

Happy Holidays!



From the
Academy of Medicine

CINCINNATI MEDICINE DIGEST



VOLUME 12 • ISSUE 12-E
DECEMBER 2011

PUBLISHED MONTHLY FOR MEMBERS OF THE ACADEMY OF MEDICINE OF CINCINNATI

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OSMAPAC endorsements



The Ohio State Medical Association Political Action Committee has endorsed Justice Robert Cupp and Justice Terrence O'Donnell in their re-election bids to the Ohio Supreme Court.

“OSMAPAC is pleased to support Justice Cupp and Justice O'Donnell as they seek to continue their service on the Ohio Supreme Court,” said OSMAPAC Chair Marvin Rorick,

MD, in a news release on the endorsement. “In their time on the Court and in the judiciary, both Justice Cupp and Justice O'Donnell have built a strong judicial record with a philosophy of judicial restraint.”

In 2012, the entire Ohio House of Representatives, half of the Ohio Senate, all of Ohio's Congressional delegation, three Ohio Supreme Court Justices, one U.S. Senator and the President will be up for election.

The endorsements of Justice Cupp and Justice O'Donnell by OSMAPAC are the first for this current election cycle. OSMAPAC will determine the rest of its endorsements as the date nears the 2012 general election. For more information, including contributing to OSMAPAC, go to www.osma.org/advocacy/osmapac.

Submit resolutions for consideration at Ohio State Medical Association Annual Meeting

The First District Delegation, which includes Cincinnati and Hamilton County physicians along with physicians from seven surrounding Ohio counties, has begun preparing for the 2012 Ohio State Medical Association Annual Meeting. Preparations include reviewing resolutions that the Delegation is considering for submission during the Annual Meeting. Resolutions may be submitted by district delegations or by individual OSMA members. Resolutions are an excellent way to express your ideas on various health-related issues and bring them to the attention of your colleagues. For information on guidelines for writing resolutions, contact Academy Assistant Executive Director Nancy Coomer at 513-421-7010, ext. 307, or by e-mail at ncoomer@academyofmedicine.org. If you would like to submit a resolution to the First District for review, please submit it to Ms. Coomer as soon as possible before the First District's next meeting on January 11.

The First District is also looking for member physicians to serve as alternate delegates. Delegates and alternates represent their respective districts at the state-wide meeting in late March and review and vote on various resolutions during the House of Delegates meeting. The House is responsible for making OSMA policy decisions and electing OSMA leaders. If you would be interested in serving as an alternate delegate or if you would like more information, contact Ms. Coomer.

This year's OSMA Annual Meeting will be held March 23–25 in Columbus.

Pre-order copies of the 2012 Medical Directory of Greater Cincinnati now

The 2012 edition of the Academy's *Medical Directory of Greater Cincinnati* (relied upon by physicians, hospitals, and others in the medical field as a referral reference) is now in production. Pre-orders are currently being accepted — contact the Academy for an order form. Order now and be among the first shipments sent when the *Directory* is published in February.

All Active members receive one complimentary copy as a benefit of membership. Order additional copies for your staff members, a second office, or for your home.

