

KMA Communicator

Kentucky Medical Association

James F. Beattie, MD, President

May 2009

► KMGMA Spring Conference Draws National/State Speakers

The Kentucky Medical Group Management Association will hold its Annual Spring Conference May 7-8 at the Downtown Louisville Marriott. The Conference, "Writing the Book on Practice Management" will feature nationally recognized speakers, including Elizabeth Woodcock, Lt. Gov. Daniel Mongiardo, MD, and Tim Durkin who will share information and practical tools to enhance the efficiency and effectiveness of the patient visit. General and breakout sessions provide the latest tools in scheduling, patient access and data and measures to evaluate your medical practice. For a detailed agenda or to register, go to www.kmgma.com.



► AMA Launched New e-Prescribing Resource

The AMA recently launched an online learning center to help physicians and practice managers make informed decisions about electronic prescribing. The new resource allows users to assess e-Prescribing technology at their own pace in an impartial environment.

The e-Prescribing tool includes system vendor pricing and features, calculators to estimate potential time savings and determine Medicare e-Prescribing incentive payments, the latest information on federal and state programs offering e-Prescribing incentives, and readiness and planning tools to help physicians map out an implementation plan.

Access the AMA e-Prescribing Learning Center online at <http://www.ama-assn.org/go/eprescribing>.

► Register for June Billing Seminar ► KMA Hosts CME Conference

Register now for the next series of KMA seminars - "How to Bill Insurance Companies Effectively." The program will cover Identifying the payer, tracking claims, policies and procedures and much more. Barbara J. Hohenstein, RN, President of Medical Management Resources, will conduct the full-day seminar at the following locations:

Lexington – June 16, 2009
Paducah – June 17, 2009
Louisville – June 18, 2009

The cost is \$175 for KMA members or \$350 for non-members. Register on the KMA website or by calling (502) 426-6200.

KMA will host its **Annual Seminar for CME Coordinators, Committee and Council Members** on June 5, 2009 at the Louisville Marriott East. Participants will examine a mock self-study highlighting the ACCME's new criteria for accreditation. Bob Addleton, EdD, Executive Vice President of the Physicians' Institute for Excellence in Medicine will be our key moderator. For additional information, contact Miranda Mosley at (502) 426-6200 or mosley@kyma.org.

► Swine Influenza Virus

The Kentucky Department of Health is providing updates on the Swine Influenza Virus. Check the KMA website for the latest information.

► Is Your Practice Prepared for the Red Flags Rule? Deadline May 1, 2009

As part of the Fair and Accurate Credit Transactions (FACT) Act of 2003, most physician practices must develop and implement written identity theft prevention programs by May 1, 2009. The programs must identify, detect and respond to patterns, practices or specific activities that could indicate identity theft.

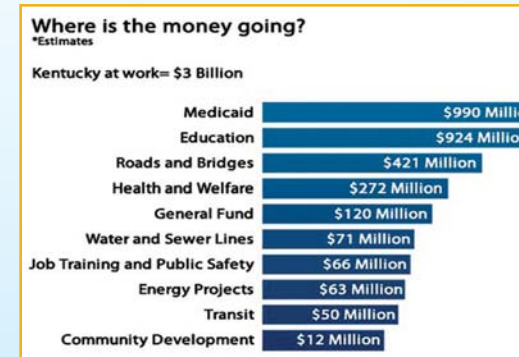
KMA can help you determine if you or your practice falls under the FTC's definition of a "creditor" and, if so, review steps to make your office compliant with the Red Flags Rule. KMA has assembled a **Red Flags Rule Toolkit**, which includes a brief webinar, "Preparing Your Practice for the Red Flags Rule" and sample written identity theft policies.

The **Red Flags Rule Toolkit** is available online at www.kyma.org.



► Kentucky Receives \$3 Billion Package from Federal Stimulus Bill

The Governor's Office announced a new website, Kentucky At Work www.kentuckyatwork.ky.gov, outlining the federal stimulus funding being dispersed and utilized throughout the Commonwealth.



