7th District
July 10, 2009
Rein-In Fun!
RVSP Insert Inside!
COMING HOME

Luxury Living on the Lake

Discover Indianapolis’ best kept secret.
Custom-built communities on the water—only 20 minutes north of downtown Indianapolis.

NOW SELLING WATERFRONT HOMESITES:
GEIST LAKE, MORSE LAKE, LAKE CLEARWATER AND LAKE KILLBUCK.

Contact ROB BUSSELL for lot information, pricing and financing options.
Call (317) 845-0270 ext. 24
or email rob@robbussell.com for more information.

www.marinalimited.com
Make sure your cash flow is headed in the right direction.

No matter what goals you’ve set for your practice, meeting them would be impossible without effective cash flow. At National City, we can help improve yours, by taking a close look at how your practice operates, and developing customized cash flow solutions. With help from our healthcare business banking specialists, we can help you collect receivables faster, make payments more efficiently, and ensure access to credit when needed.

To learn more about how we can help you improve your practice’s cash flow, stop by any National City branch, visit NationalCity.com/CashFlow, or call the following healthcare business banking specialist, Aaron Irwin at 317-267-8845.
in this issue

Special Features

President's Page
John P. McGoff, MD ............................................. 7

Thank You
From the Indianapolis Medical Alliance
Kay Enderle ....................................................... 8

From the AMA .................................................. 12

7th District RSVP ................................................ insert

Project Health
James A. Crossin, MD
Carrie Jackson Logsdon, Director ......................... 22

Off the Wire .......................................................... 26

Know A Deserving Doc?
Otis R. Bowen Awards, Deadline June 30 ............ 33

IMS Sound Bites
Wanda Swenson, Representative, ProAssurance Companies
Lisa VanDyn, Risk Management Director,
ProAssurance Companies ..................................... 36

Departments
About Our Cover .................................................. 5
Advertisers’ Index ............................................... 38
Bulletin Board ...................................................... 11
Classified Advertising ......................................... 38
CME & Conferences ........................................... 28
IMS Foundation Form ....................................... 34
IMS Leadership .................................................. 32
In Memoriam ....................................................... 18
In Summary .......................................................... 20
New Members ....................................................... 16

about our cover

July 10, 2009
7th District
Annual Meeting

Bring your family and join your colleagues at Indiana Downs to Rein-In Fun! Please use the RSVP form inserted into this issue to make your reservations.
Grand Opening

Custom Home Sites
In A Spectacular Zionsville Location

20% OFF First 2 Lots Purchased Prior to 6/30/09
15% OFF Next 2 Lots Purchased Prior to 6/30/09
10% OFF All Other Lots Purchased Prior to 6/30/09

Offer valid from 3/15/2009 to 6/30/2009, only

Generously sized custom home sites
City water, sewer & state-of-the-art utilities
Rolling countryside with mature trees, pond, ravines, bluffs, wooded privacy, creek, nature habitat, walk-jog-bike path
Exceptional location - convenient to all major arteries
Valued Hunt Club Road location in Equestrian Residential Corridor
Select your own custom builder

Building & landscape require approval of Architectural Review Committee
Covenants & Restrictions
Minimum building requirements: 4000 SF ranch - or - 4500 SF two story
Annual homeowners association dues - $1,500
No required start date for construction. Once commenced, completion within 30 months
Top ranked Zionsville schools

F. C. Tucker Company, Inc.

Call
Sonnie Laviolette
Realtor®/Broker
317.752-5957

the Laviolette group
The early details of healthcare reform are starting to be released. It appears that the Senate will take the lead in shaping the discussion.

Hearings and round table discussions are scheduled for the next few months and a bill will be prepared by this summer. President Obama has made healthcare reform one of his top three agenda items and he is going to work to push major reforms through Congress in a very short time. Attempting to solve all of healthcare’s ills with a comprehensive bill by the end of summer will be Herculean. However, so far he’s shown the willingness to be bold and ambitious.

At the end of last month the Senate Finance Committee released a forty-eight page report outlining suggestions for improving the quality and efficiency of America’s healthcare system. It specifically recommends that Medicare transition from a system that currently reimburses by case volume to one that pays providers based on quality.

