



Established 1852

Lehigh County Medical Society

The mission of the Lehigh County Medical Society is to encourage physicians and healthcare professionals to have the highest moral and ethical standards; to council and censor them when necessary; to serve as a strong and united voice for our Lehigh County physicians, our patients and our community; to promote healthful living and well-being and to advance the highest standards of healthcare and service in our region through education, service and advocacy.

In this issue:

- LCMS President's Message
- New Members

Visit our website at: www.lcmedsoc.org

MMXIII No. 1

Jan/Feb 2013

The DR Bulletin

Officers for 2013

Eric J. Gertner, M.D.
President
Robert D. Barraco, MD
President Elect
Treasurer
Charles J. Scagliotti, M.D.
Secretary
George A. Arangio, M.D.
Immediate Past President

Trustees and Censors

Howard E. Hudson, Jr., M.D.
John B. Maggioncalda, M.D.
Edward F. Guarino, M.D.
Wayne Dubov, M.D.
Raymond L. Singer, M.D.
Charles D. Peters, Jr., M.D.
Kenneth J. Toff, D.O.

Delegates to Pennsylvania Medical Society

Eric J. Gertner, M.D.
Robert D. Barraco, M.D.
Oscar A. Morffi, M.D.
Judith R. Pryblich, D.O.
Gary M. Pryblich, D.O.

Legal Counsel

Attorney Bernard M. Lesavoy

Executive Director

David P. Griffiths

Editorial Board

Thomas J. Koch, M.D.
Oscar A. Morffi, M.D.
Gary M. Pryblich, D.O.
Kenneth J. Toff, D.O.

FROM YOUR 2012 PRESIDENT, Eric J. Gertner, M.D.



Why should physicians still belong to state and county medical societies? What is the role, what is the relevance of organized medicine in today's health care environment?

As modern healthcare continues to evolve, these questions are certain to come up again and again. In the past, organized medicine - from county medical societies to state medical societies and the American Medical Association - represented physicians and their interests in a variety ways, and on many levels. But as medicine continues to be challenged, to provide more care at less expense with better outcomes, never before has it been more important for physicians to speak with one voice.

Certainly there are many organizations that represent physicians' interests, and each does so on topics and in areas specific to that organization. The different hospital associations often advocate of those who work in or are employed by hospitals and health net-

works. Specialty societies seek to be the authority on issues ranging from quality of care and reimbursement for particular specialties. And the AMA, state, and county societies look to represent physicians in areas that are common to all. It's not hard to see how physicians can become overwhelmed by all of the choices and cacophony of voices out there representing us.

As I begin my year as President of the Lehigh County Medical Society, I've spent a good deal of time trying to determine the unique role of this 160 year old organization. First and foremost, it's an organization of physicians and for physicians - that much is clear. The LCMS is the only group that invites membership from physicians who live and work in Lehigh County, who care for our neighbors, who treat our community. For these physicians, is it our role to advocate with state and national payers for better reimbursement? Should we focus our attention on the implementation of Affordable Care within the boundaries of Lehigh County? We are fortunate in our community to have several strong hospitals and networks who are able to do that for us, whether we are employed by or affiliated with a network, or even fiercely independent. Rather, we can assist our hospitals through further education and reinforcing the knowledge regarding those topics common to us all. And as a multi-specialty organization within our county limits, it's difficulty for us to advocate for specialty-specific quality or reimbursement issues.

So our mission, then, is to find the common links for all physicians who call Lehigh County home, who are looking to make their community a better, healthier place for their patients, their families, and themselves. For me, that lies

Lehigh County Medical Society, 1620 W Highland St, Allentown, PA 18102-1033
Phone: 610-437-2288 Fax: 610-437-0910 www.lcmedsoc.org

Manuscripts offered for publication and other correspondence should be sent to 1620 W Highland St, Allentown, PA.

The opinions expressed in these pages are those of the individual authors and not necessarily those of the Lehigh County Medical Society.

The DR Bulletin is published six time a year bi-monthly, beginning in January, by the Lehigh County Medical Society.

The ad material is for the information and consideration of the reader. It does not necessarily represent an endorsement or recommendation by the Lehigh County Medical Society.

