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

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.

—continued on back page
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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.

HospiceOfCincinnati.org (513) 891-7700

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.

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.

2011 Medical Directory of Greater Cincinnati correction

Please make the following update in your 2011 Medical Directory:

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Visiting Nurse Association – page 21
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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. Saldana, 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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### Mulberry Square
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INVESTMENT MANAGEMENT
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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.

Good Medicine Has Its Rewards: $207 Million

We have returned $207 million to our members through our dividend program.

The 2011 dividend is made possible by the excellent claims experience of our members in Ohio. As a leading carrier in the state for more than two decades, The Doctors Company is strong. This strength allows us to deliver on our promise to defend, protect, and reward the practice of good medicine.

To learn more about The Doctors Company’s medical professional liability insurance program in Ohio, including the member dividend, call (888) 568-3716 or visit us at www.thedoctors.com.
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 OSMAs 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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For advertising information, contact Pam Fairbanks, 513-421-7010 or pfairbanks@academyofmedicine.org.

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Cincinnati Medicine Digest
Academy of Medicine Newsletter

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