



Tuesday,  
April 10,  
2012

**ATTENTION—ALL DOCTORS & ALL INSURANCE  
REIMBURSEMENT STAFF: Please R.S.V.P....**

**BCBSM UPDATE**

Volume 173, Issue 3

APRIL  
2012



**Speaker:**  
Thomas L. Simmer, M.D.,  
Sr. Vice  
President &  
Chief Medical  
Officer, Health  
Care Value

**LOCATION:**  
BRONSON  
BATTLE CREEK

**AGENDA:**

- \* **5:30 P.M. - CCMS Executive Committee (OPC 2nd Fl. Board Room )**
- \* **6:00 P.M. - 6:30 Social (OPC 2nd Fl. Conf. Rms. 1&2)**
- \* **6:30 P.M. Dinner/Presentation (OPC 2nd Fl. Conf. Rms. 1&2)**

**MENU:**  
Buffet with vegetarian option

**OBJECTIVES**

- ◆ Participants will understand the root causes of sub-optimal performance of the healthcare system
- ◆ Participants will understand the BCBSM strategy to partner with physicians, hospitals and other providers to create a high-performing healthcare system
- ◆ Participants will understand how BCBSM is moving from a pure fee for service payment model to one with “tiered fees”

based on population-level performance

**ABOUT THE SPEAKER**

**Dr. Tom Simmer** is responsible for reimbursement to more than 55,000 clinicians throughout the State of Michigan. Twenty-four thousand physicians participate in Blue Cross Traditional and PPO plans. He oversees BCBSM medical policy, professional payment policies and programs to improve the quality, cost, and access to medical services. Under his leadership BCBSM has implemented physician incentive programs to promote collaborative improvement programs for more consistent care for persons with chronic illness and more cost effective prescribing patterns. Dr. Simmer is responsible for a well-designed collaborative partnership with physician organizations designed to achieve meaningful quality improvement while reducing costs. He has provided leadership to the Michigan Quality Improvement Consortium (MQIC) which works with Health

Plan Medical Directors across Michigan to create and facilitate implementation of evidence-based guidelines.

In 2010, Dr. Simmer was awarded the “Healthcare Hero” award by *Crain’s Business Detroit* for his work promoting healthcare transformation in Michigan through the Patient Centered Medical Home initiative and other collaborative programs with physician organizations throughout Michigan.

He graduated from the Wayne State University School of Medicine and earned his bachelor’s degree from the University of Michigan. Dr. Simmer is a member of the Michigan State Medical Society and a Fellow of the American College of Physicians.

**TARGET AUDIENCE**

The target audience for this program is all Calhoun County physicians, practice managers, and healthcare insurance reimbursement staff. No CME will be offered at this meeting.

This is a non-sponsored presentation. The speaker has no financial affiliation. A disclosure form is on file at Bronson Battle Creek.

**CCMS  
EVENT  
CALENDAR**

2012

**2nd Tuesday,  
6:30pm Meeting  
Topics:**

Apr. 27 - 29 MSMS House of Delegates, The Henry, Dearborn

THUR May 10 Kalamazoo River Opening Health Issues

Jun. 12 Executive Committee ONLY @ BBC OPC Board Room

Sep. 11 Rheumatoid Arthritis Discussion

Oct. 9 Winslow Lectureship-TBA, BCCC

Nov. 13 TBA (Member suggestions welcome)

Jan. 2013 TBA President’s Celebration

**R.S.V.P.:**

to Diane  
660-0893

See you at  
Bronson

Battle  
Creek

Outpatient

Center

Second Floor  
Conference  
Rooms 1 & 2

## PRESIDENT'S REPORT



### Lokesh R. Edara, MD

2012 President,  
Calhoun County  
Medical Society.  
Email: edaralr@  
bronsonhg.com.

If you have  
**COUNTY**  
suggestions,  
call me at my  
Battle Creek  
office phone  
(269) 968-3030

### FEDERAL LEGISLATOR CONTACT INFO.:

U.S. Senator  
Debbie Stabenow  
-R  
Phone  
1-616-975-0052  
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nate.gov](mailto:senator@stabenow.senate.gov)

U.S. Representa-  
tive 7th District  
Tim Walberg-D  
Phone  
1-517-780-9075  
Email: [http://  
walberg.house.  
gov](http://walberg.house.gov)

On April 28, 2012, **John G. Bizon, MD, FACS**, a Battle Creek otolaryngologist (ear, nose, and throat), will be installed as the 147th President of MSMS during the annual House of *Delegates meeting* in Dearborn, Michigan. He is the third physician from Calhoun County elected MSMS president. Previous Calhoun County Medical Society members elected MSMS President include **Robert M. Leitch, MD** in 1976, and **George W. Slagle, MD** in 1957. Please join me in congratulating him on this achievement in his career.

