



# CINCINNATI MEDICINE DIGEST



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PUBLISHED MONTHLY FOR MEMBERS OF THE ACADEMY OF MEDICINE OF CINCINNATI

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## Candidates sought for Council election

The Nominating Committee for the 2011–2012 Academy election has been appointed. Immediate Past President Margaret LeMasters, MD, will serve as chair. Other committee members are Eric Kuhn, MD; Thomas Maynard, MD; Manisha Patel, MD; and Marvin Rorick, MD. The committee is seeking Academy members interested in running for available Council positions. If interested (or you would like more information), contact a member of the committee or Executive Director Donna Gilliam at 513-421-7010 or [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org).

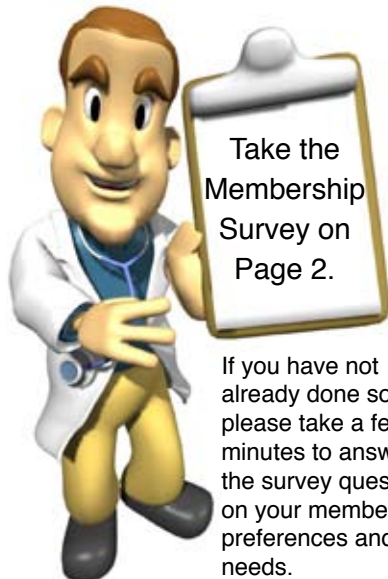
## Winter Conference 2011 ... another success

The Academy of Medicine of Cincinnati held its annual Winter Conference from January 29 – February 5, 2011, in beautiful Punta Cana in the Dominican Republic. In its 29<sup>th</sup> year, the Winter Trip features not only a spectacular travel destination but also a continuing medical education conference filled with topical presentations on a wide variety of subjects. The Academy of Medicine appreciates the support of John Botsford, MD, who has served as Conference Director for the past several years.

Plans for the 2012 trip will be underway soon. If you have any suggestions or would like to join the Travel Committee in planning the next Winter Conference, please contact Academy Executive Director Donna Gilliam at 513-421-7010 or [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org).

Right and below: The beautiful grounds of the Iberostar Grand Hotel Bavaro, site of the Academy's Winter Conference for the past two years.

Below left: Travelers participate in the educational conference on Monday, Tuesday, Thursday, and Friday mornings.



Take the  
Membership  
Survey on  
Page 2.

If you have not already done so, please take a few minutes to answer the survey questions on your membership preferences and needs.

Visit the Academy of Medicine online at [www.academyofmedicine.org](http://www.academyofmedicine.org)



## Academy of Medicine of Cincinnati Physician Membership Survey — For Academy Members and Non-member physicians

*This survey was distributed to members and non-members earlier this month. If you have already completed the survey, we appreciate your response and ask that you consider passing this copy on to a colleague.*

The Academy of Medicine of Cincinnati is interested in your membership preferences. The Ohio State Medical Association plans to seek passage, at its April Annual Meeting, of a resolution that would amend its current membership bylaws. If the resolution passes, you would be offered new membership options. You would have the choice to remain a member of both the Academy of Medicine of Cincinnati and the OSMA or belong only to the Academy of Medicine or only to the OSMA. In light of this possibility, the Academy is asking for information regarding the organizations to which you currently belong, and if given independent options, the organizations you would choose to belong to in the future.

We are asking for your input so that the First District Delegates from Hamilton County have some direction from the physician members they represent when voting on the OSMA's resolution. **You will also find this survey on the Academy website at [www.academyofmedicine.org/Membership/MembershipSurvey.aspx](http://www.academyofmedicine.org/Membership/MembershipSurvey.aspx) should you prefer to complete it online.** Thank you for taking time to complete the following questions.

***Please fax your response to 513-721-4378 by March 4.***

1. Please check all of the following that apply:

<b><u>Organization/Dues</u></b>	<b>Current Member</b>	<b>Given Independent Options, I Would Join</b>
Academy of Medicine (\$395)	<input type="checkbox"/>	<input type="checkbox"/>
OSMA (\$560)	<input type="checkbox"/>	<input type="checkbox"/>
AMA (\$420)	<input type="checkbox"/>	<input type="checkbox"/>
Specialty Society (\$_____)	<input type="checkbox"/>	<input type="checkbox"/>

2. If you are an Academy member, what is the most important benefit of membership?

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3. If you are not a current Academy member, please explain why.

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4. What should the Academy do to serve you better? \_\_\_\_\_

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5. If you are not a member of the Academy, but hold membership in one or more of the other organizations mentioned above, what makes that membership valuable to you? \_\_\_\_\_

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6. Do you have other comments/suggestions to share regarding the Academy?

