



# CINCINNATI MEDICINE DIGEST



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PUBLISHED MONTHLY FOR MEMBERS OF THE ACADEMY OF MEDICINE OF CINCINNATI

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## Next step for Project Access — recruiting physician participants



The Academy of Medicine is ready for the next step in implementing Project Access Cincinnati — recruiting physicians to participate in the program.



With the realization that every physician provides free care, the Academy, along with other area stakeholders, is establishing this nationally recognized, award-winning project locally to organize ad hoc donated care and services, integrating them into an equitable, cost-effective community delivery system for the uninsured. This includes hospital-

ization, labs, imaging, and pharmaceuticals. While charity care helps working poor patients, it can be frustrating for physicians. Project Access is not a solution to our broken system, but it 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.

The nuts and bolts of Project Access are 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

—continued on page 4

## Pre-order copies of the 2011 Medical Directory of Greater Cincinnati now

The 2011 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 — see the order form on page 5 of this issue. 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

## Think spring and save the date

Join your Academy colleagues, their families, and guests for the Academy's annual outing to Great American Ball Park on Sunday, May 15, when the Cincinnati Reds take on the St. Louis Cardinals. The package will once again include a private buffet lunch — this year in the Picnic Tent located in the Fan Zone river-view section (right field area), a field level box seat, two beers per person, and unlimited soft drinks and waters. So you'll be close to all of the action with the option of taking a break in the private Picnic Tent. Last year's event sold out, so we've reserved a larger area with additional tickets.

The Academy is accepting a limited number of sponsors for this event. If your group or organization would like more information on becoming a sponsor, contact Donna Gilliam at 513-421-7010, ext. 318 or e-mail [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org).

Watch for more information about the event, including ticket information in a future issue of *Cincinnati Medicine Digest*.



Visit the Academy of Medicine online at [www.academyofmedicine.org](http://www.academyofmedicine.org)


# Project Access Physician Participation

## What is a pledge?

A pledge equals one unique patient, not a visit.

## How are initial appointments scheduled?

The initial appointment for each new patient seen will be scheduled by the Project Access (PA) Care Coordinators. This process ensures that pledge commitments are properly allocated and no one is asked to do more than what they committed. All PA clients will have an ID card for our program and need to present it at time of visit.

	ACADEMY OF MEDICINE OF CINCINNATI	Project Access Member ID: 99001000 Expires: 01/01/2006
	John Doe 123 East Main St Cincinnati, OH 45213 Medical Home: Primary Care Doctor/Practice *Services do not include emergency/urgent care. RxBin 003585 PCN/Rx Carrier/Group # 23527	

## How will follow-up appointments be scheduled?

Follow-up appointments may be scheduled by your office as you do with other patients. You will NOT need to notify PA to schedule a follow-up appointment with yourself.

## What happens if a PA patient needs to see a specialist?

Before launching Project Access, we will provide a fax number to which you can fax the referral form supplied by PA or any other referral form you use in your office. You will include the reason for the referral and indicate which specialty is needed. PA staff will schedule the specialty appointment.

## What happens if a PA patient needs in-patient services, diagnostic, or lab services?

While in the organizing phase of Project Access, we are working to establish protocols for these services. Our goal is that you will be able to send the patient to the nearest hospital. We will share the details before our official launch.

## What happens if a PA patient needs prescription medication?

We are developing a Project Access formulary that we will ask you to use in prescribing medications for patients. PA patients will likely have a nominal co-pay for medications.

## What happens with billing?

As part of the commitment to this program, patients will not be billed for visits. However, we will ask that you send a copy of the HCFA/CMS1500 to the PA offices with the charges for each visit. The PA staff will aggregate the total amount of voluntary care that is being given by each participant in PA, and we share your results with you annually so you have the reassurance that you are doing no more than what you committed to.

## What should I do if a PA patient does not show up for an appointment?

Before we launch, we will give you the number of a PA Care Coordinator to let us know this information. Patients who miss two appointments may be dis-enrolled from the program.

THANK YOU FOR YOUR COMMUNITY SERVICE!

## PROJECT ACCESS PLEDGE INFORMATION

YES! I would like to pledge for:  myself OR  my group (please check one)

I/we pledge to accept \_\_\_\_\_ (enter number) Project Access eligible patients per year.

### PRACTICE INFORMATION

Doctor(s) / Group Name \_\_\_\_\_

Specialty: \_\_\_\_\_

Primary Practice Location

Street: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Please fax this sheet to the Academy at 513-721-4378.

If you have any additional questions please contact Donna Gilliam at 513-421-7010 or [dgilliam@academyofmedicine.org](mailto:dgilliam@academyofmedicine.org).



