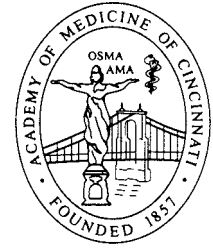




CINCINNATI MEDICINE DIGEST



VOLUME 13 • ISSUE 10-E
OCTOBER/NOVEMBER 2012

PUBLISHED MONTHLY FOR MEMBERS OF THE ACADEMY OF MEDICINE OF CINCINNATI

Inside this issue ...

Academy selects secretary and treasurer

At its October meeting, the Academy Council selected Peter Kambelos, MD, as secretary, and Thomas Lamarre, Jr., MD, as treasurer. Drs. Kambelos and Lamarre will serve on the Academy Executive Committee with President Robyn Chatman, MD; President-elect James Sosnowski, MD; Past President Thomas Maynard, MD; and Executive Director Donna Gilliam. The secretary and treasurer are selected by their fellow Councilors and serve a one-year term.

2013 Winter Conference scheduled for January 27 – February 3 in Punta Cana

The Academy announces plans for its 31st Annual Winter Conference to be held at the **Iberostar Grand Hotel Bavaro** in Punta Cana. The **Academy's Travel Committee highly recommends this luxurious resort property**. Travelers will enjoy much needed rest and relaxation along with a stimulating educational program presented by the Academy. Make plans now to attend. Visit the Academy's website at www.academyofmedicine.org for more details. A registration form can be found on **page 4** of this newsletter. Anyone interested in speaking at the conference should contact Academy Executive Director Donna Gilliam at 513-421-7010 or by e-mail at dgilliam@academyofmedicine.org.

Academy Physician Directory of Greater Cincinnati published

The *Academy Physician Directory of Greater Cincinnati* produced by the *Cincinnati Business Courier* in cooperation with the Academy of Medicine of Cincinnati (AMC) was published as an insert in the October 12 edition of the *Business Courier*. It includes listings of practicing Academy of Medicine members and general health information for consumers. The Academy has a limited supply of copies for members. See **page 2** for more information.

The *Business Courier* is currently accepting nominations for its **Health Care Heroes Awards**. More information on **page 2**.

Preparations are also underway for the *2013 Medical Directory of Greater Cincinnati*. The Academy has teamed up with the Naylor company to produce this year's edition. More information is available on **page 2**.

Project Access moving forward

Since its inception earlier this year, the Academy of Medicine of Cincinnati Project Access, a program for uninsured residents of Hamilton County, has assisted 63 patients in receiving necessary medical care. Care was contributed by 13 specialists along with primary care physicians.

Project Access thanks those physicians who are currently volunteering, but more physicians are needed to continue to grow the program. For more information see **page 3**.

Academy collaborates with AT&T Healthcare to present free webinar

The Academy of Medicine and AT&T Health care are sponsoring a complimentary webinar – Achieve Meaningful Use through a Modular Approach. The webinar will be held on Wednesday, November 14. For more information, see **page 5**.

First District Delegation preparing for OSMA Annual Meeting

The First District Delegation will continue preparations for the OSMA Annual Meeting at a meeting to be held on November 19. Physicians are needed to participate in the delegation. See **page 5** for more information.

More on Page 2 — New members approved

More on Page 3 — IvaDean Medical Student Benefit Concert

More on Page 5 — Online journal for young physicians and medical students

More on Page 6 — Medical Board shelves MOL; Ono appointed UC president; Fungal meningitis information

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

Academy Physician Directory of Greater Cincinnati published as *Business Courier* insert for consumers

The *Academy Physician Directory of Greater Cincinnati* produced by the *Cincinnati Business Courier* in cooperation with the Academy of Medicine of Cincinnati (AMC) has been published as an insert in the October 12 edition of the *Business Courier*. It includes listings of practicing Academy of Medicine members and general health information for consumers. Because of the positive response to the publication, plans are underway for a 2013 edition.

The Academy has a limited supply of copies for members. Members may request a copy by calling the Academy at 513-421-7010 or e-mail pfairbanks@academyofmedicine.org. If you have questions about the consumer directory, contact the Academy.

