSS**

2020-2021

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**HSS** Rehabilitation Network  
**Membership Benefits**







# HSS Rehabilitation Network

The world leader in musculoskeletal health and the oldest orthopedic hospital in the United States, Hospital for Special Surgery (HSS) has been ranked No.1 in Orthopedics by U.S. and World Report for ten consecutive years and has been among the top ranked Orthopedic hospitals for almost three decades. In addition to its main campus on the Upper East Side of Manhattan, HSS has regional outpatient facilities in Manhattan, Queens, Long Island, Westchester County NY, Paramus NJ and Stamford CT and opened its facility in Palm Beach County Florida in January 2020.

The Rehabilitation Network is one of the jewels in its portfolio of outstanding services. Founded in 1994, the Network recently celebrated its milestone 25th anniversary. Since its inception, physicians and patients have depended on the Network as an extraordinary resource for locating the best physical and occupational therapy facilities, convenient to where they live and work. The Network prides itself on the relationship with its more than 200 stellar, community based Network member-practitioners. It continues to grow in reach and status and in doing so, enhances the visibility and reputation of the members. In addition to the host of tangible member exclusive opportunities and benefits described in the information to follow, the Network provides the opportunity to be associated with and learn from the highly acclaimed academic teaching facility and faculty that is at the core of HSS.

# HSS Rehabilitation Network



# MEMBERSHIP BENEFITS AT-A-GLANCE

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## **MARKETING AND PUBLICITY INITIATIVES** **PRINT**

- Member Network Sheet Listing
- Quick Contact Card for HSS Physicians
- HSS Internal Employee Newsletter (ECHO)
- Onsite Branding: HSS Network Member Decals
- Network information included in introductory meeting with new HSS physicians **NEW**

## **DIGITAL**

- HSS Rehabilitation Website Searchable Listing and Individual Profile Page
- HSS Public Newsletter
- HSS P Care (Inpatient Hospital Room TV Messaging)
- HSS EnPlug Digital Location Screens at Regional Locations
- Inclusion on "MY HSS" patient portal
- BetterPT Directory Listing/Phone Scheduling App Free of Charge
- Recognition Slide in HSS Rehabilitation Course Presentations
- Placement on Pre-Surgical Guidelines On-line

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## **STRATEGIC MARKETING**

- Telehealth Program Announcement
- HSS Course Sponsorship
- State Physical Therapy Association Advertisement
- Promotion at national professional conferences, including APTA PPS
- Press Releases

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## **EDUCATION RESOURCES/OPPORTUNITIES**

- Free Access to Rehabilitation Content on HSS eAcademy
- Exclusive Access to HSS Rehabilitation Grand Rounds
- 25% Savings on HSS Professional Education CME and CEU Programs
- 25% Savings on HSS Rehabilitation Advanced Hip Clinician Program
- Exclusive Access to HSS Rehabilitation Direct Access Credentialing Program
- Priority Access to HSS Orthopedic Intensive Lab Series
- Free Access to Visiting Professor Lecture Series
- Priority Access to Participate in the Orthopedic Specialization Program
- 25% Savings on HSS Clinical Resources

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### **PRIVILEGED ACCESS**

- Exclusive Member Pricing from Local and National Equipment and Service Vendors
- Access to HSS Library Resources
- Rehab Network Membership Database
- HSS Employer Direct Access Provider
- HSS Rehabilitation LinkedIn Group

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### **SPECIAL EVENTS**

- Network Leadership Discussion Forum
- Network Annual Meeting and Reception
- HSS Fundraising and Community Outreach Initiatives

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### **CONCIERGE/CONSULTATION SERVICES**

- Qualitative Chart Review Design
- Maximizing your Benefits Workshop
- Clinical Resources
- Social Media Marketing

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### **LEADERSHIP OPPORTUNITY**

- Rehab Network Advisory Board Member

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### **PUBLICATIONS**

- (Monthly) E-Advisory FYI
- Access to E- Rehab Link / E-Ortho Link / E-Rheumatology Link
- Network E-newsletter

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### **EQUIPMENT, ENTERTAINMENT & SPORT OFFERS**