## Members we need your e-mail addresses

Each year since 2009, six issues of *Cincinnati Medicine Digest* have been distributed exclusively via e-mail with six issues sent via regular mail. Like many other associations, the Academy of Medicine is increasing the use of e-mail communications with its members. Using electronic communication allows us to save money and natural resources

while still providing members with the timely information they need.

*Cincinnati Medicine Digest* will continue to be distributed by e-mail only, every other month, and we want to ensure that all members are receiving these editions. If you have been receiving the e-mail issues, you don't need to do anything to continue receiving future issues. However, if you are not receiving them, please do the following:

- Provide the staff with your current e-mail address [Some e-mails are returned because the address in the membership database is no longer valid.] — Simply e-mail [academy@academyofmedicine.org](mailto:academy@academyofmedicine.org) (please use "e-mail address" in the subject line) with the information or call 513-421-7010 and speak with Shannon.

- Add [academy@academyofmedicine.org](mailto:academy@academyofmedicine.org) to your address book [The majority of unreachable e-mail addresses from our database were issued through public providers that blocked the communication, such as aol, cinci.rr, one.net, etc. Adding the above to your address book may allow the e-mail to come through.]

Also, let us know if it is okay to publish your e-mail address in the *Medical Directory of Greater Cincinnati* or if you prefer that it not be published and used only for Academy transmissions.

Many members find that getting *Cincinnati Medicine Digest* via e-mail is more convenient. It's easy to share a copy with others or download and print to read on your own.

## New members approved at January Council

### Active

Alzira B. Leques, MD (OBG)  
Seven Hills Women's Health Centers  
9312 Winton Road 45231  
513-922-0009

Suzanne M. Partridge, MD (HEMO)  
Oncology Hematology Care, Inc.  
199 William Howard Taft Road 45242  
513-751-2273

Katherine M. Parson-Miller, MD (END)  
Christ Hospital Diabetes & Endocrine  
Center Fairfax  
4440 Red Bank Road, #210 45227  
513-272-0313

Hana Winchester, MD (IM)  
Drs. Rudolf Donath & Hana Winchester  
1100 Harrison Avenue 45030  
513-367-6128

### Resident

Beau A. Aldridge, MD (GENS)  
University of Cincinnati – General Sur-  
gery Department  
231 Albert Sabin Way, ML 0558 45267  
513-475-8787

# 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.



Hospice of Cincinnati

Experience. Compassionate. Caring.™

[HospiceOfCincinnati.org](http://HospiceOfCincinnati.org) (513) 891-7700

## Project Access – continued from front page

for the patient – hospitalization, labs, imaging, and pharmaceuticals. The Academy will ensure patient responsibility, financial need, and equitable distribution of referrals.

### Project Access Promise to Physicians

- No Paperwork – you are not required to maintain paperwork or fill out forms other than your own standard office files.
- No Obligation – you can cancel your participation with a single phone call, at any time.
- Careful Screening – patients are screened to ensure their need is real and that they are not eligible for government programs.
- Coordination of Care – our Care Coordinators will coordinate patient referrals (not your staff!) to ensure efficient exchange of relevant patient information between primary care doctor and specialist.
- It's Efficient – support services include a low cost prescription drug program, coordinated transportation services, lab, diagnostic, and surgical services. All patients will have a medical home.

The Academy is implementing Project Access with four outcomes in mind. These are the same outcomes achieved by dozens of medical societies and communities stretching from Asheville to Anchorage that have established a Project Access program in their areas. Outcomes include:

1. Improve health of the low income uninsured.
2. Establish an equitable, well-organized, accessible system of pro bono health care.
3. Bring all health care sectors together in productive partnership.
4. Demonstrate a high performing health care system serving the uninsured.

For more information on physician participation, please refer to page 2 of this issue of Cincinnati Medicine Digest for frequently asked questions and a sign-up form. If you or a colleague already see – or would be willing to see – one or two patients a month or pledge time in a clinic, you can sign-up using the form at the bottom of page 2. If you have additional questions about the program, call Academy Executive Director Donna Gilliam at 513-421-7010.

## Academy Foundation thanks contributors

The Academy Foundation was founded in 1959 and incorporated in 1960. All Academy of Medicine members are also considered voting members of the Foundation. For 50 years, the Foundation has served the local community by awarding grants in the following categories: emergency care; child/elderly welfare; public health; education/communication for the public; education and training for health care professionals; and research (applied and basic).

Without the support of generous contributors, the Foundation would be unable to assist worthwhile community health efforts. The Foundation thanks the following for their recent gifts: Emmett O'Neal, MD; L. Richard Roeder-sheimer, MD; and Ram Singh, MD.

