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PULASKI COUNTY MEDICAL SOCIETY

January | 2005
 500 S. University Ave., Suite 311

NEWS

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

2005 OFFICERS

Pulaski County Medical Center:

- Stephen Magie, MD**
President
- R. Lee Archer, MD**
President-Elect
- Jim M. Ingram, MD**
Vice-President
- Kemp Skokos, MD**
Secretary
- Carl M. Covey, MD**
Treasurer
- Thomas L. Eans, MD**
Immediate Past President

2005 OFFICERS

Pulaski County Medical Exchange:

- Gregory Bienvenu, MD**
President
- Larry Nguyen, MD**
Vice-President
- Carolyn Clayton, MD**
Secretary-Treasurer

PCMS President is Strong Physician Advocate

Pulaski County Medical Society President, Stephen Magie, MD, is an active member of the Arkansas Medical Society Governmental Affairs Council. Dr. Magie and his colleagues spend many hours voluntarily identifying, developing and, when appropriate, supporting issues with a positive impact on the practice of medicine.

Dr. Magie said, "If members identify a medical issue that needs addressing in the legislature, one of the fastest ways is through the AMS website. (The AMS website is linked through the Pulaski County website at www.Pulaskicms.org.) I have been contacting legislators by E-mail and they really do review and respond to their E-mails. Look at the AMS web site and identify your state legislative member. Send them a note that you would be happy to help them with medical related issues. They will remember your name and respond to you. I find that they are very

appreciative of any input. It is politics and sometimes they will not agree with you. But, they will listen and more than not you can have tremendous influence on the outcome of legislation. Respond when the AMS staff ask for an all out effort. If anyone has an issue this is an excellent way to reach them quickly."



Dr. Stephen Magie

"The Governmental Affairs Council consists of volunteers working with AMS to influence legislators on behalf of the patients we serve," Magie said. "We need everyone's involvement. We need physicians who are informed about the issues and contacting legislators. We also need PAC dollars. Legislators depend on financial support. Many make great sacrifices to serve us and we should support them when it is appropriate. Give personally, and when the AMS asks for your PAC contribution, it is important to respond generously."

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Initial Clinic Manager Meeting Dates Set: Participation Needed

Dates for initial clinic manager meetings to begin identifying and developing new services for members have been set. As indicated in previous articles, a new program is underway within the Pulaski County Medical Society to assist our member practices with new services that address the major problem areas facing practices of all sizes.

Taking into consideration different sized clinics may experience a very different set of issues, the meetings will be divided into three separate groups to ensure all areas are identified and treated equally.

We are excited about this new program and look forward to the success it can have in the coming months. To ensure its success **WE MUST HAVE PARTICIPATION FROM KEY PERSONNEL** from as many member facilities as possible. Please note dates below on your calendar and contact Brent Stane at 501-653-0700 or email brent@pulaskicms.org to confirm that you will be attending.

Meetings will be held in the 8th Floor Conference Room of the Doctors Building at 500 S. University.

Small Clinics (1 - 3 Physicians):

- Thursday February 3, 2005 1:00 p.m. to 4:00 p.m.
- Thursday March 3, 2005 1:00 p.m. to 4:00 p.m.
- Thursday April 7, 2005 1:00 p.m. to 4:00 p.m.

Mid-Size Clinics (4 - 9 Physicians):

- Thursday February 10, 2005 1:00 p.m. to 4:00 p.m.
- Thursday March 10, 2005 1:00 p.m. to 4:00 p.m.
- Thursday April 14, 2005 1:00 p.m. to 4:00 p.m.

Large Clinics (10+ Physicians):

- Thursday February 17, 2005 1:00 p.m. to 4:00 p.m.
- Thursday March 17, 2005 1:00 p.m. to 4:00 p.m.
- Thursday April 21, 2005 1:00 p.m. to 4:00 p.m.

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Fraud Alert From Southern Medical Association

This is to inform you that Medicare is aware of an organized group who is representing themselves as either a Medicare Fraud Investigator or a Medicare employee from the enrollment, claims or audit units. These callers tell the physician, or office personnel, that the Medicare computer system has had a malfunction and they need to update lost information. The callers may also say they need to update the physician's provider record. They then request via telephone or fax the following information:

- Copy of Physician's Drivers License
- Copy of Physician's Social Security Number (SSN)
- Unique Physician Identification Number (UPIN)
- Verification of education
- Verification of Practice Location
- Copy of Physician's Medical License
- Copy of Patient's Charts for a specific period of time

Once the entity receives this information, they falsify enrollment data using the physician's name and request a change to their practice locations, telephone numbers, and pay-to-addresses.

The Centers for Medicare & Medicaid Services (CMS) has not suffered any computer system malfunction and are not calling providers requesting the above information be provided. If you should receive such a call, please try to verify the telephone number of the caller, and immediately notify your Medicare carrier that you suspect fraud.