### April is National Child Abuse Prevention Month

Child abuse or neglect often takes place in the home at the hands of a person the child knows well—a parent, relative, babysitter, or friend of the family. There are four major types of child maltreatment. Although any of the forms may be found separately, they often occur together.

Each State is responsible for establishing its own definitions of child abuse and neglect that meet Federal minimum standards. Most include the following:

1. Neglect
2. Physical abuse (injury as a result of hitting, kicking, shaking, burning, or otherwise harming a child)
3. Sexual abuse (may include indecent expo-

sure, fondling, rape, or commercial exploitation through prostitution or the production of pornographic materials)

4. Emotional abuse (any pattern of behavior that impairs a child's emotional development or sense of self-worth, including constant criticism, threats, and rejection)

The U.S. Department of Health and Human Services ([www.hhs.gov](http://www.hhs.gov)) has a Child Welfare and Information Gateway page filled with valuable child information. Six (6) Protective Factors have been notable toward impacting and improving children's lives:

1. Nurturing and attachment
2. Knowledge of parenting and child development
3. Parental resilience
4. Social connections
5. Concrete supports for parents
6. Social and emotional competence of children

When children lack an attachment to a caring adult, receive inconsistent nurturing, or experience harsh discipline, the consequences can affect their lifelong health, well-being, and relationships with others.

Retrieved March 29, 2012, from [http://  
www.childwelfare.gov/  
preventing/  
preventionmonth/](http://www.childwelfare.gov/preventing/preventionmonth/)

### April is Also Cancer Control Month

Cancer control month

highlights advances in fighting cancer. This includes prevention, early detection, and treatment of cancer. The better the prognosis when finding cancer cells early and getting rid of them starting with cancer screenings.

Age is the greatest risk factor for cancer, since nearly 76% of cancers are detected at age 55 and older. Also, people who use tobacco, drink heavily, are physically inactive, eat a poor diet, are regularly exposed to carcinogens (cancer causing agents) in their occupation, or have prolonged and unprotected exposure to sunlight are all at increased risk for certain cancers.

Scientific or medical discoveries have a major impact on controlling cancer. Some examples of controlling cancer are:

- Genetic Testing
- Gene Therapy
- Vaccines
- Chemopreventive Agents
- Early Detection
- Lifestyle Changes
- Chemotherapy
- Immunotherapy
- Antiangiogenesis Agents

For additional information about nationwide cancer prevention trials, you can call the National Cancer Institute at 1-800-4 CANCEER or visit their Web site at [www.cancer.gov](http://www.cancer.gov).

©The Cancer Institute  
of New Jersey Patient Edu-  
cation Committee

*Lokesh R. Edara,  
MD*

After a previously failed attempt, a measure requiring insurance coverage for autism treatment passed the State Senate this month. The measure now moves to the State House of Representatives, which is controlled by Republicans. It is expected to pass. **Governor Rick Snyder** is supportive of the measure, as is **Lt. Gov Brian Calley**, one of whose children is autistic.

The measure would require medical insurers to provide coverage up to \$50,000 per year for autism spectrum disorders. Michigan would join 29 other states that provide coverage, leaving 20 states without the autism coverage mandate.

Republican Michigan **State Senator Mike Green** released a statement saying, "According to research, the early diagnosis and treatment of autistic disorders results in 50 percent of patients recovering typical functions, helping them to have full lives. Other states have demonstrated that early intervention also reduces the need for K-12 special education services, saving taxpayers an estimated \$200,000

per child. It is estimated that without medical treatment, the average societal cost of caring for one person with autism is \$3.7 million. With the passage of this legislation, Michigan will join 29 other states that have enacted autism coverage. It is time that Michigan children have access to these life-changing programs."

Opponents of the bill are supporters of greater insurance access for psychiatric and neurologic issues of childhood. **Mark Reinstein**, president of the Mental Health Association in Michigan, in a statement *Crain's Detroit Business*, expressed concern that Michigan still does not provide "mental health parity" in insurance coverage for children or for adults.

