

8th District Branch
Edward Kelly Bartels, MD- Councilor
June 2015

The MSCE held their Annual Meeting and Installation of Officers on May 6, 2015. Over 225 members were in attendance. Representing MSSNY were Doctor Maldonado, Mr. Schuh and Ms. Dears. Award recipients included:

James H. Cosgriff, M.D. Leadership – Thomas A. Lombardo, M.D.
Medical Students – Kelly Kaempf, Matthew Rade, Sarah Riley & Kathleen Whitbread
Residents- Doctors Raed Alnaji, Weiwei Chen, Habib Khan, Sara MacLeod, Michael Mix & Scott Nodzo.
Professional Service- Lisa M. Kirisits- CPA

Transition to ICD10 continues with collaboration with participants in the local RHIO and EMR vendors. Webinars have been scheduled – the first of which will be held on June 17, a copy of the flyer is attached to this report.

In compliance with the request of Doctor Maldonado at the Council meeting immediately following the HOD, an analysis of *all* groups membership status is being undertaken in both Erie and Chautauqua counties. The analysis will include the total physicians in a group and County/MSSNY membership penetration. For non-members in a given group, the analysis will differentiate between former and non-members and will include the age (if available) of those non-member physicians. Upon completion, plans call for the development of marketing pieces directed specifically to the specialty of that group.

The AMA has launched an aggressive membership campaign directly to the Deans of Medical Schools. A copy of their marketing piece (attached) was forwarded to Ms. Nadolny. It appears that this outreach is considered to be attractive by UB, the membership threshold is minimal- 6 academic leaders (1 of which is Dean) for a 20% reduction in dues and offers an opportunity for those physicians who are involved in academics. The attached flyer has been previously sent to Mr. Schuh and Ms. Skelly for further discussion.

At this time, I would like to ask the Council to direct the membership committee to establish a similar category of membership for those physicians in academic leadership positions.

ICD-10 Implementation Information Update

June 5, 2015

Please distribute to physicians, coding and billing staff, ICD-10 Coordinator

SIGN UP NOW – FREE WEBINAR ON ICD-10 FOR PHYSICIAN PRACTICES!

Webinar Title: ICD-10 Implementation for Physician Practices and Smaller Providers– Time is Short!

Date: June 17, 2015, 7am to 8:30am

Cost: *Free to Registered Participants.* Sponsored by ICD-10 WNY Consortium and the Erie County Medical Society. Physicians and Office Staff are encouraged to attend.

Join Stanley Nachimson, a leading expert on ICD-10 implementation, for this informative overview of the steps involved to implement ICD-10 during these final months before the October 1, 2015 transition mandate!



About the Presenter:

Stanley is the author of studies commissioned by the Centers for Medicare and Medicaid on ICD-10 Implementation for Physician Practices.

Stanley is principal of Nachimson Advisors, a health IT consulting firm dedicated to finding innovative uses for health information technology and encouraging its adoption. The firm serves a number of clients, including, the Cooperative Exchange, EHNAC, InstaMed, ICDLogic, and the American Osteopathic Association. Stanley is focusing on assisting health care providers, vendors, and plans with their ICD-10 and other regulatory implementations, and providing advice on HIT industry status and trends. Stanley is the author of the authoritative paper on the cost of ICD-10 for physician practices, and is co-chairing workgroups for both HIMSS and WEDI.

Stanley served for over 30 years in the US Department of Health and Human Services in a variety of statistical, management, and health technology positions. His last ten years prior to his 2007 retirement were spent in developing HIPAA policy, regulations, and implementation planning and monitoring, beginning CMS's work on Personal Health Records, and serving as the CMS liaison with several industry organizations, including WEDI and HITSP. He brings a wealth of experience and information regarding the use of standards and technology in the health care industry.

Webinar Outline:

- Understanding the documentation concepts behind ICD-10 and what Practices really need to be documenting.
 - The regulatory requirements of ICD-10
 - A brief description of the code set and major changes from ICD-9
 - A longer explanation of ICD-10 concepts and what needs to be documented.
- Making sure Practices have the right software and support from their vendors
 - Has their software been updated?
 - Have physicians/office staff received training?
 - Do they have support from their vendor?
- Testing to the extent possible, both internally and externally
 - What to do within the practice
 - Working with other partners
 - Working with health plans
- Time and costs involved in these efforts – and options if you are just getting started
- References and software available to help providers with documentation and coding
 - Free from CMS and others
 - What physician practices might want to pay for

REGISTER NOW! Use this link to register for the Webinar and receive your log-in instructions to join the event on Wednesday, June 17, from 7am to 8:30am.

