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October | 2010

PULASKI COUNTY MEDICAL SOCIETY

NEWS

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

2010 BOARD OF DIRECTORS

Pulaski County Medical Society

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- Liaison Committee*
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- Medical Exchange*
Charles "Eddie" Phillips, MD

2010 BOARD OF DIRECTORS

Pulaski County Medical Exchange

- Charles Phillips, MD**
President
- Blake McGowan, MD**
Vice President
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Treasurer
- Lee Archer, MD**
- Deane Baldwin, MD**
- J.K. Buchman, MD**
- James Hagler, MD**
- Carolyn Clayton**
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The Pulaski County Medical Society & Pulaski County Medical Exchange Cordially Invite You and a Guest to the 2010 Annual Membership Meeting & Dinner

Thursday, November 18, 2009 • Holiday Inn Crowne Plaza

6:00-6:30 p.m. Business Meeting & Election of Officers

- E. Ashley Deed, MD**
2011 President of the Pulaski County Medical Society
- Blake McGowan, MD**
2011 President of the Pulaski County Medical Exchange

6:30-7:30 p.m. Cocktail Reception & Silent Auction for Harmony Health Clinic

7:30 p.m. Dinner & Presentation of "2010 President's Award for a Lifetime of Service to the Practice of Medicine" to **Warren M. Douglas, MD**


Harmony Health Clinic Auction Items

Following is a preliminary list of silent auction items. Additionally, Little Rock Management Company has made a significant donation of abandoned PT equipment, an electric PT table, a PT Jacuzzi, waiting room chairs, and wall art.

Auction Item List & Minimum Bids

- Ryan Mallett autographed collage \$550
- Texas stadium seatback in shadowbox \$550
- 1964 Frank Broyles autographed item \$400
- Albert Pujols autographed collage \$490
- Zenyatta autographed collage \$375
- Secretariat autographed collage \$350
- Nolan Ryan autographed collage \$450
- Troy Aikman autographed collage \$450
- Musial, Mantle, & DiMaggio autographed collage \$750.00
- Bobby Petrino autographed collage \$450
- Jimmy Buffett autographed collage \$450
- Bruce Springsteen autographed collage \$450
- Rolling Stones guitar in shadowbox w/laser signature \$750
- Beatles guitar in shadowbox w/laser signature \$750
- Arnold Palmer autographed collage \$550
- Jack Nicklaus autographed collage \$550
- Ratpack collage \$350
- Ronald Reagan collage \$280
- Phil Mickelson collage Masters Pin Flag \$450
- Masters champions w/laser signatures \$350
- Super Bowl collage w/replica ticket from all Super Bowls \$450

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2010 Calendar of Meetings and Events

- October 19 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room
- November 18 Annual Meeting, Dinner
Election of Officers
President's Award
Silent Auction for Harmony Health Clinic
- December 21 PCMS Board of Directors Meeting
6:00 p.m., Doctors Bldg. Conference Room

Arkansas court decision upholds physician legal victory against Baptist Health

Arkansas' largest hospital can no longer restrict hospital-admitting privileges and interfere with the continuity of patient care. This decision—an important win for physicians—was made September 30 when the Arkansas Supreme Court ruled to uphold last year's decision by a lower court that Baptist Health was acting improperly by denying hospital-admitting privileges to medical staff members based on financial concerns.

"This important court victory demonstrates that economic credentialing policies at dominant hospitals cannot be used to restrict physicians and prevent patients from choosing competing medical facilities," AMA President Cecil B. Wilson, MD, said. "Hospitals cannot use their financial interest to justify policies that interfere with patients' health care choices."

Baptist Health had adopted an economic credentialing policy in 2003. The Litigation Center of the AMA and State Medical Societies and the Arkansas Medical Society intervened in the case as plaintiffs, bringing their combined resources to bear in support of the physicians who were subjected to Baptist's inappropriate credentialing policies. The medical societies argued that the primary factor in credentialing physicians should be competency, not economic factors unrelated to quality.

Visit <http://www.ama-assn.org/ama1/pub/upload/mm/399/arkansas-baptist-health-ruling.pdf> to view the Arkansas Supreme Court ruling.



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Marketing Tips:

Develop solid relationships with hospital marketing and communication staff.

Always keep them informed of your specialty offerings. This will help expand your resources and grow your practice.

