



Tools for Telling the CRT Story

CRT Stakeholders Must Be Proactive

There's never been a more important time to be spreading the Complex Rehab Technology (CRT) message. Whether pursuing a Separate Benefit Category within the Medicare program, battling state Medicaid cuts, or dealing with a variety of other coverage and payment issues we all need to be creating a greater awareness of CRT. Policy makers and others in a position of influence need to understand what CRT is, who uses it, the benefits it brings, how it is provided, and the access challenges that exist. While we are making inroads in certain areas, we must continue this crusade. The good news is that there are very helpful tools that you can use to tell the CRT story to those who need to be educated.

Tools To Increase Awareness and Understanding

To help tell the Complex Rehab Technology story, NCART has developed and gathered a variety of documents and materials to assist in the educational and advocacy process. The following are some of the materials available to help spread the CRT message:

- 1.) **Intro To CRT Video- "Complex Rehab Technology. Essential for health. Essential for life.":** This video provides a solid introduction to CRT. The video presents the perspectives of individuals who rely on CRT for their health and independence, physicians who prescribe it, and consumer organizations that work to protect access. Along with an introduction, the video highlights policy changes that are needed. The video should be required viewing for anyone involved in matters relating to the coverage and payment of CRT products and related services. It can also be used with others (advocates, clinicians, supplier staff, etc.) to increase CRT awareness.
- 2.) **Complex Rehab Technology- Facts and Figures:** This one page document is designed to give a quick overview of CRT and is a great concise introductory piece. It provides five key message points regarding CRT along with supporting narrative. The five key points are: CRT products and services are significantly different than standard Durable Medical Equipment (DME); these specialized products are used by a small population of children and adults who have significant disabilities and medical conditions; similar to the provision of custom Orthotics and Prosthetics, the process of providing CRT products is typically done through a clinical model and is service intensive; CRT companies have significant operating costs and minimal profit margins; and there are a limited number of qualified suppliers that provide these specialized products and services.
- 3.) **CRT Delivery Process:** This one page document outlines the 18 primary activities in the CRT "delivery process". It highlights that various staff members are involved at different points and that there can be over 30 distinct steps in the process. The principal activities mentioned include evaluating, selecting, funding, purchasing, receiving, assembling, scheduling, delivering, fitting, adjusting, programming, training, and billing.

- 4.) **Complex Rehab Mobility Pictorial:** This one page document provides a simple visual illustration using photographs to highlight the difference between Complex Rehab Mobility and Standard Mobility. A description of key characteristics is also included.
- 5.) **“Complex” written by Mark Sullivan:** A very compelling tool. This 63 page booklet uses photographs and in-depth narratives to profile people that use CRT, explain its benefits, and show how it is provided. It does a great job of telling the CRT story through the use of real people and case studies illustrating the CRT delivery process and how CRT helps children and adults meet their medical and functional needs.
- 6.) **CRT Company Overview:** This six page document supplies a good overview of a CRT supplier business. It reviews the products, people, processes, and costs involved in providing CRT along with explanatory information. Also included are two exhibits covering the “Delivery Process” and “Business Costs” which can be deleted if not relevant to the intended audience.
- 7.) **Separate Benefit Category (SBC) Documents:** In the course of pursuing the SBC, a variety of documents have been developed. While these were created as part of the Medicare effort, many can be used in other situations. The documents include: Medicare Position Paper- two pages outlining the need for a Separate Benefit Category; SBC Proposal- 37 pages with the background, basis, and details of the SBC project; text of the federal bill that has been introduced in Congress to establish the SBC. There are also state related documents: State Position Paper- two pages tailored to the Medicaid Program; State SBC Outline- three page template that can be used as a starting point to develop a State SBC proposal; and a State CRT recognition legislation template.
- 8.) **CRT Company Financial Profile:** This one page pie chart provides a summary of the financial profile of a CRT company based on the 2008 financial survey conducted by the Simon School of Business at the University of Rochester. It also lists the primary “activities” within a CRT business and indicates the % of operating expenses that each consumes.
- 9.) **CRT HCPCS Billing Codes:** This Excel file provides a list of CRT codes that can be used in delineating CRT items as compared to DME items when working with payers. There are two code lists: the “Separate Benefit Category CRT Codes” list and a broader list, “Separate Benefit Category CRT Codes and Other Supplemental Codes”.
- 10.) **Simon Business School Financial Study:** This 32 page report is based on an independent study of the 2008 financial performance and operating/activity costs of CRT companies done by the Simon Business School at the University of Rochester. It contains both commentary and data charts.

Go Forth and Spread the CRT Message

There is a great deal of information available to help in your advocacy efforts. But you want to be sure and use it strategically. Overwhelming someone with five or six documents at once can be self-defeating. In most instances, the best approach is to start with one or two documents to provide an introduction and overview. From there, supply more detailed materials based on the issue at hand.

All of the above materials are available for viewing and downloading in the Educational Material section of the NCART website at www.ncart.us Take advantage of these tools in working with Members of Congress, State Legislatures, Medicaid agencies, third-party payers, and others that influence coverage and payment for CRT. Each educational conversation is one more step to getting CRT the recognition needed to protect access for people with disabilities and medical conditions that depend it.

For more information on Complex Rehab Technology visit www.ncart.us or contact info@ncart.us