As I stated in last month’s Bulletin, stay tuned for the definition of “quality.”

This proposal would have CMS establish a value-based purchasing program for hospitals under which payments would be ‘adjusted’ based on performance. An incentive pool will be created by withholding a percentage of all reimbursements and only hospitals in the top quartile of performance would receive full incentive payments and those in the bottom quartile nothing. This “pay for outcomes” program would not begin until 2013.

There’s more good news for hospitals with a provision to penalize hospitals that are in the top quartile with preventable readmissions.

CMS will retain a portion of their payments for certain targeted diagnoses and retain them for any patient who is readmitted within 30 days and the readmission is deemed avoidable. It certainly sounds like an “all stick” approach to me. Let’s examine why so many Medicare patients are readmitted less than 30 days after discharge. Could it have anything to do with the current MS-DRG payment methodology that incents hospitals to decrease length of stay and discharge patients as soon as possible?

There is a “carrot” for primary care, in that providers who treat Medicare beneficiaries will receive a five percent payment increase from 2010-2014. As with any good news, there must be some offsetting negatives. Most specialists will see their payments reduced with the exception of some targeted general surgeons. This seems like a perfect recipe to entice those specialties, who are already experiencing tremendous manpower shortages, to sign up for more Medicare patients and the still to be defined, new government program for the 46 million uninsured. If this isn’t enough to bring you down, be prepared to be penalized for “inappropriate” imaging utilization. Physicians must adhere to appropriateness criteria for specific diagnostic modalities or face a five percent reduction in Medicare reimbursement. This is the point where I suggest we all get out our tattered copy of Orwell’s “1984” and reread it.

The big unknown in the document is the discussion of the creation of an “independent institute” that would conduct comparative effectiveness research. The President has mentioned this body and now the Senate is discussing a similar proposal. It will include a multi-stakeholder board without political ties that is supported by both public and private funding, including a tax on private insurance companies. Don’t you think they’re going to want a seat at that table? This is the most important and troublesome part of the proposal. I believe it is key to what’s coming down the road for us and should be the most disconcerting. What’s the chance that organized medicine will have a seat at the institute as well?

Now for the part of this discussion about politics and why it is important to have a strong two party system. On April 30th, Congress approved a $3.4 trillion budget resolution for fiscal year 2010. This joint resolution was reached by the Senate and the House without a single Republican vote in either chamber and, in fact, three Democrats in the Senate and 17 in the House voted, “Nay.” While this is a non-binding document, it establishes a framework for legislation coming down the pike. Most disturbing is that it includes language permitting the use of a technical procedure called reconciliation, which will allow Democrats to clear all of this healthcare legislation through the Senate with a simple majority and limit the use of the filibuster. One Democrat noted that they would only use “reconciliation as an insurance policy, if we were unable to agree on legislation by October 15th.”

So, in summation, where does that leave us? This proposal will greatly expand the role of government in healthcare and further increase an already burgeoning national debt. Vigilance and activism will be tantamount this summer. We have to be ready to stand up and make our voices heard. We will also have to do something that may make us all uncomfortable and enlist the support of our patients to help us ensure that they are not forgotten. I firmly believe we can develop a better system, but I get awfully nervous when the same folks who brought us the oversight and efficiencies of the IRS, US Postal Service and BMV want to get involved in managing healthcare.
Sincere thanks to IMS Members for their support of the Medical Society Alliance’s 2009 Spring Bouquet & Truffles Sale. The funds raised in this effort are used to award Nursing and Allied Health Scholarships to local students.

Alliance Members delivered more than 228 Bouquets and 22 boxes of Truffles. The Alliance Members who helped with the planning and delivery of the bouquets and candy to IMS Member Offices were Jo Bojrab, Ellen Crabb, Bev Dyken, Kay Enderle, Monica Frost, Connie Kellams, Nanette Ritter, Marcia Rice, Helen Rudisell, Karen Shoemaker and Evelyn Wellman.

The Alliance will hold interviews soon to award the Nursing and Allied Health Scholarships.

Details on the sale and scholarships will be printed in the July issue of the IMS Bulletin.