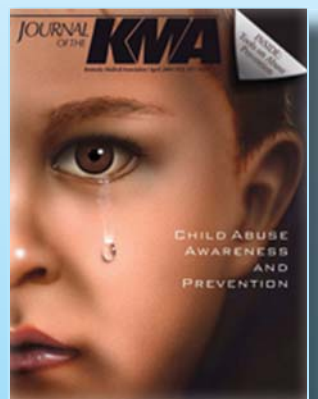
Implementation of the American Recovery and Reinvestment Act (ARRA) is estimated to bring \$3 billion in stimulus funding from the federal government invested in Kentucky over the next 28 months. Medicaid and health and welfare allocations amount to more than \$1.2 billion of the funds.

► Article on RAC Program Featured in KMA Journal and on Website

"RAC and Roll: Preparing Your Practice for the Recovery Audit Contractor Program" an article that is featured in the April 2009 *Journal of the KMA* is also now available on the KMA website.

Authors Charles J. "Mike" Cronan and Amanda Nall of Stites & Harbison, PLLC Health Care Service Group of Louisville, provide background on the Medicare Recovery Audit Contract (RAC) program, as well as actions physician practices should take in preparing for these audits.

The Centers for Medicare & Medicaid Services (CMS) announced that it is implementing the program in phases throughout 2009, including Kentucky in August or September of 2009. The RAC program was made permanent under the Tax Relief and Health Care Act of 2006, which requires the Department of Health and Human Services to expand the program to all 50 states by no later than 2010.



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KMA Corporate Affiliate

► April 15th KMA Board Meeting Highlights

- KMA President James F. Beattie, MD, highlighted visits to several state medical associations and county medical societies, including Daviess, McCracken and Rowan.
- KMA Alliance activities, as reported by President Cheryl Broster, included support of programs on healthy lifestyles and scholarships for the state medical schools. She also announced that Nancy Swikert, MD, has been nominated by the Southern Medical Association Alliance as its President-Elect.
- Representatives of the R. H. Clarkson Agency reported a positive growth in KMA's group health plan, noting a 14% increase in the number of program subscribers. Due to changes made in the plan and an overall favorable loss ratio, the group health plan will receive a favorable single digit rate increase in 2009-2010.
- Public Health Commissioner William Hacker, MD, noted that the recent ice storm points out the need for more physicians to be involved in disaster preparedness and urged physicians to connect with local health departments to assist in these efforts. Representatives from CDC and KY's Education Cabinet provided science-based materials addressing childhood obesity and their correlation to outdoor play.
- Kentucky Board of Medical Licensure President Preston Nunnelley, MD, announced that physicians can now access the prescription monitoring programs of all Kentucky's bordering states by going to the KASPER website, <http://chfs.ky.gov/os/oig/KASPER.htm>. He also reported that 92% of physicians re-registered their license online, and the number of those with a private practice in Kentucky as well as resident licensees has declined over the last three years.
- Committee on State Legislative Activities (COSLA) report summarized KMA's legislative activities during the 2009 Kentucky General Assembly (covered in the April *Communicator* with a full report in the June *KMA Journal*).
- National Legislative Activities report, given by William Monnig, MD, covered the activities taking place on national health reform, federal economic stimulus funding, Medicare Advantage and e-Prescribing.
- Senior AMA Delegate, Donald Swikert, MD, reported on the upcoming AMA elections. Two Kentucky physicians will be campaigning as incumbents for an AMA office in June: Ardis Hoven, MD, Board of Trustees, and Baretta Casey, MD, a position on the Council on Medical Education.

In further action, the Board:

- Approved the 2009-10 budget.
- Approved the recommendation of the Ad Hoc Committee to Assess KMA Communications that (1) the *KMA Journal*, beginning in January 2010, become an online monthly publication only; (2) the *Communicator* be expanded to include promotion of articles in the online *Journal*; (3) *e-Communicator* to also promote the online *Journal*, with members to be given the option to receive the *e-Communicator* instead of the printed version.
- Endorsed, upon request of the KMA Alliance, the "Screen Out" campaign to get the Motion Picture Association of America to undertake changes which would limit tobacco use in movies to help reduce smoking among young people.
- Affirmed KMA's CME Mission Statement and recommended CME fee increases for accreditation (as of January 1, 2010) and joint sponsorship (as of May 1, 2009).

- Noted that total KMA membership is up slightly from last year, with an almost 22% increase in resident members.

2009 Member-Get-A-Member Nets 88 New Members

Now in its 11th year, the KMA Member-Get-A-Member Campaign has accounted for over 1200 new members for the Association. Recognition of the 29 recruiters who participated in this year's campaign took place at the April 15th Board meeting.

