



# On Call

Columbus' Goodhealth Advocate



Issue: 74 April 2010

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# Party *in* Paris *for a Purpose*

### Featuring "The Art of Medicine" Exhibit and "Docs that Rock!"

In just a few short weeks physicians and the community will gather for CMA's Annual Gala. This year's theme "Party in Paris - for a Purpose" will be held at the Bar of Modern Art. Featured works from physician artists, "The Art of Medicine" collection, will be available for purchase as part of a silent auction. All proceeds from the auction will be donated to the Physicians Free Clinic/Voluntary Care Network.

In addition to the art exhibit, the evening will "rock" when Dr. David Zadvinski & Karen Fritts, of the band Spleen, will entertain the guests, as will Dr. Alan Sacolick and the Mad Funk 8.

A Soiree from 6:00 - 7:00 p.m. will honor physicians celebrating 50 years in medicine.

#### The 50 year physicians are:

Narciso S. Albarracin, Jr., MD  
Francis E. Barnes, MD  
Herbert A. Bronstein, MD  
Horace B. Davidson, Jr., MD  
John D. Dietsch, MD  
Monroe D. Dowling, Jr., MD  
Sanders M. Farber, MD  
Robert J. Freedy, MD  
Thomas J. Hawk, MD  
Victor H. Hinrichs, MD

Paul F. Keith, MD  
James W. Kilman, MD  
Moon H. Kim, MD  
Daniel E. Lewis, MD  
Joseph M. McManes, MD  
Joseph F. Meara, MD  
Tearle L. Meyer, MD  
Andrew W. Miglets, Jr., MD  
Stephen Miklosik, MD  
Saeeda Mobin-Uddin, MD

## Event Details

### Party in Paris *for a Purpose*

Friday, May 21, 2010  
7:00pm - 10:30pm  
Bar of Modern Art  
583 East Broad Street  
Tickets \$100.00

John L. Mormol, MD  
David Rudy, MD  
Manuel Tzagournis, MD  
Philip E. Vanik, MD  
Victor R VerMeulen, Sr., MD  
George W. Waylonis, MD  
Robert A. Weisenberger, MD  
Daniel E. Weltner, MD



# How and When the Passage of Federal Health System Reform Legislation Will Impact Physician Practices

A number of key provisions in the new law may have an immediate impact on your practice and your patients, while others have a much longer time frame before they will take effect. The list is extensive, below are some of the highlighted items:

## Medicare payment changes

- 10 percent incentive payments for primary care physicians. All physicians in family medicine, internal medicine, geriatrics and pediatrics whose Medicare charges for office, nursing facility and home visits comprise at least 60 percent of their total Medicare charges will be eligible for a 10 percent bonus payment for these services from 2011–16.
- 10 percent incentive payments for general surgeons performing major surgery in health professional shortage areas. All general surgeons who perform major procedures (with a 10- or 90-day global service period) in a health professional shortage area will be eligible for a 10 percent bonus payment for these services from 2011–16.
- 5 percent incentive payment for mental health services. For 2010, Medicare will increase payment for psychotherapy services by 5 percent.
- Medicare quality reporting incentive payments extended. Incentive payments of 1 percent in 2011 and 0.5 percent from 2012–2014 will continue for voluntary participation in Medicare's Physician Quality Reporting Initiative (PQRI). An additional 0.5 percent incentive payment will be made to physicians who participate in a qualified Maintenance of Certification Program (quality practice-based learning programs through specialty boards). Following the practice now in place for

hospitals, beginning in 2015 physician payments will be reduced if they do not successfully participate in the PQRI program. In 2015, the penalty will be 1.5 percent; in subsequent years it will be 2.0 percent.

## Medicaid payment changes

Separate legislation, the Health Care Education Affordability Reconciliation Act (H.R. 4872), would raise Medicaid payments to family medicine physicians, general internists and pediatricians for evaluation and management services and immunizations to at least Medicare rates in 2013 and 2014. The legislation also provides 100 percent federal funding for the incremental costs to states of meeting this requirement.

## Administrative simplification

Beginning in 2010, national rules will be developed and implemented between 2013 and 2016 to standardize and streamline health insurance claims processing requirements. Physicians should benefit from the changes because it will be easier to track claims and, in many cases, should improve physician revenue cycles and lower overhead costs.

## Employer requirement to offer coverage

Employers with more than 50 employees with at least one full-time employee who receives a premium tax credit are required to offer health insurance coverage to their employees or be assessed a range in fees, effective in 2014. Employers with 50 employees or less, who represent the vast majority of physician practices are exempt from this requirement. A range of small business tax credits for employers contributing at least 50 percent of the costs of coverage for their employees will also be established, with credits phasing out as firm size and average employee wages increase.

