

Sponsored by Emergency Medical Centre of Flint

THE Bulletin

JUNE 2010 Volume 86 Number 6

MSMS HOUSE OF DELEGATES REPORT LEGAL ALERT ON APOLOGIES THANKS TO DR. GULLEKSON!



GENESEE COUNTY MEDICAL SOCIETY
Organized Medicine's Leading Edge



\$1 Lots?

That's right! Build with us, get your lot for \$1.



Thinking about building a home? Now is the time! Get a prime lot in the prestigious Pine Hollow Estates or Kings Pointe Greens for only \$1 (Values from \$200,000 - \$300,000) with any new build through Pine Hollow Custom Homes. Call us today for details to start the process of building your new home at these fabulous prices.

PINEHOLLOW
States


PINE HOLLOW
CUSTOM HOMES

810964.7330
www.wendysabo.com



Wendy Sabo
Owner/Broker/Builder
8445 S. Saginaw St.
Suite 101
Grand Blanc, MI 48439

Owner/Broker/Builder

THE BULLETIN is published monthly by
The Genesee County Medical Society.

EDITOR
Daniel J. Ryan, MD

ASSOCIATE EDITOR
Peter Thoms, MD

**GENESEE COUNTY
MEDICAL SOCIETY OFFICERS 2009-2010**
President – Venkat Rao, MD
President Elect – S. Bobby Mukkamala, MD
Immed. Past Pres. – John Waters, MD
Secretary – Jagdish Shah, MD
Treasurer – Shafi Ahmed, MD

DELEGATES
Shafi Ahmed, MD
Abd Alghanem, MD
Suresh Anné, MD
Amitabha Banerjee, MD
Cathy Blight, MD
Michael Boucree, MD
Edward Christy, MD
Pino Colone, MD
Cyrus Farrehi, MD
Hesham Gayar, MD
John Hebert III, MD
Michael Jaggi, DO
Paul Lazar, MD
Raymond Rudoni, MD
Jagdish Shah, MD
Tarik Wasfie, MD
John Waters, MD

ALTERNATE DELEGATES
Qazi Azher, MD
Laura Carravallah, MD
Mona Hardas, MD
Rima Jibaly, MD
Samasandrapalya Kiran, MD
Nita Kulkarni, MD
Sreen Mannam, MD
AppaRao Mukkamala, MD
Gerald Natzke, DO
Larry Reynolds, MD
Dan Ryan, MD
Elmahdi Saeed, MD
Robert Soderstrom, MD
Peter Thoms, MD

DISTRICT DIRECTOR VI
S. Bobby Mukkamala, MD
Venkat Rao, MD

OTHER BOARD MEMBERS
Jagdish Bhagat, MD
Gary Johnson, MD
Jitendra Katneni, MD
Kenneth Steibel, MD

Executive Director – Peter A. Levine, MPH
Executive Secretary – Marcia Gzym

This publication
designed, edited
and printed by

www.natniskypublishing.com (248) 547-9749

THE Bulletin

Read by 96% of GCMS members.

FEATURE ARTICLES

Letter to the Editor	5
AMA Trustee Explains Health Reform	12
MSMS House of Delegates	16
Legislative Liaison	20

REGULAR FEATURES

President's Message	4
Editorially Speaking	6
Director's Message	8
GCMS Meetings	9
Practice Managers	9
MSMS District Update	10
Legal Matters	22
Meeting Minutes	24
New Members	24
Your \$ At Work	25
Happy Birthday, Doctor	26
Classifieds	26

Our Vision

That the Genesee County Medical Society maintain its position as the premier medical society by advocating on behalf of its physician members and patients.

Our Mission

The mission of the Genesee County Medical Society is leadership, advocacy, education, and service on behalf of its members and their patients.

PLEASE NOTE

The GCMS Nominating Committee seeks input from members for nominations for the GCMS Presidential Citation for Lifetime Community Service. The Committee would like to be made aware of candidates for consideration.

THE BULLETIN (USPS 552-820)

Published by the Genesee County Medical Society Publication Office
4438 Oakridge Drive, Suite B, Flint, Michigan 48532
Phone (810) 733-6260 Fax (810) 230-3737

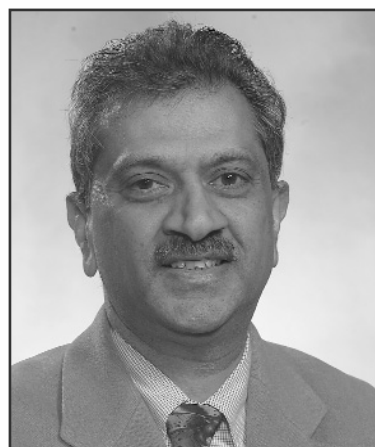
By subscription \$60 per year. Member subscription included with Society dues. Periodicals postage is paid at Flint, Michigan and additional mailing offices. POSTMASTER: send address changes to THE BULLETIN, 4438 Oakridge Dr., Ste. B, Flint, Michigan 48532. Contributions to THE BULLETIN are always welcome. Forward news extracts or material of interest to the staff before the 5th of the month. All statements or comments in THE BULLETIN are the statements or opinions of the writers and are not necessarily the opinion of the Genesee County Medical Society.

FEDERAL HEALTH SYSTEM REFORM LEGISLATION PASSED - JOB UNFINISHED FOR PHYSICIANS

Because of the health system reform package, 32 million uninsured Americans will gain access to coverage. In addition, competition and choice will be improved in the insurance marketplace. Prevention and wellness initiatives will be enhanced, and administrative burdens will be reduced. There will also be greater accountability and transparency for insurance companies. Individuals who already have insurance will no longer have to worry about lifetime caps on coverage or policy cancellation, and children can now stay on their parents' policies until age 26. With regard to medical liability, the legislation acknowledges that the current system is broken and provides funding to test reforms such as health courts and early disclosure laws. The SGR is not fixed. Some physicians feel we didn't get much but there is a lot to embrace in the new law.

Medicare payment changes include a number of payment improvements for physicians:

- 10 percent incentive payments for primary care physicians.
- 10 percent incentive payments for general surgeons performing major surgery in health professional shortage areas.
- 5 percent incentive payment for mental health services.
- Geographic payment differentials. Physicians in 56 localities in 42 states will benefit from these geographic payment adjustments.



