



# THE Bulletin

October 2014 Volume 93, Number 10

**Focus on Obesity  
by Drs. Thoms  
and Natzke**

**Open letter to BCBM  
on New Policy/  
MSMS Response**

**Photo Contest  
Announced!**

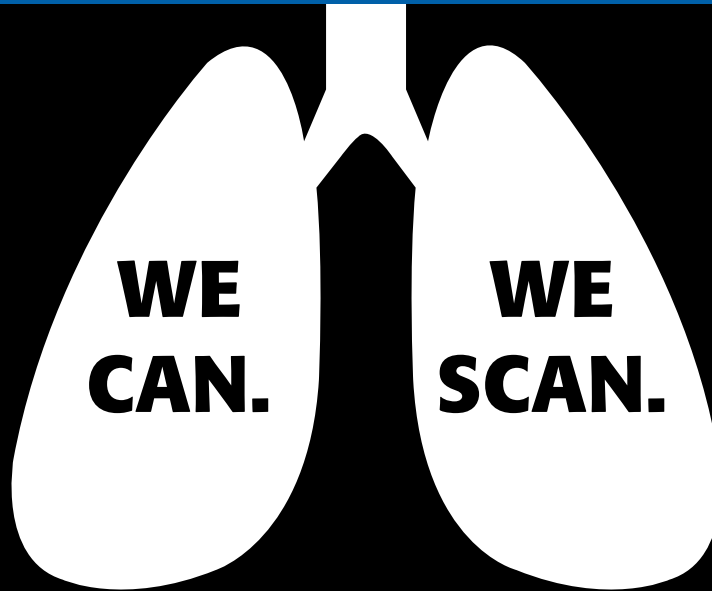
**Health Systems  
Update - Town Hall**

**GCMS/GCMSA  
Picnic Photos  
Save the Date for  
Presidents Ball!**

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# THE Bulletin

*Read by 96% of GCMS members.*

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### 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

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# WHERE HAS THE YEAR GONE?

It seems like just yesterday that I was honored and inaugurated by you, my colleagues, as President of the Genesee County Medical Society. Looking ahead it seemed like a foreboding commitment. In retrospect it has passed as a breath of air, all because of the untiring work of our Executive Director, Pete Levine, Executive Secretary, Sherry Smith, and a committed Board of Directors. The year has had its challenges but our Society operates like a jeweled time piece.



*Shafi Ahmed, MD*

In the past year we, again have been well supported by our GCMS Alliance. Together, we initiated a full throttle attack on human trafficking that is gaining momentum and achieved state wide recognition. The problem is pervasive worldwide, nationally, state-wide and right here in Genesee County. We, in conjunction with a whole compendium of others, including elected officials, law officers, judges and experts, are involved in an attack on this societal cancer. Alliance-bred initiative and we are partners working toward winning the battle.

On the legislative front, our voice has been heard in Lansing. Being kept abreast of the issues by MSMS staff and with regular meetings of our Legislative Committee (which meets on the first Monday of most months) we interact directly with our county's state and federal legislators. There are continuing conflicts over "scope of practice," and so many other bits of legislation, that we need to constantly remain involved.

We continue to serve a major role interacting with third party payers on behalf of individuals, specialties and the whole community. We also hold monthly practice managers meetings to keep everyone current on critical issues.

We continue to be key players in encouraging better health in the community through our tireless work with the Greater Flint Health Coalition and all of its members. Our input on issues improving social, economic and medical policy in that venue is major.

As with any smooth running machine, three primary ingredients are needed. Regular checkups, constant refueling, and oil changes. Our Board of Directors is continuously evaluating our initiatives and assessing where we need to go as an effective, vibrant organization. Bringing

on new Board members with new ideas helps keep the engine lubricated. It is fuel that we struggle with the most, the cash to keep us solvent and running. This past year we asked for donations to help fill the coffer. Many "ponied up" and it helped. But we need that from every one, and we will need your help to persuade those of our colleagues who have not joined us, to do so. Membership is the skeletal structure on which we build. We represent all physicians and defend them against practice intrusion. Our members are allopathic and osteopathic physicians. Help us with the fuel shortage.

Thank you for giving me the honor and privilege of leadership as our President. Dr. Deborah Duncan is ready to take the wheel of GCMS. Let's be sure the fuel is in good supply because the road ahead long and arduous.

## *Announcement*

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

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## Copper -- \$750

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## Sponsor -- \$500

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\*GCMS will place ads at its discretion upgrading to premium placement if possible.

# SMOKE, SMOKE, SMOKE THAT E-CIGARETTE?

*To cease smoking is the easiest thing. I ought to know.*

*I've done it a thousand times*

*Mark Twain (1835 – 1910)*

A friend and former smoker still maintains that nicotine is a wonder drug. A cigarette would calm him down when he was agitated and perk him up when he was down. Over 40 million Americans still smoking would likely agree. But 70% of those folks claim they would like to quit, and 42% have tried in the past year. Many of those wanting to quit have tried electronic cigarettes.

Developed in China, these devices have been available in the United States since 2007. No match or lighter? No problem. An E-cigarette heats up a flavored and usually nicotine containing liquid fed into a vaporizing chamber from a cartridge. The liquid product is a combination of nicotine extracted from tobacco leaves, flavorings, propylene glycol, and various additives. Some cartridges contain as much nicotine as a regular cigarette, but the concentration can be varied. The vapor is then inhaled by the user. No tobacco, no smoke, no odor, no carbon monoxide, no problem. Right? Get your nicotine fix while avoiding the health hazards of conventional cigarettes. Not so fast.

Of course, cigarette smoke is a known carcinogen. While E-cigarettes lack most of the toxic compounds found in tobacco, nicotine is not a benign substance. Less than one tablespoon of the liquid can kill an adult and a teaspoon can kill a child. Poison control centers have seen an increase in calls every month for the past four years involving accidental nicotine poisoning of children. E-cigarette devices release toxic metals in the vapor including chromium, nickel, lead, zinc, and tin. Some contain diethylene glycol, a toxin found in anti-freeze. On a positive note, the vapors do not contain polycyclic aromatic compounds, which are carcinogenic. Nicotine increases heart rate and blood pressure and can be harmful to adolescent brain development. “Vapers,



*Daniel Ryan, MD*

as E-cigarette users are sometimes called, can have changes in pulmonary function, increased airway resistance, and cellular changes in the lungs.

The U.S. Food and Drug Administration regulates cigarettes, cigarette tobacco, and smokeless (chewing) tobacco. However, not until 2014 with the Family Smoking Prevention and Tobacco Control Act did the agency propose requirements for E-cigarettes, nicotine gels and dissolvable tobacco products. These include; all ingredients must be labelled clearly, no sales to minors, health warnings on the label, and no vending machine

sales. Most states have restrictions on smoking in public places and our legislators are starting to become aware of the possible health risks associated with E-cigarettes. Manufacturers object to any restrictions claiming that E-cigarettes are only for recreational use.

A one-pack-per-day smoker will spend \$1,500 to \$2,000 each year on their habit, depending on brand preference and the state where purchased. E-cigarettes can therefore be considerably less expensive. A starter kit ranges from \$30 to \$100 and cartridge refills, equivalent to one pack per day, costs about \$600 per year. Big tobacco companies are getting in on the action of this \$3 billion per year market.

E-cigarettes may be marketed as a method to help taper and eventually quit smoking, but they are generally just used as a substitute for tobacco cigarettes where smoking may be prohibited. They are just as addictive as regular cigarettes because they deliver a highly addictive substance, nicotine, into the body. While they may be a safer alternative to tobacco in some ways, long-term use is unknown and untested. We need to ask our patients if they are willing to be lab rats in this experiment.



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# LIABILITY ENVIRONMENT, A GENERATION LATER

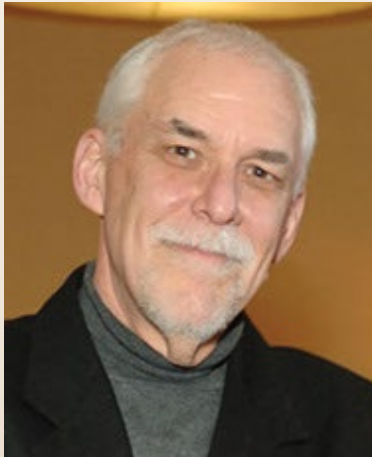
One of the really interesting things that this Medical Society geek gets to do, is to go back through old records of the Genesee County Medical Society. Often the documents cause one to reflect on either how things have changed, or how they remain the same.