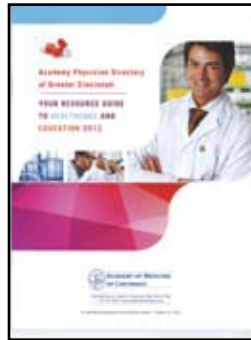
The *Business Courier* is also offering Academy members a subscription discount. One-year (52 issues, plus the Book of Lists) for \$75 (a savings of \$18). Contact Joy Lytle, 513-337-9468 or jlytle@bizjournals.com.

Health Care Hero Nominations being accepted

The *Business Courier* is currently accepting nominations for its Annual Health Care Heroes Awards. Help the *Business Courier* recognize those who have made an impact on health care in our community (17-county Greater Cincinnati area). Nominations are due by November 2, 2012. For more information visit www.bizjournals.com/cincinnati/nomination/28661.

2013 Medical Directory of Greater Cincinnati

Be on the lookout for information regarding your listing in the upcoming *Medical Directory of Greater Cincinnati*. This year, the Academy is collaborating with the Naylor company to produce the book. When you receive your listing information, please verify that it is correct or make changes as needed. The *Medical Directory* is used extensively throughout the local medical community as a referral source.



New members approved at October 9 Council meeting

Active

Jeffrey P. Bill, MD (ADD)
Sunrise Treatment Center
7597 Bridgetown Road 45248
(513) 941-4999

Bradley R. Davis, MD (COLR)
UC Surgeons, Inc.
231 Albert Sabin Way, ML 0558 45267
(513) 558-5861

Mark J. Goddard, MD (PHRS)
University Rehabilitation Inc.
331 Albert Sabin Way, Suite 5158
45229 (513) 558-4254

Meenakshi N. Iyer, MD (END)
The Christ Hospital Diabetes & Endocrine Center
4440 Red Bank Road, Suite 210 45227
(513) 272-0313

Kimberly A. Russell, MD (OBG)
The Christ Hospital Obstetrics & Gynecology Associates
7545 Beechmont Avenue, Suite B
45255 (513) 564-4000

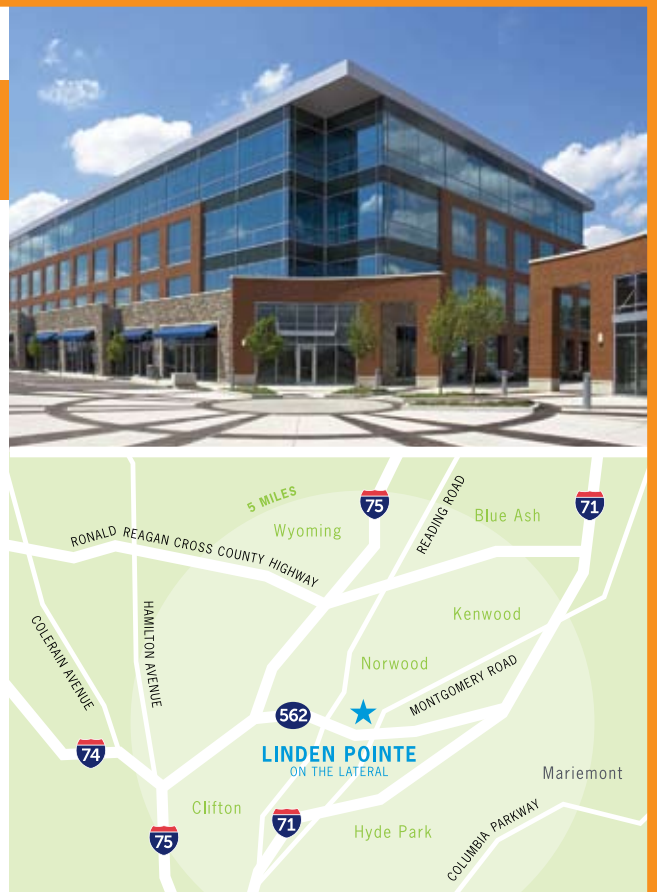
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Project Access Update

Since the first Project Access patient was seen on March 6, a total of 63 patients have been seen by physician volunteers in the specialties of cardiology, cardiovascular surgery, dermatology, ENT, gastroenterology, general surgery, gynecology, hand surgery, neurology, ophthalmology, orthopedic surgery, pathology, urology, as well as primary care. To be eligible for Project Access, patients must be uninsured and not eligible for any form of publicly-funded insurance; under 200% of the federal poverty level (family of four-\$44,700); and residents of Hamilton County.