- Madison Square Garden and Radio City Music Hall Special Ticket Offers
- Barclays Center & NYCB Live Discounts
- Bronx Zoo
- One World Observatory
- 6 Flags Great Adventure (Member Days)
- 1-800 Flowers Discount
- 24 Hour Fitness Sport Club Discount

*More local discounts and offers coming soon.*



# EXPLANATION OF BENEFITS

## MARKETING AND PUBLICITY INITIATIVES ON BEHALF OF THE NETWORK:

HSS Rehabilitation Network HOSPITAL FOR SPECIAL SURGERY		MANHATTAN AND ALL NYC BOROUGHS 2018 Membership Listing	
For additional information or for assistance, please contact Angelle Linton or Robin Benick at (212) 606-1317			
<b>NEW YORK LOCATIONS</b>			
Hand and Upper Extremity Therapy Center	(212) 606-1560	535 East 70 <sup>th</sup> St, 2nd floor	New York, NY 10021
Orthopedic Physical Therapy Center	(212) 606-1213	535 East 70 <sup>th</sup> St, 2nd floor	New York, NY 10021
Pediatric Therapy (PT, OT, Speech)	(212) 606-1317	535 East 70 <sup>th</sup> St, 9th floor	New York, NY 10021
James M. Berman Sports Rehab Center	(212) 606-1005	525 East 71 <sup>st</sup> St, Ground floor	New York, NY 10021
Spine Therapy Center	(646) 754-4850	405 East 75 <sup>th</sup> St, Ground floor	New York, NY 10021
Integrative Care Center Affiliated with HSS	(212) 224-7900	635 Madison Ave, 5th floor	New York, NY 10022
<b>UPPER EAST SIDE</b>			
Enclave P.T. NYC	(212) 438-1556	159 E 74th St	New York, NY 10021
H&O Physical Therapy	(212) 988-2501	62 East 88 <sup>th</sup> St	New York, NY 10028
ProFitness Physical Therapy	(212) 327-0600	171 East 84 <sup>th</sup> St	New York, NY 10028
Zion Physical Therapy	(212) 353-8693	1558 3 <sup>rd</sup> Ave, Suite 211	New York, NY 10128
<b>UPPER WEST SIDE</b>			
Bradley & Monson Physical Therapy	(212) 496-1187	1841 Broadway	New York, NY 10023
Pro Health & Fitness P.T. & OT	(212) 606-4783	180 West End Ave, 4th fl	New York, NY 10023
Professional Physical Therapy	(212) 799-0160	211 West 74 <sup>th</sup> St	New York, NY 10023
Sloane Stecker Physical Therapy	(212) 712-2006	1995 Broadway, 10 <sup>th</sup> floor	New York, NY 10023
Zion Physical Therapy	(212) 633-8093	302 West 72nd St, Suite 10	New York, NY 10023
Riverside Physical Therapy	(212) 580-0125	250 West 93 <sup>rd</sup> St	New York, NY 10025
Park North Physical Therapy	(212) 222-6525	233 Malcolm X Blvd	New York, NY 10027
<b>MIDTOWN</b>			
Palpa Physical Therapy	(212) 967-5337	131 West 33 <sup>rd</sup> St, 13th floor	New York, NY 10001
Physical Therapy & Feldenkrais NYC	(646) 497-1480	134 West 26 <sup>th</sup> St, 2nd floor	New York, NY 10001
Sirona Physical Therapy	(212) 251-5133	352 West 25 <sup>th</sup> St, Suite 601	New York, NY 10001

## PRINT

### Member Sheet Listing

Your clinic information is shared on the Rehabilitation Network Membership lists which are made available on a regular basis to all in house & offsite HSS physician offices as well as the ancillary service departments of HSS. The list is also featured on the Network's webpage as a PDF download.

### "Quick Contact" Card for HSS Physician Offices **NEW**

Rehab Network Quick contact cards, with the Network website and phone number and BetterPT information and QR code, are also distributed to HSS MDs and reception areas for patients who prefer to research therapy providers on their own or would like to access information via their mobile device.