One thing that most young physicians do not realize, is how horrible the medical liability climate was during the period 1975 to 1994, when suits were ambiguous and premiums rose at double digit rates annually. In 1994, major liability forms were passed in Michigan, which over time, made Michigan one of the most positive states in which to practice medicine, from a liability standpoint.

Imagine a scenario that took place in 1975. A local neurologist was in an examination room with a patient. It was a busy day. He was seeing one patient after another. In the middle of his examination of a patient, the door to the examining room burst open and in walked a sheriff's deputy swearing and muttering under his breath. He dropped a subpoena in front of the physician and stormed out, upsetting a waiting room full of patients and the doctor's staff, complaining that he didn't have time to wait for a lousy \$6 payment.

There are many things about this scenario that are incredible. It is incredible that sheriff deputies were delivering subpoenas for plaintiffs' attorneys in the first place. It is pretty intimidating to see an armed, uniformed sheriff's deputy, in your waiting room at best, and storming through your examining room door at worst. The fact that plaintiffs' attorneys were able to hire these people at all, is incredible.

The contents of the subpoena were also interesting, because the subpoena indicated the day that the trial would take place, but indicated also that the physician would have to show up on that day and just sit and wait for the trial from 8:30 in the morning on.



*Peter Levine, MPH*

Now I have to say in this case, the President of the Medical Society went directly to the Sheriff to demand changes in behavior. His actions were supported by Walter Griffin, who was the Medical Society attorney at that time, and still is. When the Sheriff took the position that following investigation, the activities of the deputy were perfectly appropriate, the President of the Medical Society demanded change in the future actions with the sheriff's department. I also know that it wasn't until the early 1990s, that the courts began to make an effort to accommodate physicians by pinpointing the times that they would be brought in to testify.

Interestingly enough, none of the physicians who are currently in practice would have to deal with the situation like this. It violates every element of HIPAA, and also violates every element of privacy that patients expect with a physician. In addition, it reflected a much more threatening liability environment than that which currently exists. There are no more fishing expeditions by plaintiffs' attorneys. They must have a case in order to bring a case forward. I would wager a guess that malpractice payments are lower today than they were in the late 70s and early 80s.

I, for one, am grateful that the liability environment is so much better. But you must know that these changes were wrought with hardcore political activity, the election of Supreme Court Justices who respect the actions of the Legislature enough to leave them intact, and the work of your Medical Society leaders who serve on malpractice company boards, organized medicines' committees, boards and task forces, and the political actions of all. This is an unquantifiable benefit of membership in organized medicine in this state and county.



# Medical Society Foundation

Consider a donation to the Medical Society Foundation for all of your holiday giving. What a wonderful way of expressing your holiday sentiments while supporting important health related causes.

The Medical Society Foundation has been coordinating physician giving in Genesee County since 1987. This holiday season, why not use the Foundation to make sure your gifts to family, friends and colleagues help to improve the health and well-being of our community.

By giving to the Medical Society Foundation, you receive a great year-end tax benefit at the same time that you tell others how much their health – and the health of those who are most vulnerable in our community – really means to you.

In the past, the Medical Society Foundation funds have been used to support specific public television programs, support of HIV programs, Reach Out and Read, Michigan State Medical Society Alliance, continuing medical education programs, Greater Flint Health Coalition, Turkish Red Crescent Society, Orissa Relief Fund, Sloan Museum's health exhibits, The Genesee County Free Medical Clinic and the Richard A. Rapport Memorial Conference Room.

Contributions can also be made in memory of an individual or to honor someone.

If you want to designate your gift(s) to a special cause, please indicate your choice on your check. A holiday card will be sent to the person(s) of your choice acknowledging your gift. (We will deduct only 10% from the amount of your check to cover expenses).

Mail your donations to:     **Medical Society Foundation**  
  **4438 Oak Bridge Drive, Suite B**  
  **Flint, MI 48532-5467**

For questions or information on how your gift can help support the charitable activities of your Medical Society Foundation contact Peter A. Levine, MPH at (810) 733-9925 or at [plevine@gcms.org](mailto:plevine@gcms.org).

**Medical Society Foundation Mission Statement: The Medical Society Foundation is organized and does operate for the purpose of supporting continuing medical education and health-related charitable activities that further the cause of medicine.**



# YOU MAKE THE CALL

*Gerald Natzke, D.O. FAAEM*

*For the Genesee County Medical Society as one of the 14 Steps to Better Health*

So many choices, so little time and that is why the United States ranks at the top of the 10 most obese nations in the world. A mind blowing \$147 billion dollars a year is spent treating obesity, according to the U.S. news, World Report from the medical journal, Lancet. With a fast-paced lifestyle more and more Americans are choosing to satisfy their hunger with the wrong food choices.

In fact, a poor diet is a major cause of this nation's two leading causes of death, heart disease and cancer. Heart disease accounts for \$156 billion in health care expenditures according to the American Heart Association. Per the American Cancer Association, cancer treatment is reported to be a mind-numbing \$219 billion dollars. As if these numbers weren't staggering enough, diabetes, osteoporosis and stroke also contribute to our bad health, mostly because of horrible dietary habits.

Everyone knows that humans require sustenance to survive, but did you know that poor nutritional choices could actually be killing you or at the very least making you sick? Ignorance, short term gratification and addiction are at the heart of an unhealthy diet. This is something that the fast food industry is banking on. Flavor enhancers and sugar are added to foods to make them more desirable. Surprisingly there are actually 17 ingredients that make up a popular food chain's French fries. Sugar (dextrose) being listed as the fifth ingredient. There is no wonder why our bodies crave the ever so satisfying salt and sugar combination. Sounds harmless right?

In actuality, sugar can rob you of your youthful

***“...we should make vegetables a major part of our diet, increase fiber, reduce or avoid meats (especially processed), eat nuts and seeds, select organic foods or at least non-GMO genetically modified foods) when possible, read labels and avoid substitutes, reduce grains especially those that are white, and steer clear of fast food establishments.”***

figure and sharp mind. Excessive amounts of sugar cause our bodies to produce more insulin. The increased insulin levels lead to higher blood pressure, increased blood fats causing thickening of arteries, and speed up the aging process.

The industrialization of the food industry made understanding nutritional matters a much more complicated business. Through the end of the 20th century and beginning of the 21st, food quality and composition changed drastically. American farmers along with grocers determined there was a need to offer greater selection and convenience to the consumers. More foods were shipped longer distances. Food sciences produced longer shelf lives and genetic modification to purportedly add greater surplus, and improve farming efficiency, while reducing cost. Greater amounts of pesticides have been used to reduce insect and weed destruction of crops. All of this has had its negative effects. Because of these actions, there is good evidence that there is a less nutrition in foods that are not organic, or that have been more processed. As if this was not enough, there are bigger concerns. The chemicals intentionally added to our foods such as preservatives, dyes, flavor enhancers, and those that were unintentionally added to our foods such as hormones, antibiotics, herbicides and pesticides can create disease themselves.

Despite having the freedom to choose and nutritional information at our fingertips, most Americans continue to make bad choices in their dietary habits. Poor choices result in a decline in our health and forces us all to shoulder the responsibility of much higher costs in health care. Your food choices can be the difference between a healthy body, wellness, and greater happiness or a life stolen by chronic disease.

Wake up America, become informed and make the right choices not only for yourself but for the health of the next generation.

What is clear is that there are basic rules of thumb to achieve good nutrition and maintain health that most all of us should follow. These help us produce a healthy weight, good energy, greater freedom of movement, significantly reduced disease and an improved outlook on life. Everyone is different and requires a little variance to maintain wellness, but





for the most part it goes without saying that we all need to follow some basic rules. In a nutshell, we should make vegetables a major part of our diet, increase fiber, reduce or avoid meats (especially processed), eat nuts and seeds, select organic foods or at least non-GMO (genetically modified foods) when possible, read labels and avoid substitutes, reduce grains especially those that are white, and steer clear of fast food establishments. Remember even pop (soda) is a significant cause of disease contributing to obesity, cancer, osteoporosis and malnutrition.

