



Established 1852

Lehigh County Medical Society

Mission Statement:

The purpose of this society shall be to unite physicians to speak with one voice at the local, state and national level to influence health policy, thereby achieving the highest standard of health care for our community.

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Visit our website at: www.lcmedsoc.org

MMXII No. 4

Jul/Aug 2012

The DR Bulletin

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FROM YOUR 2012 PRESIDENT, George A. Arangio, M.D.



Summer greetings from your Board. On April 28, LCMS members enjoyed an evening of camaraderie, delicious food, good music and dancing at Lehigh Country Club. It was a pleasure to meet colleagues and friends in an elegant and relaxing setting. We look forward to future socials.

As we look to the November election, Medicine and our Country are at a crossroads, one road leads to business as usual and the other road leads to less Government and more fiscal responsibility. It is our choice. Your LCMS is working to unite more than 2,000 employed and Independent Greater Lehigh Valley physicians. We study and vote our conscience and influence our future with our Large "Grass Roots" Voice for real change.

Healthcare is projected to consume 22% of GDP by 2018. Physicians are working to make Healthcare sustainable and Valuable for our patients. Value equals best outcomes

divided by the cost to achieve those outcomes. LCMS and PAMED are helping Lehigh Valley physicians measure and teach patient safety and physicians are empowering nurses and staff and are collecting outcomes data. Physicians and healthcare teams are preventing "adverse drug events" and are striving for "perfect care" for every patient every time. Lehigh Valley physicians and healthcare teams produce outcomes second to none but we will add more Value to healthcare. Physicians have the final moral and legal responsibility for the life and death of our patients and we the physicians have the responsibility for the Value of their healthcare.

The LCMS and PAMED physicians are working to remove government regulations and mandates and physicians are working to decrease waste and duplication of services in healthcare. Patients depend on physicians to limit government influence and to guide our hospitals, healthcare corporations and insurance companies to the Best Evidence Based Care for a Valuable Price.

Successful and prosperous hospitals and physician corporations have corporate strategies that allow physicians and nurses to freely communicate across professional boundaries and free them to be innovative. United physicians within and "without walls" will guarantee this. Successful organizations have physician contracts that encourage physicians to provide quality care. Significant corporate leaders listen to physicians and they create Value. United physicians within and "without walls" guarantee this.

The LCMS and the PAMED's Large United Voice has influence. The 27% cut in physician reimbursement is "put off" until 2013. The

Lehigh County Medical Society, 1620 W Highland St, Allentown, PA 18102-1033
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Manuscripts offered for publication and other correspondence should be sent to 1620 W Highland St, Allentown, PA.

The DR Bulletin is published six times a year bi-monthly, beginning in January, 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.

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

Preserve Your County Medical Society - The Grassroots of Organized Medicine

House repealed the Independent Physicians Advisory Board and enacted a cap on noneconomic damages and the Bill moves on to the Senate. Contact you Senator or Contact the LCMS www.lcmedsoc.org

The drafters of the 2010 Healthcare Law failed to build a consensus and they failed to legislate within the limits of the Constitution. The Supreme Court has the courage and wisdom to correct this. Overturning the 2010 Healthcare Law would allow choice-based reforms that lower health care costs and remove unsustainable entitlements. Finally, our State legislators are reconsidering value and wisdom of the PA. Healthcare Insurance Exchanges. Our Large United Voice has influence.

USA Healthcare might look like this in 2016. Physicians will work in a competitive and free market healthcare system. There will be health insurance for all American citizens, who choose to be insured. Patients will receive 100% protection for “unplanned and unpredictable” illnesses and accidents. Patients will choose prorated deductibles and premiums to cover “regular, predictable and elective” expenses and prevention strategies that suit their needs. Insurance will cover pre-existing conditions and insurance will be automatically transferable from job to job and state to state. Physicians and healthcare companies will use economies of scale and eliminate waste and duplication of services. Health Savings Accounts will replace Medicare for younger citizens. State Vouchers will replace Medicaid to pay for those citizens who cannot afford “unexpected and unplanned” illnesses and accidents. We will have the Best Evidence Based Healthcare in the world. It will be Available, Affordable, Safe and more important Valuable. Will it be perfect and without complications? Of course not but we can do better.

In the future, less government and more competition and more physicians, nurses and more healthcare professionals will care for increasing numbers of aging patients. Less government and more competition will lead to Value and less government will allow patients to choose Valuable physicians and hospitals. Our patients will determine the future model of healthcare delivery.

Physicians are the energy of Medicine and Surgery. The challenge for 2,000 Greater Lehigh Valley Independent and Employed Physicians is to Unite that energy without regard of our status of practice and to speak with ONE VOICE. Physicians have the final responsibility for our patient’s life and death and we have a significant influence and responsibility for the future of Healthcare.

The LCMS/PAMED membership brings more than \$5,000 dollars of benefits, including \$1,750 dollars of free CME credits per year. It is worth \$2.00 dollars a day. Renew your membership and call a colleague who is not a member and have him join now. Forward the membership form that is found with this mailing to him or her.

Sunshine Act Data Collection Delayed to 2013 to Address Concerns

In response to the more than 300 comments on the Physician Payment Sunshine Act, the Centers for Medicare and Medicaid Services (CMS) will not require drug and medical device manufacturers to publicly report gifts and payments made to physicians until 2013.