Venkat K. Rao, MD

- Medicare quality reporting incentive payments extended. Incentive payments of 1 percent in 2011 and 0.5 percent from 2012-2014 will continue.

MEDICAID PAYMENT

A raise in Medicaid payments to family medicine physicians, general internists and pediatricians for evaluation and management services to at least Medicare rates in 2013 and 2014.

ADMINISTRATIVE SIMPLIFICATION

Beginning in 2010, national rules will be developed and implemented between 2013 and 2016 to standardize and streamline health insurance claims processing requirements. Physicians should benefit from the changes.

EMPLOYER REQUIREMENT TO OFFER COVERAGE

A range of small business tax credits for employers contributing at least 50 percent of the costs of coverage for their employees will also be established, with credits phasing out as firm size and average employee wages increase.

The new law should represent only a first step toward long-needed reforms, not the last one. The new law does not repeal the flawed Medicare physician payment formula (SGR). This has been a burning issue for doctors for years. The AMA and all of us must not relent until SGR is permanently repealed. Please continue calling your senator and congressman to fix SGR.

LETTER TO THE EDITOR

Dear Dr. Ryan,

Recently, I saw a deaf patient in my office. Her original office bill was \$200. The insurance company paid \$106.79. At that time I did not know that she was deaf so we did not have an interpreter available for her. I know the Americans with Disabilities Act requires that physicians provide an interpreter for this situation.

The next time she was seen in the office I billed \$185 for her office visit. We were paid \$35.48. At that visit, we provided an interpreter. The interpreter was here for the duration of the office visit and we were invoiced \$119.80. The interpretation fee was \$100 and the mileage expense was \$19.80.

The third time I saw this patient the office charge was \$65. Health Plus paid \$19.10. We provided an interpreter and the interpreter's fee was \$127.

The total bill for interpretation fees was \$246.80. My reimbursement for the care of this patient was \$164.37.

The initial fee from the Communication Access Center for the Deaf and Hard of Hearing always included a least two hours for the visit and a mileage expense as well.

Needless to say, I have no desire whatsoever to discriminate for any patient's care. It does place a financial burden on the physician to take care of a deaf patient if an interpreter has to be hired.

I have talked to some other physicians and they tell me that they really try to avoid taking care of deaf patients because of these outrageous fees assessed by the Communication Access Center for the Deaf and Hard of Hearing. If a doctor does not have someone who can sign he/she will lose money seeing these patients.

What I would like to submit is that the Genesee County Medical Society set up a group of interpreters who can sign for these deaf patients. I think this would do two things; it would give this Communication Access Center for the Deaf and Hard of Hearing a little competition, and I think it would provide a valuable service and help keep costs down.

I would like to have the board examine this and I would be happy to come and talk to them. I am going to include the invoices from the Communication Access Center for the Deaf and Hard of Hearing and will of course comply with the HIPAA regulations so that the patient's privacy is protected. These are truthful and accurate financial statements. If there are any questions please call me.

Sincerely yours,
Larry Pack, M.D.

Check Out Our Website www.gcms.org

ON YOUR MARK, GET SET, GARDEN

All gardeners live in beautiful places because they make them so.
 – Joseph Joubert (1754 - 1823)

It's a welcome miracle that happens every spring around here. The world turns, the days lengthen, the temperature moderates, the ground thaws, and before our very eyes the earth comes alive again. Most of the flowering trees, along with the daffodils and tulips, have faded as you read this but springtime still has lots of beauty to display before the summer solstice rolls around again, and every avid gardener revels in its glory. Humans prefer to be in control and the tendency to shape and beautify our surroundings through gardening is a great way to harness this proclivity.



Daniel Ryan, MD

Most gardeners do it for the sheer joy and satisfaction the activity brings. But you may not know that there is an entity known as social and therapeutic horticulture. Horticultural therapy is a process that uses plants and gardening activities to improve people's social, educational, psychological, and physical adjustments to a multitude of physical, mental, and emotional ailments. By both passive and active involvement, gardening is used by trained professionals to meet clinically defined goals for program participants. A recent story on an evening network news show demonstrated how involving prison inmates in gardening programs improved their sense of well-being and self confidence, resulted a greater ability to cooperate with fellow inmates and staff, and lessened the incidents of violence in the prison.

Horticultural therapy is used for those recovering from serious illness or trauma, physical and mental disabilities, the elderly and/or those suffering from various forms of dementia, and substance abusers. Patients in mental hospitals and prison inmates have benefitted from gardening therapy through increased ability to make decisions, improved self control, and improved interpersonal relationships. It can impart a

lifetime skill along with a sense of responsibility and work ethic that may never have been developed at home.

One cannot ignore the health benefits of being outdoors in the fresh air such as improved physical fitness and better weight control. A little Vitamin D from sun exposure (limited, of course) is an added benefit. Most, but not all, humans seem drawn to interaction with nature and being out-of-doors in the garden (away from the television, computer, cell phone, etc.) can reduce stress, lower blood pressure,

and fight depression. It can create feelings of contentment and tranquility, appreciation of time and life, and a sense of peacefulness. There is no drug than can top that!

A beautiful flower garden brings joy not only to the gardener but also to any passers-by. Would the dozens of local garden tours be so popular if this were not the case? A well organized and maintained vegetable garden delivers a sense of satisfaction along with delicious, nutritious, fresh, and unadulterated produce for the table.

For persons with disabilities there are many special gardening tools, kneelers, and wheeled stools available that can ease the task of planting and weeding in the garden. Also, raised beds and container gardens can be a great solution for those with physical or space limitations.

Gardening is a lifetime pursuit that can be both solitary and social. Garden clubs abound, both for the generalist and the specialty gardener. It seems every flower has its aficionados. So, as soon as you finish reading this month's Bulletin, get outside in the spring air and start working on or in your own garden, no matter the size or type. Your body and mind will thank you for it.