To date, the following physicians have taken care of Project Access patients: Lawrence Bartish, MD; John Bartsch, MD; John Brannan, MD; Barry Brook, MD; Robert Burger, MD; Rank Dawson, MD; Mohab Foad, MD; David Howard, MD; Saif Jaweed, MD; Molly Katz, MD; Michael Kreines, MD; Eric Kuhn, MD; Margaret LeMasters, MD; James Leonard, MD; Andrew Markiewicz, MD; Thomas Maynard, MD; David Mouch, MD; Elizabeth Muenich, MD; Marc Pliskin, DO; Ravi Ravi-nuthala, MD; Robert Reed, MD; Marvin Rorick, MD; Roshni Shetty, MD; Mark

Snyder, MD; Chris South, MD; Prudence Tante-Takougang, MD; Robert Werner, MD; Dirk Wonnell, MD; and several Cincinnati Eye Institute physicians.

Project Access thanks those physicians who have already signed up as volunteers, but more physicians are needed to continue to expand the program. Physicians are especially needed in the following specialties: allergy/immunology, anesthesiology, cardiology, dermatology, ENT/otolaryngology, hematology/oncology, diabetes/endocrinology, oncology, pain management, nephrology, neurology, neurosurgery, psychiatry, pulmonary diseases and radiology. Please consider volunteering your services to Project Access. For information on participating in Project Access as a volunteer physician, call Donna Gilliam at 513-421-7010.

Project Access and American Cancer Society Partner on Colorectal Screening Project

Project Access just entered into a partnership with the American Cancer Society aimed at increasing the number of Cincinnati area residents getting screened for colorectal cancer. Funded

by an American Cancer Society grant of \$50,000, Project Access plans to screen more than 300 patients with mail-in test kits, then will help arrange follow-up testing for those patients with abnormal results. Drs. Molly Katz and Carl Parrott have made a generous donation to Project Access to help support this project.

For more information on Project Access, visit the Academy's website, www.academyofmedicine.org.

Save-the-Date: IvaDean Medical Student Scholarship Concert

The Ninth annual IvaDean Medical Student Scholarship Benefit Concert will be held at 7 p.m. Friday, Dec. 7, Kresge Auditorium. College of Medicine. The event, which features musical performances by College of Medicine faculty, staff, alumni and students, aims to support the IvaDean Medical Student Scholarship Fund. For more information, call (513) 558-5577 or e-mail ivadean.lair@uc.edu. Anyone interested in performing should e-mail Khanh Cao at caok@mail.uc.edu.



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2013 Academy of Medicine Winter Conference

January 27 – February 3, 2013

Target Audience: Physicians of all specialties and other medical professionals

Seminar objective: After completing this educational activity, participants should be able to discuss the latest advancements and developments regarding a wide range of current medical and medical practice issues concerning many specialties. This activity has been planned and implemented in accordance with the Essential Areas, Elements & Policies of the Ohio State Medical Association through joint sponsorship of The Christ Hospital and the Academy of Medicine of Cincinnati. The Christ Hospital is accredited by the OSMA to provide continuing medical education for physicians. The Christ Hospital designates this educational activity for a maximum of 18 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

2013 Winter Conference Registration Form

To register, please complete the form below. Print names as they appear on your passport.

1. _____ Title _____ Date of Birth: _____

2. _____ Title _____ Date of Birth: _____

Address _____

City _____ State _____ Zip _____

Phone (home) _____ (work) _____ (cell) _____

E-mail _____

• Group Pricing •

Room Type	Physician/Spouse (guest)	Per Person - Double Occupancy	Single Supplement
<input type="checkbox"/> Jr. Ste. Double Garden View	\$4,998+\$800=\$5,998	\$2,999	\$400
<input type="checkbox"/> Jr. Ste. King Garden View	\$5,198+\$800=\$5,798	\$2,899	\$400
<input type="checkbox"/> Jr. Ste. King Ocean View	\$5,598+\$800=\$6,398	\$3,199	\$400

Seminar registration for CME credits:

Physician – \$400 I will attend the seminar I will NOT require CME credit (no registration fee)
Nurse – \$200 I will attend the seminar I will NOT require CME credit (no registration fee)

• After September 15, 2012, contact Prestige Travel to confirm pricing •

DEPOSIT of \$350 per person due at registration. Final payment due by November 15, 2012. Send completed form along with check made payable to Prestige Travel to 9895 Montgomery Rd., Cincinnati, OH 45242. To make arrangements to pay by VISA, MasterCard, or American Express, call an agent at Prestige Travel at 513-793-6586 or fax completed form to Prestige Travel at 513-793-2819.