This is but a brief synopsis of dietary guidelines. If you desire more information, then you should follow up with a nutritionist, dietician or a nutrition literate physician. Today more

than ever we have an obligation to understand and use the basic rules of nutrition. It can save each of us a lot of money and more importantly that understanding can translate into better health and a longer life!



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## Announcing...

Photo contest for members of Genesee County Medical Society, the Alliance, Practice Managers and family members!

**This is a challenge to all readers of the Medical Society Bulletin!**

Please submit photographs for the 2014 GCMS Bulletin Photo Contest! To participate, just enter photos of anything local!

Let your creativity flow, take photos of your home, downtown venues, local parks, landscapes, animals or pets, your family... as long as it has been taken locally.

**First Prize:** Placement on The Bulletin cover page and possibly a centerfold if you have additional photo submissions available.

**Second Prize:** Photos with honorable mention inserted in The Bulletin.

Please submit all photos electronically to Sherry Smith at [ssmith@gcms.org](mailto:ssmith@gcms.org).

**This has been a lot of fun in the past and will be even more fun this time because of our expanded readership!**



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# SAVE THE DATE!

**Looking Ahead...**

**Although it seems like only a few short weeks ago that we were welcoming Dr. Shafi Ahmed as our incoming President, we are swiftly approaching the**

# GCMS/GCMSA 2014 PRESIDENT'S BALL

**The event will be held at the  
Genesys Banquet  
and Conference Center  
on November 15.**

**Make plans now to attend,  
you won't want to miss it!**



### AMA Symposium: Resources for International Medical Graduates on Oct. 25

AMA and MSMS are hosting a free networking and educational event for medical students, ECFMG-certified individuals, residents, and physicians interested in international medical graduate issues and learning about AMA and MSMS resources on Saturday, Oct. 25, from 9-11 a.m. at the Somerset Inn in Troy. Breakfast will be provided. This event is being held in conjunction with the MSMS Annual Scientific Meeting.

Those interested in the AMA Symposium also may attend optional mock interviews at 8:00 a.m.

During the symposium program panelists will discuss topics including:

- AMA and AMA-IMG Section resources
- Michigan Conrad 30 Program
- Successfully navigating the match

"The AMA and MSMS IMG Sections are working hard to address the difficulties IMGs endure and we are making great progress," said Mouhanad Hammami, MD, chair of the MSMS IMG Section. "Michigan is fortunate to have the AMA present this program here, so we hope new and established IMGs will attend to learn more and network with each other."

### MOCK INTERVIEWERS NEEDED

Interviewers for the mock interviews are needed at 8:00 a.m. at the Symposium. To volunteer, please register at the link below.

"We all owe a debt of gratitude," Doctor Hammami said. "Serving as a mock interviewer is a great way to give back."

A Q&A session will follow the presentations. Space is limited, register today at <https://login.ama-assn.org/account/login>. If you have trouble logging in, please call (800) 262-3211 and get help to reset your password or to set up an account. Non-members may also create an account to register for this meeting.

The deadline to register is Oct. 21. Go to <http://ama-assn.org/go/amasymposium> for more information.

### MSMS ANNUAL SCIENTIFIC MEETING COURSES

Those interested in attending CME courses at the 149th Annual Scientific Meeting from Oct. 21-25 can see the full schedule and register for courses at [www.msms.org/asm](http://www.msms.org/asm).

To reserve a room at the Somerset Inn, call (248) 643-7800 or go to <http://www.msms.org/Portals/0/Documents/MSMS/Education/ASM/2014 ASM Hotel Reservation.pdf>.



September 4, 2014

The Region 4 Michigan Care Improvement (MCIR) office is inviting health care providers that immunize adolescents to join the Region 4 MCIR Adolescent Rates Challenge (ARC). Energize your practice immunization rate for your adolescent patients age 11 through 18 years and qualify to win a prize for your office while increasing protection from communicable diseases for your patients.

Three health care providers in each of the Region 4 MCIR nine counties (Bay, Genesee, Huron, Lapeer, Midland, Saginaw, Sanilac, Shiawassee and Tuscola) and one county local health department (LHD) will win for achieving the highest increase in their adolescent immunization rate.

Rates will be generated from data entered into MCIR using the Profile Report by Provider ID and based on the vaccine series dose parameters for adolescents age 11 through 18 years: 1 Tdap, 3 polio, 2 MMR, 3 Hepatitis B, 2 Varicella, 1 MCV, 3 HPV and 2 Hepatitis A.

Immunizing providers are required by the Michigan Public Health Code to enter all immunizations provided to persons aged 0 through 19 years old into MCIR within 72 hours after administration.

Provider practices will fall within one of three categories based on the number of patients (pts.) evaluated for rates in MCIR: small (10 to 99 pts.), medium (100 to 499 pts.) and large (500 plus pts.). The winning providers and LHD will receive a certificate of recognition and their choice of one of these prizes: *Smoothies & Cookies, Desserts Delight, Sundae & Parfait Splendor, Pizza & Pop Party, and Espresso & Bagels Spread.*

ARC started August 8, 2014 and ends April 30, 2015. Winners will be announced in May 2015 and featured in the Region 4 MCIR newsletter. It is never too late to join ARC.

Providers and LHDs can find more details and check their rates on the [ARC website](#). The ARC web link is always available on the Region 4 MCIR pop-up news box when entering the MCIR site. Updated rates will be posted information on the website every two months along with other helpful. Providers can also contact the Region 4 MCIR Help Desk at 1-888-217-3903 or [MCIR4@gchd.us](mailto:MCIR4@gchd.us).

Kathie Howard, MSA  
Region 4 MCIR Coordinator  
[khoward@gchd.us](mailto:khoward@gchd.us)

Gary Johnson, MD, MPH  
Medical Director  
Genesee County Health Department  
[gjohnson@gchd.us](mailto:gjohnson@gchd.us)

### Topic: Diabetes

6 CME credits

**Wednesday, November 12, 2014 - 8:30 am - 3:30 pm**  
**Genesys Conference & Banquet Center: 805 Health Park Blvd, Grand Blanc, MI**

**COURSE DIRECTOR: Jamal Hammoud, MD - Genesys Regional Medical Center**

**8:30 a.m Insulins**

Jamal Hammoud, MD  
Genesys Regional Medical Center

**9:30 a.m Physiology of Diabetes and Mechanisms of Drug Therapy—Part 1**

Steven Katzman, DO  
Botsford Hospital

**10:30 a.m Break**

**10:45 a.m Part—2**

Steven Katzman, DO

**11:45 p.m Case Review: Problems in Patient Management**

Jamal Hammoud, MD, Steven Katzman, DO, and  
Jason Williamson, Pharm D  
Genesys Regional Medical Center

**12:45 p.m Lunch**

White bean Chicken Chili, Baked Penne and Cheese, Green Beans, Salad  
Vegetarian Option Available  
Call to reserve - (810) 606-6527

**1:30 p.m Preventing Amputations**

Matthew Marquart, DO  
Genesys Regional Medical Center

**2:30 p.m Doctor, What Should I Eat?**

Tara Clark, RD, CDE  
Genesys Regional Medical Center

**Goals and Objectives:** By the end of the session, learners will:

1. Optimize insulin therapy for diabetic patients as well as select other appropriate pharmacologic therapies when indicated.
2. Accurately assess their patients' risk for developing foot ulcers and implement preventive strategies.
3. Offer practical dietary counseling to their diabetic patients.

**Handouts:**

Handouts will be available on-line the evening before the program. Missed something from last month? They will be on-line for one more month! Go to:

[www.genesys.org](http://www.genesys.org) - Education - Physician Education - Congdon Handout (on right)

**Accreditation Statements:**

**Physician:**

**Statement of Accreditation**

**Genesys Regional Medical Center** (GRMC) is accredited by the Michigan State Medical Society to provide continuing medical education for physicians.