Be sure to make arrangements to come to our April meeting with **Dr. Tom Simmer**, and bring your office manager with you. Right now our exec., **Diane Cummins** is taking questions for Dr. Simmer on his visit. If you have friends who have questions, be sure to get them to Diane.

**Be Sure to Use the MSMS Action Center Online at [www.msms.org](http://www.msms.org).**

Is this web address in your favorites? Read publications online, find appropriate CMEs and conferences, look up resources through Practice Partners, sign up for insurance discounts through PIA, steer potential new members to sign up. The ...



...has all the shortcuts you need to reach your legislator.

Find links to the hottest topics to click on to express your opinions. Current State topics include:

- ◆ Bring Auto No-fault Bills to a Screeching Halt
- ◆ Urge Reps to Protect Riders by Preserving Helmet Law
- ◆ Bills Would Reduce Red Tape & Improve Care

Legislators want to hear about physician's issues to understand how best to vote.

*Marjaneh Rouhani,  
MD*

## LEGISLATIVE REPORT



**Marjaneh Rouhani MD**  
CCMS Legislative Co-Chair  
Email: [mrouhani@doctor.com](mailto:mrouhani@doctor.com)  
Concerns?  
Office phone (269) 969-6108

### STATE LEGISLATOR CONTACT INFO.:

Michigan 62nd District State Representative  
Kate Segal-D  
Phone toll free 1-888-347-8062  
Email: [KateSegal@house.mi.gov](mailto:KateSegal@house.mi.gov)

Michigan 63rd District State Representative  
Jase Bolger-D  
Phone toll free 1-877-265-4371  
Email: [JamesBolger@house.mi.gov](mailto:JamesBolger@house.mi.gov)

Michigan 19th District Senator  
Mike Nofs-R  
Phone 269-441-1222  
Email: [ILikeMike@MikeNofs.com](mailto:ILikeMike@MikeNofs.com)

# MSMS THIRD DISTRICT REPORT



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120 W Saginaw  
East Lansing, MI  
48823

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(517) 337-1351

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[www.msms.org](http://www.msms.org)

**Email:**  
[msms@msms.org](mailto:msms@msms.org)

**Calhoun's MSMS  
Member  
Consultant,  
Gary A. Huyge,**  
*will be pleased to  
meet with you to  
answer your MSMS  
membership  
questions.  
To schedule  
a visit, please  
contact him at  
Phone  
616-826-4652  
or  
Email  
[GHuyge@msms.org](mailto:GHuyge@msms.org).*

## COUNTY NEWS from MSMS Medigram March 29th, 2012

### Health Care Reform Court Decision: Let the Waiting Begin...

After hearing three days of argument and receiving briefs this week about lawsuits against the Affordable Care Act, the US Supreme Court now must decide the fate of several provisions in the law, including the individual insurance mandate and Medicaid expansion. Typically, Supreme Court opinions are issued at the end of the judicial session in early June, but the sensitivity and magnitude of this issue could prompt an earlier decision. Meanwhile, physicians and other health care providers are left to wonder how the outcome might affect their practices and their patients.

This week the Supreme Court of the United States took up the four suits surrounding the Patient Protection and Affordable Care Act. The four major questions that were considered by the court over the three days were:

1. Is the penalty fee for not complying with insurance mandate considered a tax and if it is not if the Anti-Injunction Act, which does not allow persons to sue the government over taxes, to have

jurisdiction over this penalty?

2. Is the mandate to purchase health insurance unconstitutional?
3. If the mandate is determined unconstitutional does the rest of the bill still have standing (severability)?
4. Does the expansion of Medicaid coerce the States to participate in the expansion?

### Score One for Mental Health Coverage! Autism Bills Head to Governor as Legislature Breaks...

This week in Lansing, the Senate's autism coverage mandate bill package, which MSMS supports under mental health parity, passed out of the House and will be enrolled before heading to **Gov. Rick Snyder**, who has said he will sign them. The legislation, which requires that insurance companies offer coverage of autism treatment, has been championed by **Lt. Gov. Brian Calley**, who has a child with autism, since his time as a state legislator. The Senate continued talks this week about the Community Health budget and the House addressed medical marijuana. Both chambers are now on Spring Break and will return the week of April 16.

### Can Michigan Physicians Electronically Prescribe Controlled Substances?...

Don't be frustrated. The answer is very simple: YES and NO. Seriously though, while state and federal statutes and regulations permit electronic prescribing for controlled substances (EPCS), there are several security requirements must be met by application providers in order to meet DEA compliance. The lack of compliant-certified software applications available to Michigan physicians and pharmacies has delayed the practical implementation of EPCS.