The editorial board reserves the right to reject and/or alter submitted material before publication. All manuscripts and letters should be typed double-spaced on 8 1/2" x 11" stationary.

Preserve Your County Medical Society - The Grassroots of Organized Medicine

within the domain of professionalism, that intangible quality that has always made physicians leaders within their communities. As one family physician recently said to me, she needs a place to go, a group to which she can belong, where she can pick up her hammer and do something for her community. That's my vision of the Lehigh County Medical Society – the place where all physicians can find opportunities to make an impact for our patients outside of the office.

To that end, this year we have a number of activities planned that will provide us with those opportunities. Perhaps most near and dear to me is our ongoing relationship with the Allentown School District and the Allentown Health Bureau. In partnership with colleagues from both organizations, the Lehigh County Medical Society received a \$5000 grant from the Pennsylvania Medical Society which focuses on improving care opportunities in ethnic communities. Our proposal was selected from among several others for a number of the qualities and collaborations it represents, but perhaps most significantly, our proposal actively involves members of the LCMS. In partnership with the Allentown Health Bureau, we are supporting the Health Careers Club at Raub Middle School this year. In the past, due to funding cuts, this group only met a few times over the entire year, and their exposure was limited to places to which they could walk after school. Already, through the support of the LCMS, students from the Health Careers Club have discussed anatomy with physicians, and had a tour of the Bodies Revealed exhibit at the DaVinci Center given by surgeons. In the spring, we will support visits to health care facilities and discussions from members, opportunities for us to provide mentorship to middle school students who otherwise may never have the opportunity to speak with a physician, let alone dream of becoming one. And as interest in the program grows, we hope this becomes a model not only for us to expand within Lehigh County, but also a meaningful program that county medical societies throughout the state can replicate. Certainly more to come.

It has been exciting to see this program develop over the past year, and it is through the efforts of many that it has come to fruition. But perhaps no one has been more supportive in this effort than our immediate past President, Dr. George Arangio. His inspiration and enthusiasm for this program, and his message of creating stronger linkages with other organizations within our community, has set us up for success in the coming year. For his efforts and advocacy, my sincere thanks and admiration.

So as we enter the New Year, I hope all members of LCMS will take the opportunity to join with us in our efforts to work together with colleagues from different specialties and across different hospital systems, to find those common linkages to all physicians, to promote and support professionalism among physicians in our community, and continue to contribute to the health of Lehigh County.

Here's to a Healthy 2013!

Delegates Tackle Issues Including Non-Compete Clauses, Observation Status, and Patient Transfers

The more than 200 physicians serving as delegates at the PAMED House of Delegates on Oct. 27-28 tackled not only a major retooling of PAMED itself, but also a number of critical issues affecting health care statewide.

According to C. Richard Schott, MD, new 2012-2013 PAMED president, "We all are facing a challenging time as the medical world around us changes. This practice environment requires all of us to find new paths to navigate the change. Working harder, smarter, and together will help us map a course on this journey."

The House's actions now go to the PAMED Board of Trustees, which in the coming year will work to address:

- Opposing non-compete clauses in physician employer contracts while allowing employers to recoup costs for reasonable expenses incurred in recruiting the physician and establishing the physician's patient base
- Preserving medical staff members' right to advocate for their patients and profession
- Convening stakeholders to help promote the Pennsylvania Physician Orders for Life-sustaining Treatment (POLST) program
- Creating a standard protocol for patient transfers and record transfers
- Addressing the shipment of drugs within Pennsylvania by out-of-state manufacturers without state licensure
- Mandating coverage for telemedicine services within the state
- Creating a single billing form that all providers in the state would use for certain services
- Ensuring transparency for patients on observation status
- Limiting Recovery Audit Contractor (RAC) reviews to less than a year
- Correcting problems with prior authorization
- Seeking legislation or regulation to allow diabetes self-management in schools
- Requiring licenses for medical aestheticians

ATTENTION

Lehigh County Medical Society MEMBERS

Does your Physician Group have a Website?