Questions, call the Academy at 513-421-7010

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



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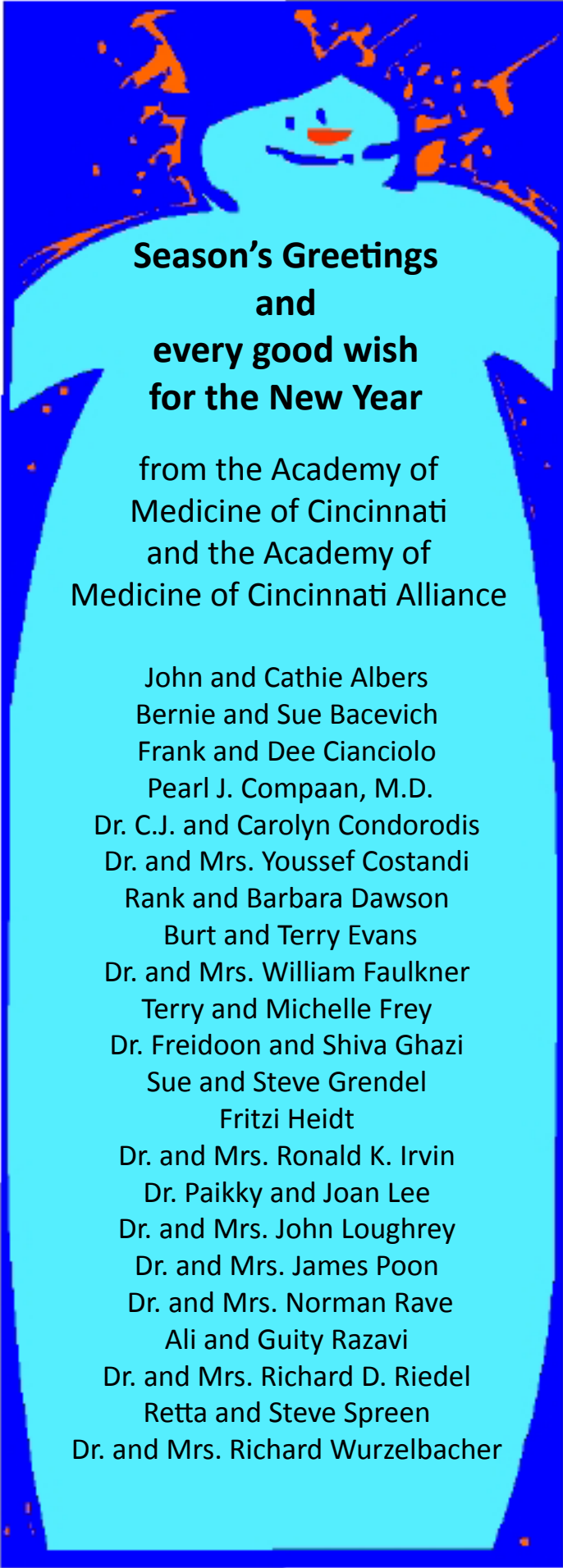
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every good wish
for the New Year**

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and the Academy of
Medicine of Cincinnati Alliance

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Dr. and Mrs. James Poon
Dr. and Mrs. Norman Rave
Ali and Guity Razavi
Dr. and Mrs. Richard D. Riedel
Retta and Steve Spreen
Dr. and Mrs. Richard Wurzelbacher

New Memberships approved

The Academy Council approved the following memberships at its last meeting. Practicing physicians are listed with office information. Physicians in training are listed by training facility. Zip codes beginning with '452' are Cincinnati, Ohio, locations.

Active

Dolly A. Boughaba, MD (NEUR)
Riverhills Neuroscience
320 Thomas More Parkway, Crestview Hills, KY 41017
859-341-4266

Eli R. Cianciolo, MD (PAIN)
Riverhills Neuroscience
10550 Montgomery Road 45242 513-322-7300

Amberly L. Davidson, MD (OBG)
Premier Obstetrics & Gynecology
6350 Glenway Avenue, Suite 401 45211 513-246-4550

Ryan P. Finnan, MD (TORS)
University Orthopaedics & Sports Medicine
231 Albert Sabin Way, ML 0212 45267 513-558-2978

Jessica L. Fischer, MD (OBG)
Premier Obstetrics & Gynecology
6350 Glenway Avenue, Suite 401 45211 513-246-4550

Amber R. Khan, MD (RHU)
Cincinnati Arthritis Assoc., PSC, Inc.
2123 Auburn Avenue #630 45219 513-585-1970

John P. Schwegmann, DO (ORS)
Group Health Associates
8245 North Creek Drive 45236 513-246-7009

Laura M. Trice, MD (INT)
TriHealth Seniors' Health
4750 Wesley Avenue, Suite J 45212 513-531-5110

Ralph J. Wright, MD (RADI)
Oncology Hematology Care, Inc.
2960 Mack Road, Suite 105, Fairfield, OH 45014
513-751-2273

Associate

Emily C. Smith, CRNA (CRNA)
Independent Anesthesiologists, PSL
1 Medical Village Drive, Edgewood, KY 41017
859-301-2211

Resident

University Hospital
C. Matthew Hawkins, MD (RADI)

Good Samaritan Hospital
Ryan L. Pack, DO (INT)

Nicholas B. Pleat, DO (INT)

Sasan Raeissiroodashti, MD (INT)

Vincent A. Sawma, Jr., MD (INT)

Zhenchao Wang, MD (INT)

Medicare SGR update: House temporary patch not likely to pass Senate

The most recent proposal passed by the House of Representatives to avert the pending 27.4 percent cut in Medicare fees, stemming from the flawed Medicare Sustainable Growth Rate (SGR), is not likely to even be considered by the Senate.