**AMA Credit Designation Statement**

GRMC designates this live activity for a maximum of 6 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**AOA Credit Designation Statement**

GRMC has requested that the AOA Council on Continuing Medical Education approve this program for 6 credits of AOA Category 1-A CME credit. Approval is currently pending.

**Nurses:**

In the state of Michigan, Category 1 Physician Credits are applicable to nursing CEUs.

**Pre-Registration-by Monday 11/10/14:**

Online at [www.genesys.org/CME](http://www.genesys.org/CME)  
or by phone (810) 606-6527.

- Practicing physicians - \$85
- Retired Physician and Other Health Professionals - \$65
- No registration required for Genesys Century Club Members.
- **Genesys employees** please register through the GLI.

**REGISTRATION - after Monday 11/10/14 and at Conference:**

- Practicing physicians - \$100
- Retired Physician and Other Health Professionals - \$75

**Attention Physicians**

**Wednesday, November 12, 2014**

We are having a **Free** Program for your Office Staff!!

Includes **free** lunch starting at 12:30PM

Register your staff today call 810-606-6527!



# SAVE THE DATE!

## Looking Ahead...

Although it seems like only a few short weeks ago that we were welcoming Dr. Shafi Ahmed as our incoming President, we are swiftly approaching the

# GCMS/GCMS 2014 PRESIDENT'S BALL

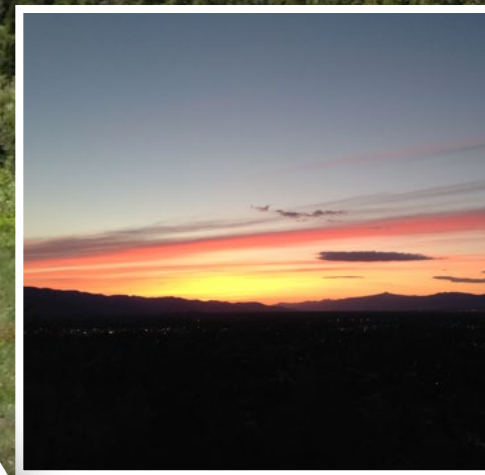
The event will be held at  
the Genesys Banquet  
and Conference Center  
on November 15.

Make plans now  
to attend,  
you won't want  
to miss it!





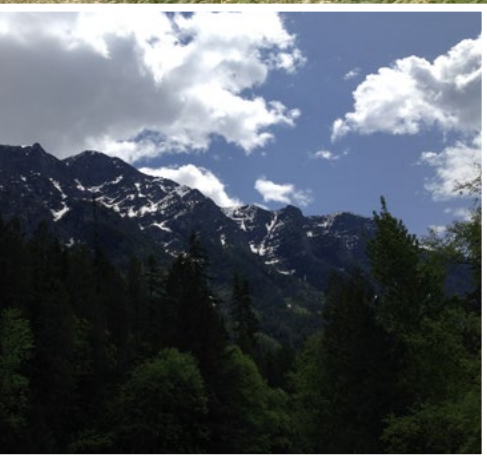
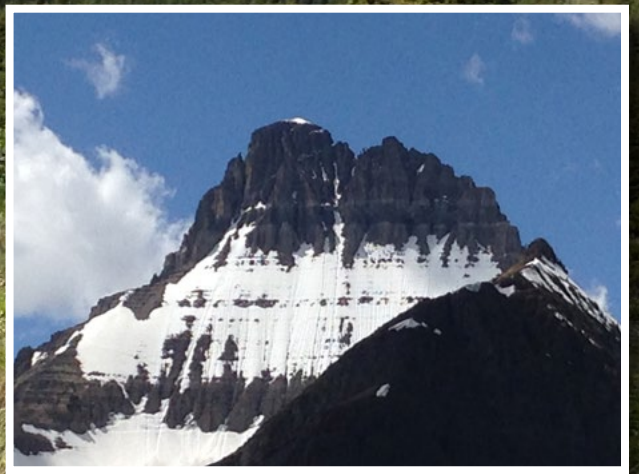
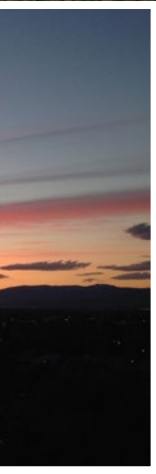
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# MTANA

*Photos by: Pete Levine*



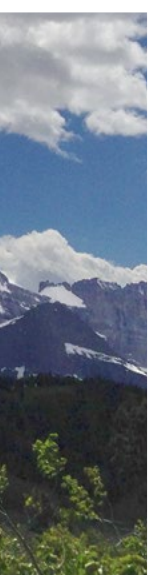


# MONTANA

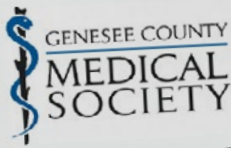
*Photos by: Pete Levine*











4438 Oak Bridge Dr., Suite B - Flint, MI  
(810) 733-9925 - Fax: (810) 733-9926

August 21, 2014

Tom Simmer, MD  
Senior VP of Health, Value & Provider Affiliates  
Chief Medical Officer, BCBS of Michigan  
600 E. Lafayette St.  
Detroit, MI 48226

Dear Dr. Simmer,

The Genesee County Medical Society Executive Directors has asked me to correspond directly with you to discuss a recent Blue Cross Blue Shield of Michigan policy change. The issue is the adoption of the Medicare policy requiring physicians to have an advance beneficiary notice signed for each visit for each patient who subscribes to Blue Cross Blue Shield of Michigan before services are provided.

It is our understanding that Blue Cross has approximately 70,000 different policies in place. No one is identical to another. It would be an impossible task for physicians to carry this function out. The staffing requirements would be completely unsustainable. This is especially true in a community like Flint, which has such an unfavorable case mix from a payer standpoint.

If Blue Cross had only one policy, this would not be objectionable. In addition, with the high deductible and co-pay policies that Blue Cross is writing these days, the amount of receivables that practices are carrying, is in some cases devastating with little hope of recovery. These are Blue Cross and Blue Shield of Michigan patients who do not have the money to pay their co-pays. At the same time you were asking physicians to incur the cost of hiring extra staff to make sure that they will be reimbursed for the complicated coverages that benefit your company.

We strongly feel that what you're asking is unreasonable. We would hope that you would see the logic in our concerns, and have this policy changed immediately.

Sincerely yours,

Shafi Ahmed, MD, President  
On behalf of the GCMS Board of Directors

cc: Julie Novak  
David Share, MD, Michigan State Medical Society Board Chairman

Organized Medicine's Leading Edge

Mission - Leadership, advocacy, and service on behalf of its member  
Vision - That the Genesee County Medical Society maintain its position as the premier  
physician members and patients.

Dear GCMS Members,

The Board of Directors sent the following letter to Dr. Thomas Simmer of Blue Cross Blue Shield of Michigan, expressing concern on your behalf about a new onerous policy. MSMS's response to the fix of the policy is also here for your review. This is a prime example of your dollars at work, and of the county and state working together on our behalf

Shafi Ahmed, MD  
GCMS President



# MSMS CLARIFIES THE USE OF GY OR GZ MODIFIERS ON BCBSM CLAIMS

Many physician practices have contacted MSMS with concerns about articles that Blue Cross Blue Shield of Michigan recently published in The Record entitled “GY and GZ modifiers, Advance Notice of Member Responsibility required for all claims that BCBSM is expected to reject.”

MSMS immediately reached out to BCBSM at various levels of the organization to get an understanding of why they implemented this policy and ask for clarification on some areas of concern.

Here is what MSMS learned. BCBSM receives a large volume of professional claims with modifiers GY or GZ attached. The intent of appending these modifiers is to let BCBSM know that the claim is expected to be rejected. This is done for services that are payable, but not for the purpose the service is being performed.

For example, blepharoplasty performed for cosmetic reasons versus medical necessity. The logic in appending the modifiers to the claim is to let BCBSM know that

the service was provided for a reason that is not payable. This is preferable to letting the claim get processed and paid and then receiving a recovery letter a year or two later, which would then necessitate trying to collect the payment from the patient.

What BCBSM is trying to say in The Record articles is that if you are a physician who appends the GY or GZ for this purpose, you must also have the patient sign the Advance Notice of Member Responsibility and also append the GA modifier to the claim.

