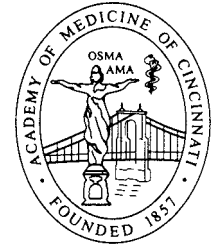




CINCINNATI MEDICINE DIGEST



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MAY 2011

PUBLISHED MONTHLY FOR MEMBERS OF THE ACADEMY OF MEDICINE OF CINCINNATI

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Academy of Medicine Day at Great American Ballpark

Nearly 200 Academy members and guests were on hand to see the Reds sweep the Cardinals on Sunday, May 15. The Academy group had access to the private Picnic Tent in the right field, river view area of the Fan Zone; enjoyed food and beverages from their own ballpark buffet; and was recognized on the scoreboard.



Thanks to our generous sponsors:

Grand Slam — **First Financial Wealth Management; North Side Bank and Trust Company; PBSI-Positive Business Solutions, Inc.; and Vorys, Sater, Seymour and Pease LLP**

Home Run Club — **For Women, Inc.; James E. Tharp Insurance Brokers; James Investment Research, Inc.; and Queen City Surgical Consultants**

Hit Club: **The Urology Group**

Pain management legislation passes — effective immediately

Legislation aimed at curbing prescription drug abuse and diversion in Ohio (HB 93) received unanimous support from the House and Senate and was signed by Governor Kasich on May 20. The bill is being enacted with an emergency clause, meaning the law will become effective immediately unless otherwise noted in the summary of HB 93.

The legislation is widely regarded as one of the most aggressive efforts in the country to address the prescription drug abuse epidemic ravaging parts of Ohio. It is intended to provide the Medical and Pharmacy Boards and law en-

—continued on back page

Nominating Committee announces 2011-2012 Slate of Candidates

The Nominating Committee presents the following slate for this year's Academy of Medicine elections:

President-Elect

Robyn F. Chatman, MD

Councilors (three positions available)

Peter J. Kambelos, MD
Andrew D. Markiewitz, MD
Rajbir S. Minhas, MD
Emmett O'Neal, MD
Brian Rottinghaus, MD



All Active members in good standing should have received the Official Ballot and Candidates Brochure through the mail. To be counted, completed ballots must be returned to the Academy by 4:00 p.m., Monday, June 20. If you have any questions about the ballot, please call Executive Director Donna Gilliam at 513-421-7010, ext. 318.

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

New members approved at May Council meeting

The following memberships were approved at the May 10 Council meeting. Members are listed with specialty and office information when available.

Active

Ellen L. Air, MD (NES)
Mayfield Clinic & Spine Institute
506 Oak Street 45219 513-569-5356

Aaron L. Bey, MD (URS)
The Urology Group
10700 Montgomery Road, #319 45242
513-793-2835

Thomas H. Burwinkel, MD (REEN)
Institute for Reproductive Health
3805 Edwards Road, #450 45209
513-924-5550

Michael W. Dusing, MD (URS)
The Urology Group
4700 Smith Road, Suite L 45212
513-366-4000

Mark J. Halsted, MD (PDR)
Dayton Pediatric Imaging, Inc.
One Childrens Plaza
Dayton, OH 45404 937-641-3393

Stephen D. Haverkos, MD (ORS)
Group Health Associates
2915 Clifton Avenue 45220
513-872-2000

Thomas J. Kabalin, MD (PDAN)
Cincinnati Children's Hospital Medical
Center
3333 Burnet Avenue 45229
513-636-4408

Charles C. Kim, MD (PCC)
Southwest Ohio Pulmonary & Sleep
1010 Cereal Avenue, #201
Hamilton, OH 45013 513-867-4191

Louis B. Louis, MD (CDTS)
Cardiac, Vascular & Thoracic Surgeons,
Inc.
4030 Smith Road, #300 45209
513-421-3494

Jacquelyn W. Morillo-Delerme, MD
(ANES)
Cincinnati Children's Hospital Medical
Center
3333 Burnet Avenue, ML 2001 45229
513-636-4408

Denise M. Saker, MD (OBG)
Neighborhood Healthcare
2415 Auburn Avenue 45219
513-221-4949

Mara D. Tomaszewski, MD (FM)
The Christ Hospital Medical Associates
4380 Malsbary Road, #175 45242
513-721-2024

