Educational program for physicians explores prescription drug abuse

The Academy of Medicine of Cincinnati will host “Prescription Drug Abuse: An Epidemic” on Tuesday, October 22. This timely program, presented by The Doctors Company, will address a wide variety of issues, including prescription fraud, drug diversion, and management of patients’ chronic opioid therapy.

Prescription medicines, when used as prescribed, play a critical role in improving patient health. However, when misused or abused, they can be dangerous or even deadly. In November 2011, the Centers for Disease Control and Prevention reported that more people in America die every year from prescription painkillers that die from heroin and cocaine combined.

Academy leaders installed and awards presented during September 17 Academy Annual Meeting

The Academy of Medicine of Cincinnati will install its leaders during the 157th Annual Meeting to be held Tuesday, September 17. 2013–2014 Council members include: President James Sosnowski, MD; President-elect Peter Kambelos, MD; Past President Robyn Chatman, MD; and Councilors Sherif Awadalla, MD; Carol Egner, MD; Richard Fries, MD; Lawrence Holditch, MD; Thomas Lamarre, Jr., MD; Andrew Markiewitz, MD; Rajbir Minhas, MD; Emmett O’Neal, MD; Gregory Rouan, MD; and Barbara Tobias, MD. The Academy of Medicine’s Annual Meeting and Award Celebration will be held at the Cooper Creek Event Center. The evening dinner program will begin with a social hour at 6:00 p.m.

50-Year Physician Awards

Along with the installation, the Academy will also honor its members who have been in the practice of medicine for 50 years. Physicians receiving the 50-year service award are: Charles W. Abbottsmith, MD; William J. Avery, MD;
Help is here for your difficult patients.

Dr. Sayre has over 30 years of experience with IV Sedation and difficult patients. Your fearful patients can be treated safely and comfortably with IV Sedation. We see patients who have anxiety, are gaggers, do not respond well to local anesthesia, physically and mentally challenged patients, and patients who have had a traumatic experience involving dental care.

With IV Sedation, we can perform simple restorative dentistry as well as more extensive reconstruction, periodontal care and extractions in as little as one visit. IV Sedation is very safe and your patients will have no memory of the procedure.

We welcome your professional referrals. Our goal is to work in tandem with your preventative care to create healthier smiles for your difficult patients.

Call Dr. Scott Sayre today. We will be glad to discuss your patient’s needs and how we can help you get them on the road to a beautiful, healthy smile, pain and anxiety free.
Built to last.

Founded in 1904, Stock Yards has evolved from a one-location bank to a nationally recognized, $2.1 billion regional bank known for exceptional service. Our capabilities align well with those of national banks, but our focus has always been building a comfortable relationship for our customers that can only be given by a trusted partner.
Prescription Drug Abuse: An Epidemic
— continued from page 1

Seminar objectives are:
• Recognize the scale and scope of prescription drug abuse in the US;
• Describe risk factors that may lead to prescription drug abuse;
• Outline a comprehensive pain evaluation and management plan; and
• Develop strategies to educate patients concerning management of pain.

Physicians can earn up to 1.5 CME credits by attending the seminar. The Doctors Company is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

The program will be held at The Elements Conference & Event Center, 11974 Lebanon Road, Cincinnati, OH 45241. Social time and registration will begin at 6:00 p.m. Hors d’oeuvres and a cash bar will be available. The seminar will begin at 6:30 p.m. and conclude at 8:00 p.m. Fee for members is $10.00. A registration form is available on the Academy’s website (www.academyofmedicine.org) or call 513-421-7010.

Effort to reduce preventable hospital readmissions among seniors is working

Care Transitions is a health coaching and intervention program in Greater Cincinnati designed to help hospitalized seniors avoid readmission to the hospital after they return home. The program is now operating in five hospitals (The Christ Hospital, Clinton Memorial Hospital, Jewish Hospital–Mercy Health, Mercy Health–Fairfield Hospital, and UC Health–University of Cincinnati Medical Center) and uses more than 20 Care Transitions Coaches® employed by the Council on Aging.

Physicians play a significant role in the success of this program by encouraging their patients to take advantage of this free service.
• Coaches meet with eligible patients in the hospital prior to discharge to explain the voluntary program. Currently, about 70 percent of patients choose to participate.
• The 30-day intervention includes a home visit from the Coach (typically within three days of discharge) and three follow-up phone calls.
• Using a model developed and proven effective by Eric Coleman, MD, of the University of Colorado, Coaches help patients organize their medications, keep a health record, connect with their physician, and recognize “red flags” that could land them back in the hospital if ignored.
• Coaching services are very different from home health services. While home health provides skilled services such as medication reconciliation, nursing care and OT/PT, Care Transitions coaching empowers patients and caregivers to manage their care when they are on their own and the in-home nurses and home health aides are no longer there.

In these ways, Care Transitions extends the efforts of physicians, helping to ensure that patients follow-up on instructions, are empowered to better manage their chronic conditions and connect with community resources and services designed to keep them in their homes and out of the hospital.

Patients who participate in the program are benefiting. About 11 percent of Care Transitions patients are readmitted to one of the five participating hospitals within 30 days. This rate is about half the national readmission rate for Medicare patients, which is approximately 20 percent. Also, the Southwest Ohio Care Transitions Collaborative was recently recognized by CMS for its success in helping hospitalized seniors avoid readmission.

To watch a video of a patient explaining her experience with the program and to learn more about this effort operated by the Southwest Ohio Care Transitions Collaborative (a partnership of the Council on Aging, the Greater Cincinnati Health Council, and the five hospitals), visit www.help4seniors.org.