## Medical liability protection and grants

The Secretary of Health and Human Services (HHS) is authorized to award five-year demonstration grants to states to develop, implement and evaluate alternative medical liability reform initiatives, such as health courts and early offer programs, beginning in 2011. Medical liability protections under the Federal Tort Claims Act will be extended to officers, governing board members, employees and contractors of free clinics.

## Preventive and screening benefit expansions

Beginning in 2010, Medicaid will be required to cover tobacco cessation services for pregnant women. In 2011, cost-sharing for proven preventive services will be eliminated in Medicare and Medicaid. Medicare payments for certain preventive services will be increased to 100 percent of payment schedule rates (that is, co-payments will be eliminated), and incentives will be available to encourage Medicare and Medicaid beneficiaries to complete behavior modification programs.

In the private sector, beginning in 2010, health plans will be required to provide a minimum level of coverage without cost-sharing for preventive services such as immunizations, preventive care for infants, children and adolescents, and additional preventive care and screenings for women.

## Medicare prescription drug coverage

Medicare patients whose prescription expenses reach the so-called Medicare Part D coverage "doughnut hole" (\$2,700 to \$6,150) in 2010 will receive a \$250 rebate. During the next 10 years, the beneficiary co-insurance rate for this coverage gap will be narrowed in phases from the current 100 percent to 25 percent in 2020.

# CMA Member Charles J. Hickey, MD, Elected OSMA President-elect



Members of the Ohio State Medical Association (OSMA) have elected Columbus ophthalmologist and Columbus Medical Association Past President Charles J. Hickey, MD, as President-elect of the

statewide physicians' association. Hickey will serve a one-year term as OSMA President starting April 2, 2011. He will succeed Richard R. Ellison, MD, who was inaugurated as president for the current year at the OSMA Annual Meeting.

Hickey is an ophthalmologist at Columbus Ophthalmology Associates in Columbus. Prior to joining Columbus Ophthalmology Associates

in 2001, he spent the eighteen years at Moses & Hickey MD Inc.

Certified by the American Board of Ophthalmology since 1985 and the American College of Surgeons since 1986, Hickey is an Assistant Clinical Professor in the Department of Medicine at The Ohio State University.

Hickey has served as a member of OSMA Council for four years, representing the OSMA's Tenth District since 2006. He has been a member of the Ohio Delegation to the American Medical Association (AMA) since 1996 and was elected as a member of the AMA Council on Constitution and Bylaws in 2006, a position he still holds.

Hickey has also been involved in the leadership

at the Mount Carmel Health System as president of medical staff in 2001. He is currently serving on the Mount Carmel Health System Board of Trustees and as a member of the executive committee of the Board of Mount Carmel Health System.

Hickey earned his medical degree from The Ohio State University. He completed a residency in ophthalmology at The Ohio State University Hospital. He also completed an internship at Riverside Methodist Hospital in Columbus.

Hickey lives in Columbus with his wife Susan. The couple has nine children ages 31 to 12.

## Endorsed Service Medical Resources Offers Members Real Savings

Since 2006, the CMA has endorsed Medical Resources, a full-line supplier of new, used and refurbished medical equipment and supplies to healthcare professionals. Medical Resources offers discount pricing exclusive to CMA members in addition to other promotions and savings.

"We've had very positive feedback from our members who have utilized Medical Resources," said CMA Director of Member Relations and Services Diane May. "They've been an endorsed service for years and have a proven reputation of providing quality products at excellent prices."

Medical Resources offers multiple ways to access their products including a robust web site and on-line catalog, as well as a fully equipped showroom in Lewis Center featuring exam and procedure room furniture, diagnostic and therapeutic equipment, autoclaves, surgical instruments and refurbished \ used equipment.

### Surgery Centers

Medical Resources has also been involved in the start up of numerous Ambulatory Surgical Centers (ASC's) with services ranging from supplying, installation, biomedical certification and staff training. They work closely with physicians, developers and equipment planners to provide quality medical equipment and furnishings.

### Furnishings and Interiors

In addition to supplying medical equipment and supplies, Medical Resources is a full-line supplier of healthcare furnishings and interiors. They help physicians select furnishings that will function well in the office and that will suit existing furnishings. Medical Resources offers a wide selection of quality furnishings at great savings: seating, desks, panel systems, filing systems, floor coverings, window coverings, and more.

### Products

Medical Resources supplies new, reconditioned and used medical equipment to Healthcare Professionals and selected items to the general public. Medical Resources has two divisions, one that specialize in Cardio \ Vascular \ Pulmonary and the other in Women's Wellness equipment and solutions.

### Trade-Ins

Medical Resources is actively pursuing business and will consider issuing credits for the purchase of or trade in of pre-owned medical equipment.

For complete Medical Resources capabilities logon to [www.medicalresources.com](http://www.medicalresources.com) or call Randy Reichenbach at 800-860-4716.