## DIGITAL

### Exclusive Individual Profile Page on HSS' Award Winning Website

Member profiles on the Network website provide visibility to your practice to anyone, anywhere, anytime. Practices can use their page to highlight unique skills and services.

### Multiple Search Options on the Network Webpage

Patients using the Network's web page are able to search for a facility in multiple ways, including zip-code and map view, making it easy to locate the Network practice closest to their location.

### HSS Public Newsletter

The Network will be highlighted in this newsletter HSS produces for the general public.

### HSS "P Care" Hospital Room TV Messaging

The Network is featured on "P Care", the hospital's interactive patient video system that enhances the patient experience with information, entertainment, education and care management features. This platform creates awareness to inpatients about the services of the Network.

### HSS EnPlug Digital Location Screens - Regional Locations

Advertisement of the Network on digital screens at HSS regional physician locations.

### Network Information in "MyHSS"

The Network will be featured on MyHSS, a web-based patient portal that provides patients personal and secure online access to their health information.



# HSS ECHO

STORIES AND NEWS FROM THE HSS FAMILY

May 2018  
Vol. 20 Issue 5

## Recognizing the Extraordinary Work of our Nurses



## Dr. Michael Parks Inducted as OREF President

Dr. Michael S. Parks, MD, Vice Chair for Quality and Clinical Director of Orthopaedic Surgery, was inducted as president of the Orthopaedic Research and Education Foundation (OREF) at the OREF Board of Trustees Meeting in New Orleans, LA. Parks will serve a three-year term in this position.



## Rehabilitation Network

**HSS** Rehabilitation Network  
Participating Location  
HOSPITAL FOR SPECIAL SURGERY

## Inclusion in the HSS Employee Newsletter (ECHO)

ECHO is a monthly printed newsletter for the HSS community. The Network receives mention in ECHO several times a year, increasing exposure to stakeholders most likely to recommend therapy to patients.

## HSS Network Member Decals

Rehab Network decals are provided to members to place at their facility to provide an easy way to publicize their Network status both to their patients and to foot traffic at their location.

## Network Introduction to New HSS Physicians

When a new physician joins HSS, a senior HSS Rehab manager meets with the physician and office staff to show them how to access the website and provide copies of printed Network information and contact numbers.

## BetterPT

Network members are entitled to a full subscription to BetterPT (BPT) at no cost. BPT is a specialized mobile app and independent search engine for patients seeking physical therapy. It allows for increased visibility and exposure of practices as well as provides the option for patients to request an appointment on-line or via their mobile device. Network locations receive priority placement in BPT geolocation searches and special HSS icon designation.

## Recognition in HSS Rehab Course Slides

A slide promoting the Network will be included in all HSS Rehabilitation courses.

## Placement on Surgery Specific Digital Patient Guidelines

Network information is included as a resource on surgery specific pre/post operative digital guidelines. All HSS patients scheduled for a surgery covered by a digital guideline are directed to that on-line resource. The guidelines are also accessible to any patient searching the internet for information about their surgery, increasing exposure of the Network to innumerable patients beyond HSS.

## STRATEGIC MARKETING

### **“HSS @ Home” TeleHealth Program**

HSS @ Home, is a web-based telemedicine portal that allows HSS therapists to conduct virtual appointments with patients. Therapists will discuss the Network as an outpatient care option.

### **Course Sponsorship**

Promotional display space at the Annual HSS Sports Medicine Symposium. In addition to therapists this activity is targeted to

orthopedic surgeons, physiatrists, physician assistants, and orthopedic nurses.

### **State Physical Therapy Associations Advertisement**

Advertisements are placed in state conference materials where the Network has a presence, to provide exposure to the Network and its members on a regional basis.

## EDUCATION RESOURCE / OPPORTUNITIES

Receive exclusive or priority access and/or savings to HSS' state-of-the-art education programs including...

### **HSS eAcademy**

HSS eAcademy is a digital platform for distribution of extensive education and academic programming through live streaming and offerings on-demand.