URGENT Medical Centre of Flint

The Doctor Is Always In

...with quality, affordable, convenient medical care...without appointments...with little or no waiting in a comfortable seating area

- Experienced doctor and licensed nurse always on duty
- Treatment for minor emergencies, work-related injuries and common illnesses
- Lab, X-ray & EKG available
- Most insurances accepted, including HMO
- We bill most insurance companies directly
- Worker's Compensation accepted
- School, sports and employment physicals performed
- Free blood pressure checks daily
- Major Credit Cards accepted

OPEN 7 DAYS A WEEK 9 AM - 9 PM

(810) **232-6101**

2284 South Ballenger Highway • Suite 2

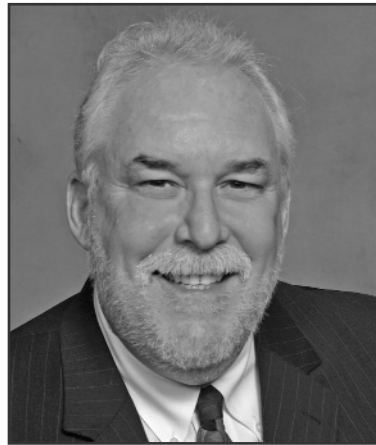
(Ballenger Pointe near corner of Ballenger and Miller Rd.)

A VERY PRODUCTIVE TIME FOR GCMS

This has been a time of remarkable productivity for the society. We were able to help a patient suffering from a very serious illness which was declared a preexisting condition. That situation was reversed to the benefit and relief of the patient, as well as the physicians involved. The value probably exceeded our whole approved budget. We endeavored to help a group having a problem with retroactive payments. And we saw the Greater Flint Health Coalition Board of Directors approve the Timely Payment Task Force recommendations to pursue a course which would have standardization of billing requirements by third-party payors.

It looks like the 3 percent tax on gross physician's receipts has been pushed aside again. That alone will pay every member's dues for many years! Please let non-members know.

I am always so proud of the Genesee County Delegation over the



Peter Levine, MPH

course of the Michigan State Medical Society House of Delegates. This is a fantastic group which consistently achieves remarkable results on behalf of this tiny little county on a statewide basis. GCMS has 18 delegates, and they work hard. Everything is coordinated by the deft political hand of Dr. Cathy Blight, Chair of the Delegation.

We all owe a debt of gratitude to Dr. Edwin Gullekson who has now completed 11 years of service on the MSMS Board. He has served well.

Our members serve us with distinction every year on reference committees. The article about the House of Delegates elsewhere in this issue describe who was on the reference committees, but each year Genesee County members are sought after because of their dedication and focus to serve on reference committees.

Announcement

GCMS members now entitled to 15% discount on automobile and homeowners insurance.

For details, contact:

POTTER & ROOSE INSURANCE
810-767-8590

Providers of insurance for the GCMS
& its members for 50 years.

906 Mott Foundation Bld., Flint, MI 48502

PRACTICE MANAGERS LEARN ABOUT PQRI AND E-PRESCRIBING



In late April, the GCMS meeting for Practice Managers revolved around a presentation by MSMS Staffers on PQRI and e-prescribing. There will be a second session on PQRI and e-prescribing at the May Practice Managers meeting. The faculty for the April meeting included; Stacie Saylor and Stacey Hettiger, MSMS staff. The May session will feature a presentation by Jill Young. Future presentations will cover bench marking, streamlining and revenue enhancement for the office setting. Members are invited to send their Practice Managers to these meetings by responding to Marcia Gzym at mgzym@gcms.org or 733-9923.

ATTENTION!

If you know of potential sponsors or advertisers to support the Genesee County Medical Society please contact Marcia at 810-733-9923.

GCMS MEETINGS - JUNE 2010

- 6/2, 7:30 a.m. - Bulletin Committee @ GCMS
- 6/7, 8 a.m. - Legislative Liaison @ GCMS
- 6/21, 12 Noon - Membership Committee @ Grill of India
- 6/22, 5:15 p.m. - Finance Committee @ GCMS
- 6/22, 6 p.m. - GCMS Board of Directors @ GCMS
- 6/23, 12:30 p.m. - Community & Environmental Health Committee @ TBA
- 6/24, 8 a.m. - Practice Managers @ GCMS

FIND ANSWERS ABOUT SMOKE-FREE IMPLEMENTATION; PUSH FOR MEDICARE REFORM

MSMS and other supporters of smoke-free air can finally breathe easy now that the "Dr. Ron Davis Smoke Free Air Law" took effect on May 1. (The law was named after the late Ronald M. Davis, MD, a longtime smoke-free air advocate.) With this new law, Michigan finally became the 38th smoke-free state and is protecting most Michigan workers from the dangers of secondhand smoke.

To explain the implementation of the new law, the Michigan Department of Community Health (MDCH) is providing resources and support through its website (www.michigan.gov/smokefreelaw) and toll-free hotline (866-59-SMOKE or 866-597-6653). Information includes exemptions allowed; frequently asked questions; tools for business owners; and tobacco dependence treatment information.

Michigan's law will be one of the country's strongest and will include all workplaces, except Detroit casino gaming floors, existing cigar bars and tobacco specialty shops, home offices, and work vehicles. As a priority of our Future of Medicine initiative, MSMS was a member of the Campaign for Smokefree Air, a coalition of more than 250 organizations that fought tirelessly for several years to pass this law.

For more information, contact Rebecca Blake at MSMS at 517-336-5729 or rblake@msms.org.

PERSISTANCE IS ESSENTIAL: SIGN PETITION TO STOP THE 'MEDICARE MELTDOWN'

On the heels of the smoke-free air success, MSMS is fighting to save the flawed Medicare system from an impending meltdown that would affect the nation's seniors. The foundation of America's health system, Medicare is crumbling and needs permanent repair, as we physicians have been telling Congress for many years.

Congress just passed major health system reform legislation without solving the Medicare problem. MSMS



Venkat Rao, MD
District VI Director

joined a grassroots coalition with the other 49 state medical societies to gather one million signatures on a petition to send to Congress and the President. The goal is to compel Congress to fix the flawed payment formula that threatens care for Michigan's 1.4 million Medicare recipients, including senior citizens and people with disabilities, and more than 96,000 military family members covered by TRICARE.

"We urge our colleagues and patients to sign this petition now to send a message to Congress that they must stop the pending Medicare cut and

permanently fix the flawed formula," said MSMS President Daniel B. Michael, MD, a Wayne County neurosurgeon. "Otherwise, we all know someone-parents, grandparents, family or friends-who may have difficulty getting the health care they need.

"The Medicare payment formula is a problem because declining reimbursements are forcing more and more Michigan physicians to limit the number of Medicare patients they can accept and still keep their doors open," continued Doctor Michael. "This means reduced access to health care for our patients who often need it most."