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If you would like to discuss this issue further, please feel free to contact Academy Executive Director Donna Gilliam at [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org) or 513-421-7010, or any member of the Academy Council or First District Delegation. Refer to the Academy website, [www.academyofmedicine.org](http://www.academyofmedicine.org), for information on the benefits of membership. Thank you.

## New members approved at February Council meeting

### Active

Amy F. Benge, MD (PED)  
Queen City Physicians, Ltd  
6350 Glenway Avenue #300 45211  
513-481-9700

Atul Chandoke, MD (PAIN)  
Cincinnati Pain Management  
Consultants, Ltd  
8261 Cornell Road #630 45249  
513-891-0022

Michelle L. French, MD (PED)  
Cincinnati Children's Hospital Medical  
Center  
3333 Burnet Avenue, ML 7009 45229  
513-636-4830

Jason S. Frischer, MD (PDS)  
Cincinnati Children's Hospital Medical  
Center  
3333 Burnet Avenue, ML 2023 45229  
513-636-8318

Robert P. Hummel, III, MD (PLRS)  
The Plastic Surgery Group  
4850 Red Bank Expressway, 2<sup>nd</sup> Floor  
45227 513-791-4440

### Active continued

Magdalena E. Kerschner, MD (ANES)  
Brown County General Hospital  
425 Home Street  
Georgetown, OH 45121 937-378-7630

Brad G. Kurowski, MD (PHRS)  
Cincinnati Children's Hospital Medical  
Center  
3333 Burnet Avenue, ML 4009 45229  
513-803-2079

David Pratt, MD (RADA)  
Oncology Hematology Care Inc.  
5053 Wooster Road 45226  
513-751-2145

Catherine L. Van Hook, MD (OBG)  
Greater Cincinnati OB/GYN Inc.  
2830 Victory Parkway, #140 45206  
513-245-3103

### Non-resident

Eteri Bibileishvili, MD (NEUR)  
Athens Neurology Clinic  
711 Cook Drive, #210  
Athens, TN 37303 423-746-0366

### Associate

Katherine G. Lane  
2424 Harrodsburg Road  
Lexington, KY 40504 859-260-1444

Pooja S. Misra, DDS (DENT)  
Brilliant Smiles  
5538 Philadelphia Drive  
Dayton, OH 45415 937-278-0703

## Order the 2011 Medical Directory of Greater Cincinnati now

The 2011 edition of the Academy's *Medical Directory of Greater Cincinnati* (relied upon by physicians, hospitals, and others in the medical field as a referral reference) is now available. All Active members receive one complimentary copy as a benefit of membership. Order additional copies for your staff members, a second office, or for your home.

Need an order form? Go to [www.academyofmedicine.org](http://www.academyofmedicine.org) or call the Academy at 513-421-7010.

# More Doctors Choose Hospice of Cincinnati.

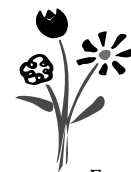
"Families want experienced, compassionate caregivers when they face difficult healthcare decisions." David Wiltse, MD

"More doctors recommend Hospice of Cincinnati than any other Southwest Ohio hospice provider. That's because patients and families have more options with HOC, from personalized, expert care in the home to short term acute care in one of four 'home-like' care centers. Everything Hospice of Cincinnati does centers around one thing – making each patient's experience as positive and as meaningful as it can be."

"Hospice of Cincinnati partners with

each family and consults with each patient's physician to create an individualized care and symptom management plan. This approach minimizes uncertainty and stress for both the patient and the family. That's important to me. It is why I chose HOC to care for a member of my own family. With HOC, I know from experience that my patients are receiving the highest quality, most compassionate care possible."

An earlier referral to Hospice of Cincinnati means more time spent focusing on quality of life rather than the end of life. Call Hospice of Cincinnati to learn more.



Hospice  
of Cincinnati

Experience. Compassionate. Caring.<sup>SM</sup>

HospiceOfCincinnati.org (513) 891-7700

## Think spring and save the date

Join your Academy colleagues, their families, and guests for the Academy's annual outing to Great American Ball Park on Sunday, May 15, when the Cincinnati Reds take on the St. Louis Cardinals. The package will once again include a private buffet lunch – this year in the Picnic Tent located in the Fan Zone river-view section (right field area), a field level box seat, two beers per person, and unlimited soft drinks and waters. So you'll be close to all of the action with the option of taking a break in the private Picnic Tent. Last year's event sold out, so we've reserved a larger area with additional tickets.