After our discussions with BCBSM earlier this week, there may be some changes to this policy and we will report those changes immediately to MSMS members once we learn what those may be.

In the meantime, we want to be sure that MSMS members understand that these modifiers ARE NOT REQUIRED for every BCBSM claim. This only applies to those physicians who choose to use modifiers GY and GZ for the purpose of forcing a denial from BCBSM.



## Meeting the health needs of Genesee County's children

### Child & Adolescent Psychiatry (810) 768-7561

- Medication Management
- Psychiatric Consultation
- Behavioral Health Counseling, Screening, Support Groups
- Prevention Activities

### Child & Adolescent Health (810) 237-7572

- Pediatrics
- School-Based Clinics
- Audiology
- Nutrition Education
- Teen Wellness Center

### Child & Adolescent Dentistry (810) 768-7583

- Dental Exams & Preventive Care
- Dental Treatment & Restorations
- School Screening and Sealant Program
- Infant & Toddler Oral Health Care

**Services provided at no cost to low income families**

Mott Children's Health Center

806 Tuuri Place • Flint, Michigan 48503 • (810) 767-5750 • fax (810) 768-7511 • [www.mottchc.org](http://www.mottchc.org)

**“As physicians, we have so many unknowns coming our way...**

**One thing I am certain about is my malpractice protection.”**

Medicine is feeling the effects of regulatory and legislative changes, increasing risk, and profitability demands—all contributing to an atmosphere of uncertainty and lack of control.

What we do control as physicians:  
*our choice of a liability partner.*

I selected ProAssurance because they stand behind my good medicine and understand my business decisions. In spite of the maelstrom of change, I am protected, respected, and heard.

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# HAPPY BIRTHDAY DOCTOR

OCTOBER

Indeevar Peram, MD	1	Behrouz Moghtassed, MD	10	S. Peter Almeida, MD	19
Eleuterio Lumaque, MD	1	Kavita Rajkotia, MD	11	Allan Ebert, DO	20
Tintin Manuela-Abad, MD	2	Robert Weber, MD	11	Vernon Urich, MD	20
Walter Barkey, MD	2	Prajesh Patel, MD	12	Adrianne Kimler, MD	21
George Predeteanu, MD	4	Hemant Thawani, MD	13	Giovanni	
Randolph Schumacher, MD	4	Jerome Kasle, MD	13	DiGiannantonio, MD	21
Bhargavi Raiji, MD	4	Jeanne Hicks, MD	14	Alex Solik, MD	21
Miguel Perez-Pascua, MD	5	Naraharisetty Rao, MD	14	Yen Vo, MD	22
Lewis Twigg, MD	5	Berton Mathias, MD	14	Gail Cookingham, MD	22
Alicia Alimboyoguen, MD	6	Cherie Phillips, MD	15	Frank Koziara, II, MD	23
Anthony Parillo, MD	6	Dirk Snyder, MD	15	Duane Bailey, MD	23
William Macksood, MD	6	Krishna Shah, MD	15	Melodie Knicely, MD	24
Harish Madala, MD	7	Amitabha Banerjee, MD	15	Billie Lewis, MD	24
Ahmed Arif, MD	7	Tai Kang, MD	15	Hugh Grover, DO	24
Meketa Schlega, MD	7	John Dobson, MD	16	Veena Kalra, MD	25
Donald Hardman, MD	7	Sunil Kaushal, MD	16	Howard Varney, MD	25
Afroze Hai, MD	8	Mohammed Syed, MD	16	Kevin Gaffney, MD	26
Jack Price, MD	8	Shruti Pathak, MD	17	Robert Yochim, MD	26
Donald Reed, Jr., MD	9	Binayak Koirala, MD	17	Christopher Conlin, MD	27
Jack Nettleton, MD	9	Frederick Bruening, MD	18	Edgardo Balde, MD	27
Prasad Kommareddi, MD	10	Joseph Ramzy, MD	19	Vicente Carino, MD	27
Lee Perry, MD	10	Muhammad Mughal, MD	19	Christopher Cukrowski, DO	28
Chandulal Malde, MD	10	Hussein Warda, MD	19	Daniel Ryan, MD	29
Abdul Hassan, MD	10	Wayne Kinning, MD	19	Paul LaClair, MD	31

## Do what I did...



Ken Steibel, M.D.

### Schedule Your Tour Today!

Call 810-232-9950 x228

Located at  
517 E. Fifth Avenue  
Flint

#### Visit the

#### Center for Hope

to discover ways you can  
help build hope for our  
community by  
changing one life at a time.

#### Bring Hope

#### To our Community

Soup Kitchen  
Warming Center  
Counseling  
Clothing  
Toiletries  
Job Readiness  
Household Items  
Life Skills  
Food



*Providing Help, Creating Hope*

Catholic Charities of Shiawassee & Genesee Counties



Catholic Charities Flint and Owosso

www.ccsge.org



# August Practice Managers Meeting Report

In late August, practice managers received a comprehensive overview of PQRS, provided by Stacey Hettiger of Michigan State Medical Society staff. The interaction between practice managers, as well as between practice managers and Ms. Hettiger was of great value to the practices these individuals represented.

Peter Levine reviewed legislative issues and issues in the focus of the GCMS Board of Directors. Levine noted that the Board of Directors is working on a project along with MSMS which would ask Blue Cross Blue Shield of Michigan to reverse its adoption of a Medicare policy that requires a signed advance beneficiary

notice for each patient in order to be paid.

The practice managers also discussed the concept of asking GCMS to provide continuing education for practices in the county. Examples were, CPR training, HIPAA training, and OSHA training.

The next two topics for the practice managers meetings, beginning with September 25<sup>th</sup>, will be focused on website analytics, and creating efficient inpatient communications. On October 23<sup>rd</sup>, the presentation will be on communication between practices using current technology.



## OBITUARIES

*Clarice James*

1927 - 2014

### *Clarice James, Past GCMSA President passes away*

Clarice L. James died at her home in Elk Lake on Friday, August 29. Clarice was born April 16, 1927 in Wray, Colorado, the youngest of ten siblings. She moved to Denver in high school where she met Robert E. James, MD.

She is survived by her husband Bob, her sons Bob Jr., Mike, Greg, Doug and Bruce. Bob Jr. served the Genesee County Medical Society as President in 1986. Mike has served as President of the Genesys PHO for many years.

Clarice attended the University of Denver and went on to earn a Bachelor's Degree from University of Michigan and a Master's Degree in Art History from the University of Michigan. Clarice enjoyed teaching art in the school system for many years. Clarice was a longtime member and past President of the Genesee County Medical Alliance.

Clarice and Bob moved to Flint in 1955 and lived here for over 50 years. Fond memories of their times at Warwick Hills Country Club and strong bonds with friends and family will always be cherished.

Clarice and Bob celebrated their 67th anniversary this past June.

# Issues Of Serious Concern For Medical Practices!

*Don't let your practice manager  
miss these important meetings!*

## *September Topic:*

Modern Patient Communication 101, Engagement and Analysis.

## *Focus:*

Website analytics and creating efficient inpatient communications.

## *Presenter:*

Donovan Miske, Private Practice Marketing & Media

## *October Focus:*

Communication between practices  
using current technology

## *Presenters:*

Robert Bader, PPI Communications

Donovan Miske, Private Practice Marketing & Media

Held 4th Thursday  
of each month from  
8am to 10am.