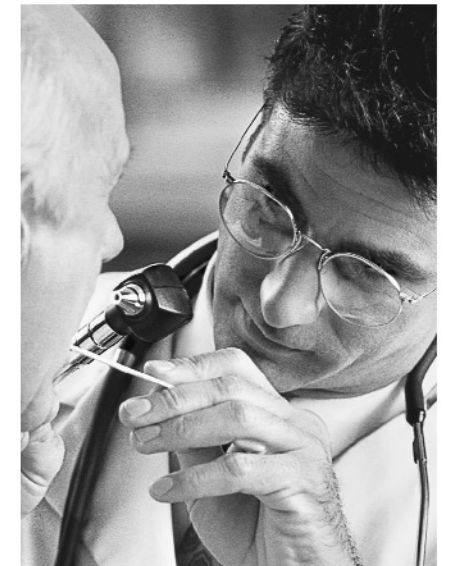
MSMS believes the only acceptable solution is for Congress to repeal the flawed Medicare sustainable growth rate (SGR) formula and replace it with a stable, fair funding mechanism that reflects the true cost of providing care.

MSMS urges you to invite your patients to join the grassroots effort to save Medicare by signing the online petition (www.msms.org/medicaremeltdown). Congress must stop the Medicare meltdown so patients can choose their doctors and their doctors can stay in the program.

For more information about MSMS Medicare advocacy efforts, contact Colin Ford at MSMS at 517-336-5737 or cford@msms.org.

ACHIEVEMENT: GETTING YOUR REVENUE CYCLE TO FOLLOW DOCTOR'S ORDERS

PNC ADVANTAGE FOR HEALTHCARE PROFESSIONALS offers CFO: Cash Flow Options, a comprehensive suite of products and services delivered through a specialized team of healthcare business bankers. We work closely with you to custom fit integrated solutions that can accelerate the collection of receivables, improve the way you make payments and help ensure access to cash. And we'll examine every opportunity to improve your revenue cycle, so that you have more time and energy to focus on your practice. To learn more about all the ways we can make your cash flow healthier, go to pnc.com/hcprofessionals, or call Sandra Radtke-Gerkin at 734-913-4126.



PNC | for the **ACHIEVER** in us all™
PNC | CFO
cash flow options

AMA TRUSTEE EXPLAINS HEALTH REFORM AT TOWN HALL



In early May, the GCMS Town Hall meeting was held on Federal Health Reforms. The meeting featured a presentation by Dr. Peter W. Carmel, Trustee of the AMA. Dr. Carmel explained details of the Federal health reforms of interest to physicians and their practices. He also explained in detail the process the AMA went through in its consideration of endorsement of the legislation which ultimately passed. Sponsors for the evening included: American Physicians Assurance, Emergency Medical Centre of Flint, MSMS Physicians Insurance, Physicians Programs, Inc., PNC Bank (formally National City Bank), ProAssurance, and Quest Diagnostics.

Drs. AppaRao and Sumathi Mukkamala had conferred upon them the MSMS Community Service Award for their US and overseas charities. Featured in the introductions were Dr. Sumathi Mukkamala's development of an orphanage in India, and Dr. A. Mukkamala's local work on behalf of the medically indigent, and overseas development of a medical school and hospital.

Minutes of all of the meetings were approved. Membership category changes were all approved as requested including:

Requesting Membership: M. Luay Alkotob, MD

Requesting reinstatement: Wilbur Boike, MD, Denny Martin, DO, Shaheen Mohammed, MD, Fengxia Qiao, MD, Nikhil Vora, MD

Requesting Change from Active to Retired: Louise Desgranges, MD, Philip H. Hardy, MD, Alvin Judd, MD, Daniel L. Walter, MD

Requesting Transfer of Membership: Stephen A. Morris, MD

Requesting Change of Membership from A-PIT to Active: Shivani Choudhary, MD, Hytham Fadl, MD, Mohamed A. Khedr, MD

Hurley Residents Requesting Membership: Cecily Clark-Ganheart, MD, Fikre Degefu, MD, Shahzad Faisal, MD, Abdulla A. Hafeez, MD, Sanar F. Kashan, MD, Naga P. Meka, MD, Akram Mohammed, MD, Vinod K. Nagabhairu, MD, Vidya Pai, MD, Samer Saleh, MD, Mohammed A.A. Sharif, MD, Gopesh K.



Singh, MD, Usama M. Younis, MD.

Flint Mayor Dayne Walling provided a brief overview of the attempts to make Flint a sustainability community and thanked physicians for their work.

The presentation by Dr. Carmel proved to be highly entertaining, and also extremely stimulating. A discussion ensued for an extended period of time.

Dr. Carmel reviewed in detail the items within health reforms that AMA supports. He also listed the items that AMA opposes, the components that are problems and components which are improvement resulting from the legislation. He also described the

accomplishments of the AMA during the process and areas where the AMA was not able to accomplish what it needed to. Dr. Carmel noted that between now and the next presidential election, the AMA must restructure its relationship with physicians and must heal the schism between proceduralists physicians and non-proceduralist physicians.

The morning following the Dinner Business meeting, Dr. Carmel met with a small group to discuss AMA's future, and the needs of this community in detail. The discussion was extremely lively.



Dr. Gullekson Completes MSMS Board Service

At the House of Delegates in May, Dr. Edwin Gullekson completed his third three year term as District Director representing Genesee and Shiawassee Counties (MSMS District VI) on the MSMS Board of Directors. Dr. Gullekson was well known for his advocacy of GCMS's positions which are often complex and very forward thinking. He will be sorely missed in that role. Dr. Venkat Rao will continue his service representing MSMS District VI on the Board of MSMS for one more term. He was reelected at the House of Delegates for his third term. Dr. S. Bobby Mukkamala, was elected for his first term as District VI Director, replacing Dr. Gullekson. The maximum full terms that a District Director can serve is three three-year terms.



LEAD ALERT

Genesee County Health Department

is Collaborating with; Local and State Governmental Agencies, Non-Profit Agencies, Health Care Providers and Interested Citizens to **ELIMINATE LEAD POISONING** in OUR COUNTY.



Are you optimizing your reimbursement?

