



# 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](http://www.lcmedsoc.org)

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The DR Bulletin

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



Happy Fall Season to all. "...You've got to accentuate the positive and Eliminate the negative, Latch on to the affirmative and don't mess with Mister In-Between..." It is an exercise worth nurturing and it calms the mind.

The Supreme Court has preserved the 2010 Healthcare Law and in an unprecedented act, Chief Justice Roberts rewrote the mandate as a Tax. The ruling leaves the funding power of the law intact.

In 2011, the Congressional Budget Office reports 16% over runs and insurance premiums have increased 9%. Of 4,000,000 small businesses, 177,000 have chosen to participate for their employees. Healthcare Expenditures are projected to exceed 4.3 Trillion dollars or 22% of the Gross Domestic Revenue in 2018. The Healthcare Law will add \$ 2 trillion dollars plus cost of an estimated 400,000 new federal employees and tens of thousands of state employees for State Insurance Exchanges.

The debate intensifies and on November 6, 2012, the people will decide whether 2010 Healthcare Law is valuable. The new House and Senate may accept or reject new "tax funding" with a simple majority vote.

Healthcare is changing and physicians are learning and adapting to the future. The Pennsylvania Medical Society and LCMS have an action plan for the "Medical Staffs of the Future". The PAMED is creating a "rapid response" bottom up organization to address physicians' challenges and current issues. LCMS and PAMED members receive large discounts on Physician Leadership Training and LCMS and PAMED support the Physician as "The Leader" in Medicine and Surgery. LCMS and PAMED Staff responded to 10,000 inquiries on all aspects of your practices including billing, insurance contracting, HIPAA and global payments. See PAMED's "Vital Lines". [www.pamedsoc.org](http://www.pamedsoc.org)

PAMED and LCMS legal staff is developing contract guide lines for employed physicians. These guide lines ensure that physicians understand contracts and have the freedom to give the Best Evidence Based Care, the freedom to speak their minds and the freedom to create Value for their patients. LCMS and PAMED continue to advocate for patient friendly legislation and legislation that preserves the Physician as director of clinical care at all levels and in all healthcare organizations. Our One United Voice stopped the mandatory inclusion of non-physician providers on medical staffs. Visit our new website [www.lcmedsoc.org](http://www.lcmedsoc.org) and learn more about resources available to you.

Payers and regulators require patient data. Public reporting of our patient's healthcare

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

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

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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.

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**Preserve Your County Medical Society - The Grassroots of Organized Medicine**

data requires secure electronic health records, unbiased data and robust analysis. Physicians are “The Leaders” and are responsible for data and are crucial to the success of public reporting initiatives. The LCMS and organized Medicine and Surgery strongly support physician led statewide and public reporting of evidence based data.

The PAMED’s and LCMS leaders are reaching out to employed physicians and helping them to manage the corporate strategies of hospitals and health systems. On July 11, PAMED President Marilyn Heine, MD visited the Greater Lehigh Valley physicians. At the meeting we agreed to unite around physician friendly employment contracts and Information system support for Independent physician practices. We are united and adapting and our influence is growing as we increase the membership in the LCMS and NCMS. 2,000 physicians with One Voice make a difference. A Fall meeting is planned.

LCMS members put our words into Action. The LCMS Education Committee lead by Dr. Wu completed a well-received and CME accredited symposium entitled “Anatomy of the Medical Malpractice Lawsuit”. We thank Dr. Wu and his faculty. Our members will teach healthful eating habits to Allentown middle School students in 2012 and 2013. LCMS members will mentor at the DaVinci Science Center during their “Year of the Body” grand medical exposition. We have influence and relevance more today than ever.

West Nile Virus (WN) infection is a serious reportable disease and the LCMS is cooperating with the CDC on WN control. To make informed policy on the Value of local Mosquito Control Programs, data on WN transmission to humans is necessary. West Nile Virus infection can be measured by free blood tests. We have included a WN survey in this mailing for your use. See the link below for more information. <http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0040374>

The LCMS/PAMED membership brings more than \$5,000 dollars (\$14/day) of benefits, including free required CME credits. It is worth \$2.00 dollars a day for more than \$14 dollars a day services. Renew your membership and call a colleague who is not a member and have them join now.

### Legislation Creating Statewide HIE Signed by Governor

Legislation creating a statewide health information exchange (HIE) through the establishment of the Pennsylvania eHealth Partnership Authority was signed into law by Gov. Tom Corbett on July 5, 2012.

Senate Bill 8, which unanimously passed both the state House and Senate, contains several key provisions important to physicians:

Participation is voluntary.

Among the slots on the 15-member authority designated for the health care community is a physician or nurse appointed by Gov. Corbett. The appointee would be chosen from lists submitted by statewide associations including the Pennsylvania Medical Society (PAMED). At least one name on each list must be someone from an

area that is unserved or underserved by rural and urban areas.

The Authority is set to expire five years after the bill’s effective date to facilitate the closure of the program in the event that it is determined to not be self-sustaining.

There are still several details for the authority to work out, including how to handle patients’ super-protected information related to mental health, substance abuse, and HIV.