Numerous physician groups had told CMS that they believe proposed rules under the Sunshine Act could unfairly harm physicians’ careers, as well as add to their financial and administrative burdens.

CMS, which intends to issue a final rule later this year, said the implementation delay is to give providers more time to prepare for data submission and so that it can address the feedback received during the rule making process.

In a letter to CMS earlier this year, more than 90 physician organizations, including the Pennsylvania Medical Society (PAMED), urged several changes, including:

- Delay reporting of gifts and payments to physicians by drug and device manufacturers until a final rule has been issued to ensure that physicians have adequate notice of final transparency reporting requirements
- Eliminate the proposed 45-day accuracy-review period and permit physicians and manufacturers to correct published data in real time
- Flag disputed information on the public website and provide a comment section that allows physicians to include a rebuttal in narrative form
- Exclude certified CME from reporting requirements

“While we support the underlying goal of enhancing transparency, we believe the proposed rule, if implemented without significant modifications, will result in the publication of misleading information and impose costly and burdensome paperwork requirements on physicians,” said the physicians groups in the letter to CMS.

The Physician Sunshine Act, a section of the Affordable Care Act, is aimed at discouraging inappropriate financial relationships between manufacturers and physicians.

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

PAMED Members Get Large Discount on Physician Leadership Training

The Pennsylvania Medical Society (PAMED) and the American College of Physician Executives (ACPE) have announced they are working together to provide PAMED members with an approximately 25 percent discount on ACPE courses. The result is a set of educational opportunities under the umbrella of the Leadership Skills Academy. Offering physicians a variety of opportunities to increase their leadership skills is a focus of the PAMED "blueprint" strategic plan. The blueprint, through the Leadership Skills Academy and other programs, seeks to position physicians to lead the drive toward health care quality and value. PAMED and ACPE are partnering to offer society members exclusive discounts on:

- Online and onsite courses
- Webinars
- Education leading to the Certified Physician Executive (CPE) designation

PAMED members who complete a core set of webinars and other courses will be eligible for a Leadership Skills Academy completion certificate and other benefits.

CME will be available for ACPE leadership training activities offered through PAMED.

Specific courses and registration materials are still being finalized, but interested members can email stat@pamedsociety.org to make sure they get more details later.

Members can also access the ACPE website for more information.

Accreditation - The American College of Physician Executives (ACPE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing education for physicians.

Designation - The American College of Physician Executives (ACPE) designates this educational activity for AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physician Involvement is Key to Health Information Exchange

While physicians recognize the many benefits of a statewide health information exchange (HIE), including improved coordination of quality patient care, they are concerned with legislation that calls for their participation only on HIE advisory committees.

"Ultimately, patient care is delivered by physicians," said Gus Geraci, MD, vice president of leadership in quality and value at the Pennsylvania Medical Society (PAMED). "If physicians don't get involved in the conversation, we will be forced to use what other stakeholders decide to provide."

As a physician, you can get involved in many ways, including:

- Become active with Lehigh County Medical Society & PAMED and bring your voice to the table to ensure that physicians are heard.
- Join the Pennsylvania eHealth Initiative (PaEHI) and voice your opinions to those who are at the forefront of these discussions.
- Partner with your regional extension center to get connected.
 - PA Reach East
 - PA Reach West

PAMED strongly supports the development of a statewide HIE, and is pleased that the Corbett administration and legislature are moving forward with this initiative. PAMED previously sent comments to the Senate Communications and Technology Committee, which addressed many of our concerns when the committee approved the bill on April 3, 2012.

"While we need the expertise of electronic health record (EHR) vendors to develop data exchange, only we as physicians have the expertise to understand what it means to put the right information in front of the right person at the right time," said Dr. Geraci.

PAMED will continue to work with the legislature and administration throughout the legislative process to assure that the statewide HIE facilitates the free flow of information between physicians and other health care providers for treatment purposes while fully respecting patients' concerns about appropriate security of their transmitted health information.

Lehigh County Medical Society Welcomes the following New Members:

Bankim A. Bhatt, M.D., (EDM)
3701 Corporate Pkwy, Ste. 130
Center Valley, PA 18034

Improved Medicare Rule Helps Protect Patient Safety in Hospitals

Due to strong advocacy by the American Medical Association (AMA), the Pennsylvania Medical Society (PAMED) and others, the final rule on Medicare Conditions of Participation contains many improvements that address earlier concerns expressed by the medical community.

The final rule eliminates some provisions that physician groups told the Centers for Medicare and Medicaid Services (CMS) could threaten patient safety in hospitals, including:

A single medical staff for a multi-system hospital

The privileging of physicians without appointment to the medical staff

Credentialing for medical staff membership in accordance with hospital policies and procedures. The final rule defers to state law and medical staff bylaws, rules, and regulations.

The mandatory inclusion of non-physician practitioners on medical staffs was not adopted. In the final rule, a hospital's governing body also must include at least one medical-staff member.

Several AMA-supported provisions also remain in the final rule, including the elimination of the requirement that verbal orders be authenticated within 48 hours.

However, while there were many positive changes to the final rule, published by CMS on May 10, 2012, there also were some provisions that physician groups opposed. Most notably, these include giving multi-hospital systems the option to have a single governing body and permit (but not require) podiatrists to hold a leadership role on the medical staff. The AMA has once again expressed its concern over these provisions to CMS senior staff.

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 Member-
ship Roster by calling the Lehigh County Medical
Society at: 610-437-2288.

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

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