



500 S. University Ave., Suite 311
 Little Rock, AR 72205
 Telephone: 501.687.0039 | Fax: 501.663.1737
 Email: Carolyn@Pulaskicms.org
 Website: www.Pulaskicms.org

February | 2007

PULASKI COUNTY MEDICAL SOCIETY

NEWS

When you think professional, ethical, quality healthcare, think physicians of Pulaski County Medical Society.

2007 BOARD OF DIRECTORS

Pulaski County Medical Society

- Jim M. Ingram, MD**
President
- Kemp Skokos, MD**
President-Elect
- Carl Covey, MD**
Vice President
- Graham Greene, MD**
Secretary
- Chad Rodgers, MD**
Treasurer
- Lee Archer, MD**
Immediate Past President

Committee Chairs

- Chad Rodgers, MD**
Finance Committee
- Lee Archer, MD**
Nominating & Credential Committee
- Kemp Skokos, MD**
Communications Committee
- Wm. Jones, MD**
Medical Legislation Committee
- Kemp Skokos, MD**
Carrier Relations Committee
- Jesse Kane, MD**
Membership Development Committee
- Ian Birkett, MD**
Liaison Committee
- Carl Covey, MD**
Member Services Committee
- Nick Paslidis, MD**
Public Health Committee
- Ashley Deed, MD**
Bylaws Committee
- Deane Baldwin, MD**
Pulaski County Medical Exchange
- Turner Harris, MD**
Annual President's Award Committee

2007 OFFICERS

Pulaski County Medical Exchange

- Deane Baldwin, MD**
President
- Charles Phillips, MD**
Vice President
- Carolyn Clayton**
Secretary-Treasurer

Articles represent the opinions of the authors and do not necessarily reflect the official policy of the PCMS or the institution with which the author is affiliated. Advertisements do not imply sponsorship by or endorsement of PCMS.

"NPI Number Problems, Second Verse - Same Song"

By: Tom Eans, MD, past-president, PCMS

Remember how when HIPAA came in your were inundated with faxes and calls from people wanting you to sign their HIPAA Form whether needed or not? A similar thing is happening with the National Provider Identification (NPI) number, but worse. A large number of faxes, phone calls or e-mails can be expected in the near future from people asking for your number. They really do need it, but it is a hassle. The purpose of this article is to suggest how you can reduce this burden.

The NPI number was to simplify things by reducing the number of identification numbers physicians and other providers needed. Supposedly it will replace the Universal Provider Identification Number (UPIN). The first step was to get a number and modify your billing software. Probably almost all have done the former by now and are in process of doing the latter. Now we are approaching the deadline for using it in insurance billing. The next problem is that your NPI number is needed by others when they perform services upon referral by you.

Firstly, everyone should begin routinely communicating this by providing their NPI number on their letterhead, on their fax cover sheets and on their referral forms. Those entities who wish others to use their special referral/ordering forms should include a space asking for the referring doctor's NPI number.

Secondly, when someone makes a referral starting with a phone call, both parties are responsible for thinking about the NPI number then. If the above is done, the NPI number will already be on the subsequent referral form. But the receiving party should ask about the number to be sure.

It appears that no national or local list of physicians' numbers exists. CMS has not published and apparently doesn't plan to publish a national list of have it on any web site in the near future. Professional organizations, such as the AMA, AMS and PCMS do not have enough time to collect the newly assigned numbers and publish them before the deadline. Web MD's web site and their Blue Book has everyone's UPIN and the plan to eventually include the NIP numbers, but not in the near future.

Continued on page 2

At Imspro Client Service and Support are Priority #1

Imspro's Medical Business Service division can tailor a customized solution to meet the individual back office needs of your practice.

- Automated Patient Statement Processing
- Patient Appointment Reminder Calls
- Electronic Claims Processing
- Patient Letters & Mailings
- Full Service Billing and Accounts Receivable Management
- Physician Credentialing Assistance



915 North Street
 Little Rock, AR 72201
 501-375-6511
 www.imspro.com



Time = Money

We assist medical professionals to successfully recover lost dollars and maintain control of receivables with time-proven collection tools and techniques.

No collection - No cost!

- Maximize your current recoveries
- Lower debt write-offs
- Improve cash flow
- Better utilize staff time



501-374-7600 • 877-443-5538
 P.O. Box 1487
 Little Rock, AR 72203
 www.arctechrecoveries.com

You can get someone's NPI number from BCBS's AHIN web site. It has the number for any physician registered with AHIN, but they aren't on a list. If you have registered to use AHIN, you can easily get it by entering each doctor's name individually using this pathway on the web site: ORG-Provider Search-Last Name-First Name-OK-Last Name-Professional Info.

A physician may also have a clinic NPI number as well as a physician personal one. Please be sure to clarify what you are providing. We hope this will help you reduce the hassle of instituting this new rule.

Welcome New Members

Renee Montgomery, MD
Kent Zocchi, MD
Jay Daniel Geoghagan, MD

It's Your Health & You Deserve the Best!



Why Go Anywhere Else?

