



Montgomery County Medical Society

a fax & email newsbrief for Montgomery County
Medical Society members only

realise

August 25, 2010, Vol. V, No. 11

Visit your MCMS web site, www.montmedsoc.com

How Do You Respond to a Lawsuit? – Your medical society, along with the Montgomery Bar Association and Abington Memorial Hospital (AMH), will provide answers during a free CME titled, *Anatomy of a Lawsuit*, on Oct. 12, 6:30-8:30 p.m. at AMH Lenfest Pavilion, Frobese Auditorium. Learn what you can do if you are ever named in a lawsuit, the dos and don'ts to record keeping and how to handle depositions and trial testimony. This CME is designated for a maximum of 2 AMA PRA Category 1 Credit™. You can RSVP by e-mailing your name, address and telephone to montmedsoc@verizon.net or calling (610) 878-9530.

Volunteers Needed for Annual Docs On Call Program – On Sept. 29, KYW-TV CBS3 will broadcast the annual *Doctors on Call* live TV program. To make this program a success, your participation is needed. Viewers can call a toll-free number and ask questions of member physicians on any medical topic. Physician volunteers discuss with patients their concerns and answer questions in general terms and do not offer diagnoses or specific medical advice. The program provides a valuable community health service and fosters a positive public image of the medical society and member physicians. KYW-TV (CBS 3) studio is located at 1555 Hamilton Street, Philadelphia. Physicians are asked to volunteer from 3:30 to 6:30 p.m. To volunteer, send your name, address, telephone number and e-mail to montmedsoc@verizon.net.

Your MCMS Board Works for You – The MCMS Board of Directors will hold its next meeting, Tuesday, Sept. 7, 6 p.m. All members are encouraged to become involved by working on one of three task forces – membership, political or public relations. Get to know the physicians who represent you. If you plan to attend the meeting, e-mail your contact information to the MCMS executive director, montmedsoc@verizon.net.

Oppose House Bill 2246 -- Call your state senators to oppose a bill that would permit trial lawyers to quantify damages for pain and suffering for auto accidents. A hearing on HB 2246 may be held the week of Sept. 20 with a full senate vote on the bill to follow. Your state medical society strongly believes damages for pain and suffering should be left up to juries, without suggested amounts from trial lawyers. If this precedent-setting measure passes, explained PAMED President James A Goodyear MD, the next step could be for trial lawyers to offer suggested amounts for pain and suffering in medical liability cases. Use [Capwiz](http://Capwiz.com) to locate your state senators contact information to oppose HB 2246. Let them know that this would confuse juries because it allows hard evidence to be mixed with non-verifiable opinion and would drive up the cost of awards.

Still Fuzzy on Meaningful Use of EHR -- A free webinar featuring Donald Wilson MD, medical director for PA Reach, Pennsylvania's health information technology regional extension center, will be held Sept. 23, Noon 1 p.m. The webinar will answer questions regarding eligibility, explain what a certified EHR system is and define the final meaningful use measures and how to

achieve them. Physicians who achieve the meaningful use requirements using their EHR may be eligible for financial incentives through Medicare or Medicaid. Physicians who fail to achieve the meaningful use standards by 2015 may see penalties on their Medicare reimbursement. [Register today](#) or contact PAMED's Cheryl Fultz for more details, cfultz@pamedsoc.org.

EHR Consulting Services on the Way – Regional Extension Centers can help physicians and small primary care practices to draw down federal assistance for electronic health record (EHR) implementation and related practice support. Eligible primary care providers are those who practice in small practices or community health centers: 10 or fewer providers in family, internal, pediatric or obstetrics and gynecology medicine. Those who have already implemented EHRs, or who plan to do so, should use this link now www.pareacheast.org to pre-register for assistance. Pre-registration is not a legal commitment, but federal funding is limited and will be on a first-come basis. Pennsylvania Medical Society's encourages members to use its wholly-owned subsidiary, PMSCO Healthcare Consulting, as your business partner for this project. Beginning next year, physicians that adopt and make effective use of EHRs to improve patient care can earn up to \$44,000 extra from Medicare or up to \$65,000 from Medicaid. These incentives, however, end in 2015. Those who don't implement EHRs will be subject to incremental Medicare/Medicaid payment reductions. If you have any questions, please call (888) 294-4336, and ask to speak with a practice management consultant or via email at experts@consultpmsco.com.

Electronic Health Record Incentive Program Online -- The Centers for Medicare & Medicaid Services (CMS) has launched the official website for the Medicare & Medicaid EHR Incentive Programs. This website provides the most up-to-date, detailed information about the EHR incentive programs. The Medicare and Medicaid EHR Incentive Programs will provide incentive payments to eligible professionals and hospitals as they adopt, implement, upgrade, or demonstrate meaningful use of certified EHR technology. Bookmark this site and visit <http://www.cms.gov/EHRIncentivePrograms/> often to learn about who is eligible for the programs, how to register, meaningful use, upcoming EHR training and events, and much more!

Counter Details Offers CME – Three new issues of *Counter Details* are now available online and offer almost 10 AMA PRA Category 1 credits, www.pamedsor.org. The Pennsylvania Medical Society offers a number of free online CME activities to members. *Counter Details* is designed to meet Pennsylvania state requirements for patient safety and risk management.