Our *Charge Capture Assessment* will:

- ◆ Identify areas of financial opportunity
- ◆ Improve coding quality through data analysis
- ◆ Improve work flow efficiencies
- ◆ Ensure compliance with Federal and third-party payor regulations



HEALTHCARE FINANCIAL CONSULTANTS

810-750-6822

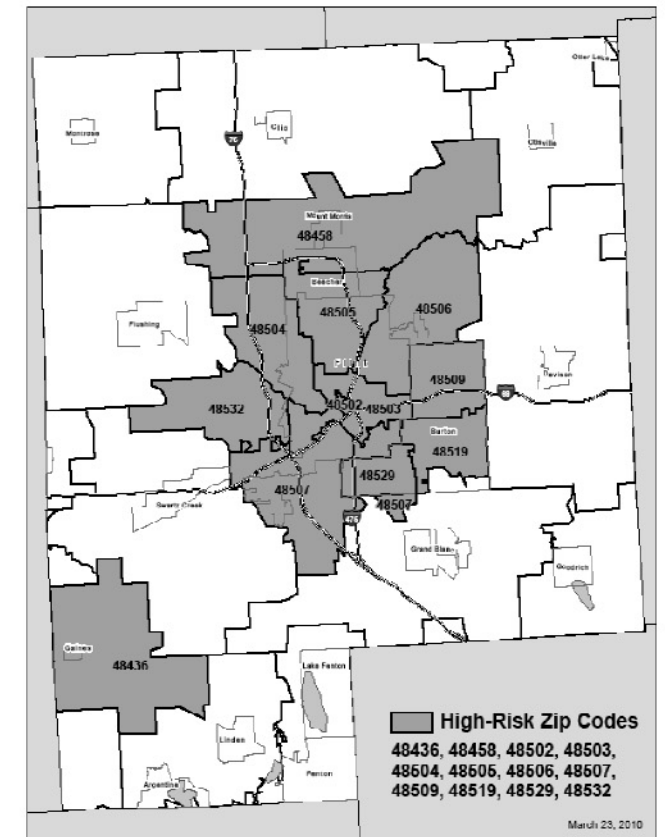
mktg@TheRybarGroup.com

www.TheRybarGroup.com

**Knowledge
Expertise**

Commitment

- * LEAD POISONING remains the #1 environmental health hazard for CHILDREN UNDER THE AGE OF 6.
- * COMPROMISED HIGH RISK-CHILDREN are living and spending time in these zip code areas. 48436, 48458, 48502, 48503, 48504, 48505, 48506, 48507, 48509, 48519, 48529, 48532.
- * The ONLY way to tell if a child is lead poisoned is to do a BLOOD LEAD TEST.
- * CMS (Centers for Medicare and Medicaid Services) requires that all children receive A SCREENING BLOOD LEAD TEST AT AGE 12 AND 24 MONTHS.



For more information about your Genesee County Childhood Lead Poisoning Prevention Program visit WWW.GCHD.US or call 810-257-3833

MSMS HOUSE OF DELEGATES

In May, the Genesee County Medical Society Delegation to the MSMS House of Delegates swarmed into the Ritz Carlton. GCMS had a full delegation of 18 as well as three members representing specialty societies. The delegation came armed with five resolutions from the county, five resolutions that came through the International Medical Graduates Section, one from the Michigan Allergy and Asthma Society, three from the Michigan College of Physicians, and one from the Residents and Fellows Section, and one Board action from last year revisited by the House this year.

The resolved sections of the resolutions are contained in a separate article in this issue.

GCMS was very broadly represented on reference committees; Raymond Rudoni, MD Chaired the Committee on Medical Care Delivery, Hesham Gayar, MD served on the Legislation Committee, Gerald Natzke, DO and Debra Duncan, MD served on the Public Health Reference Committee, Shafi Ahmed, MD serving on the Scientific and Education Affairs Committee, John Waters, MD served on the Committee on Ways and Means Committee, Cyrus Farrehi, MD on the Committee on Rules and Order



Check Out Our Website
www.gcms.org

of Business. Dr. S. Bobby Mukkamala was elected to his first term as District VI Director to serve on the MSMS Board. Dr. Venkat Rao was elected to this third and final term as District Director serving on the MSMS Board. Dr. Edwin Gullekson completed his 11 years on the MSMS Board and was universally complimented for his excellent service.

Dr. Cathy Blight was reelected as an AMA Delegate. Dr. Pino Colone was reelected as Vice Speaker of the MSMS House of Delegates. Fifty-year awards were given to: Daniel Anbe, MD, Ishwar Dass, MD, Abdul Hassan, MD, Robert Joynt, MD, Paul Karr, Sr., J. Bernard Sloan, MD, James Rosario Villareal, MD, Virgilio Villarreal, MD, and Daniel Zelko, MD. Life Memberships were given to: Evelyn D. Alumit, MD, Jagdish B. Bhagat, MD, Eyassu Habte-Gabr, MD, Susumu Inoue, MD, and Chandulal B. Malde, MD. Retired Memberships were conferred on: Louise Desgranges, MD, Goivanni DiGiannantonio, MD, Cyrus Farrehi, MD, Elisea N. Singson, MD, Daniel L. Walter, MD, and Alan P. Weamer, MD.

Those assembled heard a presentation by Senator Debbie Stabenow regarding Health Reforms



Check Out Our Website
www.gcms.org

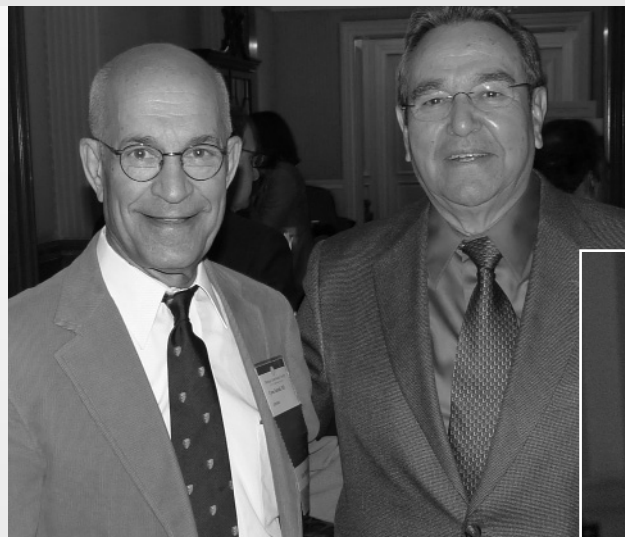
MSMS HOUSE OF DELEGATES

and the Inability of Congress to pass an SGR fix. Also heard from was Tim Skubick, Senior Capitol Correspondent and host of Public Television's *Off the Record* about handicapping the 2010 elections.