Genesee County Medical Society  
Rapport Conference Room  
4438 Oak Bridge Drive, Suite B  
Flint, MI 48532

Light breakfast available  
(coffee, tea, fruit cups, granola bars)





# GCMS/GCMSA PICNIC AT THE





**AHMED FARM WAS A BLAST!!**



# Do you recognize this **DOCTOR?**

## **Robert Rosenbaum, MD**

now working for the VA,  
residing in Missoula Montana



## **GCMS MEETINGS**

— October 2014 —

### **Legislative Liaison Committee 10/6**

8am, GCMS Office

### **Bulletin Committee**

Recessed for October

### **Community & Environmental**

#### **Health Committee 10/22**

12:30pm, GCMS Office

### **Practice Managers 10/23**

8am, GCMS Office

### **Finance Committee 10/28**

5:30pm, GCMS Office

### **Board of Directors 10/28**

6pm, GCMS Office

---

### **GCMS President's Ball**

November 15, 2014

## **CLASSIFIEDS**

### **READY TO MOVE IN 4,500 SQ. FT.**

Custom designed physician office. Available for rent or purchase in Stone Bridge office complex off Linden Rd. across from Genesee County Medical Society. New roof and heating/cooling. **Contact 810-610-0965**

### **PHYSICIANS NEEDED**

at the Emergency Medical Center of Flint Various shifts available for part-time, as well. Must be willing to do minor stitches, infants & children, splinting, and minor eye & ear procedures. This is a classic urgent care much like family practice. Hours of operation 9:30am – 9pm, 7 days a week, closed on major holidays Located at 2284 S. Ballenger Hwy., Suite 2, Flint, 48503. **Contact Pete Levine at 810-733-9925.**

**Check Out Our Website [www.gcms.org](http://www.gcms.org)**



**If you or someone you know would like to advertise in The Bulletin please contact Sherry Smith at [ssmith@gcms.org](mailto:ssmith@gcms.org) or call (810) 733-9923.**



# **WE WANT YOU FOR THE LEGISLATIVE LIAISON COMMITTEE!**

**Young physicians - are you looking for  
interchange with your legislators?**

**Seasoned physicians - would you like to help  
bring GCMS and MSMS positions to the forefront?**

**Become involved in the GCMS Legislative Liaison Committee!**

Be a part of an elite group of communicators who meet  
with our elected officials.

You are invited to engage in conversation with your legislators on the first  
Monday of each month at 8:00am in the Rapport Conference Room at  
the GCMS office.

You may contact Pete Levine at [plevine@gcms.org](mailto:plevine@gcms.org) or call **810.733.9925**,  
if you would like to participate.

***This is a valuable opportunity; don't let it go to waste!***



## Commit to Fit! Fitness Classes

Commit to Fit! offers **FREE** fitness classes and healthy cooking demonstrations to all individuals who live or work in Flint and Genesee County. Depending on the facility, participants may be asked to complete a brief registration form prior to attending a class. See back side for details.



### OCTOBER 2014 SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 2014	29	30	1	2	3	4
	<b>Drums Alive</b> UM-Flint Rec 5:30 p.m.  <b>Jazzercise</b> 3525 E. Court St. 6:30 p.m.	<b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Healthy Cooking Demonstration</b> Flint Farmers' Market 12:00 p.m.	<b>Zumba Gold (Beginner)</b> GAC 5:30 p.m.	<b>Jazzercise Express</b> 3525 E. Court St. 6:05 a.m.  <b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Basic Yoga</b> IHFC 6:45 p.m.		<b>Jazzercise</b> 3525 E. Court St. 9:00 a.m.  <b>Healthy Cooking Demonstration</b> Flint Farmers' Market 12:00 p.m.
	6	7	8	9	10	11
	<b>Drums Alive</b> UM-Flint Rec 5:30 p.m.  <b>Jazzercise</b> 3525 E. Court St. 6:30 p.m.	<b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Healthy Cooking Demonstration</b> Flint Farmers' Market 12:00 p.m.	<b>Zumba Gold (Beginner)</b> GAC 5:30 p.m.	<b>Jazzercise Express</b> 3525 E. Court St. 6:05 a.m.  <b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Basic Yoga</b> IHFC 6:45 p.m.		<b>Jazzercise</b> 3525 E. Court St. 9:00 a.m.
	13	14	15	16	17	18
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20	21	22	23	24	25	
<b>Drums Alive</b> UM-Flint Rec 5:30 p.m.  <b>Jazzercise</b> 3525 E. Court St. 6:30 p.m.	<b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Healthy Cooking Demonstration</b> Flint Farmers' Market 12:00 p.m.	<b>Zumba Gold (Beginner)</b> GAC 5:30 p.m.	<b>Jazzercise Express</b> 3525 E. Court St. 6:05 a.m.  <b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Basic Yoga</b> IHFC 6:45 p.m.		<b>Jazzercise</b> 3525 E. Court St. 9:00 a.m.	
27	28	29	30	31	1	
<b>Jazzercise</b> 3525 E. Court St. 6:30 p.m.	<b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Healthy Cooking Demonstration</b> Flint Farmers' Market 12:00 p.m.	<b>Zumba Gold (Beginner)</b> GAC 5:30 p.m.	<b>Jazzercise Express</b> 3525 E. Court St. 6:05 a.m.  <b>Enhance Fitness</b> Flint Farmers' Market 10:00 a.m.  <b>Basic Yoga</b> IHFC 6:45 p.m.		<b>Jazzercise</b> 3525 E. Court St. 9:00 a.m.  <b>Healthy Cooking Demonstration</b> Flint Farmers' Market 12:00 p.m.	



## Class Descriptions & Locations

**Basic Yoga** (1 hour) - This class is a balanced flow of postures designed to build stamina, strength, and flexibility while promoting weight loss and general stress relief.

**Insight Health & Fitness Center (IHFC)**

*Formerly Hurley Health & Fitness Center*

4500 S. Saginaw St

Flint, MI 48507

(810) 893-6489



**Drums Alive** (1 hour) – Use stability balls and drumsticks, music, rhythm and dance to ensure a healthy workout, stimulate your mind, and boost self-esteem.

**University of Michigan-Flint Recreation Center (UM-Flint Rec)**

401 Mill Street (for mapping)

303 E. Kearsley

Flint, MI 48502

(810) 762-3441



**Enhance Fitness** (1 hour) – A fun, energizing class geared toward improving overall functioning and well-being. Improve your cardiovascular fitness, strength, flexibility and balance!

**Flint Farmers' Market**

300 E. First St

Flint, MI 48502

(810) 232-0522



**Healthy Cooking Demonstration** (1 hour) – Learn how to cook a simple, healthy dish by a vendor at the Market and try a sample after!

**Flint Farmers' Market**

300 E. First St

Flint, MI 48502

(810) 232-1399



**Jazzercise** (1 hour) – Combination of Pilates, yoga, and kickboxing. Every class includes a warm-up, 30 minute aerobic workout, followed by muscle toning and strength training.

**Jazzercise Express** (30 minutes) – A shorter version of traditional Jazzercise.

**Jazzercise Court Street**

3525 E. Court St

Flint, MI 48506

(810) 743-3525



**Zumba Gold** (1 hour) - A less intense version of the classic Zumba. This class offers fun music to keep the excitement high while keeping the impact low.

**Genesys Athletic Club (GAC)**

801 Health Park Blvd

Grand Blanc, MI 48439

(810) 606-7300



Questions?  
Email  
[commit2fit@flint.org](mailto:commit2fit@flint.org)

For updated monthly calendars of the  
**Commit to Fit! Fitness Classes** visit:

[commit2fit.com](http://commit2fit.com)



# FLINT AREA HOSPITALS WORK TO REDUCE ‘OUT-MIGRATION’

As the health care system continues to evolve under the provisions of the Affordable Care Act, hospitals and health systems are racing to adapt across a broad line of issues, including mergers and acquisitions, narrow networks and, in Flint, curbing “out-migration.”

Despite having three full-service health systems operating within the borders of Genesee County, a significant number of patients “migrate” to cities and facilities outside of the county for major procedures, creating patient inconvenience, added cost and possibly worse outcomes for some procedures.

“If you look at cardiac surgeries done for residents of Genesee County, 38 % of that is done outside of the county; patients go to Detroit, Ann Arbor, the Cleveland Clinic or wherever to have their cardiac surgery done,” McLaren Flint CEO Don Kooy told a group of Genesee County physicians at the Genesee County Medical Society Dinner Business meeting in early September. “I think with the capabilities we have in our two open-heart programs at Genesys (Medical Center) and McLaren, we really should be able to keep the vast majority of patients here.”

Genesee County hospitals are using affiliation arrangements in some cases to bring the medical muscle in certain specialties to the Flint area that once was only available at venues outside of Genesee County and combining it with what Kooy regards as an untapped talent pool already there.