Thomas A. Tami, MD (OTO)
Group Health Associates
55 Progress Place 45246
513-346-5000

Active Part-time

Renate W. Thomas, MD (IM)
GE-Aviation
One Neuman Way, MD C-14 45215
513-243-3913

Associate

Beth Ann Meeks, RPh

Sarah E. Monarch
3513 Hillsboro Road
Louisville, KY 40207 502-551-1286

Student

Albert Trinh

*For more information about membership,
call the Academy at 513-321-7010.*



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Visiting Nurse Association – page 21
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If you would like to order a *Directory*, call the Academy at 513-421-7010 or download an order blank at www.academyofmedicine.org.

Have suggestions for the Academy? We're listening

The Academy of Medicine welcomes your comments, suggestions, concerns about Academy activities, organized medicine, the practice of medicine, etc. Please contact Executive Director Donna Gilliam (513-421-7010, ext. 318; dgilliam@academyofmedicine.org).

The Academy of Medicine is your organization. Please share your thoughts and comments so that we can respond to your needs and provide the services you want.



Academy Annual Meeting planned for September 20

The Academy of Medicine of Cincinnati's Annual Meeting and Awards Celebration will be held Tuesday, September 20, at the Drees Pavilion, in Covington's Devou Park. The evening features the installation of the 2011-2012 Academy Council and the presentation of the prestigious Fifty-Year Physician Awards (see page 3 for a list of this year's honorees).

Save-the-date and plan to join us for this exciting evening.

Academy embarks on Strategic Planning mission

The Academy Council has appointed a subcommittee to develop a strategic plan for future activities and direction of the Academy of Medicine. Committee members include: President Barry Webb, MD; President-elect Thomas Maynard, MD; Past President Margaret LeMasters, MD; Secretary David Mouch, MD; Treasurer Robyn Chatman, MD; Councilors Elizabeth Alexander, MD; Eric Kuhn, MD; James Sosnowski, MD; and Thomas Lamarre, MD.

The group held its initial meeting on May 3 with a follow-up meeting planned for June 7. Members are charged with reviewing the Academy's Mission, Vision, Goals, and Objectives and proposing a course of action for the organization.



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."

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Call for physician nominees

• Daniel Drake Humanitarian Award

The Academy Foundation is seeking nominees for its prestigious Daniel Drake Humanitarian Award. Offered annually, the award recognizes living physicians who have given generously of themselves to their patients and the community while demonstrating a keen awareness and selfless dedication to the needs of others. The award is presented during the Academy's Annual Meeting.

Nomination deadline is mid-July. For more information or to submit a nomination, contact Nancy Coomer at ncoomer@academyofmedicine.org or call 513-421-7010.

Fifty-Year physicians to be honored in September

On Tuesday, September 20, the Academy will honor its members who have been in the practice of medicine for 50 years. These physicians will receive the OSMA's 50-Year Physician Award during the Academy's Annual Meeting to be held at the Drees Pavilion in Covington's Devou Park.

The OSMA has provided the following members' names as eligible to receive the award this year: Charles O. Dillard, MD; James A. Eha, MD; Philip H. Elliott, Jr., MD; Daniel L. Friedberg, MD; Rasheed Ghani, MD; Charles L. Heaton, MD; Edmund W. Jones, MD; Robert L. Kunkel, Sr., MD; John E. Maier, MD; Max G. Menefee, MD; Edward H. Miller, MD; William R. Miller, MD; Harry C. Roach, MD; Luis R. Saldaña, MD; Earl C. Scheidler, DO; M. Richard Schorr, MD; Theodore R. Stoner, MD; John M. Tew, MD; Marianne B. Vas, MD; Lee J. Vesper, MD; Richard G. Wendel, MD; Thomas R. Werner, MD; and Marcelle Zalzal-Bouchard, MD.

We'd like to know if any Academy members who graduated from medical school in 1961 are missing or if any of the names on this list appear in error. If you have any questions about the list, contact Academy Assistant Executive Director Nancy Coomer at 513-421-7010, ext. 307 or ncoomer@academyofmedicine.org.

Honorees will receive more information about the 50-Year Awards Celebration later this summer.