CALL TODAY! SPACE IS LIMITED.

CANCELLATION FEES: If canceled: October 2 – October 31, 2012 — \$75 fee per person
November 1 – November 30, 2012 — \$100 fee per person
December 1 – December 14, 2012 — \$550 fee per person
December 15 – December 21, 2012 — \$1,000 fee per person
December 22, 2012 – Departure — No Refund

• Travel Cancellation Insurance is available upon request •

Must be arranged at time of registration. Compliments of Prestige Travel. Please check an option below.

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- No, I (we) do not require travel cancellation insurance.



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Questions? Contact: Traveller@prestige-travel.com

First District prepares for OSMA Annual Meeting

The First District Delegation held a meeting on September 12 to begin preparations for the 2013 Annual Meeting of the OSMA House of Delegates, scheduled for April 5-7, 2013, at the Hilton Columbus at Easton.

Ideas for seven resolutions were presented for discussion:

- clear & convincing evidence,
- concussion care,
- patient steerage,
- recovering overpayments on old medical claims,
- fair reimbursement for the care of patients on Medicaid and Medicare HMOs for non-FQHC providers,
- graduate medical education funding, and
- medical student loans.

All will be worked up in resolution format and brought back to the next meeting, scheduled for Monday, November 19, for further discussion. Resolutions must be submitted to OSMA by early February to be considered at the annual meeting.

Robyn Chatman, MD, serves as First District Councilor. Current delegates/alternate delegates from Hamilton County are Drs. Esly Caldwell, Brett Coldiron, Rachael Coleman, Brian Ellis, Frank Froehlich, Steven Johnson, Roslyn Kade, Molly Katz, Margaret LeMasters, Lana Long, Andrew Markiewitz, Donald Nofziger, Marvin Rorick, Suzanne Sampang, Kellie Smith, and Regina Whitfield.

Hamilton County is in need of additional alternate delegates. Physicians who agree to serve as delegates or alternate delegates are expected to attend the three-day annual meeting of the OSMA House of Delegates to represent their counties, participate in discussion on resolutions that address health care policy, serve on reference committees, vote on resolutions, and elect delegates/alternate delegates to represent Ohio at the American Medical Association. From this meeting, the legislative agenda for OSMA evolves. Delegates/alternates have the opportunity to not only help decide health policy but to submit resolutions of behalf of their own district.

The position of alternate delegate offers an ideal opportunity to learn more about issues that influence the practice of medicine. Anyone interested in serving as an alternate delegate should contact Dr. Chatman (rfcmd1@gmail.com) or Nancy Coomer at the Academy, ncoomer@academyofmedicine.org or 513-421-7010 ext. 307.

Academy Foundation serves community

For more than 50 years, the Academy Foundation has been devoted to serving the needs of Hamilton County residents by funding a variety of medically related programs. Without the support of generous contributors, the Foundation would be unable to assist in these worthwhile community efforts. The Foundation thanks the following for their recent gifts: Foundation Board members – Aine Baldwin, Donald Buckley, MD and Kevin Zinser and Academy of Medicine physician members – Kenneth Koster, MD; Walter Matern, MD; and Anusuya Zdenek, MD.

Academy Foundation Board will meet on December 7. Anyone interested in learning more about the Foundation or making a donation should contact Academy Assistant Executive Director Nancy Coomer at ncoomer@academyofmedicine.org or 513-421-7010, ext. 307.

Free online journal available for young physicians

A free online journal created by the American College of Physician Executives (ACPE) equips the next generation of physicians with the knowledge they need to succeed in the business side of medicine.

This bi-weekly publication, called LeadDoc (www.acpe.org/leaddoc), is designed to help medical students, residents, and young physicians develop leadership and management skills that will advance their careers. Each issue features a physician profile and advice from established physicians.

“In essence, every physician is a leader at some level,” ACPE CEO Peter Angood said in a news release. “Our goal is to inform and guide young physicians as they launch their careers in health care—regardless of where their professional paths may eventually lead.”