A thank you to the Leadership Council of the Indianapolis Medical Society Alliance and the IMS Staff for their assistance, expertise and enthusiasm for this fundraising project.

Kay Enderle

If you have any questions about the Medical Society Alliance, this fundraiser or wish to join the Alliance, please contact the IMS office at 639-3406 or email ims@imsonline.org.
Bladder control?

Turn to Urology of Indiana. Pioneers in urologic care for over 100 years.

LOCATIONS
Indianapolis (4)
Anderson
Avon
Carmel
Connersville
Crawfordsville
Danville
Franklin
Greenfield
Greenwood
Lebanon
Mooresville
Noblesville
Shelbyville
Tipton

UROLOGISTS
Robert A. Batler, M.D.
Teresa D. Beam, M.D.
Richard M. Bennett, III, M.D.
Glen A. Brunk, M.D.
Joseph C. Butterworth, M.D.
Scott B. Farnham, M.D.
Theodore F. Holland, M.D.
David W. Hollensbe, M.D.
Michael G. Hostetter, M.D.
W. Terry Jones, M.D.
Peter M. Knapp, M.D.
Chris A. Magee, M.D.
Andrew E. Moore, M.D.
Neale A. Moosey, M.D.
Kenneth G. Ney, M.D.
Bradley G. Orris, M.D.
Scott C. Pike, M.D.
John C. Ramsey, M.D.
Daniel B. Salvas, M.D.
David M. Scheidler, M.D.
John K. Schlueter, M.D.
John W. Scott, M.D.
Philip A. Serbin, M.D.
William L. Shirrell, M.D.
Jason K. Sprunger, M.D.
David B. Stuhldreher, M.D.
Ronald S. Suh, M.D.
Samuel T. Thompson, M.D.
Jeffery D. Vaught, M.D.
Gregory R. Wahle, M.D.

UROGYNECOLOGISTS
Kathryn A. Copeland, M.D.
Martina F. Mutone, M.D.

Urology of Indiana
Pioneers in urologic care.
1-877-362-2778 Toll Free
www.urologyin.com

IMS Bulletin, June 2009
We get your patients back to life.

The Center for Pain Management is one of Central Indiana’s most experienced medical practices focusing exclusively on treating patients who suffer from back, head, neck, joint or cancer-related pain.

This includes:
- Acute injuries or treatment
- Spinal injuries
- Herniated discs
- Arthritis
- Failed back surgery
- Chronic pain
- Migraines
- Fibromyalgia

Our team of clinicians and board-certified physicians specializes in comprehensive evidence-based diagnostic and multi-disciplinary treatment modalities that include:

- Interventional procedures
- Physical therapy
- Medication management
- Spinal cord stimulation
- Psychological counseling

Physician referrals and patient self-referrals are accepted.
Vincent P. Mathews, MD, was recently named President/CEO of Northwest Radiology Network, P.C. Dr. Mathews, a board certified Neuroradiologist, graduated from Indiana University School of Medicine with highest distinction. He completed a residency in diagnostic radiology at Indiana University Medical Center Hospitals and Neuroradiology fellowships at Indiana University School of Medicine and Johns Hopkins Hospital.

His special interests include stroke, epilepsy and psychological neuroimaging, including functional magnetic resonance imaging and magnetic resonance spectroscopy, as well as Kyphoplasty and Enhanced Vertebroplasty for metastatic spine tumors.

Dr. Mathews is the former Chief of Neuroradiology and current part-time Professor of Radiology at Indiana University School of Medicine.

Oncologist Michael J. Dugan, MD, is the recipient of the 2008 Healing Spirit Award presented by The Wellness Community-Central Indiana.

Dr. Dugan, the medical co-director of the Indiana Blood and Marrow Transplantation (IBM) at St. Francis Hospital & Health Centers, was recognized for his contributions to the field of oncology and for his commitment to the delivery of quality care to cancer patients and their families.

An Indiana University School of Medicine graduate, Dr. Dugan heads IBM’s quality assurance and management efforts and also serves on professional advisory board with The Wellness Community. He joined St. Francis in 1998 after serving on the medical staffs at several Indianapolis-area hospitals.