### Can You Hear Me Now? Yes, Says CMS QualityNet Help Desk...

If the Medicare e-prescribing penalties have gotten you frustrated, the Centers for Medicare & Medicaid Services want you to know that the **QualityNet Help Desk** has been revamped and is now prepared to handle your questions regarding penalties and hardship exemption requests. CMS indicated last week that although there are no formal appeals or review processes for the e-prescribing penalty, they encourage physicians with questions or concerns to call the Help Desk as soon as possible. Reach the Help Desk **Monday-Friday, 7:00 a.m.-7:00 p.m. (CMT), at 866-288-8912 or [qnetsupport@sdps.org](mailto:qnetsupport@sdps.org).**

*Continued on page 5*



## CCMS REPORT

### MEMBERSHIP UPDATE

As of 3/31/12, we have a total of 218 members. We have no new members to report.

**Keep in mind this is a membership-based**

**organization and depends on members to encourage the recruitment of peers.**

**EMAILED MEETING FLYERS AND NEWSLETTERS ARE**

**FAST!!! If you are not getting CCMS emails, we do not have your latest address. Please send an email to Diane at "calhouncms@yahoo.com" with your email changes!**

## MSMS THIRD DISTRICT REPORT

*Continued from page 4*

### Michigan Latest State to Utilize DocBookMD Smartphone App for HIPAA-Compliant Messaging

Michigan physicians now have the ability to share patient data legally using **smartphone app DocBookMD**, a HIPAA-compliant mobile application. In use in 22 states, DocBookMD's smartphone application speeds communication among physicians to improve patient care.

This exclusive smartphone platform is designed by and for physicians, creating secure networks for physicians to share patient information and collaborate with their medical colleagues. DocBookMD is offered through county and state medical societies to their

members.

Consulting medical colleagues anywhere in the state of Michigan just got much easier as physicians now have free access to DocBookMD, a HIPAA-compliant mobile application. With 4 out of 5 physicians using smartphones and tablets at work, DocBookMD speeds communication, improves workflow and ultimately lowers the cost of healthcare.

Physicians are currently using DocBookMD to view EKG's from their mobile device to determine whether heart catheterization is urgently needed or if they can prevent unnecessary scheduling of procedures; review X-rays to determine the best course of treatment for a patient in the ER; and show maps and photos of consulting physicians to patients in order to better prepare them for next steps.

DocBookMD is available for iPhone, iPad, iPod touch and Android phones. To download the application, visit the App store on your smartphone.

In addition to text messages and photos, DocbookMD also allows physicians to:

- ◆ assign an urgency setting to outgoing text messages and confirm receipt
- ◆ search a local pharmacy directory, and
- ◆ search a local medical society directory to locate other doctors by name or by specialty.

### How Do Members Register?

- ◆ Download for FREE from the iTunes App store or Android Market
- ◆ Click on register
- ◆ Enter email address, state, and Medical Society
- ◆ Enter MSMS member number (call 517-336-5762 if you don't know your member number)
- ◆ Create password
- ◆ Complete HIPAA compliance agreement

For more information, please visit [docbookmd.com](http://docbookmd.com). Contact: **Ann Taylor**, PR Director, DocBookMD, 512-970-4067, or [ann@docbookmd.com](mailto:ann@docbookmd.com).

## 2012 COUNTY DUES

Practicing physician members: **DON'T BE ON THE NON-PAYMENT OF DUES (NPD) LIST!!!**

**County dues are 100% tax deductible/ State dues are 85% tax deductible.**

Multiple easy-payment options include the easy **GROUP BILL** to the practice. Dues are as follows:

- ◆ \$275 County Society for regular members
- ◆ \$137.50 Spouse if other spouse is paying full dues
- ◆ \$137.50 Part-time less than 20hrs/wk
- ◆ MSMS dues will be \$495. AMA dues (Optional) will be \$420.
- ◆ **Retiree county invoices were mailed in January. Retirees' state dues are free.**

**Call Diane with questions.**

## 2012 CCMS EXECUTIVE COMMITTEE

at the  
5:30  
meetings...