- ★ Most prescriptions are filled in 10 minutes or less!
- ★ Acceptance of over 5,000 prescription plans.
- ★ Low, low prices on all your pharmacy needs.
- ★ Convenient locations with front door parking.
- ★ 24 Hour Voice Response refill system.
- ★ Medicare Part B & Part D Billing

Little Rock

Corner of
Rodney Parham & Markham
501-225-6211
11108 North Rodney Parham
501-223-6944

Express Locations

500 S. University
501-664-4121
215 N. Bowman
501-221-3666
4010 W. 12th Street
501-663-9497
6115 Baseline Road
501-562-2348

North Little Rock

2743 Lakewood Village
501-758-8723
5209 JFK Blvd. - Express
501-758-0850

Sherwood

1300 East Kiehl - Express
501-834-1480

Bryant

3525 HWY 5 North
501-847-5410

Benton

1024 Military Road - Express
501-778-7456

Internet refills at www.usadug.com

Feds say Medicare pay freeze could double the cut for doctors next year.

Some physician advocates hope the large cost of another one-year change will spur lawmakers to pursue a longer-term solution to the reimbursement problem.

The ink was barely dry on the law that prevented a 2007 Medicare physician fee reduction when the office that makes official cost predictions for Congress projected a 2008 cut that will be even more difficult to reverse.

Medicare pay to physicians will be reduced about 10% next year if current law remains unchanged, the Congressional Budget Office said Dec. 28, 2006, in its final cost assessment of the legislation that averted a 5% cut this year. So unless Congress overhauls the system that determines reimbursements or approves another short-term adjustment, next year's cut is expected to be roughly twice what doctors faced before lawmakers intervened in December.

The reason this would happen is that the measure kept this year's rates at 2006 levels but did not build the change permanently into the payment system. This made the reversal of the 2007 physician reimbursement cut billions cheaper for Congress.

But it means that when 2008 rolls around, the payment system will act as if the one-year fix had never occurred. This necessitates a reduction roughly two times as large to get reimbursements back to the level defined by the Medicare formula.

A doubly large projected reduction means that physicians' job of preventing further cuts becomes doubly difficult this year, some congressional aides and lobbyists said.

"That's the problem with [lawmakers] trying to mitigate the budgetary effects of this change," said Randy Fenninge, the Washington representative for the American Assn. of Clinical Endocrinologists. "You just put off one more year what ultimately has to be the day of reckoning." (Reprinted from *AMNews*, Jan. 22, 2007)

Membership Applications Available on PCMS Website

To download membership application and obtain information on the programs and services of the Pulaski County Medical Society and Pulaski County Medical Exchange, please visit the PCMS website at www.Pulaskicms.org.

2007 Calendar of Meetings and Events

March 19 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

March 21 Clinic Managers Meeting, Legal Seminar, Scotty Shively, Cross Gunter Witherspoon & Galchus
2:00-4:00 p.m., Doctors Bldg. Conference Room

April 16 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

April 18 Clinic Managers Meeting
Legal Seminar, Presentation by Kutak Rock Law Firm
2:00-4:00 p.m., Doctors Bldg. Conference Room

May 18 AMS Board of Trustees
7:30 a.m., Friday, May 18, Embassy Suites, Hot Springs
10:30 a.m. Educational Program, State Volunteer Risk Management Seminar
1:30 p.m. House of Delegates (summary of 2007 Legislative Session)
6:00 p.m. Presidential Inaugural Gala

May 16 Clinic Managers Meeting
Legal Seminar, Presentation by Cross Gunter Witherspoon & Galchus

May 21 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

June No scheduled PCMS Board Meeting

July No scheduled PCMS Board Meeting

August 20 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

September 17 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

October 15 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

November 19 PCMS & PCME ANNUAL MEMBERSHIP MEETING (TBD)

December 17 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room



We are the law firm with the energy, experience and resources you need should you ever face a medical malpractice lawsuit. We have put together the right team to protect your practice and reputation.

Our medical defense team is led by Phil Malcom, who has defended Arkansas doctors for over 30 years. Call or visit our website for more information.

Suite 2000 The Three Sisters Building
124 West Capitol Avenue 214 West Dickson Street
Little Rock, AR 72201-3409 Fayetteville, AR 72701-5221
501.975.3000 479.973.4200

**KUTAK
ROCK** LLP
ATTORNEYS
www.kutakrock.com

NATIONAL RESOURCES, LOCAL RESULTS™



"At Swander & Associates, we believe quality investments begin and end with a consistent investment discipline process. Our goal is to give your assets the best chance to achieve returns that are balanced, mindful of the downside and sustainable in the long run."

Scott K. Swander, CRPC®
President, Wealth Advisor
Swander & Associates

SWANDER [&] ASSOCIATES

WEALTH PLANNING / WEALTH ACCUMULATION / WEALTH PRESERVATION

CALL TODAY FOR A FREE CONSULTATION

P: 501.954.7777 F: 501.954.7700 C: 501.933.3644 SCOTT.SWANDER@LPL.COM

SECURITIES OFFERED THROUGH FINRA'S FINRAID MEMBER / MEMBER BROKER/CRPC AND AN INVESTMENT ADVISOR

Xerox Document Centre 430 copier-printer for sale. Can network with all your office computers. New \$10,000; will take \$5,000. Maintenance contract available. Call Jean at (501) 228-7400.

.....

Physician office space available for rent/lease. Conveniently located one mile from Baptist LR. Room for 1-2 physicians with 1-4 exam/procedure rooms available. Waiting room, separate entrance, parking available. Can use our front office staff or provide your own. Everything is negotiable. Please call (501) 975-2212.