Jeffrey M. Rothenberg, MD, named Vice Chair for Faculty Development and Alumni Affairs for the Department of Obstetrics and Gynecology at the Indiana University School of Medicine.

Dr. Rothenberg obtained his Master’s degree in Biophysics from the Weizmann Institute and then worked for Advanced Magnetics, Inc. in Cambridge, before receiving his MD from the Sackler School of Medicine at Tel Aviv University. He completed his Ob/Gyn residency at Northwestern University in 1996. At IUSM Dr. Rothenberg has served as Medical Director of the Coleman Center for Women and Director of the Section of General Obstetrics & Gynecology. He is currently the President-Elect of the Faculty in the School of Medicine, Secretary of the Clarion Medical Staff, and a member of the IUSM Teacher/Learner Advocacy Committee and the Curriculum Council.

Dr. Rothenberg has been involved in many facets of academic leadership for the American College of Obstetricians and Gynecologists (ACOG) and is now Chair of ACOG’s Indiana section. He serves also as an oral examiner for the American Board of Obstetrics & Gynecology and as President-Elect of the Society for Humanism in Medicine.

OrthoIndy Surgeon, Jack Farr, MD, performed a bi-compartmental knee replacement with the Sigma® High Performance Partial Knee, May 6, 2009, which was broadcast live. During the procedure, Dr. Farr replaced the medial and patellofemoral compartments of the knee. The live surgery was performed at the Indiana Orthopaedic Hospital (IOH). As one of the designing surgeons for the High Performance Partial Knee, Dr. Farr has been instrumental in surgeon education with this new product offering. For early intervention, the Sigma High Performance Partial Knee System is the only partial knee solution on the market that can replace the medial, lateral and/or patellofemoral compartments while providing low wear and up to 155 degrees of flexion. The tibial implants utilize a moderately cross-linked, oxidatively stable polyethylene.
AMA and MGMA Partner to Help Members with Medicare Enrollment

To help physician practices navigate the new requirements of the Medicare enrollment process, the American Medical Association (AMA) and the Medical Group Management Association (MGMA) partnered to develop a new online toolkit, available now. Free to members of AMA and MGMA, the toolkit is accessible online at AMA and MGMA’s Web sites.

“This new online toolkit outlines pitfalls and provides information on how to quickly and easily navigate the complicated enrollment process,” said AMA Board Chair Joseph Heyman, MD. “We are pleased to partner with MGMA to provide our members with much needed help on the Medicare enrollment process.”

Many of the most drastic changes to Medicare’s enrollment process were implemented April 1.

The toolkit aims to make the process easier by outlining the new policies in an easy to understand format. The goal is to help physicians successfully enroll as quickly as possible without interruptions to patient care or Medicare reimbursements.

Physicians should be aware of two key changes in the enrollment process that could have a negative impact on patient access to care and Medicare reimbursement.

Physicians now have only 30 days to make changes to their enrollment information, such as a new practice address, and their enrollment status could be revoked if they do not comply with the timeframe.

Assuming physicians have met all the Medicare enrollment requirements, they will only be able to bill Medicare retroactively for 30 days once they are successfully enrolled, rather than up to 27 months as was previously permitted.

“Many of the changes to Medicare’s enrollment process are cause for concern, and we are working to improve the process so physicians can enroll without disruption to their practice,” said Dr. Heyman.

The AMA and MGMA are very pleased that Medicare has now unveiled a process for submitting applications online. This is expected to make the application process much faster, but the process for staff use is still cumbersome and needs improvement.


HIPAA—it’s not just about privacy

Many physicians recognize that the Health Insurance Portability and Accountability Act (HIPAA) ensures privacy protections. However, HIPAA encompasses additional regulations, and one in particular seeks to increase efficiency through standardized use of electronic transactions.

All health insurers are required to abide by the HIPAA Transaction and Code Set rule standards. Physicians can help increase claims processing efficiency and cost savings.