The Academy is accepting a limited number of sponsors for this event. Please see the sponsor form on page 5 of this newsletter for more information. If your group or organization would like to sponsor the event, simply complete the form and return it to the Academy. If you have questions about sponsorship, contact Donna Gilliam at 513-421-7010, ext. 318 or e-mail [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org).

Watch for more information about the event, including ticket information in a future issue of *Cincinnati Medicine Digest* and on the Academy of Medicine website at [www.academyofmedicine.org](http://www.academyofmedicine.org).

## Cincinnati MD Resource Center reports surge in physician hiring

Cincinnati MD Resource Center, a program of the Health Improvement Collaborative of Greater Cincinnati, had one of its most successful years in 2010, increasing the hiring of physicians 45% over 2009. This represents the second highest year for the Center since its creation in 2004 to attract and retain quality physicians for the Greater Cincinnati area.



In partnership with hospitals and physician practices, the MD Resource Center was instrumental in the hiring of 32 physicians and one nurse practitioner for the tri-state area in 2010. Of the total number hired, 23 are primary care physicians. The remainder represents four other specialties: neurology, psychiatry, general surgery and obstetrics/gynecology. Ten of these hires are new to Greater Cincinnati while another ten completed their training locally.

The MD Resource Center also fulfilled its ongoing commitment to increase the diversity of the physician community with 12% of the new hires identified as African-American or Hispanic. Through grant funding provided by the Doctors Foundation (initially established as a provision of the Academy of Medicine's lawsuit settlement with local insurers), the Center was able to provide recruitment services to seven Federally Qualified Health Centers. In addition to contracts with health systems and physician practices, the MD Resource Center is supported by business partnerships that recognized the importance of an adequate physician supply to the quality of life for the region. Corporate partners are Cincinnati Bell, Epic System Corporation, PNC Bank, Procter & Gamble, Sanofi-Aventis Pharmaceutical, and Western & Southern Financial Group.

"With the support of the business community, health systems, physicians and the community, we've been able to provide a regional physician recruitment service that is unique among metro areas," said Greg Ebel, executive director of the Health Improvement Collaborative.

## E-discovery — what you need to know



The Joint Academy of Medicine/Cincinnati Bar Association Committee is planning an evening dinner program featuring the topic of e-discovery. The meeting is scheduled for Thursday, April 14, at the Drees Pavilion in Devou Park, Covington. Speakers will highlight what physicians and attorneys need to know regarding the rules surrounding electronic communications that are discoverable during legal proceedings and how to prepare your practice to address these new guidelines.

More information will be sent in the next few weeks. Watch for details in the next Academy newsletter and on the website.

## HealthBridge plans conference for May 20

HealthBridge is planning to hold its Spring 2011 Meaningful Use Conference on Friday, May 20. The conference is an important venue for discussing the Regional Extension Center, health information exchange, the Greater Cincinnati Beacon Collaboration, and other health transformation efforts in the region. Save the date and watch for more details to come.



Need help with applications, renewals, reappointments?

**Credentials Keepers can help!**



513-721-4377, ext. 319 or [medchek@academyofmedicine.org](mailto:medchek@academyofmedicine.org)

# Partner with the Academy of Medicine

Academy members, their families, and guests will come together for a fun-filled day at Great American Ballpark to enjoy one of Cincinnati's favorite traditions ... a Cincinnati Reds game. Your organization can be a part of the fun and excitement by sponsoring the event. **Last year's event was a sellout!**

**Three different sponsorship levels make it possible for anyone to take part.  
So step up to the plate and let's play ball.**

## Corporate sponsorship levels available for this event:

### Grand Slam Club – \$750

Sponsor's name on all event promotions\* with designation as a Grand Slam Club sponsor:

- Event invitation
- Event materials
- Event promotions
- Event signage
- Event announcement in Academy newsletter

**Prominent** exhibit table at event\*\*

Event tickets for two representatives \*\*\*

### Home Run Club – \$500

Sponsor's name on all event promotions\* with designation as a Home Run Club sponsor:

- Event invitation
- Event materials
- Event promotions
- Event signage
- Event announcement in Academy newsletter

Shared exhibit space at event\*\*

Event ticket for one representative\*\*\*

## Special sponsorship level for medical group practices:

### Hit Club – \$250 – Special Group Practice Sponsorship Level

Sponsor's name on all event promotions\* with designation as a Hit Club sponsor including:

- Event materials
- Event signage
- Event announcement in Academy newsletter
- Limited number of event tickets available for purchase

*\*materials not yet released as of contract date    \*\* items distributed must be pre-approved by Cincinnati Reds  
\*\*\*additional tickets may be available for purchase*

## Academy of Medicine of Cincinnati Day at Great American Ballpark May 15, 2011 Sponsor Response Card

We would like to sponsor at the following level:

\_\_\_\_\_ Grand Slam Club (\$750)    \_\_\_\_\_ Home Run Club (\$500)    \_\_\_\_\_ Group Practice Hit Club Sponsor (\$250).