The CMS is committed to protecting all Medicare providers/suppliers and to ensuring that only those qualified make changes to enrollment data. We believe that with your help we can target those unscrupulous individuals that are looking to take advantage of you and the Medicare trust fund.

Preferred Vendor Discount Pricing Program Update

As indicated in previous articles, discounted pricing schedules have already been reached with vendors in two areas:

Telecomm (Voice & Data) Provider:



Telecomm Equipment Vendor:



We are in final negotiations with other vendors and setting discounted pricing schedules for PCMS members and member facilities in the following areas:

- **billing recoveries/collections**
- **patient statement processing**
- **appointment confirmation cards**
- **voice appointment confirmation**
- **electronic claims submissions**
- **paper claim submissions**
- **medical supplies**
- **telecomm/data consulting**
- **IT / PC Network consulting**
- **website development / hosting**

Many of these services will be on "volume level pricing" for the Society as a whole. Therefore, the more member facilities that use these services, the cheaper it gets for all members.

To receive more information on these new programs, and to ensure proper pricing is given, please make initial contact through PCMS consultant Brent Stane at 501-653-0700 or brent@pulaskicms.org. Feel free to contact with any questions or interests. Any input from Member Physicians and Member Facility Personnel on other needed services to explore will be greatly appreciated.

The following message, from the chair of the AMA Board of Trustees, Dr. James Rohack, is reprinted for its relevance:

5 Steps Doctors Should Take to Achieve Liability Reform

From the AMA.

By J. James Rohack, MD,

Feb. 7, 2005.



A message to all physicians from the chair of the AMA Board of Trustees, J. James Rohack, MD.

"A great flame follows a little spark." The poet Dante Alighieri wrote those words in 1321, but for the American Medical Association, they have never been more timely.

In the last two years, the No. 1 legislative priority of the AMA has been to achieve meaningful medical liability reform.

And during these last two years, we have seen some sparks fly.

Sparks like the passage of laws in Texas, Florida, Wyoming and Nevada that have helped protect access to high-risk specialties to patients in those states.

The case for national reform is compellingly made in the document "Medical Liability Reform -- Now!" which is available on our AMA Web site (www.ama-assn.org/go/liability).

As we begin 2005, spurred on by the results of the 2004 elections, the time is ripe for success on the federal level. But this success will come only with your help. And we are asking you to do five things -- to take five steps to help us succeed.

First, during the week of Feb. 21, we ask that you and your patients participate in a town hall meeting with your elected members of Congress and the Senate when they return to their districts and states from Washington, D.C.

Our legislative process works only when our elected officials hear from their constituents.

And now, they need to know what needs to be done to fix a broken liability system.

Our immediate solution is to enact legislation that mirrors MICRA, the reforms passed in California in 1975.

MICRA has a proven track record of success at controlling the unpredictable escalation of premiums due to uncertain jury awards for noneconomic damages. By capping the noneconomic damages at \$250,000 -- but allowing full compensation for economic and medical costs -- the system has shown to be fair to patients and those providing care.

Second, we ask you to help us get in touch with individuals who can relate their experience with the broken liability system. Regretfully, in this current culture, they must be able to withstand the expected media scrutiny and attacks from the trial bar.

Third, we know that the legislative process is often driven by compelling human stories that put a face on a problem. That is

why it is crucial that we develop a shared data warehouse that highlights the loss of patient access to care, higher direct and indirect costs and the inequities of jackpot justice.

And we need to utilize this information among all the partners in our medical Federation. If you have such anecdotes or examples, or know someone who can contribute, please let us know.

Fourth, the issue of access of patients to physicians is not a partisan issue, though to some it has appeared to become one. When I see patients, I am not thinking about what state they are from, or whether they are Democrat or Republican. I just know that patients need my help.

For liability reform to pass the Senate, 60 votes are needed to end the filibuster on any legislation.

Contact your senators -- be they Democrat or Republican -- and discuss the issue with them.

If they support reforms, thank them. If they are opposed, then be forceful but respectful.

As Sir Isaac Newton noted, "Tact is the knack of making a point without making an enemy."

Fifth, it is clear that we cannot accomplish this alone. We must build partnerships with those who support reform. So we will work with others like the American Tort Reform Assn., the Healthcare Coalition on Liability and Access and the U.S. Chamber of Commerce to advance tort reform activities.

And we ask our grassroots physicians to work with them as well -- and to work with anyone else who can help make reform a reality.

We want to protect those states with meaningful liability reform while enacting national legislation that has a proven track record of success. While significant change in the American tort system as a whole is needed, the many proposals suggested by groups such as Common Good show promise, but are still unproven.

When the patient is bleeding, it is best to first stop the bleeding before trying unproven therapies. We need action now.

