



CINCINNATI MEDICINE DIGEST



VOLUME 12 • ISSUE 10-E
OCTOBER/NOVEMBER 2011

PUBLISHED MONTHLY FOR MEMBERS OF THE ACADEMY OF MEDICINE OF CINCINNATI

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New member benefit announced — DocBookMD



DocBookMD is a mobile, secure, HIPAA-compliant smartphone platform for your iPad, iPhone, or Android device. Provided to Academy of Medicine of Cincinnati members (Actives and Residents) at no charge, DocBookMD offers HIPAA-compliant messaging; sending and receiving of images (X-rays, EKGs, wounds, etc.); a Directory of your Academy of Medicine colleagues; a local pharmacies list; and much more.

Developed by two physicians from Texas, DocBookMD is a cutting-edge communication tool for Academy of Medicine members. “We wanted to change the way physicians communicate. We wanted to make it easier, more efficient, and more secure,” says orthopedic surgeon and DocBookMD co-founder Tim Gueramy, MD. “We created a program that will allow physicians to talk to one another with new technology.” Dr. Gueramy created DocBookMD with his wife, family physician Tracey Haas, DO.

“DocBookMD allows you to look up another doctor at the point of care. You can then either call the physician or send a text message with room numbers, medical record numbers, even pictures of wounds and x-rays. And all of this is sent securely and in a way that meets HIPAA requirements,” says Dr. Gueramy.

Register today directly from your iPad, iPhone, or Android device. Only physicians who are Active or Resident members of the Academy of Medicine can access DocBookMD. To register, you will need your Academy of Medicine Member ID Number. If you do not have it, contact the Academy at 513-421-7010. Your free app is available at the iTunes Store or the Android Market.

For more information, visit www.DocBookMD.com.

CMS extends e-prescribing hardship exemption deadline

After hearing that some physicians were having difficulty accessing the CMS Communication Support Page, the AMA worked with CMS to secure an extension for the e-prescribing hardship exemption. The new deadline to file is Tuesday, November 8, 2011. To file for an exemption go to www.qualitynet.org/portal/server.pt/community/communications_support_system/234.

For more information, including the list of hardship exemption categories, visit the OSMA’s website at www.osma.org/news/release.dT/organized-medicine-helps-extend-e-prescribing-exemption-deadline/1716.

Urge Congress to repeal the SGR

Physicians and their patients are encouraged to contact Congress now and urge them to repeal the sustainable growth rate (SGR) formula that threatens the long-term viability of the Medicare program. Without a fix, physicians will face an across-the-board pay cut of nearly 30% on January 1, 2012. If this happens, physicians may find that they cannot afford to accept Medicare and TRICARE insurance, and many seniors and military families will lose access to the medical care they need and deserve. Please see page 5 for a printable flyer to distribute to your patients about repealing the SGR. The flyer is also available on the Academy of Medicine’s website at www.academyofmedicine.org/Portals/0/11-0553%20SGR%20tribrand_fly.pdf.



Tell your senators and representative it’s time to fix this problem and protect access to care and the long-term viability of these important health care programs. Please visit the Academy’s website for links to contacting your elected officials.

Visit the Academy of Medicine online at www.academyofmedicine.org

First District Delegation to meet November 9

The First District Delegation will meet Wednesday evening, November 9, to begin planning for the Ohio State Medical Association House of Delegates meeting to be held in March, 2012.

The First District, which includes Hamilton and several surrounding counties, is seeking members to serve as alternate delegates. Alternate delegates are expected to attend the OSMA Annual Meeting and must be members of both the Academy of Medicine of Cincinnati and the OSMA.

A major role of the delegation is to present resolutions to the state organization on any issues or concerns that local physicians have. Resolutions are due in January, so members will begin work on them at this meeting.

If you might be interested in serving, please contact Academy Assistant Executive Director Nancy Coomer at ncoomer@academyofmedicine.org or by phone at 513-421-7010, ext. 307.

The November 9 meeting will be held at the Academy of Medicine office in Norwood. Reservations are required and can be made by contacting Ms. Coomer.

Academy of Medicine President-elect Robyn Chatman, MD, serves as First District Councilor.

Have you returned your Medical Directory listing?

The Academy of Medicine is currently finalizing copy for the *2012 Medical Directory of Greater Cincinnati*. The ever-popular reference directory is used time again throughout the year by health care professionals in the region.

Make sure that your listing in the *Medical Directory* is accurate. All members should have received their profiles in the mail. Please check the information, make changes if needed, and return to the Academy by November 11. Your *Medical Directory* listing is a free benefit of membership.

If you have questions about your listing, call the Academy's Membership Department at 513-421-7010.

St. Vincent de Paul Charitable Pharmacy needs donations



Considered the "pharmacy of last resort" for patients unable to pay for their prescription medications, the St. Vincent

DePaul Pharmacy needs donations to continue its mission.

The pharmacy can legally accept donations from physicians' offices per State Board of Pharmacy rules and is in particular need of insulin. Medication donations can also be accepted from pharmacies, especially those involved with long-term care. It also accepts cash donations, which in turn are used to purchase medications.