Genesys Regional Medical Center has partnered with Henry Ford Health System to bring two board-certified, fellowship-trained gynecological oncology surgeons to Flint for two half-day gynecological oncology clinics per month. The Henry Ford surgeons have been working alongside Genesys physicians since July and had performed four procedures at press time. “Such procedures prior to this migrated out of the community because Genesys didn’t have that specialty to offer,” said Genesys President Betsy Aderholt.

“We too have an agreement with Henry Ford gynecology/oncology services,” said Mike Burnett, Vice President for Service Line Development, Hurley Medical Center. “We have been shipping these patients out of county for quite some time now. There is plenty of room for this to be done in county.” Hurley also affiliates with the University of Michigan Hospitals, which provide staffing for Hurley’s emergency department.

In the case of general cancer care, McLaren has gone a step further. Karmanos Cancer Institute became a wholly owned subsidiary of McLaren Health Care Corporation eight months ago. Kooy said the move makes McLaren the third or fourth largest cancer program in the country, with 12,000 new cancer cases each year. He said the acquisition of Karmanos will “have a huge impact on the ability to recruit cancer specialists to Genesee County.

Affiliations in some cases work to boost what is already a solid service offering. Kooy said that despite a 47% out-migration rate for neurosurgery, he hasn’t seen as many talented neurosurgeons in the county at any time during his 20-year career there as those now practicing. Augmenting the local talent are physicians from Wayne State University and the Detroit Medical Center, which has resulted in 225 neurosurgical interventions during an affiliation that began three years ago. Kooy added that in addition providing convenience and lower cost for patients, in neurosurgery, some of the outcomes can be improved by reducing the delay and adverse effects of travel to another city.

Taking it a step further, McLaren has opened Hospitality House, an \$8 million residence for patients’ families that also features RV hookups and shower facilities for those who wish to bring their recreational vehicles along.

In an age of intense cost scrutiny, health systems are also working to strengthen their bottom lines through expansion and a careful accounting of the charity care they provide in exchange for their tax-exempt status.

Hurley is branching out into business ventures in Genesee County and other locations to bolster its balance sheet and lower the cost of services it provides in its home county. “In September, we opened an urgent care at the hospital, which was an interesting



# TO

move for us,” said Burnett. “We had talked about this for some time. Our ED was literally so overloaded from a volume standpoint and a lot of patients come to the ED who are not in need of ED services. So we opened the urgent care and we’ve been overwhelmed with the volume of patients who have come through that urgent care.

“We at first thought that half of that volume would come from the ED, it’s actually turned out that a little less than half of that volume has come from the ED. We have expanded the hours, it’s been successful.” He said Hurley has purchased urgent cares in Lapeer and Clio, as well.

Health systems are perpetually under the gun in Lansing, where they can count on legislators to challenge their non-profit status.

“There is always someone, somewhere in the Legislature that is coming after hospitals about their non-profit status,” said Kooy. To counter this, health systems “report their community contributions in a very sophisticated way. (Michigan Health & Hospital Association) has for 10 years meticulously gathered data to make the Legislature aware.” He said each of the Genesee County health systems provide tens of millions of dollars in charity care per hospital per year.

“In our last fiscal year we provided \$24 million in charity care, \$17 million was provided to patients who reside in ZIP Codes immediately around the hospital,” said Burnett. “We very much from that standpoint embrace the roots of what Hurley is and where it came from.”

Other areas in which Genesee County health systems are adapting to change include cost-effective care for seniors through population management and advances in electronic medical records.

Genesys will reduce emergency department visits from dual eligible patients (those who qualify for both Medicare and Medicaid benefits) from 12 to 20 to about two per year and allow those patients to stay in their homes rather



Clockwise from top Don Koy, Betsy Aderholt and Mike Burnett

than accrue the cost of nursing home care. That is important because under Medicare, hospitals are financially penalized for patient readmissions and chronic emergency department visitors are a major source of admissions, said Aderholt.

Aderholt said the Genesys Program for All-inclusive Care of the Elderly (PACE) will pay Medicare rates to physicians and begin caring for 225 patients under its newly acquired license in March. She said the program will provide adult daycare Monday through Friday and use intense case management to keep costs low under the capitated program.

“We have EMR systems, our EPIC system. We are really drilling down on how our EMR system can start improving safety and quality in how we process patients,” said Burnett. He said Hurley is trying to offer EPIC to physicians in a cost-effective way and is looking for subsidies to do that for physicians and physician groups.

But for now, the first step seems to be keeping patients close to home.

“Patients can stay here and get their care,” said Kooy. “It’s more convenient for them. They have a comfort level with the hospital. It also saves time on travel and time away from family and away from work to visit family members rather than having them in Troy or Ann Arbor or at the Cleveland Clinic versus being right here in Genesee County.”





## **YOU can make a Difference!!**

Please see list below and use it as a guide for items to bring to the GCMS office to help survivors of domestic violence.

Please bring in your items before October 16.

Thanks in advance for your action on this important project.

### **Make a Difference Day Donation Suggestions**

#### Infant and Children Needs:

Baby Food & Formula  
Baby Wipes  
Baby Bath  
Baby Shampoo  
Baby Powder  
Books & Small Toys  
Diapers/Pull-ups  
Infant Pain Reliever-Drops/Chewable  
Diaper Rash Medications  
Cold Medicine (no alcohol)  
Pajamas-Infant & Toddler  
Socks/Underwear for Children

#### Other Needs:

Liquid Hand Soap  
Anti-bacterial Wipes/Gel  
Toilet Paper  
Paper Towel  
Kleenex  
Phone Cards  
Gas Cards  
Journals  
Copy Machine Paper  
Batteries-AA, C, D

#### Cleaning Products:

Dish Soap  
General Purpose Cleaners  
Trash Bags  
Laundry Soap  
Dryer Sheets

#### Adult Needs:

Body Lotion  
Chapstick  
Deodorant-Male & Female  
Toothbrushes/Toothpaste  
Feminine Products  
Hair Care Products  
Socks/Underwear for Adults  
Low Dose Aspirin  
Cough Medication  
Cold & Allergy Medication  
Sinus Medication  
Pepto-Bismol  
Neosporin  
Benadryl  
Anti-Itch Cream

#### Food Items:

Canned Goods  
Microwave Meals

#### Bedding-NEW ONLY:

Standard Size Pillows  
Sheets-Twin & Full  
Blankets & Quilts-Any Size  
Towels

# Human and Sex Trafficking Meeting

Featuring guest speaker **Joyce Haskett**, who was trafficked when young and spent 17 years in prison. Joyce holds a Master Degree in Social Work from the University of Michigan. She is an accomplished author of L.O.R.T.E. (Level of Response to Traumatic Events), who knows it firsthand how the incarceration of a parent adversely affects the children.

**Time:** Tuesday, Oct. 21<sup>st</sup>, Tuesday, 11:00am

**Place:** Signature Restaurant (previously Speakeasy)

1537 E. Pierson Rd, Flushing, MI.

Restaurant Phone: (810) 867-4319

11:00 Social Time

11:45 Welcome and  
Introduction of Guests

12:00 Lunch

12:15 Meeting Begins

**Cost:** \$20.00



**Tuesday,  
October 21st  
Tuesday,  
11:00am**

## Open to public.

**We would like to enhance public awareness of Human and Sex Trafficking, so please bring friends with you.**

**RSVP:** Christine Doan, 810-606-0909  
christinelanphuong07@yahoo.com

**or** Cheryl Thoms, 810-732-7719  
psclthoms@earthlink.net



## YOUR \$\$\$ AT WORK

- GCMS represented local organize medicine and patients in a state where coalition to oppose the pharmacies performing rapid diagnostic testing along with MSMS.
- GCMS communicated serious problems to Blue Cross with a new policy which mimicked Medicare policy, but had no appropriate application in the Blue Cross universe. MSMS communicated on this issue and an appropriate response was received from Blue Cross (contained later in this issue of the Bulletin)
- GCMS continues to represent physicians and their patients at the Greater Flint Health Coalition at various levels.
- GCMS held a Town Hall meeting with executive representation from all three health systems.
- GCMS continues to convene practice manager meetings on a monthly basis dealing with issues of concern to practices.