New social media campaign aims to reduce ED usage

The Health Collaborative wants you to know about a new social media campaign called “Make the Right Call” that supports you and your patients. The campaign’s purpose:
• reduce unnecessary emergency department (ED) usage;
• encourage consumers to develop a relationship with a primary care physician; and
• have consumers contact their PCP before going to the ED for non-emergency medical needs.

This campaign is sponsored by the Health Collaborative and its website www.YourHealthMatters.org is the launch point for this social media driven campaign. YourHealthMatters is a nonprofit resource for objective ratings about the quality of care available from providers in Greater Cincinnati. Consumers will find a list of Patient Centered Medical Home providers on the site and will be able to compare physician practices based on their outcomes by specific conditions, which is helpful in choosing a PCP.

The Council on Aging of Southwestern Ohio, Universal Health Care Action Network Ohio, United Food and Commercial Workers, and the Health Collaborative Consumer Council are all partners in this project who will aid in delivering the message to their constituents.

Go to www.YourHealthMatters.org to see the “Make the Right Call” campaign, including a toolkit with a video highlighting what consumers have said about where they go for medical care. In August, the campaign will be adding another video featuring an ED physician and a PCP informing consumers about when to go to the ED and when to contact their PCP; plus a third video will be added in September with consumer stories about when they made the “right call.” We encourage you to like us on Facebook and follow the conversation on Twitter. Jump into the campaign to help your patients “Make the Right Call.”
Your winter escape to paradise awaits ... Here's a glimpse the resort's many amenities

- Four restaurants, five-star buffet, snack bar & grill at the beach, 24-hour room service
- Six bars, along with nighttime entertainment
- “Endless” beach of white sand and warm turquoise waters of the Caribbean
- Three pools – one with an aqua bar, a heated indoor/outdoor, and the third featuring a panoramic view
- Golf on site, (2 18-hole rounds per person; food and beverage on course; equipment not included)
- Fitness center (aerobics, yoga, and more); outdoor facilities (archery, tennis, volleyball, and more)
- Water sports (catamaran, kayak, snorkeling, water polo, scuba intro) plus more at special pricing
- Paradise Beach Resort Spa – various treatments and massages, Jacuzzis, sauna, Turkish & Roman baths, etc.
- Also available, couples treatments and massages by the sea.
- “Grand Star Service” available (butler/concierge)

2014 Winter Conference (January 25–February 1) 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 •

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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, 2013, contact Prestige Travel to confirm pricing •

DEPOSIT of $350 per person due at registration. Final payment due by November 15, 2013. 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, 2013 — $75 fee per person
November 1 – November 30, 2013 — $100 fee per person
December 1 – December 14, 2013 — $550 fee per person
December 15 – December 21, 2013 — $1,000 fee per person
December 22, 2013 – Departure — No Refund

• Travel Cancellation Insurance is available upon request •

☐ I am interested in purchasing travel insurance, please contact me with details.
Must be arranged at time of registration.
Annual Meeting to be held September 17 — continued from page 1

Rudolfo Q. Bruno, MD; V. Franklin Colon, MD; Fuheid S. Daoud, MD; Leela Dwivedi, MD; Nageshwar Dwivedi, MD; Robert J. Hasl, MD; Charles H. Kuntz, MD; Inayat K. Malik, MD; Alan D. Manzler, MD; Ferdinand J. Niehaus Jr., MD; Marvin Pravda, MD; James K. Shaw, MD; Wagih M. Shehata, MD; K. Y. Wong, MD; Thomas F. Zuck, MD

Daniel Drake Humanitarian Award

During the celebration, the Academy of Medicine of Cincinnati Foundation will bestow its prestigious Daniel Drake Humanitarian Award on Molly A. Katz, MD.

All Academy members are encouraged to attend the Annual Meeting to show support for your elected leaders and to recognize the achievements of the 50-year physicians and this year's Daniel Drake Award winner. Annual Meeting invitations have been sent to all members. Reservations are required. To make a reservation, use the form that was included with the invitation or call the Academy at 513-421-7010. The reservation form is also available on the Academy's website at www.academyofmedicine.org.

In addition to the elected Council members, the following serve in an advisory capacity on the Council representing a variety of interests: Thomas DeWitt, MD (Children's Hospital Medical Center); Frank Froehlich, MD (Retired Academy Physicians); Asad Ali, MD (Hospitalists); Kris Ramprasad, MD (Ohio State Medical Board); Marvin Rorick, MD (Ohio State Medical Association Political Action Committee); the University of Cincinnati College of Medicine currently represented by Councilor Gregory Rouan, MD; and David Henkel (UC Medical Students).

Save-the-date and make plans now to attend.

Consumer Directory — continued from page 1

Two actions to take right now:
• Make sure the information in your AMC profile is accurate and up-to-date. Go to www.academyofmedicine.org and then to the “Find A Physician” section and review your information.

If you need to make changes/corrections, contact the Academy by e-mail at academy@academyofmedicine.org, fax at 513-721-4378, or phone 513-421-7010.

• Contact Julie Poyer at the Cincinnati Business Courier for details on advertising in the Consumers’ Health Directory. Call 513-337-9452 or e-mail jpoyer@bizjournals.com.

We’re certainly enthusiastic about this second edition as a means to showcase Academy members to an audience largely outside the medical community, and hope you are, too. Your participation can make this project an even bigger success. Please give Julie a call and consider placing an ad/advertorial in the publication.