The House's proposal, "Middle Class Tax Relief and Job Creation Act of 2011," proposes, among other things, a two-year temporary patch to the SGR by providing a one percent

increase in Medicare fees each year. The American Medical Association and the Ohio State Medical Association do not support this proposal because the bill would continue the pattern of applying a stop-gap to the flawed Medicare funding mechanism and only increase the cost of fixing the SGR. It is estimated that this proposed solution would cost an additional \$39 billion and would lead to a 37 percent cut in 2014. The OSMA and the AMA are encouraging Congress to develop a bipartisan solution that permanently repeals the SGR and replaces it with a payment structure that protects access to care for Medicare and TRICARE patients. Go to the Academy of Medicine of Cincinnati's website at www.academyofmedicine.org for links to contact your representatives to ask them to repeal and replace the flawed SGR formula.

With the current contentious climate in Washington DC, it is possible that Congress may break for the year without addressing the SGR. The pending 27.4 percent cut is scheduled to go into effect January 1, 2012. This means that, similar to years past, physicians may face a delay in payment, a temporary cut, or the entire pending reduction. With this uncertainty, you are strongly encouraged to understand the impact on your practice and prepare accordingly as well as take a closer look at all of your options for participating in the Medicare program.



Taking a closer look at your practice

The failure of the Joint Select Committee on Deficit Reduction to make any debt reduction proposal, let alone address the flawed Medicare payment mechanism, the Medicare Sustainable Growth Rate (SGR) formula, means that the 27.4 percent cut in fees from the SGR still looms. While the Academy of Medicine, OSMA, and AMA continue to press Congress to avert this pending cut, it is recommended that practices start now in assessing the potential impact of any cuts in reimbursement.

Know your options

Practices are encouraged to examine their options for participation in the Medicare program. However, before you decide to change your participation status in Medicare, you should understand all the ramifications of doing so and all of the options available. Physicians have until December 31, 2011, to modify their participation status. To help physicians weigh their options, the American Medical Association has developed a Membership Participation Kit. The kit is available online at www.ama-assn.org/ama/pub/physician-resources/solutions-managing-your-practice/coding-billing-insurance/medicare/medicare-participation-guide.page.

Check other contracts

Remember that the Medicare fee schedule is often tied to other payer contracts. Some commercial carriers and Medicare Advantage carriers tie their fee schedules to the Medicare Part B fee schedule. Review your contracts and look for contract language that ties your reimbursement to the current Medicare fee schedule. Since the Medicare fee schedule is intended to decrease 27.4 percent starting Jan. 1, 2012, ask your contracting representative if your reimbursement will follow that decrease. If it does, you need to consider whether you can afford to continue doing business with that carrier.

Keep in mind that if you decide not

to participate as a Medicare physician, you will also be dropping out of all Medicare Advantage products, because Medicare Advantage providers must also be active Medicare (traditional) Part B providers.

Moving forward

One strategy that you might want to consider is limiting the number of Medicare patients you see. Practices can do this by no longer accepting new Medicare patients. If you decide to discontinue seeing some of your current Medicare patients, there is a process to follow to do so properly by following the guidelines for ending a physician-patient relationship.

Organized medicine will continue to actively advocate that Congress fulfill its obligations to the seniors on Medicare and military families on TRICARE and the physicians who care for them by averting the pending cut and providing stability for the Medicare program.

Please review the above steps so that your practice is positioned as best as possible if Congress fails to act on the SGR.