10+ new members

James Beattie, MD
Baretta Casey, MD
Patient First/Todd Cook, MD

7-9 new members

Uday Dave, MD
Shawn Jones, MD
Gordon Tobin, MD

4-6 new members

Thomas Slabaugh, Sr, MD

1-3 new members

Tonda Anderson, MD
Bruce Belin, MD
David Bensema, MD
Thomas Bunnell, MD
Jyotin Chandarana, MD
John Collins, MD
Henry Goodman, MD
Terrence Grimm, MD
Patrick Hayden, MD
John Johnstone, MD
David Liebschutz, MD
John McClellan, Jr, MD
Theodore Miller, MD
John Michael Moore, MD
H. Michael Oghia, MD
Barbara Phillips, MD
Andrew Pulito, MD
Syed Quadri, MD
Bradley Rankin, MD
Lewis Rowe, MD
Ewell Scott, MD
Donald Swikert, MD



**2009 KMA ANNUAL MEETING
SEPTEMBER 14-16**
Hyatt Regency Louisville

Monday, September 14
General Session
House of Delegates
KPPAC Reception
President's Awards Dinner

Tuesday, September 15
Full day of Specialty Group Sessions
General Session
House of Delegates

Wednesday, September 16
Full day of Specialty Group Sessions

► KMA Alliance Holds Spring Meeting

The KMA Alliance Spring Board Meeting and Luncheon was held April 20-21 in Lexington with over 70 attendees. The AMA Alliance President, Sandi Frost, Somerset, gave the keynote presentation on "Medical Families." Alliance Committee Chairs led discussions concerning the McDowell House's 200th Anniversary, raising funds for the Foundation, legislative issues, health promotion projects (including KMA's endorsement of the "Screen Out" campaign) and membership. A summer retreat is being planned to address membership issues.



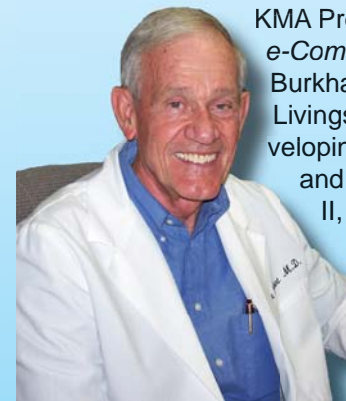
► Volunteer Training for Medical Reserve Corps Set for July 18

The Kentucky Department for Public Health (DPH) will conduct a Medical Reserve Corps (MRC) Summer 2009 Workshop on July 18, 2009 from 8:30 a.m. - 4:30 p.m. at The Lexington Center. This training will give an orientation on the Kentucky Health Emergency Listing of Professionals for Surge (K HELPS)/MRC program and summarize the Strategic National Stockpile (SNS) program which allows for quick delivery of critical medical interventions to the public during an emergency. Registration for the workshop is available at <http://chfs.ky.gov/mrcworkshop>.

During Hurricane Gustav, K HELPS called upon MRC units across the state to help staff the shelter set up in Louisville at the Fair and Expo Center where 1,500 evacuees from the New Orleans area were sheltered. In total, 47 volunteers from 18 different units across the state gave over 500 hours. More recently, during the 2009 winter ice storm that affected 102 counties in Kentucky, MRC volunteers were used in a variety of ways.

Kentucky's goal is to have 5,000 volunteers credentialed, trained and ready to respond to any public health emergency or disaster. Visit www.chfs.ky.gov/dph/epi/preparedness/KHELPS.htm or contact your local health department to learn more about the K HELPS program.

► Dr Stephen Burkhart is Newest KMA Community Hero



KMA President James Beattie, MD, started the "Community Heroes" initiative earlier this year in the *e-Communicator* and on the website to focus on the good things physicians are doing. Stephen Burkhart, MD, Salem, is KMA's latest addition to the "Community Heroes" section. Practicing in Livingston and Crittenden counties for more than 50 years, Dr Burkhart has played a vital part in developing and building the health care industry in this Western Kentucky community. Read his story and those of other Community Heroes recognized: Col. Brian Nolan, MD, and Andrew M. Moore, II, MD.

Please send KMA the inspirational story of a KMA member in your community who has gone above and beyond to make their community a better place to live. Email your submission to member@kyma.org or mail to the KMA, Attn: KMA Community Heroes, 4965 US Hwy 42, Ste 2000, Louisville, KY, 40222.