*We place your interests first and strive for your success and satisfaction above all.*

*Trust us to provide payment solutions to your payment challenges.*

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HEALTHCARE FINANCIAL CONSULTANTS

# O B E S I T Y

*Written by Peter Thoms, MD*

In our community obesity is pervasive. Obesity has gained our attention. We have been rated among the communities with the highest proportion of overweight citizens. For that reason, the Genesee County Medical Society and the Greater Flint Health Coalition have dedicated an extraordinary amount of time, energy and resources to counter the disease among us.

Physicians have been pulled into the formula by having been provided a wide array of graphic materials - informative brochures, colorful posters to put up in waiting rooms and exam rooms, food pyramid displays that delineate appropriate proportions of each food category to be eaten each day. "Commit to Fit" is the catchy phrase initiated at the outset of the campaign to bring about a change in our community profile. The effort has been extensive. Special staff was hired to distribute the message and the materials.

Yet obesity continues to be rampant, especially among our youth

Few physicians seem to have heard about the Mott Children's Centers free fitness programs for youth. As I talk to parents of high-BMI kids in the Emergency Medical Center of Flint, I often get surprised looks because no one has mentioned this community resource to help them stem the obesity in their family (the children often resemble the parent). This makes me wonder how much we, as physicians, care that we serve an inordinately fat population.

Part of the problem may be that we physicians tend to be on the portly side of the BMI scale ourselves. Perhaps we ought to first do some introspection before leading the charge toward physical fitness. Our Executive Director, Pete Levine, has been an inspiration. Dr. John Hebert

has followed suit as a demonstration of what a difference weight loss can make. There are many examples around us, they are just the extreme. All of us are aware of the benefits that weight control can bring, and yet, in our busy lives we fail to demonstrate those benefits.

Dr. Gerald Natzke, Co-Chairman of our Environmental Health Committee has submitted an article for this month's Bulletin (Page 10) that would make a great handout to patients to steer them toward better health by reducing weight and at the same time remind us that our "actions speak louder than words." I encourage you to rally in the effort to reduce obesity in our community by first following Dr. Gerald Natzke's instructive advice and then, by passing it on to your patients.





## WHERE DOES THE MONEY GO?

- The Fund for Better Health provides grants to support community - based public health service projects in areas such as substance abuse prevention, violence prevention and healthy lifestyles.
- The Development Fund is an unrestricted fund that allows the AMA Foundation to respond quickly to issues as they arise or provide support in areas of greatest need.
- The Scholars Fund distributes approximately \$500,000 annually in tuition assistance to medical students across the country. Gifts to this fund can be designated to specific U.S. medical schools.

### **GENESEE COUNTY MEDICAL SOCIETY ALLIANCE** **•AMA Foundation Holiday Greeting 2014 •**

Contributor(s) \_\_\_\_\_

Amount of Contribution \$ \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

**DESIGNATED FUND:**

Scholars Fund \_\_\_\_\_

(Medical School Name, City, State)

Fund for Better Health \_\_\_\_\_

Development Fund \_\_\_\_\_

**Mail your completed form, along with check payable to The AMA Foundation,  
to Kee Ja Kang, 8511 Hidden Forest Court, Grand Blanc, MI 48439.  
For questions or more information, please call Kee at (810) 603-1020.**

# Fall 4 Fitness Challenge

2014



Sponsored By



**HealthPlus**  
The Right Plan for a Healthier You®



*The 2014 Fall 4 Fitness Challenge is a one-month physical activity challenge that encourages employees to represent their organizations by being physically active. It is available to all area businesses, organizations, and community groups interested in bringing wellness to the workplace and competing with other organizations.*

## CHALLENGE GOAL: 900 Minutes in One Month! OCTOBER 1st – OCTOBER 31st

- 1 Log on to **commit2fit.com**, visit the Fall 4 Fitness Challenge page and click "Join Challenge" to register with your business. Sign up anytime!
- 2 **Earn points for being active.** The goal is easy – just 30 minutes of physical activity a day. Visit [commit2fit.com](http://commit2fit.com) to track your activity and view weekly Business Team Standings. All activity counts!
- 3 Participate in **free fitness classes** and **work together daily** with your team members to compete against other businesses and be eligible to win individual incentives.
- 4 **Use the website regularly** during the month of October to track your physical activity and help your organization compete against local businesses. It's that simple!

**Make Tracking Easy! Download the *Commit to Fit!* Mobile App for FREE at [commit2fit.com](http://commit2fit.com)!**

**INCENTIVES**

Organizations who have the highest levels of participation and average minutes of physical activity will receive trophies and additional raffle chances per person for cash prize drawings. For individuals who reach the challenge goal of 900 minutes of physical activity, incentives will include \$3,000 in cash prizes, memberships to local fitness centers, gift certificates, and more!

**[commit2fit.com](http://commit2fit.com)**





**MICHIGAN STATE  
MEDICAL SOCIETY**  
120 W. Saginaw, Lansing, MI 48823  
msms@msms.org • www.msms.org  
517-336-5762

**State and County Medical Society  
Membership Application**

**GENESEE COUNTY  
MEDICAL SOCIETY**  
4438 Oak Bridge Dr., Suite B  
Flint, MI 48532  
810-733-9923



**Please PRINT or TYPE**

FULL NAME \_\_\_\_\_ MD or DO (Circle One)  
Last First Middle Initial

HOME ADDRESS, CITY & ZIP \_\_\_\_\_  
Area Code & Telephone Number

OFFICE ADDRESS, CITY & ZIP \_\_\_\_\_  
Area Code & Telephone Number

PRACTICE NAME \_\_\_\_\_  
Office Fax Number

EMAIL ADDRESS \_\_\_\_\_ For mailing, please use (check one):  Office address  Home address

**BIOGRAPHICAL DATA** Sex:  Male  Female Birth Place \_\_\_\_\_ Date of Birth \_\_\_\_\_  
Month Day Year

Maiden Name \_\_\_\_\_ Spouse's Name \_\_\_\_\_

Languages Spoken \_\_\_\_\_

Government Service (check one):  Military  National Health Service Beginning Date \_\_\_\_\_ Completion Date \_\_\_\_\_

**EDUCATION (please complete or attach CV)**

INSTITUTION	LOCATION	DEGREE	YEAR GRADUATED	
			Beginning	Ending
College/University _____	_____	_____	_____	_____
Medical School _____	_____	_____	_____	_____

INTERNSHIP, RESIDENCY, AND FELLOWSHIPS	SPECIALTY	COMPLETION DATE
_____	_____	_____
_____	_____	_____

License: MI # \_\_\_\_\_ Date Issued \_\_\_\_\_ ECFMG # \_\_\_\_\_

License held in other states/countries (list states or countries) \_\_\_\_\_

**PROFESSIONAL DATA**

Present Type of Practice (check appropriately):

OFFICE BASED:  Solo  Hospital Based  Teaching  Research  Government  
 Group Practice Name \_\_\_\_\_  Other (specify) \_\_\_\_\_

Specialty(ies) \_\_\_\_\_

Board Certifications (list specialties & dates) \_\_\_\_\_

Present Hospital Appointments (list dates) \_\_\_\_\_

Practice History \_\_\_\_\_

Previous Medical Society Membership (list dates) \_\_\_\_\_

Specialty Society Memberships \_\_\_\_\_

Within the last five years, have you been convicted of a felony crime?..... Yes  No If YES, please provide full information.

Within the last five years, has your license to practice medicine in any jurisdiction been limited, suspended or revoked?..... Yes  No If YES, please provide full information.

Within the last five years, have you been the subject of any disciplinary action by any medical society or hospital staff?..... Yes  No If YES, please provide full information.

I agree to support the GENESEE COUNTY MEDICAL SOCIETY Constitution and Bylaws, the MICHIGAN STATE MEDICAL SOCIETY Constitution and Bylaws, and the Principles of Ethics of the American Medical Association as applied by the AMA and the MSMS Judicial Commission.

Signature \_\_\_\_\_ Date \_\_\_\_\_



WHEN COMPLETED, please mail to MSMS or Genesee County Medical Society, or FAX to 517-336-5797. THANK YOU!