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To: Greater Cincinnati Physicians

From: Molly Katz, MD, President, Academy of Medicine Project Access
Thomas Maynard, MD, President, Academy of Medicine of Cincinnati

We hope that by now you've heard of Project Access — our exciting, new effort to organize the charity care we provide as community-based specialists and primary care physicians. The purpose of this letter is to answer two questions:

1. Is Project Access really necessary with so many charitable options already available?

• **Yes.** Despite great resources in the community, thousands of uninsured don't have timely and streamlined access to specialty care.

• **Yes.** Most of us have established but recently unemployed patients to whom we have provided free care.

• **Yes.** The uninsured still use the ER for preventable emergencies and their primary care.

2. Are you asking me to do more than I already do?

• **No.** If you already have uninsured patients, they need resources such as labs, imaging, Rx, and other specialists. We can help.

• If you haven't found a way to volunteer yet, we have options and can provide administrative support to keep you from being overburdened.

Because of limitations in our ability to help those without insurance, Project Access is needed to leverage this "hidden charity" and make it more effective. Project Access receives no payments from Insurance, Medicare, Medicaid or any city or county agency. We are totally funded through contributions from people like you. Thank you for the charity care that you may already give. If you want to help extend the value of your efforts or are unable to volunteer your services, please consider helping with a donation as we launch Academy of Medicine of Cincinnati Project Access in January 2012. A contribution form is provided below. If you need more information about Project Access, visit the Academy of Medicine's website at www.academyofmedicine.org.

P.S. If you would like to speak to someone about making a donation or volunteering your services, please contact our Executive Director, Donna Gilliam at (513) 421-7010 or dgilliam@academyofmedicine.org.



2011 ACADEMY PROJECT ACCESS KICKOFF APPEAL

The more you give, the more people we can connect to physicians willing to provide free care and the wrap-around services each patient needs. Help us meet their needs.

Connect a Patient to Project Access — Celebrate the season by ensuring a person in need receives the health care they can't afford. For \$250 you'll provide an uninsured person with six months of coordinated access to care.

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Please make checks payable to Academy Project Access or to use your credit card complete the information above.
Return to Academy Project Access, 2300 Wall Street, Suite F, Cincinnati, OH 45212.

Reminder ... 2012 Academy membership dues are payable by December 31, 2011. Any questions, call 513-421-7010.



Have you tried the Academy's latest member benefit — DocBookMD?

DocBookMD is a mobile, secure, HIPAA-compliant smartphone platform for your iPad, iPhone, or Android device. Provided to Academy of Medicine of Cincinnati members (Actives and Residents) at no charge, DocBookMD offers HIPAA-compliant messaging; sending and receiving of images (X-rays, EKGs, wounds, etc.); a Directory of your Academy of Medicine colleagues; a local pharmacies list; and much more.



Developed by two physicians from Texas, DocBookMD is a cutting-edge communication tool for Academy of Medicine members. "We wanted to change the way physicians communicate. We wanted to make it easier, more efficient, and more secure," says orthopedic surgeon and DocBookMD co-founder Tim Gueramy, MD. "We created a program that will allow physicians to talk to one another with new technology." Dr. Gueramy created DocBookMD with his wife, family physician Tracey Haas, DO.

"DocBookMD allows you to look up another doctor at the point of care. You can then either call the physician or send a text message with room numbers, medical record numbers, even pictures of wounds and x-rays. And all of this is sent securely and in a way that meets HIPAA requirements," says Dr. Gueramy.

Register today directly from your iPad, iPhone, or Android device. Only physicians who are Active or Resident members of the Academy of Medicine can access DocBookMD. To register, you will need your Academy of Medicine Member ID Number. If you do not have it, contact the Academy at 513-421-7010. Your free app is available at the iTunes Store or the Android Market.

For more information, visit www.DocBookMD.com.



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Contact *Cincinnati Medicine Digest* via e-mail at pfairbanks@academyofmedicine.org or by phone at 513-421-7010.

Cincinnati Medicine Digest – E-Editon (ISSN 0163-0075) is published bi-monthly by the Academy of Medicine of Cincinnati © 2011.

Send e-mail address changes to: sbuchtmann@academyofmedicine.org

December 2011, Volume 12, Number 12-E
One-year subscription (includes mail and e-mail editions) is \$15 for members, \$30 for non-members.



Academy of Medicine of Cincinnati • 2300 Wall Street, Suite F
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