For more information or to make a donation, contact Mike Espel, SVPD Charitable Pharmacy manager, at 513-562-8841, ext. 266; or visit www.svdpcincinnati.org/Programs_and_Services/Charitable_Pharmacy/.



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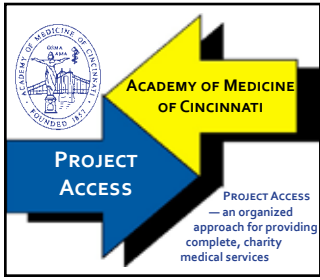
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Project Access moving forward



The Academy of Medicine Project Access – a program to facilitate charitable medical services provided by volunteer physicians for uninsured patients who would otherwise be unable to access care – continues to move forward. Having raised more than \$149,000, the non-profit entity is continuing its fund-raising efforts. Any one interested in assisting in these efforts should contact Project Access Consultant Josh Kaufmann at jdkaufmann@gmail.com or by phone at

513-549-3210.

Board Members have been instrumental in recruiting their physician colleagues to participate in the program. Current Board Members are: Molly Katz, MD, President; Margaret LeMasters, MD, Vice President; Robyn Chatman, MD, Secretary; Donald Nofziger, MD, Treasurer; Mark Alexander, MD; Stephen Blatt, MD; Esly Caldwell, MD; Matthew Lake, Esq.; Creighton Wright, MD; Kevin Zinser, CPA; and Donna Gilliam, Executive Director.

For more information on volunteering go to www.academyofmedicine.org/Portals/0/AOM%20PA%20prtcptn%20inv%2011-12.pdf.

An official kick-off date of January 2012 is planned. Initially, four pilot sites will be used and a limited number of patients will be seen to ensure a smooth launch.

If you have questions about Academy of Medicine of Cincinnati Project Access, contact Academy Executive Director Donna Gilliam at dgilliam@academyofmedicine.org or by phone at 513-578-6476.

Patient information sheets address Affordable Care Act implementation

The Health Foundation of Greater Cincinnati is dedicated to improving local community health and fulfills this mission by awarding grants to non-profit and governmental organizations for programs and activities that improve health in Cincinnati and 20 surrounding counties in Indiana, Kentucky, and Ohio.

Recently as parts of the Affordable Care Act (ACA) became effective, the Foundation's research found that most of the community did not understand how the changes in health coverage would affect them. The Foundation recognized that informing the community about the changes could improve access to and quality of health care, especially for the most vulnerable community members.

As a result, the Foundation launched a regional public education effort about the Affordable Care Act (ACA). The ACA public education effort includes:

- Published articles highlighting how the law will affect specific demographic groups
- A website providing easy to understand, impartial information about the law
- Public presentations to community groups
- Working with community groups to distribute relevant information to their own members and constituents.
- "Grassroots" outreach by attending major community events to build awareness.

The Academy of Medicine agreed to help inform its members about the Foundation's materials that are available for patients. The Foundation has developed flyers that address an overview of the law, the law's effect on Medicare and Medicaid patients, and how the ACA affects privately insured patients. To view the flyers go to <http://reform.healthfoundation.org>. Physicians can also order printed copies of the flyers to distribute in their offices. If interested, contact Nathalie Raymer at nraymer@healthfoundation.org.



Memberships approved

The Academy Council approved the following memberships at its last meeting. Practicing physicians are listed with office information. Zip codes beginning with '452' are Cincinnati, Ohio, locations.

Active

Denise M. Adams, MD (PHO)
Cincinnati Children's Hospital Medical Center
3333 Burnet Avenue 45229
513-636-4200

Marc A. Cassidy, MD (ANES)
University Anesthesia Associates Inc.
234 Goodman Street, ML 0796 45219
513-872-7100

Monica G. Hunter, MD (CD)
Ohio Heart & Vascular Center Inc.
10506 Montgomery Road, Suite 504
45242 513-792-7800

David T. Porembka, DO (ANES)
University Anesthesia Associates Inc.
231 Albert Sabin Way, ML 0531 45267
513-558-4194

David M. Wall, MD (OBG)
Daniel Bowen, MD
11317 Springfield Pike 45246
513-771-9100

For more information about membership including services and benefits, visit the Academy's website at www.academyofmedicine.org or call the Membership Department at 513-421-7010. If you would like us to contact a non-member colleague regarding Academy membership, send the information to academy@academyofmedicine.org or call the number above.

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Academy teams up with Cincinnati MD Resource Center for resident/fellow networking event

The Academy of Medicine of Cincinnati and the Cincinnati MD Resource Center are co-hosting "The Resident/Fellow Connection: An Evening to Connect with Your Greater Cincinnati Peers" on Thursday, December 1, from 6:00 p.m. – 8:00 p.m. The event will be held at the Health Foundation in the Rookwood Tower on Edwards Road.

All physicians in residency or fellowship training programs in the Greater Cincinnati area are invited to attend. There is no charge for the program, which will feature networking opportunities for attendees. Guests are invited to relax, socialize, and build connections. Beverages and hors d'oeuvres will be served.