PAMED will continue to work to assure that the statewide HIE facilitates the free flow of information between physicians and other health care providers for treatment purposes while respecting patients’ concerns about the security of their transmitted health information.

Many physicians, along with PAMED, strongly support a statewide HIE to improve the coordination of quality patient care.

The legislature made it a priority to pass the bill before the summer recess to secure a \$17 million federal grant that would have otherwise been at risk. PAMED applauds the Corbett administration for moving forward with this initiative.

## 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](http://www.lcmedsoc.org)**

Call: 610-437-2288

### How to Handle Negative Online Reviews about You or Your Practice

In today’s world everything is on the Internet, including reviews from patients about physicians. What are some of the ways physicians can deal with negative online comments about themselves and their practices?

The Pennsylvania Medical Society (PAMED) offers the following tips:

Be aware of what’s being said about you and your practice by searching the web on a regular basis. You also can set up online alerts, such as Google alerts, where you’ll receive an email anytime your name or practice is mentioned.

Make a list of the problems and quickly deal with those that can be resolved. For example, if you notice a lot of people are complaining about long wait times, implement strategies that will help resolve that issue. Then, let your patients know of the new policies or procedures that have been implemented based on their feedback.

If the patient identifies himself or herself, depending on the nature of his complaint, consider contacting the patient to see if the issue can be resolved. If you can resolve it to the satisfaction of both you and the patient, ask that he or she remove the negative comment.

Encourage more patients to visit review sites and post feedback.

According to a recent study, patients are much more likely to post a review about a positive experience than about a negative one.

As consumer transparency capabilities and the public's expectation of transparency are on the rise, many health insurers also are developing new tools giving patients the ability to easily post online reviews about a physician.

The American Medical Association also has several resources to assist physicians with taking charge of their data.

<http://www.ama-assn.org/ama/pub/physician-resources/practice-management-center/health-insurer-payer-relations/physician-efficiency-quality-data/practice-data/take-charge-of-your-data.page>

### Protecting Role of Physician-led Medical Staff at Stake in Bill to Update Hospital Regulations

Physicians, hospitals, and legislators acknowledge that Pennsylvania's hospital regulations are due for an overhaul. But as originally drafted, the measure to revise the regulations included provisions that physicians believed would have erased some significant patient and physician protections.

Now, however, after six months of negotiations, a carefully crafted compromise bill is poised for consideration by the House.

House Bill 1570 was unanimously passed by the House Health Committee on June 6, 2012. A draft of the bill that was fully supported by the Pennsylvania Medical Society (PAMED), the Hospital and Health system Association of Pennsylvania (HAP), the Pennsylvania Department of Health (DOH), and legislative leaders, is being debated prior to the summer legislative recess.

Though the bill came out of the House Health Committee in satisfactory form, subsequent discussions have led to the drafting of an amendment that will be offered on the House floor to clarify the mechanism by which hospitals will be permitted to apply for exceptions to the provisions limiting medical staff membership to physicians, dentists and podiatrists. PAMED, HAP and DOH will support this amendment.

That agreed-to amendment will be offered by Rep. Bryan Cutler (R-Lancaster). PAMED urges physicians to contact their representative and ask them to support the Cutler amendment, oppose all other amendments, and support the bill as amended by Rep. Cutler.

"PAMED, HAP, and DOH worked hard to arrive at language that will eliminate redundant hospital inspections while still assuring that the most experienced and trained professionals—physicians on the medical staff—determine the best care for patients," said John Pagan, MD, chair of the PAMED Board of Trustees.

However, other stakeholders are trying to substantively change the bill. PAMED is currently working to prevent amendments that would weaken or change it from its intended purpose. For example, several mid-level provider groups are preparing to advance their own agendas through various additional amendments. PAMED is working to oppose these amendments and keep the bill clean to improve chances for passage.

HB 1570, as agreed to by PAMED, HAP, and DOH, would streamline hospital licensure by mandating that, if a hospital is accredited by a national accrediting organization, it would automatically be "deemed" to meet state licensure requirements by DOH.

Importantly, it would also maintain the role of physician-led hospital medical staffs and assure that physicians retain ultimate responsibility and authority for patient care.

PAMED believes this legislation is needed to not only streamline the hospital licensure process and preserve important patient and physician protections, but also to assure the physician's overall role in leading clinical decision making.

### Lehigh County Medical Society Welcomes the following New Members

Elizabeth M. Cerva, M.D., (GP)  
3178 W. Tilghman St.  
Allentown, PA 18104

Gary C. Wright, M.D., (FM)  
3178 W. Tilghman St.  
Allentown, PA 18104



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3131 College Heights Blvd., Allentown, PA 18104

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### **NOTE**

**Members of the Lehigh County Medical Society can now view the membership roster (Physician Directory) at our website: [www.lcmedsoc.org](http://www.lcmedsoc.org) or request a Membership 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

**LEHIGH COUNTY MEDICAL SOCIETY**  
1620 W. Highland St. Allentown, PA 18102-1033

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