Need CME? Don't Let Non-Compliance Cost You – The two-year license CME renewal period is up on Oct. 31 for DOs and Dec. 31 for MDs. By then, physicians will need 100 hours of CME, 12 of which must be in patient safety and risk management. For DOs, 20 must be AOA Category 1-A. MDs must have 20.00 *AMA PRA Category 1 Credits*™. The Pennsylvania Medical Society offers a number of CME activities for MDs and DOs. Visit www.pamedsoc.org/cme to browse activities by topic and www.pamedsoc.org/newsletters to browse by publication. All of our activities are designed to meet patient safety and risk management requirements.

CMS Provides Updates by E-mail -- Get the latest Medicare and Medicaid news through the weekly CMS electronic newsletter. Provide your e-mail to Patrick Hamilton if you want to receive the latest updates from the Centers for Medicare & Medicaid Services-Philadelphia Regional Office, Patrick.Hamilton@cms.hhs.gov.

New Products for IBC Policy Holders – This week, Independence Blue Cross will be notifying its policy holders about a new line of health care reform compliant products designed specifically for the needs of small employers. The new product portfolio, Blue Solutions®, will continue to provide the type of comprehensive plans you expect from IBC but will meet all the requirements of healthcare reform. While you will be moved to new plans upon renewal beginning January 1, USI Affinity, the medical society's endorsed insurance broker, expects that these plans will meet your needs and those of your employees. USI Affinity will continue to provide additional information and can answer any questions regarding how this will affect your current plan(s) at

your 2011 renewal. Call its Customer Service Department for details (800)265-2876 or benefits.philly@usiaffinity.com .

Free Conference Addressing Chronic Immune Disorders in Women – MCMS members are invited to attend “The 2nd Annual Management of Women with Chronic Immune Disorders in the Era of Biologic,” held Sept. 25 in New York. To register, interested MCMS members should contact, (678) 242-0906 or email at meetings@imedex.com . This unique conference will focus on the impact of biological agents and novel drug therapies during the treatment of chronic immune disorders in women - including inflammatory bowel disease, psoriasis, and rheumatoid arthritis. For full conference details, visit <http://www.imedex.com/AppWeb/announcements/a185-01.aspx> or e-mail meetings@imedex.com .

NIDA Offers Free Publications – The National Institute on Drug Abuse provides free posters and postcards to healthcare providers to display in their exam rooms and waiting rooms. The posters and postcards may encourage patients to talk to their healthcare providers about their drug use, including tobacco, alcohol, illicit drugs, over-the-counter medications, and prescription drugs. In addition, a clinician's screening tool, reference guide, and resource guide are available online: <http://www.drugabuse.gov/nidamed/screening> . Posters, postcards, and other publications can be ordered free of charge at <http://drugpubs.drugabuse.gov/shopdisplayproducts.aspx?id=20&for=NIDAMED>

Talk to AMA President Live Next Week – Physicians, medical students and medical society executives can join AMA President Cecil B. Wilson MD, at 7 p.m. Sept. 1 for the next *Office Hours with Dr. Wilson*, a monthly conference call in which AMA members have the opportunity to share their thoughts, concerns and suggestions with Dr. Wilson. Ask a question, make a comment or hear the latest updates on new developments in medicine. But above all, use this opportunity to say what’s on your mind. Visit <https://cc.readytalk.com/cc/schedule/display.do?udc=ybzgr0u8j21> to register.

Webinars Explain How Health IT Can Work for Physicians: Register for the Sept. 8 Program --The first webinar in the AMA’s series, “Making health IT work for you,” is now online. Featuring Karen Trudel, deputy director of the Office of E-Health Standards and Services, the presentation reviews final regulations, incentive program criteria and what steps physicians should take so they can attest to “meaningful use” of certified electronic health record technology. Physicians can visit <http://www.ama-assn.org/go/hit> to listen to a recording of the webinar, which took place August 16, or to download PowerPoint slides from the presentation.

The second webinar in this series will take place at 1 p.m. Sept. 8. Physicians can visit <https://cc.readytalk.com/cc/schedule/display.do?udc=rksvt299vh6a> to learn more and register.

Learn About ICD-10, 5010 During CMS Conference Call -- Physicians can find out what they need to know about transitioning to the Health Insurance Portability and Accountability Act’s (HIPAA) ICD-10 codes and version 5010 electronic transaction standards—two new HIPAA requirements—during “ICD-10 Implementation in a 5010 Environment,” a conference call scheduled from noon to 1:30 p.m. Sept. 13. The Centers for Medicare & Medicaid Services (CMS) is hosting the call. Topics to be covered include:

- The differences between ICD-10 and ICD-9-CM codes
- Basic information about ICD-10-CM
- Tools for converting codes
- A proposal to freeze ICD-9-CM and ICD-10 code updates except for new technologies and diseases
- Compliance dates and timelines
- 5010 before and after ICD-10 implementation
- What you need to be doing to prepare

Registration will end at noon Sept.10 or whenever space is filled. You can visit http://www.cms.gov/ICD10/02c_CMS_Sponsored_Calls.asp#TopOfPage to register.

Patients Want to Find You – Make sure you are signed up with [Find-A-Physician](#), the Pennsylvania Medical Society online referral service, www.pamedsoc.org . It's free, and only members are listed. But if you've never completed or updated your Member Profile on the website then patients aren't seeing information about you. There are only three steps to new referrals:

--Log in to www.pamedsoc.org. (Need help logging in? First-time users should create an account. Previous users should use Login Help to recover usernames or passwords.)

--Go to [Member Profile Updates](#)

--Make sure you include as much information as you wish to be available. (You can also choose to NOT have your information show.)

For more help, email stat@pamedsoc.org or call (800) 228-7823.

You are receiving this special announcement as a member of the Montgomery County Medical Society. If this communication was sent in error, please contact MCMS at (610) 878-9530.