President - Lokesh R. Edara, MD

President-elect- Gunjana Bhandari, MD

Vice President - William J. Comai, DO

Secretary / Treasurer - Satya B. Chaparala, MD

Immediate Past President - Mahesh C. Karamchandani, MD

3rd District Director / Legislative Chair - John G. Bizon, MD

Michigan Society of Hematology & Oncology - Stephen L. Smiley, MD

### Trustees (3-Year Terms)

Sridhar Chalasani, MD, exp. 2012

Maddur Badarinath, MD, exp. 2012

Zarius Drummond, MD, exp. 2013

Karl Loomis, MD, exp. 2013

Christopher M. Flynn, MD, exp. 2014

Patrick Sweeney, exp. 2014

### MSMS Delegates (1-Year Term)

Raakesh C. Bhan, MD

B. Douglas Campbell, MD

James H. Timmons, MD, PhD

Paul A. Walk, MD

### Alternate Delegates (1-Year Term)

Daniel C. Hood, MD

Jeff M. Jones, MD

Tarek Elshaarawy, MD

Rachel D. Yankama, MD

## Elkmoss Corner: "Oil Spills"

One would think that the Elkmoss family is relatively unaffected by oil spills since Swampville is light-years away from the major oil fields in Alaska or the Gulf. Such is not the case, however. As it turns out for different reasons, three major oil spills in the United States all had a significant effect on us.

The first major oil spill I was aware of was the one involving Exxon Valdez. It is considered one of the largest man made environmental disasters in history, but in total volume of oil spilled (some say about 30 million gallons), it ranks way down on the list of the world's major oil spills. In comparison, by the time the Gulf of Mexico oil spill was capped, probably ten to twenty times that amount of oil had gushed into the Gulf. The immediate cause of the Alaskan spill was attributed to the captain who was in a drunken stupor at the time his ship ran aground in the remote Prince William Sound.

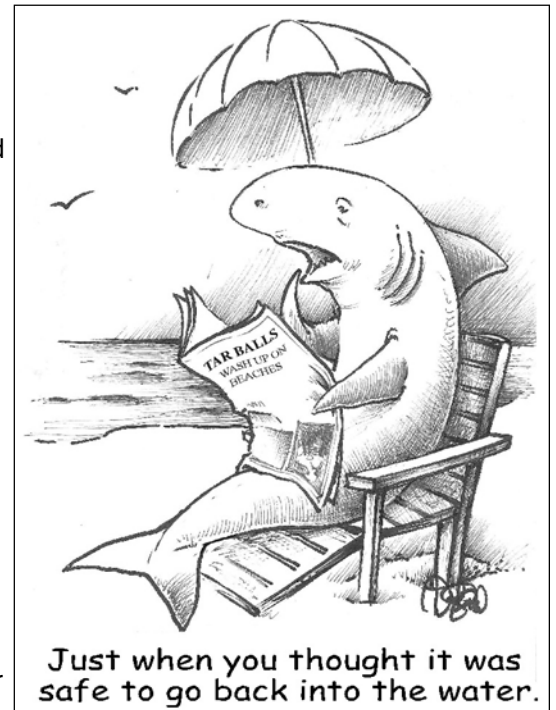
How was the Exxon Valdez old spill related to Swampville and the Elkmosses, more than 3500 miles away? Just three months after the disaster, the Swampville Symphony Orchestra, the oldest symphony in Moss State, named a new director— none other than the brother of the captain of the Valdez.

It would have been a great injustice to assign any association of the oil spill to the brother of the notorious captain, but at the very minimum there was some sort of celebrity status assigned to the new symphony leader. It turned out that he was a spectacular director and well-respected in the community. Furthermore, as one of the investigators of the oil spill phrased it, "Forget the fabled drunken skipper story." Years later, results of the Valdez oil spill investigation suggested that the ship ran aground because a third-mate was not looking at his sonar. Why did he not look at his sonar? It had been broken for more than a year and Exxon had decided it was too expensive to fix.

The more recent Gulf oil spill also affected the Elkmosses. After years of reluctance, Mrs. Elkmoss finally agreed to a vacation house in the South. It is located at South Bay Golf & Country Club, three miles away from a protected Federal beach. At the end of our street is beautiful South Bay, which opens up to a part of the Gulf that was right in the path of the oil spill. A month or so after

the spill and before BP was successful in capping the oil spill, an old Army buddy, Hendo, and his wife came to vacation with us. In preparation of the visit, he kept sending me cartoons of the oil spill disaster. He, of course, insisted on visiting the Federal beach and tried to get a picture of a tar ball to send to all his friends. Fortunately, there were no tar balls at the time and we were saved from further embarrassment.