Contact the Lehigh County Medical Society
and have your Website linked onto the
Lehigh County Medical Society Website.

www.lcmedsoc.org

Call: 610-437-2288

CMS Extends Deadline for filing for ePrescribing Hardship Exemptions

The Centers for Medicaid and Medicare (CMS) recently extended the deadline for filing hardship exemptions for the Medicare electronic prescribing program until Jan. 31, 2013.

In November, CMS reopened its hardship exemption Web portal. Under the extended timeframe, physicians who did not request an exemption by the original deadline of June 30 now can file a hardship application by Jan. 31, 2013.

According to CMS officials, the exemption means that the e-prescribing program's 1.5 percent payment reduction will not be applied to all Medicare rates next year.

PAMED members who have questions about the ePrescribing incentive or penalty can contact our division of practice economics and payer relations at (800) 228-7823, ext. 2644.

UPCOMING EVENTS

The Annual Social 2013

This year the Annual Social will be April 13th at Lehigh Country Club. We hope to see you there.

Dear Colleague,

I hope this finds you well and thriving in your practice and personal life. This is to let you know that I am still actively practicing. I'm currently serving our community for both medically necessary plastic and cosmetic surgery.

We are located at 1600 Lehigh Parkway East, Allentown at Regency Towers. My staff will accommodate our shared patients within a day or two.

Best Personal Regards, John A. Altobelli, MD, FACS
610-437-3223, www.altobellicosmeticsurgery.com

REMEMBER

If you change your business or home address and/or phone or fax number, please notify the Lehigh County Medical Society. Call: 610-437-2288

NOTE

Members of the Lehigh County Medical Society can now view the membership roster (Physician Directory) at our website: www.lcmedsoc.org or request a Membership Roster by calling the Lehigh County Medical Society at: 610-437-2288.

Lehigh County Medical Society Welcomes the following New Members

Anita C Daniels-Rodriguez, MD (PD)
17th & Chew Streets
Allentown PA 18105

Georgia Fliakos (Student)
6690 Hauser Rd Apt F106
Macungie PA 18062

Stephen K Katz, MD (PD)
17th & Chew Streets
Allentown PA 18105

Badar U. Jan, MD (AN)
250 Cetronia Rd, Ste 301
Allentown, PA 18104

Soofia Khan, MD
850 S. 5th St.
Allentown, PA 18103

Alok Makam, MD (AN)
PO Box 5520
Bethlehem, PA 18015

Matthew M McCambridge, MD (PCC)
1250 S Cedar Crest Blvd Ste 205
Allentown PA 18103

James P Reichart II, MD (NEP)
50 S 18th St
Easton PA 18042

Preeti Satyanarayana, MD (FM)
401 N 17th St, Ste 204
Allentown, PA 18104

Jonathan Schnauffer (Student)
6437 Fir Rd
Allentown, PA 18104

Gregory N. Singleton, MD
7918 Main St
Fogelsville, PA 18051

Sanjeev Vasishtha, MD (PD)
401 N 17th St Ste 203
Allentown PA 18104

Kapila S Vora, MD (R)
1936 Wooded Ridge Ct
Fogelsville PA 18051

The mission of the Lehigh County Medical Society is to encourage physicians and healthcare professionals to have the highest moral and ethical standards; to council and censor them when necessary; to serve as a strong and united voice for our Lehigh County physicians, our patients and our community; to promote healthful living and well-being and to advance the highest standards of healthcare and service in our region through education, service and advocacy.

The vision of the Lehigh County Medical Society is to be a relevant and influential leader in the Pennsylvania Medical Society; to unite our physicians and to empower them to deliver compassionate, ethical and evidence based healthcare of the highest quality and value to our community.

The Lehigh County Medical Society will accomplish its mission and its vision by the following:

Legislative Advocacy within our State Medical Society and our Government
Community Education within the Public Health Arena
Member Education, Collaborative Relationships and Collegiality
Service Activities for our members and our community

SUPPORTING ADVERTISERS

G.A. Legg & Associates - 610-395-8516
Lehigh Valley Diagnostic Imaging - 610-435-1600
NAI Summit - 610-264-0200
One Point Office Supplies - 800-834-1019
Valley Pain Specialists - 610-954-9040
Nixon Uniform Service & Medical Wear-302-764-7550
PMSLIC Medical Liability Insurance - 800-445-1212