GCMS members representing you at the House of Delegates included: Drs. Shafi Ahmed, Suresh Anné, Qazi Azher, Amitabha Banerjee, Cathy Blight, Laura Carravallah (representing the American College of Physicians), Gail Cookingham (representing the Michigan Allergy & Asthma Society) Deborah Duncan (representing the Michigan Academy of Family Physicians) Edward Christy, Pino Colone, Cyrus Farrehi, Hesham Gayar, Mona Hardas, Rima Jibaly, Samasandrapalya Kiran, Screen Mannam, S. Bobby Mukkamala, Gerald Natzke, Raymond Rudoni, John Waters, AppaRao Mukkamala, Edwin Gullekson, Nita Kulkarni, Venkat Rao, and Venu Vadlamudi.

Dr. Venkat Rao was elected to serve on the MSMS Board's Crime Committee.

Of the 11 resolutions taken to the House of Delegates four passed, two were referred to the Board, four were no action, and one was disapproved.



2010 MSMS House of Delegates GCMS Resolution Results

RESOLUTION & NUMBER

3-10A Food & Drug Administration approval of Generic Biologics

Results: Referred to Board

4-10A Ban Smoking in Cars with Children

Results: Adopted

5-10A Standardization of Billing Codes & Language

Results: No Action

6-10A Quality Measures & Planning for 3rd Party Payers

Results: No Action

7-10A Health Hazards of Herbal Medicines & Dietary Supplements

Results: No Action

52-10A Liability Exceptions

Results: Preexisting Policy Disapproved

53-10A Cost of Defensive Medicine

Results: No Action

57-10A Oversight of Homeopathic Products by FDA

Results: Adopted as Amended

62-10A Change of Yearly Checkup Requirements

Results: Adopted

63-10A Oppose Discrimination in Residency Selection

Results: Referred to Board

43-09A A Duplication of Certification of Need Process

Results: Adopted

43-10A Equality in Medical Licensure

Results: Adopted as Amended



Legislative Liaison Committee Discuss MSMS House of Delegates

In early May the Legislative Liaison Committee met to discuss actions taken by the MSMS House of Delegates over the previous weekend. Legislators present included: Senator Deb Cherry, and Representatives Woodrow Stanley, Richard Hammel, and Jim Slezak, as well as Richard Malone from Congressman Kildee's office.

Dr. Cathy Blight reviewed the actions ranging from banning smoking in cars with children to provision of tax credits for physicians who see indigent patients. The House also approved a resolution which would allow physicians to apologize without prejudice to patients following a outcomes which are not positive.

The Committee also discussed the state budget at length.

seasoned
seasoned
attained distinctive quality.
to make fit by experience.

**TRUE DEFINITIONS
ARE HARD TO BEAT...**

**WITH SCW,
THE
DEFINITION
IS CLEAR!**

TRUST THE SEASONED PROFESSIONALS AT SCW

Professional Liability • Personal • Commercial • Life & Disability Insurance

SCW Agency Group, Inc. Call Today!
Insurance Across America® 1-800-968-4929



**LET ME HELP YOU SELL YOUR EXISTING
HOUSE OR FIND YOUR DREAM HOME**

Velynda Makhene, REALTOR®
Great Lakes Realty
536 Perry Road
Grand Blanc, MI 48439

Bus 810-695-1990 Ext 190
Cell 810-813-1407
Fax 810-695-5677
vmakhene@pglr.com




**ATTENTION:
GCMS Members**

If you are interested in having access to the "Members Only" section on the GCMS.org website please call or email your password to Marcia at mgzym@gcms.org or call 733-9923. Thank you.

**PLEASE
DONATE**

When you are mailing donations, please do not forget the Medical Foundation. Your donations help fund charitable activities of the Genesee County Medical Society. Please call Peter Levine for more information on how you can make a difference in our community at (810) 733-9925, or send donations to the GCMS office: 4438 Oak Bridge Dr., Ste. B, Flint, MI 48532



“DULCINEA . . . THE MIRROR DON'T ALWAYS TELL THE TRUTH”

By José T. Brown, Cline, Cline & Griffin

One of my favorite stories and musicals is the story of Don Quixote and the Man of LaMancha. Don Quixote saw things quite differently than most. Many Spaniards thought that he was crazy. Maybe he was. Don Quixote saw windmills as evil giants. Don Quixote turned a barber's basin upside down, pulled it down like a baseball cap, and called it a golden helmet. Don Quixote believed his old horse, the nag Rocinante, was a trusted stallion. He thought the old Inn was a castle and its Inn Keeper a Lord. He saw Aldonza, the Inn's prostitute, as a virtuous lady, pure and radiant. Aldonza protests and tells him that she was born poor on what she calls her dung heap and that she will die on one too. Don Quixote doesn't hear a word she tells him, he refuses to believe her and calls her Dulcinea.

Don Quixote saw things as they were intended, not as what they have become. Don Quixote's constant debates with his best friend Sancho Panza, helps the reader to understand there is virtue in honest discourse.

Most recently, the national health care insurance package raises tort reform again as a relevant topic. Tort reform will be the subject of national impact and part of the legislation. Here in Michigan tort reform has resulted in significant decreases in civil litigation. Many of the federal reforms are already in place here in Michigan. But more still can be done by Michigan legislation to help physicians. This is not more tort reform, but rather, legislation as “recognizing the obvious.”

There are two areas of pending legislation which help physicians in Michigan. As the Chairperson of the Negligence Law Section of the State Bar of Michigan (50% Don Quixotes v. 50 percent Sancho Panza), I keep close watch on legislative sausage

being made in Lansing. As a defense lawyer I urge GCMS's support for two items of legislation: 1). Immunity for special volunteer physicians; and 2). “I'm Sorry” legislation.