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[www.medicalcenter.osu.edu/go/wound](http://www.medicalcenter.osu.edu/go/wound)



## Endorsed Services

CMA members receive substantial discounts when using endorsed services

### Frank Gates/Avizent

Is an industry leader in workers' compensation group services. Many member offices have reduced their premiums – up to the BWC's maximum discount – with the expert services and savings available through Frank Gates. Call Andy Frank at 614-793-5468.

### Healthcare Underwriters Group Mutual of Ohio

A not-for-profit physician owned medical liability insurance company domiciled In Ohio and licensed by ODI. CMA members serving on Board of Directors and Claims Committee. Call Shirlean Watts, Sales Manager, at 776-3330.

### Medical Resources

Offers full-line supplier of new, used and refurbished medical equipment, furniture/design and supplies at discount pricing exclusive to CMA members. Contact Suzi Reichenbach at 740-201-3300, ext. 112.

### Practitioner Credential

Verification Center (PCVC) Helps reduce the paperwork and time involved in the hospital privileges application process. Contact Rita Doebert at 937-578-0030.

### Shred-it

Shred-it is the world's largest mobile on-site document shredding and recycling company. Discounts are available to CMA members. Call Steve Elsass at 614-231-7470.

### Willis

Is one of Ohio's largest insurance brokers. They can secure significant discounts for members while providing the highest level of service. Contact Jennifer Varanese with Willis at 614-326-4722 for more information about their insurance products.

### Friends of CMA

Rainbow Cleaners. Call Vince Papa at 614-291-8144.

# CMA's Professional Relations Committee

As members of the Columbus Medical Association we have many opportunities to serve our community, our profession and our patients. One of these ways is the Professional Relations Committee.

The Professional Relations Committee has been part of the CMA for over 50 years. The Committee has several important functions that are beneficial to physician members. Primarily the Committee hears and addresses complaints and concerns by patients and physicians. Should a patient have a complaint about a physician, the Committee hears the complaint and directly speaks with the patient and the physician involved, The Committee then attempts to mediate the complaint and bring resolution to avoid escalation and potential litigation. This helps to keep physicians in good standing in the community, as well as avoid unnecessary legal action.

The Committee also hears complaints physicians have concerning other physicians or issues impacting the practice of medicine. For example, the issue of physician employment and termination of contracts, facilities offering medical care outside of a physician office environment, and the impact of pharmaceutical companies marketing directly to patients attempting to influence prescribing patterns. These concerns are addressed and, when necessary, passed to other Committees such as Public Policy for legislation, the Ohio State Medical Association, or Health Department.

A third important function is the review of membership applications. The purpose is to ensure quality physicians are members. All current members are reviewed after the first two years of membership and then every three years afterwards. If there are frequent complaints about a physician or their practice, this is discussed with the physician involved. The goal is to provide high quality care in the community, make physicians aware of complaints their patients may have, and assure that when patients select as CMA physician they know they will receive quality care.

If you are interested in becoming a member of the Professional Relations Committee or are in need of its services please feel free to contact Francie Kaufman at 614-240-7410 or fkaufman@goodhealthcolumbus.org

# CMA Resolutions to OSMA

The following resolutions were created and forwarded by CMA and were voted on by the OSMA House of Delegates on April 10 and 11.

- Resolution No. 04-10: Structure and Makeup. of Ohio State Medical Association Council **Outcome:** REFERRED TO COUNCIL FOR REPORT
- Resolution No. 14-10: Physician's Bill of Rights. **Outcome:** REFERRED TO COUNCIL FOR REPORT
- Resolution No. 16-10: Physician-Patient Relationship. **Outcome:** REFERRED TO COUNCIL FOR REPORT

For more information about these resolutions and others, go to [www.osma.org/about-osma/annual-meeting](http://www.osma.org/about-osma/annual-meeting).



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Immunostics, Welch Allyn and

many more... YEAR END SAVINGS



## Calendar of Events

### SAVE THE DATE!

May 21, 2010

CMA Social Gala Party in Paris  
with a Purpose

6:00pm Fifty-Year Physician Reception

7:00pm Gala—Bar of Modern Art (BOMA)

### SAVE THE DATE!

July 27, 2010

CMA Annual Sports Medicine  
Appreciation Reception



## New Members

March 2010

Michael Scott Bloom, MD

Aref Abou-Amro, MD

Andrew Barden, MD

Jeffrey Carey, MD

Megan Frank, MD

Sheri Knepel, MD

Anne Littleton, MD

Meera Mehta, MD

Rashmi Patel, MD

David Renton, MD, MPH

Sharon Thornton, MD

William Wallace, Jr., MD

Jay Wallin, MD

[www.goodhealthcolumbus.org](http://www.goodhealthcolumbus.org)

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Columbus Medical  
Association