To register, go to www.cincinnatiMDjobs.com. If you have questions, contact Cincinnati MD Resource Center Manager Nicci Weber at nweber@gchc.org or call 513-979-0046.

Thanks to following for sponsoring The Resident/Fellow Connection: Atrium Medical Center; HealthSource of Ohio; McCullough Memorial Hospital; Mercy Health; Neighborhood Health Care; St. Elizabeth Healthcare; The Christ Hospital; and TriHealth.

Replacing exam tables? Consider recycling the old ones by donating them to Talbert House

Talbert House, a community-wide nonprofit network of social services with over 30 proven programs focusing on prevention, assessment, treatment and re-integration, offers primary care medical services for their clients at five of their sites. However, two of those sites do not have examining tables and are basically conducting check-ups on cots. If you are considering replacing your current exam table(s), Talbert House is requesting that you consider donating the table(s) being replaced to their facilities.

If you would like to donate an exam table, please contact Margaret Ring at 513-751-7747 or via e-mail at Margaret.Ring@talberthouse.org.

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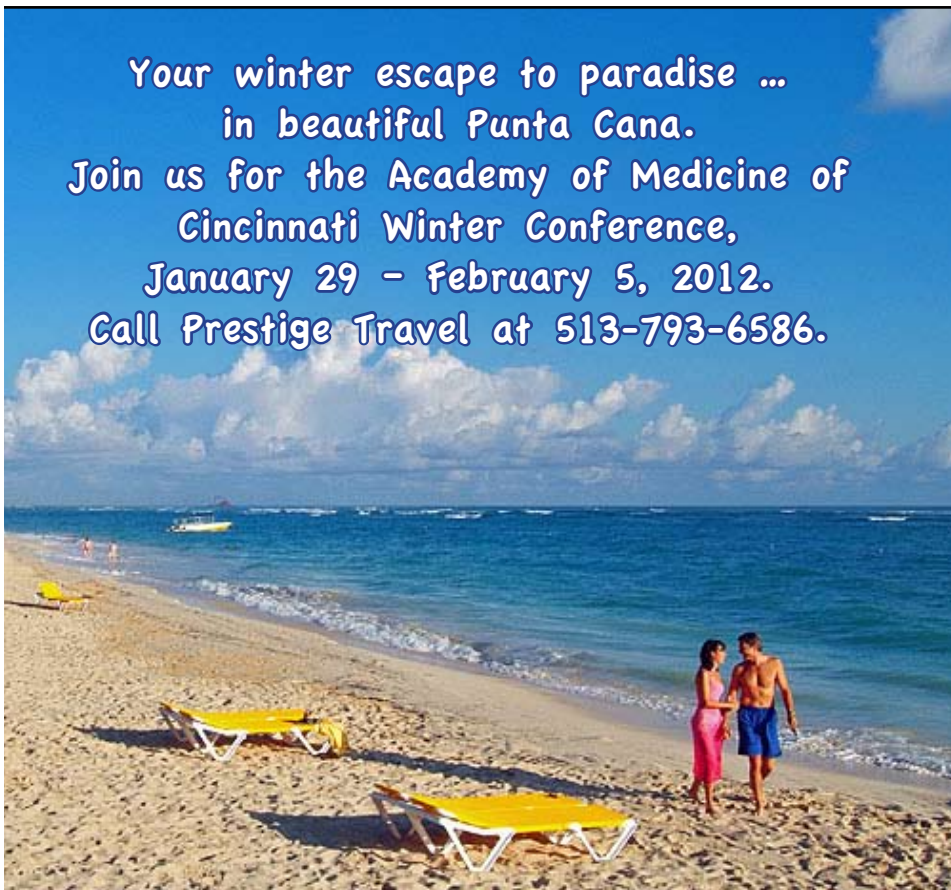


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Cincinnati Medicine Digest (ISSN 0163-0075) is published every other month by the Academy of Medicine of Cincinnati © 2011.

October 2011, Volume 12, Number 10-E
One-year subscription is \$15 for members, \$30 for non-members.

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Medicare and TRICARE patients: Protect your access to health care. Demand that Congress fix Medicare!

Call your senators and representative today at (888) 434-6200.

On Jan. 1, Medicare and TRICARE payments to doctors are scheduled to be cut by nearly 30 percent. This follows a decade of flat rates and annual threats of steep payment cuts. And seniors and military families will pay the price.

What does this mean to you?

More physicians will find that they cannot afford to accept Medicare and TRICARE insurance and many seniors and military families will lose access to the care they deserve.

If Congress does nothing or once again freezes Medicare payments to doctors, the cost of eliminating these annual threats will continue to grow to over half a trillion dollars in just a couple years.

The American Medical Association and the Ohio State Medical Association believe patients have the right to see their physicians. We need a real solution that will preserve access to care for seniors and military families—and fix Medicare now for the benefit of future generations.

It is time for Congress to become fiscally responsible and stop the budget tricks that keep making the problem worse. Congress needs to fix this crisis once and for all. As a Medicare or TRICARE patient, you can urge them to take action.

Call (888) 434-6200 today.

Tell your senators and representative it's time to **fix this problem and protect your access to care.** Congress isn't going to act unless you do!



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