### **Free Access to On Demand Content, including the HSS Rehabilitation Core Curriculum Series.**

*\*\*\* A small number of programs offered by non-HSS entities require a fee.*

### **Free live streaming Rehab Grand Rounds**

Developed for rehabilitation professionals who specialize in the treatment of musculoskeletal disorders affecting individuals of all ages, HSS Rehabilitation Grand Rounds are offered six times a year.

### **25% Savings on CME and CEU professional education for members and staff**

HSS offers a wide range of professional and continuing medical education programs. Most have an option to register for an on-site or live streaming version of the activity. HSS is an NYS approved provider for Physical Therapy continuing education. Applications are made for credit in NJ, FL and to the Federation of State Boards of Physical Therapy for all Rehabilitation professional education courses.

### **Network exclusive opportunity to earn HSS competency credentials**

- Direct Access
- Advanced Hip Clinician

### PPS Conference Program

Advertisement in official APTA Private Practice Section Conference materials to provide exposure to the Network and its members on a national basis.

### Vendor at Professional Conference

HSS Rehabilitation is an exhibitor at various APTA Conferences to increase exposure and brand awareness for the Network.

### Press Releases

Press statements are made as appropriate during the year, educating the public on Rehabilitation Network members and services.



### Priority opportunity to attend the HSS Orthopedic Intensive Lab Series

This series gives clinicians the opportunity to learn and practice advanced orthopedic treatment techniques in a small lab setting.

### Free Access to Visiting Professor Lecture Series

HSS's Visiting Professor Lecture Series presents both Distinguished Research Lectures and Honorary Service Lectures in an annual series of coordinated presentations. This series showcases lectures by nationally and internationally recognized visiting faculty.

### Priority Access and Savings on HSS Rehabilitation Orthopedic Specialization Program (OSP)

The OSP is a cost effective alternative to an Orthopedic Residency and is designed to prepare participants for advanced practice in orthopedic PT, direct access, and the Orthopedic Certified Specialists (OCS) exam.

The components of the OSP and Network member savings include:

- 25% Savings on the Orthopedic Weekend Intensive Series
- 25% Savings for the OCS Review Class
- Free Access to Livestream Sports Core/ MRI Conference
- Free Access to HSS Rehabilitation Clinical Guidelines
- Free Access to Supporting Reference Materials
- Free Access to the OCS Tip Sheet
- Free Access to Specialty Topic Programs

### 25% Savings on HSS Clinical Resources

- HSS Pediatric Rehab Torticollis Home Exercise Sheets
- HSS Throwers' Manual
- HSS Smart Design Splinting Manual
- HSS Performance Manual

**\*BENEFITS APPLY TO ALL NETWORK LOCATION SPECIFIC STAFF**

## PRIVILEGED ACCESS

### Exclusive Member Pricing and Rewards on Purchases and/or Services from:

- AlterG
- Game Ready
- STAT Biomedical
- Superior Medical Equipment
- Loga Staffing Recruitment
- Woodway

*Additional vendors and discounts coming soon*

### Onsite Library Access

The Kim Barrett Memorial Medical Library at HSS has been a vital in-house resource for members of the Hospital's faculty and staff since 1936. Network members may utilize the extensive holdings of the library on-site. Network members with are able to request copies of articles from professional journals.

### Network Membership Database

The Network's MemberClicks database is an online information and resource management portal where all members can access their company information. Members are able to login, make updates to their profile, add or remove employees, renew membership and pay member dues.

### Employer Direct Access Provider

Member practices who meet inclusion criteria have the opportunity to become a provider in HSS' Health Transformation Alliance employer and payor driven direct access programs.

### HSS Rehabilitation LinkedIn Group (HSS Rehabilitation & affiliated practitioners only)

This discussion board community provides rehabilitation professionals and affiliated practitioners with a quality forum to share evidence based practice ideas, research, practice management, leadership strategies and educational opportunities. It is dedicated to promoting collaboration and the exchange of ideas between like-minded professionals.