Please consider a contribution to the Academy Foundation to honor a colleague's accomplishments or to commemorate the life of a deceased friend or colleague. All contributions to the Foundation are tax deductible. For more information contact Nancy Coomer at [ncoomer@academyofmedicine.org](mailto:ncoomer@academyofmedicine.org) or 513-421-7010, ext. 307.



### Academy Members –

#### Are you taking full advantage of your membership benefits?

Academy of Medicine membership provides direct access to a variety of benefits that will help you manage your practice and **save money!**

- ◆ Application Completion Services (Credentials Keepers) ◆ *Cincinnati Medicine Digest*
- ◆ Cincinnati Zoo Ticket Discount ◆ Credit/Debit Card Processing Services
- ◆ Debt Collection ◆ Educational Activities ◆ Entrepreneur/Inventor Business Start-up
- ◆ IT Support/Service ◆ Life, Long-term Care, and Disability Insurance Products
- ◆ Magazine Subscription Discounts ◆ Malpractice Broker
- ◆ *Medical Directory* Listing and Complimentary Copy ◆ Ombudsman Service
- ◆ Online Physician Rating/Referral Site ◆ Online, Managed Care Reimbursement Rate Comparison Service
- ◆ New Vehicle Discount Purchasing Program ◆ Private Banking ◆ Patient Referral Service
- ◆ Specialty Society Support Services ◆ Staffing Service ◆ Travel & Special Events
- ◆ Telephone/Internet Support and Service ◆ Web Site with Physician Directory
- ◆ Workers Compensation Group Rating Program ◆ ... and more

*The Academy is continuously exploring and adding new benefits for its members, please contact us with any suggestions.*

For additional information on any of these services, please call 513-421-7010 or visit [www.academyofmedicine.org](http://www.academyofmedicine.org)



**Providing the services physicians need most ...  
the Academy of Medicine of Cincinnati.**

# Fourth year medical students eligible for Family Medicine Awards

The Doctors Foundation (Greater Cincinnati/Northern Kentucky Healthcare Foundation) has announced that it will be awarding up to nine \$1,500 unrestricted cash awards to fourth year medical students from area medical schools who meet the qualifying criteria. One student from each of these nine medical schools – Indiana University, Ohio State University, Ohio University, Pikeville College, University of Cincinnati, University of Kentucky, University of Louisville, University of Toledo, and Wright State University – is eligible. To be considered, students must:

- be matched to a family medicine residency at St. Elizabeth, Bethesda North, or Christ hospitals or the University of Cincinnati;
- be committed to living in Greater Cincinnati during the residency;
- exhibit excellence in academics;
- have a vision as a family medicine practitioner;
- demonstrate community service experience; and
- be selected by the school from which they are graduating.

There is no application form. Selections are to be made by the Chair of the Family Medicine Department at each school by April 15, 2011 and submitted to the Doctors Foundation. Once a student is selected, a photo, biographical statement, and contact information must be provided to the Foundation before the grant check is released. Winners will be announced at their respective graduation ceremonies.

The Doctors Foundation is focused on promoting high quality health care in the Greater Cincinnati/Northern Kentucky region through the recruitment and retention of physicians, particularly primary care physicians. The Family Medicine Awards Program was established to stimulate the number of primary care physicians who choose to live and work in the Greater Cincinnati area. Initial funding for the Doctors Foundation was made possible through one of the settlements reached by the Academy of Medicine in its suit against local health insurers.

If you have additional questions, contact Susan Ingmire, Foundation Administrator, at 513-351-1945, or [singmire@ignitephilanthropy.com](mailto:singmire@ignitephilanthropy.com)

# Check your profile on the Academy Web site

One of the most visited sections of the Academy's new Web site is the "Find A Physician" section that allows patients to search for an Academy member physician by name, specialty, and/or office location. This interactive tool is useful to both members and their patients. Please go to [www.academyofmedicine.org](http://www.academyofmedicine.org) and take a few minutes to check your profile on the Web site to make sure all information is current, and if changes need to be made to your listing or you would like to add or update your photo, contact Shannon Whitworth at [swhitworth@academyofmedicine.org](mailto:swhitworth@academyofmedicine.org) or call 513-421-7010.