<http://www.wnyhealthenet.com/ICD10/ICD10ImplementationWebinar>

HEALTHeNET I³ is a regional collaboration consisting of the seven charter members of HEALTHeNET (BlueCross BlueShield of Western New York, Catholic Health System, Erie County Medical Center, Independent Health, Kaleida Health, Roswell Park Cancer Institute, Univera Healthcare) and the Medical Society of the County of Erie in a joint effort to ensure efficient and effective ICD-10 implementation for the Western New York community.

AMA ACADEMIC LEADERSHIP GROUP MEMBERSHIP PROGRAM

The American Medical Association (AMA) recognizes academic physicians play a critical role in shaping the future of physician training and practice. Their innovative ideas, leadership and creative energy are vital to advancing academia, medical education, research and medicine worldwide. As the AMA embarks on important initiatives to accelerate change in medical education, improve health outcomes, and provide professional satisfaction for all who choose healing as their life's work, we invite academic physicians to join us. Let's work together to shape the future of medicine.

Join our efforts via the Academic Leadership Group Membership Program:





- A special discounted group membership program for medical school leadership
- Requires a minimum of six academic leaders, including the medical school dean
- Additional faculty members can be added at any time at the appropriate dues discount level
- Members of this program receive full AMA membership benefits

Academic Leadership Group Membership Pricing

Group Size	Volume Discount	Dues Per Physician*
6 to 50 physicians	20%	\$336
51 to 299 physicians	25%	\$315
300 to 749 physicians	30%	\$294
750 to 999 physicians	40%	\$252
1000+ physicians	50%	\$210

*Regular annual physician dues are \$420

AMA Membership Benefits

<p>AMA leadership opportunities</p> 	<ul style="list-style-type: none"> • Participate in our work to accelerate change in medical education via the Section on Medical Schools and Council on Medical Education. • Assist in setting educational standards by seeking appointments to the Liaison Committee on Medical Education. 	<ul style="list-style-type: none"> • Education, American Board of Medical Specialties or the Accreditation Council for Graduate Medical Education. • Shape new AMA benefits and resources via the AMA Academic Physician Think Tank Group where academic peers discuss topics impacting their professional lives
<p>AMA resources supporting medical education</p> 	<ul style="list-style-type: none"> • The Introduction to the Practice of Medicine (IPM) educational series helps residents/program administrators with required ACGME general competencies. • FREIDA Online* with access to nearly 9,800 GME programs. • AMA Journal of Ethics, a forum for medical ethics. • Choosing a Medical Specialty: The AMA's Resource Guide for Medical Students assists students with their specialty selection. 	<ul style="list-style-type: none"> • The AMA Foundation Scholars Fund awarded over \$60 million in medical student scholarships and almost \$970,000 in Seed Grant Research Programs to students and residents. • AMA Section Involvement Grants provide up to \$1,000 for medical student sections to host educational activities.
<p>AMA professional development</p> 	<ul style="list-style-type: none"> • Exclusive content from: <ul style="list-style-type: none"> - <i>AMA MedEd Update</i> e-newsletter - The JAMA Network - <i>Morning Rounds</i> e-briefing - <i>Therapeutic Insights</i>, our e-news CME program • Online access to AMA and JAMA CME opportunities • Resources and assistance on our Current Procedural Terminology coding products (CPT®). 	<ul style="list-style-type: none"> • Live support, tools and resources to improve your practice efficiencies at the AMA Practice Management Center (PMC). • AMA-convened Physician Consortium for Performance Improvement® (PCPI®) provides educational and engagement opportunities to improve quality and efficiency of health care delivery.
<p>AMA Representation</p> 	<p>Be part of the nation's leading voice for physicians and receive powerful representation at the federal and state levels on academic-related issues such as GME funding and work force.</p> <ul style="list-style-type: none"> • In the courtroom, we fight to protect the integrity of hospital medical staffs and challenge abusive litigation against physicians. • In Washington, DC, our diligent work leads to regulatory relief for physicians and much greater consideration for the practice of medicine by the 	<p>Department of Health and Human Services, the Department of Justice, the Federal Trade Commission and the Centers for Medicare and Medicaid.</p> <ul style="list-style-type: none"> • In the private sector, we hold insurance companies accountable for paying claims correctly, thus managing health care costs responsibly

To learn more, call (312) 464-5298 or email academicleadership@ama-assn.org