Presently, House Bill 4829 sponsored by Representative Tom Pierce (formerly from Flint) and its genesis via the Committee for Health Policy would diminish the criteria under which a retired physician providing medical care under a special volunteer license has immunity from liability in a civil action for negligence or malpractice. This would encourage more volunteer medical care. This would affect the Genesee County Free Medical Clinic, and many free clinics throughout the State. Currently, a physician who

provides medical care under a special volunteer license is not liable in a civil action for personal injury or death proximately caused by the professional negligence or malpractice if a physician providing the care if both of the following apply:

1. The care is provided at a health facility or agency that provides at least 75 percent of its care annually to medically indigent individuals; and
2. The physician does not receive and does not intend to receive compensation for providing the care.

House Bill 4829 changes the first condition providing a retired physician would retain immunity from civil actions when volunteering at a health facility or agency that provided at least 60 percent of its annual care to medically indigent individuals. This would encourage many physicians to volunteer and not to be worried about tail coverage.

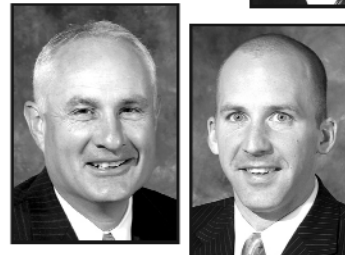
Another solid piece of legislation to help physicians is the “I'm Sorry” bill which would allow a physician to apologize to patients for bad outcomes due to medical treatment. Presently, many physicians are advised not to apologize to their patients. This advice is premised on the thought that an apology could be construed as an admission of liability and be used against you in litigation. This is wrong. Patients want to hear from their doctors, and doctors should not be afraid to be candid yet compassionate. The “I'm Sorry” law would make these conversations transparent and not an admission of liability. That is, a physician would have the ability to sympathize and express compassion, “I'm sorry about your outcome”, to their patients without the conversation be construed as an “admission of liability.” I have met with GCMS President, Venkat Rao, to discuss this issue. Additionally, I have researched the “I'm Sorry” resolution which has been adopted by the Michigan State Medical Society in May. In addition, I will have lunch with Colin Ford, the Legislative Liaison from the Michigan State Medical Society. It is my belief that effective discussions with patients, many of whom perceive a bad outcome as being a victim of malpractice, are productive and minimize the emotional sting. This does not necessarily prevent hard feelings, but it does promote honesty and a continued trusting

relationship with your patients.

I would highly recommend the Josie King Story as told by her surviving mother, Sorrel King, as a model for disclosure to patients. Sorrel King has become an advocate for transparency and disclosures in medicine. The disclosure model developed by John Hopkins University has recently been adopted at the University of Michigan. It is referenced in the Josie King Story. Disclosure and transparent discussions have been effective in many of my bad outcomes (not necessarily malpractice) at Memorial Healthcare Center in Owosso. Many patients seek redress through the legal system when they are harmed, but forego redress if the doctor apologized and is honest in their assessment of a bad outcome. This maybe very difficult and many times overwhelming to discuss a bad outcome, but an ostrich with its head buried in the sand doesn't work. There is only one way to restore trust with your patient, and that is to exercise sympathy and compassion for the outcome, without necessarily admitting malpractice. It may not seem productive to hold difficult conversations in times of distress, but that is exactly the way to turn Aldonza into Dulcinea.

Look at it like Don Quixote; a caterpillar is not necessarily a creepy crawly hairy bug, but it can be a pure and radiant, it can become a butterfly, it can become Dulcinea. A crazy windmill fighter convinced her that the mirror doesn't always tell the truth.

TRUST EXPERIENCE. COUNT ON COMMITMENT.



Malpractice | Real Estate & Business
Litigation | Licensing | Wills & Trusts
Probate | Family | Personal Injury
Criminal Defense | Corporate

Walter P. Griffin | Timothy H. Knecht
Jonathan M. Hartman | Glenn M. Simmington
J. Brian MacDonald | Jose' T. Brown
R. Paul Vance

Attorneys at Law | Since 1928 | www.cclawyers.com | 810.232.3141



Innovative Insurance Solutions

- Business Insurance
- Auto-Home Insurance
- Employee Benefits
- Life Insurance

www.sbuins.com

Saginaw: (989) 752-8600

Bay City: (989) 892-2527

Midland: (989) 631-3236

Genesee County Medical Society Board of Directors Meeting – March 23, 2010

MINUTES

Motion:

That the Budget Report for the period ending February 23, 2010 be approved as presented. The Motion Carried.

Motion:

That the Genesee County Medical Society Board of Directors affirms the Genesee County Medical Society Executive Committee action to enter into a mortgage with Chase Bank in the amount of \$680,000. The Motion Carried.

Motion:

That the Finance Committee look at comprehensive suggestions for where GCMS can cut costs after GCMS is made aware of the abilities of PPI and EMC to respond to GCMS request for payment. The Motion Carried.

Motion:

That all requests for membership be approved as presented

Requesting Hardship:
Peter Mikelens, MD

Requesting Lifetime to Lifetime Retired:
Daniel L. Walter, MD

Requesting Transfer of Membership:
Stephen A. Morris, MD

The Motion Carried.

Motion:

That a letter be send to the Genesee Health Plan noting that the Genesee County Medical Society has grave concerns about the decision to send lab services from Genesee County to Quest Laboratories. It was also noted that lab services should be provided locally with local funding used for local businesses. The Motion Carried.

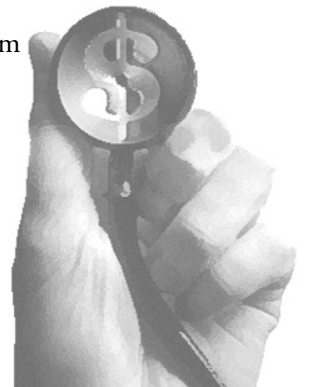
GCMS/MSMS
NEW MEMBER
APPLICATIONS

Resident New Member:
McLaren Resident: Mehvish Jawaid, MD

ATTENTION!
If you know of
potential sponsors
or advertisers to
support the
Genesee County
Medical Society
please contact
Marcia at
810-733-9923.