Sponsor Name \_\_\_\_\_ Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

Payment method: \_\_\_\_\_ check enclosed (payable to the Academy of Medicine of Cincinnati)    \_\_\_\_\_ please send invoice  
\_\_\_\_\_ credit card charge    VISA    MC    AMEX    DISC (circle one)

Acct. # \_\_\_\_\_ Expiration \_\_\_\_\_

Name/address on card \_\_\_\_\_

Signature \_\_\_\_\_

Return via fax (if paying by credit card or requesting invoice) to 513-721-4378 or via mail to Academy of Medicine, Attn: Donna Gilliam, 2300 Wall Street, Suite F, Cincinnati, OH 45212.

## Next step for Project Access — recruiting physician participants



The Academy of Medicine has begun the next step in implementing Project Access Cincinnati — recruiting physicians to participate in the program.



With the realization that every physician provides free care, the Academy, along with other area stakeholders, is establishing this nationally recognized, award-winning project locally to organize ad hoc donated care and services, integrating them into an equitable, cost-effective community delivery system for the uninsured. This includes hospital-

ization, labs, imaging, and pharmaceuticals. While charity care helps working poor patients, it can be frustrating for physicians. Project Access is not a solution to our broken system, but it is a smarter way of giving back to the community. It enhances the value of primary care, creates seamless access to specialists, increases compliance, makes medications available, lowers unnecessary ER visits, and improves the health status of the working poor.

The nuts and bolts of Project Access are simple. If you already see one or two patients a month for free, the Academy will simply ask that you commit up-front to continue doing so. In exchange, the Academy will find the other resources you need for the patient – hospitalization, labs, imaging, and pharmaceuticals. The Academy will ensure patient responsibility, financial need, and equitable distribution of referrals.

For more information, go to the Academy website at [www.academyofmedicine.org](http://www.academyofmedicine.org). If you have any questions about the program, contact Academy Executive Director Donna Gilliam at 513-421-7010 or at [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org).

## Free screening melanoma clinics

Melanoma Know More is hosting several upcoming free melanoma clinics



in cooperation with area hospitals. Appointments are limited and the screenings are restricted to suspected skin cancers, not other dermatological issues.

The next screening clinic will be held March 5 at The Christ Hospital Medical Associates, Westside Internal Medicine on Bridgetown Road. Call 513-585-1000 to check for available appointments.

Other upcoming clinics include:

- April 16 — St. Elizabeth Cancer Center, Edgewood, KY
- May 7 — The Christ Hospital Imaging Center, Red Bank Road
- July 16 — The Christ Hospital Cancer Center, Mt. Auburn
- September 24 — The Christ Hospital Outpatient Center, Beechmont
- November 5 — Cincinnati Sports Club, Madisonville

For more information, visit [www.melanomaknowmore.com](http://www.melanomaknowmore.com).

### Academy Membership = Value

Academy of Medicine  
of Cincinnati  
Preferred Sponsor  
Program



*The Academy of Medicine's Preferred Sponsor Program is designed to enhance the value of Academy membership through special programs, services, and/or pricing arrangements from a variety of organizations. While these organizations receive preferred status, the Academy of Medicine does not endorse products or offer exclusive arrangements.*

#### Preferred Partners/Vendors

Banking Services — **Northside Bank and Trust Company**

Credit Card Processing — **OMEGA Processing Solutions**

Debt Collection — **IC System**

Entrepreneur/Inventor Business Start-up — **BIOSTART**

IT Support/Services — **Positive Business Solutions, Inc.**

Long Term Care Insurance and Disability Insurance —

**Diversified Brokerage Specialists, Inc.**

Managed Care Rate Comparison — **Benchmark Database**

Telephone/Internet Support/Services — **Windstream**

*For additional Member Benefits available to Academy of Medicine members, visit our Web site at [www.academyofmedicine.org](http://www.academyofmedicine.org).*

### CINCINNATI

### MEDICINE DIGEST

#### Academy of Medicine Newsletter

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Contact *Cincinnati Medicine Digest* via e-mail at [pfairbanks@academyofmedicine.org](mailto:pfairbanks@academyofmedicine.org) or by phone at 513-421-7010.

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