We made it safely back to Swampville after our two week stay in South Bay, and on a Monday morning, I went off to work, leaving Mrs. Elkmoss sleeping in with our very comfortable dog. On the way to work, I smelled something funny but just thought it was some road



Just when you thought it was safe to go back into the water.

## Elkmoss *(continued)*

work— we certainly needed our pot holes filled. In the middle of the clinic, however, I got a panicked call from Mrs. Elkmoss telling me she had just gotten up and smelled gas. She was worried the house was going to blow up or something. By that time, my patients had told me that the largest oil pipeline in North America, which runs near Swampville, had broken and spilled into the Swampville River! (The river is small and, in my mind, should be called a creek, but it does eventually drain into the Great Lakes.)

In a way, the disaster in the Gulf probably helped increase the speed of response to Swampville's oil spill, so the impact of this latest calamity was lessened. I cannot help but think, however, there is a big, dark oil cloud hovering over the Elkmoss family.

There was a little bright spot or two with all these oil spills. In the middle of our vacation with Hendo, we had lunch in my favorite hole-in-the-wall restaurant. The special for that day was none other than "Tar Ball" soup, and I had to have some. It was made of corn chowder with black beans mixed in. It was delicious!



*Herman J.  
Elkmoss,  
M.D.*



## HEALTH ASSISTANCE FUND

The Health Assistance Fund (HAF) gives people access to a variety of health goods and services, including medical transportation, prescription medications, and durable medical equipment. Through this program, Community HealthCare Connections (CHC) is able to help people that are uninsured or people that have insurance but are unable to afford their copays. Patients in this program must fall under 250% of the poverty level.

Through the HAF, patients are given \$200 a year to go towards their medical expenses. In order to receive help through the HAF program, patients must first complete eight hours of community service or donate eight large bags of clothing to their local Salvation Army. Once their gift of significance has been made, patients are able to call into CHC for refills on their medi-

cations, or they can make appointments to get assistance with their medical transportation or durable medical equipment. CHC is also able to help patients through this program by referring those without insurance to programs with long term solutions. One of those is another CHC program called the Prescription Drug Access Program, which works with major pharmaceutical companies to get prescriptions at no cost.

Because of the variety of services offered, CHC always has a need for volunteer medical providers in our home and mobile clinics. Donations are also needed to help fund our Health Assistance Fund, along with our other programs. For more information or to make a donation, contact Executive Director **Samantha Pearl** at (269) 969-6461 or [spearl@chconnections.org](mailto:spearl@chconnections.org).



## Donations Accepted

For your useful equipment and medication disposal, please consider donations to Community HealthCare Connections (formerly Nursing Clinic of Battle Creek).

### *Samantha Pearl,*

*Executive Director  
Community  
HealthCare  
Connections  
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Plan & Nursing  
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Creek)  
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CALHOUN COUNTY MEDICAL SOCIETY

Since 1839

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Diane Cummins, Executive Director

Articles submitted and opinions expressed in *The Bulletin* are **views of the writer and not necessarily those of Calhoun County Medical Society**. Articles must have author's signature, address and phone. They can be sent to Calhoun County Medical Society at the address above.

**NEWSLETTER DEADLINE:**  
*The 20th day of each month prior to published month.*

**A Nonprofit Physician's Professional Organization**

**BIOGRAPHY:** A Society is a group of professionals with a common trade that offers networking and referrals, professional development and educational opportunities. The medical society offers enhanced services at the county level, guided by the professional state level. Calhoun County formed one of the earliest medical societies in the state of Michigan in 1839; Michigan State Medical Society formed in 1866.

**MISSION STATEMENT:** The purpose of the Calhoun County Medical Society / Michigan State Medical Society is to offer opportunities for networking, leadership and mentoring, grassroots medical legislative involvement, continuing medical educational needs along with personal and professional support services at the county, state, or national levels.

**VISIT OUR WEBSITE...  
www.calhouncms.org**

**SEND US YOUR NEW EMAIL ADDRESS for faster notifications**

**OTHER RELATED WEBSITES:**

- http://www.msms.org
- http://www.mdpac.org
- http://www.michmgma.org
- http://www.bronsonbattlecreek.com
- http://www.oaklawnhospital.org
- http://www.sw-rehab.org
- http://www.hclfonline.com
- http://www.calhouncancer.org