Finally, to control the escalation of medical costs, the issue of defensive medicine and its unnecessary use of limited resources must be solved. That is why it is so important that Congress pass patient safety legislation and get it to the president's desk for his signature. It would be key to making the American medical system safer -- and thus, less costly.

Patient safety is one step. Meaningful medical liability reform is the other. I ask you to take these steps with us -- and start creating some sparks. As Dante said, "The secret of getting things done is to act."

And to take action together. Because together, we are stronger.

Dr. Rohack is a senior staff cardiologist at the Scott & White Clinic in Temple, Texas. Visit his web page at www.ama-assn.org/ama/pub/category/6079.html or contact him by e-mail at boardchair@ama-assn.org.

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WELCOME NEW MEMBERS

January 2005 New Members

- **Marvin W. Ashford, Jr. MD**
- **Tim Burson, MD**
- **Anna Herrera, MD**
- **Jason Z. Lee, MD**
- **Mary Jo Shaver-Lewis, MD**
- **Marcus Owen, MD**
- **Daniel Fuller Smith, MD**

Pulaski County Medical Exchange Notice

The PCME Board of Directors authorized a Medical Exchange dues increase of \$10 per month. The increase will become effective with the 2005 second quarter billing.

Calendar of Meetings and Events

FEBRUARY CLINIC MANAGERS MEETINGS

Meetings will be held in the 8th Floor Conference Room of the Doctors Building at 500 S. University.

Small Clinics (1 - 3 Physicians):

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- Thurs. March 3, 2005 1:00 p.m. to 4:00 p.m.
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- Thurs. April 21, 2005 1:00 p.m. to 4:00 p.m.

February 15 PCMS Board of Directors
6:00 p.m.
8th Floor Conference Room,
Doctors Building

March 15 PCMS Board of Directors
6:00 p.m.
8th Floor Conference Room,
Doctors Building

April 19 PCMS Board of Directors
6:00 p.m.
8th Floor Conference Room,
Doctors Building

April 27 Carrier Relations Committee Meeting
5:30 p.m.
8th Floor Conference Room,
Doctors Building

May 17 PCMS Board of Directors
6:00 p.m.
8th Floor Conference Room,
Doctors Building

July 28 Carrier Relations Committee Meeting
5:30 p.m.
8th Floor Conference Room,
Doctors Building

2004 NEW MEMBERS

1. Sean-Paul Atreides, MD
2. Holli Nicole Banks-Giles, MD
3. Jodi M. Barboza, MD
4. Eric Bowen, MD
5. Caleb Bozeman, MD
6. Rhys Branman, MD
7. J. Michael Calhoun, MD
8. Valentine C. Chikwendu, MD
9. F. Dwight Chrisman, MD
10. Lawrence Counts, MD
11. Richard E. D'Anna, MD
12. John Daller, MD
13. Ramon K. Desikan, MD
14. Edwin A. Diaz, MD
15. Michael Edwards, MD

16. Amy Fitzgerald, MD
17. Patrick Flaherty, DO
18. Edward K. Gardner, MD
19. Richard A. Heck, MD
20. Sherif Ibrahim, MD
21. Nancy Kahn, MD
22. Jesse A. Kane, MD
23. Shane P. Kimball, DO
24. Patrick Kortebein, MD
25. Carl John Leding, MD
26. Gouinda P. Lohani, MD
27. W. Jean Matchett, MD
28. Stacie Lyn McCord, MD
29. W. Blake McGowan, MD
30. Kevin M. Means, MD

31. Solomon C. Mogbo, MD
32. Bishawn Watson Morris, MD
33. Dean M. Moutos, MD
34. Michael T. Nolen, MD
35. Betty Orange, DO
36. Andrew Prychodko, MD
37. Laura Sanders, MD
38. Scott Sanders, MD
39. Tracey Schmucker, MD
40. John P. Scurlock, MD
41. B.K. Singh, MD
42. Christopher B. Skelley, MD
43. Brent Sprinkle, DO
44. John Tharp, MD

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- Conversational Spanish classes beginning week of March 14. For more info contact Arkansas Institute of Languages at 312-2220.
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- Land available for medical facility site in Little Rock. For details call LaShawnda Williams at 664-7807.
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- 11-year-old competitive/traveling baseball team looking for corporate sponsors for the 2005 spring/summer season. High exposure across Central Arkansas. Any interested parties please contact Steve Aschebrenner at 501-626-0389.
- Arkansas Hospice now taking applications for dayshift CNA positions at Little Rock and North Little Rock Inpatient Facilities. To schedule an interview please call 501-748-3333.
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- Place your advertisement/listing here: Equipment for sale, job postings, employment wanted, real estate listings, special announcements, etc. Contact Brent Stane (PCMS Consultant) at 501-653-0700 or brent@pulaskicms.org (listings start at \$20.00 per month).

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