Educated patients are happy patients. Happy patients are advocates for your practice.

Bylaws Committee Meeting Recommendations

The Pulaski County Medical Society membership will vote on the following bylaws revisions at the annual business meeting on Thursday, November 16.

Proposal

Add separate "Residents" category
Four membership categories

- Active
- Emeritus
- Resident (interns, residents, fellows,)
- Courtesy (medical students, armed forces)

Section 2 – Classes of Membership

2.3 Resident Membership

Resident membership in this Society is available to interns, residents, and graduates of research fellows who hold a Doctor of Medicine or Doctor of Osteopathy degree currently employed by the University of Arkansas for Medical Sciences.

2.4 Courtesy Membership

Courtesy membership in this Society is available to United States Armed Forces career military physicians. Courtesy membership is available to Active members entering the United States Armed Forces on a non-career basis until such time as their tour of duty is ended. Courtesy membership may also be extended to students enrolled in the University of Arkansas College of Medicine.

Section 5 – Rights and Privileges of Membership

5.4 Resident Members

Resident members of the Society have the right to attend all membership meetings, but are not eligible to introduce business at membership meetings, to make motions and

offer amendments, or to speak and debate at membership meetings. Resident members are not eligible to vote on any issues presented for determination at membership meetings. Resident members are also not eligible to hold office in the Society.

ARTICLE VI. BOARD OF DIRECTORS

Section 1 – Composition

The Board of Directors shall be composed of the Society's officers, the Society's committee chairmen, and Society members serving on the Council of the Arkansas Medical Society, a representative of the Resident members category, and a representative of the Pulaski County Medical Student Alliance. The Resident member representative shall have the right to introduce business, participate in debate, vote on matters presented to the Board. The student representative shall have the right to introduce business, participate in debate, but shall not have the right to vote.

ARTICLE VIII. COMMITTEES

Section 1 – Standing Committees

1.9 Liaison Committee

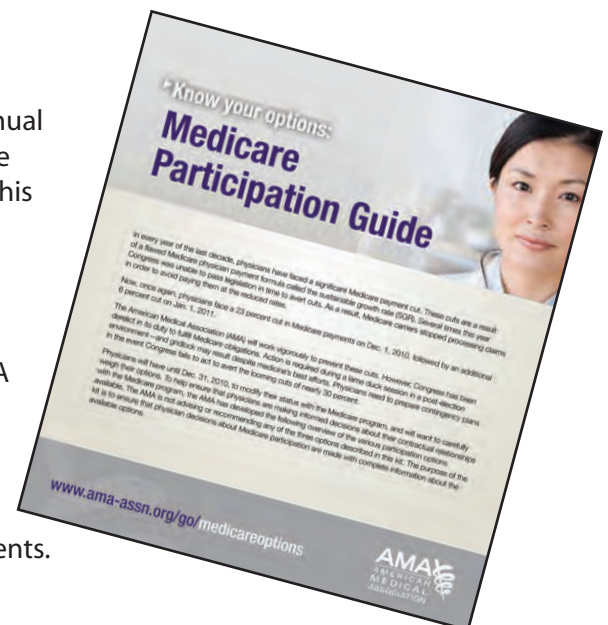
The Liaison Committee shall be composed of at least three members appointed annually. It shall serve as liaison for the Pulaski County Medical Student Alliance and other entities for which the Society may choose to associate socially. It shall serve as liaison with the UAMS School of Medicine for medical student awards or gratuities. The Medical Student Representative to the Board will be a non-voting member. The Resident Representative to the Board will be a voting member.

AMA Announces "Know your options: Medicare Participation Guide:"

From mid-November through December 31, physicians will have their annual opportunity to review and perhaps change their participation status with the Medicare program. Given the severe Medicare payment disruptions caused this year as Congress established, and then missed, multiple deadlines to stop payment cuts caused by the sustainable growth rate (SGR) formula, the AMA is encouraging physicians to prepare for this opportunity and review their options carefully.

To help them choose the direction that is right for their practices, the AMA has developed the "Know your options: Medicare participation guide." This kit contains a detailed explanation of the three available options: participation (PAR), non-participation (non-PAR), and private contracting. It also includes a helpful revenue calculator and various sample materials to help physicians share information with current, new, and prospective patients.

The Medicare options kit is accessible to all physicians on-line at www.ama-assn.org/go/medicareoptions





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