Complimentary Webinar – Achieve Meaningful Use through a Modular Approach

Join us Wednesday, November 14, at 5 p.m. EST, for a complimentary webinar sponsored by Academy of Medicine of Cincinnati and AT&T Healthcare. This presentation is ideal for practices who have not yet achieved Meaningful Use.

Topics include:

- Low-Cost Approach to Meaningful Use
- Minimal Workflow & Process Disruption
- EHR-Complete vs. EHR-Modular (as defined by ONC)
- Benefits of a Patient Registry
- Update on Meaningful Use Requirements
- Medicare’s Incentive and Penalty Rates

To register for the event or to receive a recording of the presentation, call or e-mail your dedicated AMC Account Representative Patrick Ryan at 312-206-1220 or by e-mail at patrickryan@att.com.

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Medical Board shelves implementation of MOL

At its meeting on October 11, the State Medical Board of Ohio voted to suspend further consideration of participation in the Maintenance of Licensure (MOL) pilot project with the Federation of State Medical Boards (FSMB). The Medical Board will not be pursuing the implementation of additional MOL activities.

This decision was made after extensive discussion by the members of the Medical Board over the past two years and with continual input from organized medicine regarding the feasibility of implementing MOL into Ohio's biennial physician licensure renewal process.

The current requirement for physicians to complete 100 hours of CME every two years remains in effect and the board encourages licensees to select CME programs related to the physician's area of practice.

Medical Board names interim executive director

On October 12, the State Medical Board of Ohio named Kimberly C. Anderson, Esq., Interim Executive Director, following the resignation of Richard A. Whitehouse. Ms. Anderson also serves as the Assistant Executive Director of Investigations, Compliance & Enforcement for the agency.

UC appoints Ono as 28th President

The University of Cincinnati has appointed Santa Jeremy Ono as its 28th President.

In announcing the appointment, C. Francis Barrett, Chair, Board of Trustees stated, "I and my fellow trustees unanimously voted to appoint Dr. Ono to serve as this university's chief executive. In making this decision, the Board was inspired by the unanimous recommendation of a broadly representative search committee. Dr. Ono impressed the search committee and the Board of Trustees with his apparently unlimited energy and enthusiasm. He has, in his brief term as interim president, made the extra effort to be accessible to all of the university's constituencies – especially our students – and has demonstrated that he values consensus. His efforts are based on a university in which students occupy the center of all of our activities, and where learning is paramount. He understands, as a faculty member, the importance of our academic mission. The staff understands that he values decisions based on process fueled by data."



After accepting the position, Dr. Ono said, "What a tremendous honor it is to be selected as the University of Cincinnati's 28th President. Every day, I meet students, alumni, faculty, staff, patients, and donors who reinforce for me that the University of Cincinnati is among the finest institutions in our nation. The outstanding talent, energy and spirit that I see here as well as the pioneering educational and research initiatives we pursue are what make our university so unique, so extraordinary and so innovative. I want to thank the entire UC community for their outpouring of good wishes. UC's reputation is rising, and I am very excited to be a part of that momentum."

Ono also serves as professor of pediatrics within UC's College of Medicine and professor of biology in UC's McMicken College of Arts and Sciences. Ono's principal research interests focus on transcriptional regulation in the human immune system, mechanisms of mast cell dependent inflammation on the ocular surface and the immune component of age-related macular degeneration.

News for physicians from the Ohio Department of Health on fungal meningitis outbreak

The FDA advises health care professionals to follow-up with patients who were administered any injectable medication from or produced by the New England Compounding Center (NECC), including injectable ophthalmic drugs used in conjunction with eye surgery, or a cardioplegic solution purchased from or produced by NECC after May 21, 2012. Health care professionals and medical care organizations should inform patients who received the NECC products noted above of the symptoms of possible infection and instruct patients to contact their health care provider immediately if they experience any of these symptoms. The FDA statement can be found at: <http://www.fda.gov/Drugs/DrugSafety/ucm322734.htm>. See the CDC website for additional guidance: <http://www.cdc.gov/HAI/outbreaks/meningitis.html>. Questions can be directed to ORBIT@odh.ohio.gov.



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Academy of Medicine Newsletter

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2013 Academy of Medicine of Cincinnati dues statements have been mailed. Please take a few minutes to re-new your membership and verify that your contact information on file is correct.