## Need additional copies of the 2011 Medical Directory? Order now.

### Price List

# of copies	Academy members	Non-members	Hospitals
1-4	\$47 each	\$56 each	\$53 each
5-10	\$45 each	\$50 each	\$47 each
over 10	\$41 each	\$45 each	\$42 each

Retired Academy Member Cost: \$30 each

### 2011 Medical Directory Order Form

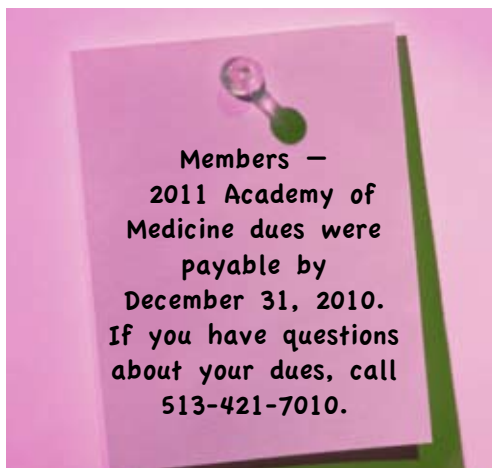
Please send \_\_\_\_\_ 2011 Directories @ \$ \_\_\_\_\_ per copy.  
 Total enclosed \$ \_\_\_\_\_. Make check payable to the Academy of Medicine of Cincinnati and send to Directory, 2300 Wall Street, Suite F, Cincinnati, OH 45212. Prices include mailing.

Name \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Member Name (dues-paying individual) \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

Credit Card Information:  VISA  Mastercard  American Express  
 Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Card Name/Address \_\_\_\_\_  
 \_\_\_\_\_

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_  
 \_\_\_\_\_

Office Use Only: Order Date \_\_\_\_\_  
 # Copies \_\_\_\_\_ Total Amount \$ \_\_\_\_\_



# What can the Tri-state Regional Extension Center do for you?

HealthBridge and its partners – CCHIE, HealthLINC, NeKY RHIO and the University of Kentucky – were awarded a federal grant at the beginning of 2010 to establish the Tri-State Regional Extension Center (Tri-State REC) for Southwest Ohio, Northern Kentucky, and South Central Indiana.

The goal of the Tri-State REC is to help more than 1,700 physicians adopt, implement and meaningfully use electronic health records (EHRs). Federal funding is available under the economic stimulus bill for physicians who use health IT to improve patient care. Overall federal

incentive payments could bring in as much as \$75 million in additional federal funding for the tri-state region.

## CMS announces EHR incentive registration

CMS opened registration Jan. 3, 2011, for eligible health care professionals and hospitals that plan to participate in the Medicare electronic health-record system incentive program.

Under the Medicare program, both hospitals and office-based providers must use a certified EHR system in accordance with CMS meaningful use guidelines for 90 consecutive days within the first year of the program to qualify for reimbursements under the American Recovery and Reinvestment Act's incentive programs.

More information on the incentive program requirements and the registration process is available at [www.cms.gov/EHRIncentivePrograms](http://www.cms.gov/EHRIncentivePrograms).

The Tri-State REC has experienced staff that serves as a valuable resource as providers choose and implement an EHR product. Discounted EHR rates are also available for providers who sign up to work with the Tri-State REC. Tri-State REC

staff also has extensive expertise in the meaningful use regulations and will help ensure that providers qualify for the maximum incentive payments, up to \$44,000 for Medicare providers and \$63,750 for Medicaid providers.

The Tri-State REC also has strong ties to one of the nation's largest, most successful health information exchange organizations, and so is uniquely equipped to help providers meet the essential requirement of not just capturing patient data in electronic form, but also the electronic exchange of that data with other providers, health systems, pharmacies, and labs.

To learn more about the Tri-State REC and how it can help your practice, please visit [www.tristaterec.org](http://www.tristaterec.org), e-mail [rec@healthbridge.org](mailto:rec@healthbridge.org), or call 513-469-7222 (option 3).

## CLASSIFIED AD

### OFFICE SPACE

#### Medical Office Space Available Kenwood Medical Center

9030 Montgomery Road, south of Ronald Reagan/Cross County Highway across from Moeller High School. Suitable for any specialty, easy access, first floor, three walk-in entrances from very adequate parking spaces. 3,600 square feet, can sub-divide. Great location. No Earnings Tax. Must see to appreciate. For further information or inspection call 513-703-0834.

For advertising information, call Pam Fairbanks, 513-421-7010.

Visit the Academy of Medicine of Cincinnati online at [www.academyofmedicine.org](http://www.academyofmedicine.org)



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## CINCINNATI

## MEDICINE DIGEST

### Academy of Medicine Newsletter

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Contact *Cincinnati Medicine Digest* via e-mail at [pfairbanks@academyofmedicine.org](mailto:pfairbanks@academyofmedicine.org) or by phone at 513-421-7010.

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