

DIRECT ACCESS



“Direct access restrictions cause unnecessary delays for people who would benefit from treatment by a PT. Delays in care result in higher costs, decreased functional outcomes, and frustration to patients seeking physical therapy treatment. Eliminating arbitrary barriers results in timely, more effective care. Allowing individuals to make decisions regarding their healthcare is good policy. Eliminating the referral requirement makes healthcare more accessible to more people.”

APTA STANCE ON DIRECT ACCESS

<https://www.apta.org/article/2017/10/20/apta-report-use-of-direct-access-among-pts-is-widespread-but-barriers-need-to-be-addressed>

APTA RESOURCE

STRATEGIES FOR EASING ACCESS TO PHYSICAL THERAPY SERVICES

A recent report from APTA analyzed data from a 2015 survey of nearly 6,000 PTs. Of the 73% of direct access-using PTs who market direct access, 69.7% do so through direct marketing to patients, with 53.1% listing participation in community events, and 48% reporting that they provided education on direct access to referral sources.

- Put a Direct Access link on your website that describes direct access and how it directly benefits the patient.
- Talk about Direct Access on your social media pages and when marketing your business
- Talk with providers in your area about Direct Access for their patients.



Cash Based Services

- allow PTs to avoid restrictions placed on their services by third-party payers that interfere with their ability to help patients reach their goals
- avoid the cost of collecting payment from third-party payers and the difficulties in negotiating rates with insurance companies that may undermine the financial viability of a PT practice
- still need to follow practice act
- all licensed health care providers required to offer a good faith estimate of the cost of services to uninsured patients or those who pay cash
- It avoids the delay in collection of these fees that results from waiting to bill the patient after the insurance company has paid
- It improves service to patients by providing clear information about costs up front.
- It immediately identifies patients who are reluctant to pay, so you can address their concerns early and professionally.
- know that payers are not the only entities you must answer to — and eliminating the payer from the equation does not eliminate all your legal and ethical obligations.