



# On Call

Columbus' Goodhealth Advocate



Issue: 75 May 2010

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## Good Health Columbus Committee and PAC formed

The practice of medicine is directly impacted by the policies of our elected officials. If all politics is local, then the Columbus Medical Association is committed having the best local medical society political program in the state, and in the nation. Over the past year, the Columbus Medical Association has transformed its public policy committee and political action committee (PAC) to encompass an even wider range of issues and represented constituencies.

Good Health Columbus Public Policy Committee and PAC will monitor, advise and advocate on behalf of the boards of Columbus Medical Association, Columbus Medical Association Foundation, Central Ohio Trauma System and Physicians Free Clinic / Voluntary Care Network regarding issues that impact their respective organizations and collective missions.

The PAC component of Good Health Columbus will raise funds for the to support

- Central Ohio elected officials who support issues impacting the patient/physician relationship,
- Officials who support Central Ohio emergency trauma systems and planning
- Judicial Funds of the both major political parties

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## Maintaining a Pro Medicine Supreme Court is Critical

Since the 2005 reform legislation the numbers of tort filings have dropped effectively moving Ohio into the top ten states with the best climate for business and malpractice litigation. Before these laws were passed, Ohio ranked near the bottom of the nation.

Keeping a majority of pro-medicine justices on the Ohio Supreme Court is a priority for the OSMA and CMA. Physicians once again are being asked to take an active role to assure the election of Justice Maureen O'Connor (candidate for Chief Justice) and the re-election of Justice Judith Ann Lanzinger. Physicians are encouraged to talk with their

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# Good Health Columbus Committee and PAC formed

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One of the most important functions of the committee is its work in conjunction with Ohio State Medical Association (OSMA) to interview Central Ohio candidates for state elected offices and make recommendations to the OSMA for their endorsement.

The physicians of the CMA will once again be screening candidates for United States Congress, the Ohio Senate, and the Ohio House of Representatives. Additionally, CMA will be interviewing judicial candidates for the Franklin County Common Pleas Court. Candidates have been sent questionnaires to provide a basis for understanding their positions on issues of concern to physicians. This screening process will take place in June and July, resulting in CMA physicians making a recommendation to the OSMA PAC for its endorsement at the end of July.

*The Good Health Columbus Committee consists of CMA physicians, COTS supporters (may or may not be physicians) and PFC/VCN supporters (may or may not be physicians). To get involved with the Good Health Columbus Public Policy Committee and PAC contact Diane May, CMA Director of Member Relations and Services at (614) 240-7410 or [dmay@goodhealthcolumbus.org](mailto:dmay@goodhealthcolumbus.org)*

*Below are participating physician members of the Good Health Columbus PAC. However, these screening meetings are open for any CMA members wishing to participate. Contact Diane May at 614-240-7410 or [dmay@goodhealthcolumbus.org](mailto:dmay@goodhealthcolumbus.org) for more details.*

## Good Health Columbus PAC

Bipin Shah, MD	Gary Katz, MD	Tim Duffey, DO
Dwight Scarborough, MD	Anne Taylor, MD	Rick Nelson, MD
Karen King, MD	Bhagwan Satiani, MD	Ron Bloomfield, MD
Marc Parnes, MD	Elaine Benes, MD	Mark Bechtel, MD
Andrew Thomas, MD	Jeff Bell, MD	Pat Ecklar, MD
Craig Anderson, MD	Charles Hickey, MD	William Wallace, MD
Deidre Redd, MD	David Colombo, MD	Phil Cass, PhD
Douglas Finnie, MD	Manuel Tzougournis, MD	

## Doctors Day Blood Drive a Success

The Columbus Medical Association Alliance has completed another successful Blood Drive honoring physicians on Doctors Day. 159 units of blood were donated for 139 physicians by grateful, appreciative patients. "This is a win-win opportunity," said coordinator and Alliance Vice President, Sue Dingle, wife of CMA member Dr. Jack Dingle and mother of CMA member Dr. Tom Dingle. "The community benefits, and patients have the opportunity to express appreciation to their doctors."

*For a complete list of physicians who had blood donated in their honor, click on to the CMA's website at <http://www.goodhealthcolumbus.org/cma/news-and-events/news/10>*



## Join CMA Staff to Donate Blood

*The staff of the Columbus Medical Association, Columbus Medical Association Foundation, Central Ohio Trauma System and Physicians*

*Free Clinic / Voluntary Care Network will be participating in a blood drive at the CMA office. CMA members and their staffs are also invited to join CMA staff.*

*To schedule an appointment, contact Chris Sheppard 614-255-4412 or [csheppard@goodhealthcolumbus.org](mailto:csheppard@goodhealthcolumbus.org)*

**Thursday, June 17**

**9:00 am – 3:00 pm**

**Columbus Medical Association**

**431 East Broad Street**

**Columbus, Ohio 43215**

**Lower Level Conference Room**

*If you last donated on or before April 22, you may be eligible to donate at this drive. Individuals who are 17 years of age, weigh more than 110 pounds, and are in generally good health may be eligible to donate. Bring your Red Cross donor card or picture ID.*

**Enter to win \$1,000 summer essentials gift card to Lowe's or weekly \$100 Lowe's gift cards!**

**Register for donor rewards at [redcrosscracing.com](http://redcrosscracing.com).**





## CMA Conducting “Deep Dive” Interviews

Fifty physicians representing a cross-section of central Ohio doctors are participating in two-hour “deep dive” interviews as a means to answer the question: What is the purpose, mission, functions and structure of an organization that supports physicians highest aspirations in the 21st century?