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Nearly four out of five physicians still need to complete an EFT Form with CIGNA

According to CIGNA Government Services (CGS), as of mid-May, only 21 percent of Ohio providers have completed an approved new electronic funds transfer (EFT) form and sent it to the new Medicare Part B Carrier, CGS. That means nearly four out of every five providers in Ohio are risking a discontinuation of Medicare payments after June 18, 2011. It is important that you complete this process now.

With the transition to a new Medicare Part B Carrier in Ohio on June 18, 2011, your practice must take action in order for you to continue to receive payments for your Medicare services. You must complete a new electronic funds transfer (EFT) form and send it to the new Medicare Part B Carrier, CIGNA Government Services (CGS).

You should have received a letter from CGS explaining the process with the proper EFT information. Follow the directions in the letter and complete all of the necessary forms and information. Please always use caution when complying with such requests so that you don't mistakenly respond to a fraudulent request. However, it is

necessary to complete a new EFT form so that you continue to receive your Medicare payments after the transition from Palmetto GBA to CGS as Ohio's Medicare Part B Carrier.

Blue Cross of South Carolina (BCSC) purchased CGS in April. BCSC also owns Palmetto GBA and TrailBlazer Health Enterprises, both are Medicare carriers in other regions.

The purchase of CGS is not expected to affect the transition in June. However, this acquisition does not change the fact that your practice must complete a new EFT with CGS. Please contact OSMA's Mark Jarvis at mjarvis@osma.org with questions regarding this transition. You can also go to www.cignagovernmentservices.com or www.cms.gov for more information.

Project Access recruiting continues

The Academy of Medicine continues to recruit physicians to participate in Project Access Cincinnati.

Recognizing that every physician provides free care, the Academy and other area stakeholders established this nationally recognized, award-winning project locally to organize ad hoc donated care and services. Although not a solution to our broken system, Project Access 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.

Participating in Project Access is 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. If you have any questions about the program, contact Academy Executive Director Donna Gilliam at 513-421-7010 or at dgilliam@academyofmedicine.org.

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HB 93 — continued from page one

forcement additional tools to shut down pill mills and prosecute rogue prescribers that are unethically and illegally prescribing and dispensing medications. It is not intended to impede access to legitimate medical care for chronic pain patients.

HB 93 will primarily impact physicians in three ways: it will require licensure of pain management clinics, authorize regulatory boards to establish standards for Ohio Automated Rx Reporting System (OARRS) review, and severely restrict in-office dispensing of controlled substances to patients.

The Medical Board approved an updated version of rules governing pain management clinics so please review the latest information. Go to www.med.ohio.gov/pdf/Newsletters/Spring11_Special_HB93.pdf for a special edition of the Board's newsletter. If you treat pain or chronic pain, it is crucial that you and your practice understand the scope of these changes and the impact of the law on your practice.

You can also go to the OSMA's website at www.osma.org for more information.

E-prescribing impacts 2012 Medicare reimbursement

To avoid a reduction in Medicare reimbursement, physicians must begin to utilize e-prescribing before June 30, 2011.

Under Section 132 of the Medicare Improvements for Patients and Providers Act of 2008 (MIPPA) if eligible parties do not meet the e-prescribing criteria, CMS is authorized to reduce payments in 2012, with regard to all of the eligible professionals' Part B-covered professional services, by one percent of the Physician Fee Schedule (PFS) amount that would otherwise apply to such services.

For purposes of determining which eligible professionals or group practices are subject to the payment adjustment in 2012, CMS will analyze claims data from January 1, 2011 – June 30, 2011 to determine if the eligible professional has submitted at least 10 electronic prescriptions during the first six months of calendar year 2011.

That means at least 10 electronic prescriptions must be submitted by June 30, 2011, or face a one percent reduction in your 2012 Medicare reimbursement.

If your practice does not have a full EHR system capable of generating e-prescriptions, you may still meet the Medicare e-prescribing requirements by utilizing a stand-alone e-prescribing module. For more information on this issue go to www.osma.org/files/pdf/important-information-on-eprescribing.pdf, which contains more details and a list of stand-alone e-prescribing products. In addition, an in-depth E-prescribing Guide can be found at www.osma.org/files/pdf/clinicians-guide-erx.pdf.

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Academy of Medicine Newsletter

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