## SPECIAL EVENTS

### Exclusive invitations to participate in special HSS/HSS Rehab Network events including:

- Network Owners Discussion Forum
- Network Annual Meeting and Reception
- Opportunity to participate in HSS Fundraising events with physicians to foster MD relationship building, i.e. Crutches4Kids, Lupus Walk, Arthritis Walk, Bike HSS.

## CONCIERGE/CONSULTATION SERVICES

### Qualitative Chart Review Design

Assistance with designing a documentation audit process to insure clinically meaningful, accurate notes, that supports maximum reimbursement and regulatory compliance.

### Maximizing your Membership Workshop

Helpful hints on how to take advantage of all the benefits of Network membership.

### Clinical Resource

With over 250 therapy professionals on staff, the HSS Rehabilitation team can provide guidance and serve as a resource to Network members on almost any musculoskeletal clinical issue. The Network can also assist to interface with HSS physicians if needed.

### Social Media Marketing

One-on-one consultation with a HSS Systems Analyst who can assist with strategy on how to market your Network membership.





## LEADERSHIP OPPORTUNITY

### Advisory Board Member

The Network Advisory Board serves as the governing body of the Network. Regional members are elected by their Network peers and serve a three year term. Advisory Board Rotating Seat members are nominated by the Network's executive division and approved by the sitting Board. They serve 18 month terms. If circumstances dictate, the executive division may also appoint a Board "Member-at-Large" to fill a recognized need of the Network. The Member-at-Large term varies based on need. All Board members help shape Network policy and direction.

## PUBLICATIONS

### Advisory FYI

This e-article, primarily written by Advisory Committee members, is distributed monthly. It captures topics of concern that therapy practice owners face, updates on regulatory issues and recurrent problems identified during site visits.

### Rehab Link, Ortho Link and Rheumatology Link

Revise paragraph to: These monthly HSS e-newsletters, targeted to professionals, drive awareness on specialty relevant educational programming, announcements and content.

### "Rehab News" Network e-Newsletters

This quarterly publication provides members with Network updates (i.e., event highlights, members, HSS physicians, etc.)

\*\*\* Links to these publications are emailed to Network members every month.



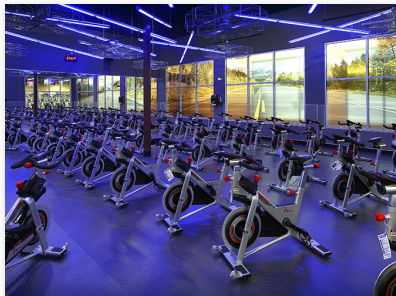
## EQUIPMENT, ENTERTAINMENT AND SPORT OFFERS

HSS participates in a wide variety of discount programs. These programs may vary from time to time. As the Network expands beyond the NY tri-state area, offers for local areas will be added. Below are a sample of some discounts available:



### Dell Computer Discounts

Discount opportunity for desktops and laptops



### 24 Hour Fitness Sports Club

Monthly special membership rates to 24 Hour Fitness



### Bronx Zoo

20% Discounted tickets to the Bronx Zoo and York Aquarium



### One World Observatory

Buy one, get one  
50% off tickets and Access to ONE Dine and ONE Mix



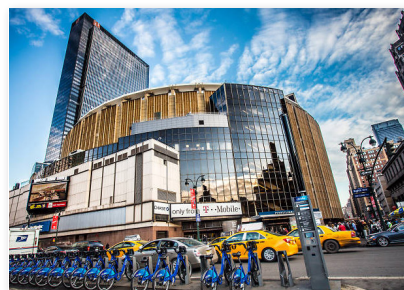
### 6 Flags Great Adventure

(Member Days)  
Special E-Ticket Offers;  
Save up to \$40 per ticket



### 1-800 Flowers

15% off any Flower order



### Discount Tickets

Discounted prices for NY Knicks & NY Ranger games, Madison Square Garden, Radio City Music Hall, Barclays Center, NYCB Live & many more







To learn more or to request an application for the  
**HSS** Rehabilitation Network

Call: 212.606.1317  
Email: [rehabnetwork@hss.edu](mailto:rehabnetwork@hss.edu)

Visit us at  
[hss.edu/rehabnetwork](https://hss.edu/rehabnetwork)

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