“The profession of medicine is changing in fundamental ways. The CMA has a long and storied history of assisting physicians in taking leadership roles over the past century. We wish to build on this core competence to determine the areas for CMA to target resources to best work for you in the future,” said CMA CEO Phil Cass, PhD.

Information gathered from the in-depth interviews will be used in combination with survey research in CMA’s strategic planning later this summer. Following the planning, focus groups of physicians will also be held to share the results for their input as well. Let us know if you have an interest in participating in a focus group by calling CMA Director of Member Relations Diane May at 240-7410, or emailing her at [dmay@goodhealthcolumbus.org](mailto:dmay@goodhealthcolumbus.org). Later this year we will share with all central Ohio physicians the new direction of the Columbus Medical Association.

## AMA Offers Physicians Help Claiming Damages from UnitedHealth Settlement

A new online collection of resources from the AMA can help thousands of physicians file claims in the record-breaking settlement reached in the AMA’s legal victory against UnitedHealth Group—the nation’s largest health insurer. More than \$350 million is available to compensate physicians and their patients for 15 years of artificially low payments for out-of-network services, and this new collection of resources provides physicians with step-by-step assistance in determining eligibility, assembling documentation and filing a claim under the terms of the settlement.

The UnitedHealth settlement is governed by a series of court-imposed deadlines that physicians must follow. The current settlement deadlines include the following key dates:

### July 27

Deadline for filing objections to the settlement or for opting out of the settlement.

### September 13

Date for the final settlement hearing to consider any filed objections.

### October 5

Deadline for filing a claim to share in the settlement fund.

The settlement claims administrator began mailing the settlement notice and claim forms to physicians April 16. Physicians should keep an eye out for their claim forms, which contain important information that can help with filing the claim.

Visit [www.ama-assn.org/go/ucrsettlement](http://www.ama-assn.org/go/ucrsettlement) to access these resources.

## Maintaining a Pro Medicine Supreme Court is Critical

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patients and provide them with information about the importance of this election. Supreme Court prescription pads and other campaign material will be available free to all members to inform patients, colleagues, and employees about the importance of this year’s Supreme Court elections.

For more information call Diane May, at 240-7410 or email her at [dmay@goodhealthcolumbus.org](mailto:dmay@goodhealthcolumbus.org).

## CMA Leadership

Congratulations to the following individuals who were elected for 2010-2011 terms:

### CMA Executive Committee

#### President

Jeffrey Bell, MD

#### President-Elect

Mark Bechtel, MD

#### Past President

Anne Taylor, MD

#### Secretary-Treasurer

William Cotton, MD

#### Secretary-Treasurer-Elect

David Colombo, MD

#### CMA Foundation President

Valeriana Moeller, PhD

### CMA Board of Directors

Douglas Finnie, MD

Karen King, MD

Michael Murnane, MD

Kim Rothermel, MD

Patrick Vaccaro, MD

Patrick Ecklar, MD

Mark Stechschulte, MD

### Ex-Officio

Gary Katz, MD OSMA Tenth District Councilor  
Brian Santin, MD, Resident Representative  
John Benot, Medical Student Representative  
Joy Myers, Association Alliance President

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## 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.

# Calendar of Events

## **Network at Noon Series, Conflict Resolution**

Trying to deal with the “problem” provider, the “picky” patient, the “curmudgeony” co-worker? Could you use some help with your conflict resolution skills?

Learn some conflict resolution skills to use in your professional and personal lives

Presenter: Shelley Whalen, Executive Director  
Community Mediation Services

Thursday, June 24, 2010

11:30am – 12noon Registration & Lunch

12noon – 1:00pm Presentation

McConnell Arts Center—note the new program location

777 Evening Street, Worthington, Ohio 43085

\$35/person CMA member offices; \$40/person non members

Contact Francie Kaufman (614) 240-7410 or  
fkaufman@goodhealthcolumbus.org

## **SAVE THE DATE!**

July 27, 2010

CMA Annual Sports Medicine  
Appreciation Reception

## New Members April 2010

David Chaky, MD

Renata Fabia, MD

Kelly Fleming, MD

Sanjeev Khanna, MD

Valerie Kuenzli, MD

Alicia Kuper, DO

Edward Lane, MD

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

Phone: 614.240.7410  
Fax: 614.240.7415

431 E. Broad Street  
Columbus, Ohio 43215

Columbus Medical  
Association



# Healthcare Reform: Coverage for OTC Medications

Starting January 1, 2011, health flexible spending accounts (FSAs) and health reimbursement arrangements (HRAs) can no longer reimburse participants for non-prescribed over-the counter drugs/medicines (OTC items) other than insulin. If the OTC item has been prescribed by an appropriately licensed healthcare provider, health FSAs and HRAs may still provide for reimbursement of such items. After December 31, 2010, non-prescribed OTC items other than insulin also will no longer be qualifying medical expenses that a health savings account (HSA) or Archer MSA can reimburse on a tax-free basis.

Employers that sponsor health FSAs or HRAs that have allowed reimbursement of OTC items will need to amend their plan documents to clarify that OTC items other than insulin will no longer be reimbursable without an appropriate prescription (or to disallow reimbursement of OTC items altogether, if that is preferred). Plans making these amendments must distribute either an updated summary plan description or a summary of material modifications describing the change. Plan administrators and TPAs acting on their behalf in administering claims under health FSAs and HRAs will need to establish procedures to prevent reimbursement of OTC items generally and, if the health FSA or HRA provides for it, to allow reimbursement for insulin and prescribed OTC items.

*Need help understanding the new Healthcare Reform provisions? Contact Jennifer B. Varanese at Willis. [jennifer.varanese@willis.com](mailto:jennifer.varanese@willis.com) or 614-326-4722.*



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