YOUR \$\$\$ AT WORK

- § GCMS was able to work through a process with a third-party payer to arrange to have a patients illness paid for following a rejection for a complicated highly resource intensive illness
- § GCMS worked with a third-party payor to have a primary care physician reaffiliated
- § GCMS attended MSMS House of Delegates with full delegation on behalf of Genesee County
- § GCMS worked to achieve retroactive payment for a group
- § GCMS booked AMA Trustee for a discussion on the AMA position on Health Reform
- § GCMS held a Town Hall on Health Reform featuring AMA Trustee
- § GCMS achieved passage by the Greater Flint Health Coalition of a position paper on Standardization of Billing Requirements by Third-party Payors
- § GCMS working with other organizations to achieve incentives for physicians practicing in Genesee County



Count On

Tom Shade

Tom Shade, CPA

As a principal at the largest locally owned accounting firm in Flint, Tom serves his clients as a trusted advisor. He is called upon regularly in making key decisions that affect his clients' profitability and goal achievement. His experience, combined with many years of hands-on knowledge from his career at Lewis & Knopf, allows him to offer a complete and dedicated perspective to the firm's clients.

Lewis & Knopf
CPAs, PC

*For professional services and
advice you can count on, call
Tom Shade at 810-238-4617.*

www.lewis-knopf.com

**BDO
SEIDMAN
ALLIANCE**



Refer your patients to
physical therapists with

**Expertise
Technology
Flexibility**

Extended hours:

Open as early as 6:00 am
and as late as 7:30 pm
Saturday hours in Grand Blanc clinic

Advanced Spine & Neck Program

Certified Hand Therapists
available at all clinics

Certified Lymphedema Therapist

Functional Capacity Exams

Technology:

- Bioness (as seen on ABC12 news) helps patients with neurological disorders to walk.
- MedX helps patients with back pain
- Laser Light Therapy helps patients with immediate pain relief and healing

APTIC
Advanced Physical Therapy Center, P.C.
Personalized care that doctors trust

Call us today 810.695.8700

**Happy Birthday Doctor
JUNE**

James Graham	1	Ronald Smalley	14
Anthony Miltich	1	Gary Keoleian	15
Siva Sankaran	1	Walid Abuhammour	16
P.C. Shetty	1	John Macksood	16
T Trevor Singh	3	Peter Mikelens	16
Ernesto Duterte	4	Mattie Scott	16
Sudarsan Misra	4	Edmund Louvar	17
Vivekanand Palavali	4	Lucille Saha	17
Mischa Pollard	4	Madhusudana Tummala	17
Yazdi Sidhwa	5	Yahya Osman-Malik	18
Brian Bhagat	6	Marc Silver	18
Edilberto Moreno	7	Peter Boyer	19
Athar Baig	8	Jose Lopez	19
Syed Karim	9	Ronald Sparschu	21
Siddesh Besur	10	John Mackenzie	22
C. Arch Brown	10	E G Raj	22
June Murphy	10	Michael Kia	25
Ravikumar Peddireddy	10	Alan Rice	26
Raouf Mikhail	11	Dale Wilson	27
Tommy Stevens	11	Julio Badin	28
Stephen Burton	12	Woodrow Pickering	28
Jitendra Katneni	12	Alice Platt	28
Sayed Osama	12	Conrad Reinhard	28
John Blamoun	14	Paul Lafia	29
Marigowda Nagaraju	14	Sasikala Vemuri	29

CLASSIFIEDS

MEDICAL OFFICE FOR LEASE

234 W. Caroline, Fenton, 1,984 Sq. Feet
6 Exam Rooms, 2 Lab Areas, Private Doctor's Office
Willing to Remodel to Suit, Contact (810) 691-0776.

3 MEDICAL OFFICES FOR LEASE

1020 Charter Dr., Flint
Free Storage Room& Security System
For more info contact 810-733-8300.

LOT FOR SALE

ALMOST TWO-ACRE RESIDENTIAL VACANT LOT IN GORGEOUS, UPSCALE WARWICK GROVE SUBDIVISION IN GRAND BLANC. CLOSE TO HIGHWAYS. LAST AVAILABLE LOT, NOW AT SPECIAL REDUCED PRICE. CALL RENU MIRCHANDANI AT 810-516-6049.

MEDICAL OFFICE FOR LEASE

Excellent location in Burton. Near I-69 and Center Road. Suite 1,250 sf. Waiting Room, Private Office and Business Room. Additional 575 sf. Office space is available adjacent to former office. It will need remodeling. Contact: 810-732-4255.



No Better Deal than MSMS!

We're not just anybody's insurer

True or False

- MSMS insures all types of groups.**
MSMS insures only physician groups. While other agents insure grocery stores and muffler shops, MSMS specializes in the needs of physicians. True False
- MSMS has higher rates than other agents for Blue Cross Blue Shield.**
Absolutely false. BCBSM rates are the same for all chamber and association groups. If someone shows you a lower rate, it is for less coverage. True False
- MSMS has no advantages over other agents.**
Among other advantages, MSMS can offer your spouse a group-like product (spousal continuation) if a member passes away. Other agents offer only individual policies with little or no prescription drug coverage. MSMS can also offer physicians a separate plan for employees in small groups. True False
- MSMS groups must call BCBSM directly to solve claims issues.**
MSMS has a staff of dedicated customer service representatives who will act as your advocate in issues of claims and billings. True False
- MSMS does not offer benefits management services.**
MSMS has qualified benefits managers to handle all of your needs in HRA, HSA and FSA. MSMS offers FREE COBRA administration to its groups of 20 or more. True False
- There is no better deal than MSMS.**
Nobody can give you the service, the choices and the expertise that MSMS gives its members. True False

Support your professional association!



877-PIA-ASK-US (742-2758) • www.msmsinsurance.org • msmsagency@msms.org

Experience the Difference



For Physicians

- Accurate reporting & timely communication
- Consult with a radiologist at any time
- Online access to studies & reports
- Patient focused approach to care aids in diagnosis and prompt treatment

For Your Staff

- Friendly, helpful scheduling staff to improve efficiencies
- Ability to work patients in quickly
- Physician relations specialist to answer questions & resolve issues
- Educational materials for use with your patients



(810) 732-1919
www.rmipc.net

For Your Patients

- Five convenient locations offering a full range of imaging studies
- Daytime, evening & weekend appointments
- Prompt appointment scheduling
- Team oriented approach to providing an accurate diagnosis



Our Experience

- Mid-Michigan's imaging leader for 25 years
- Always at the forefront of innovation
- Comprehensive women's imaging services
- ACR Breast Imaging Center of Excellence