Continued on page 14.
From The AMA (Continued from page 12.)

by reporting any noncompliance with these standards. The AMA developed an online complaint form to help with this process. Visit http://www.ama-assn.org/ama/pub/physician-resources/solutions-managing-your-practice/coding-billing-insurance/hipaahealth-insurance-portability-accountability-act/file-hipaa-related-complaint.shtml to view and complete the form.

Although the AMA plans to share aggregate complaint information with the Centers for Medicare & Medicaid Services (CMS), the agency responsible for enforcing the new HIPAA electronic transaction and code set requirements, please be aware that completing this form does not constitute filing a complaint with CMS. If you wish to file a complaint directly with CMS, complete the HIPAA non-privacy complaint form http://www.cms.hhs.gov/Enforcement/Downloads/HIPAANon-PrivacyComplaintForm.pdf.

In addition, the AMA may pursue compliance activities with individual plans, payers or clearinghouses where a pattern of complaint warrants. To learn more about the HIPAA electronic standard transactions, the HIPAA Transactions and Code Set rule and how this rule impacts the physician practice, AMA members can download “Understanding the HIPAA standard transactions: The HIPAA Transactions and Code Set rule.”

AMA Supports Obama’s Principles for Health Care Reform and Outlines Framework for Action

In April, the American Medical Association sent a letter (http://www.ama-assn.org/ama1/pub/upload/mm/399/hsr-principles-letter.pdf) to President Barack Obama offering physicians' support for the administration’s eight principles for health care reform and outlining the association’s framework for action.

“The ongoing emphasis on health care from the White House signals that the administration is seizing this historic opportunity to improve the system,” said AMA President Nancy Nielsen, MD. “The American Medical Association is committed to health care reform that improves access to high-quality, affordable health care for all patients. Expanding access to care for all Americans will ensure that people can get the preventive care they need, which will keep them healthy and keep the nation’s long-term health care costs down.”

In the letter, the AMA highlighted the importance of building on the current employer-based system to promote individual choice and ownership of health insurance, the impact that liability pressure has on health care costs, and the need to remove antitrust barriers to quality improvement efforts. The AMA also voiced its support for health information technology, for efforts to improve the value the nation gets from its health care spending, and for greater care coordination.

The administration’s eight principles are: (1) protecting families’ financial health, (2) making health coverage affordable, (3) aiming for universality, (4) providing portable coverage, (5) guaranteeing choice, (6) investing in prevention and wellness, (7) improving patient safety and quality, and (8) maintaining long-term fiscal sustainability.

“We look forward to continuing our work with the administration and Congress to develop health care reform policies within the President’s eight principles,” said Dr. Nielsen.

Thank you to the AMA website and AMA eVoice for the information presented here.
“Since installing Laserfiche document management software through Paper-Lite, we have experienced a dramatic improvement in staff productivity”
- Nancy Daugherty, Office Manager
Comprehensive Spine & Neurosurgery Services PC

“Laserfiche is the perfect complement to our EMR application”
- Jerald D. Hatton, Director I.S.
Southern Indiana Medical Holdings, Inc.

p: 317-473-4940 | c: 812-350-5044
nancy@gopaperlite.com
www.gopaperlite.com
New Members

Alston, Devena E., MD
Benesse Oncology Ctr. of Major Hosp.
2455 Intelliplex Dr.
Shelbyville, 46176-8535
Ofc – 421-1800*
Fax – 421-1898
Internal Medicine, 2008
Hematology/Oncology
Universidad del Noreste,
Tampico, Mexico, 1984

Jenkins, Nicholas P., MD
Resident – I.U. School of Medicine
Internal Medicine/Pediatrics
University of Arkansas, 2005

Rex, Douglas A., DO
Gen. & Adv. Laparoscopic Surgery, LLC
3520 Guion Rd., #103
46222-1672
Ofc – 682-2038
Fax – 920-7482
General Surgery
Pikeville College, School of
Osteopathic Medicine, 2003

Berry, Rana S., MD
University OB-GYN, Inc.
1001 W. 10th St., #F-5
46202-2859
550 University Blvd., #2440
46202-5274
Ofc – 630-8426
Email – rsnipe@iupui.edu
Web – www.iuwhc.com
Obstetrics & Gynecology
University of Pittsburgh, 2002

Yi, Woo J., MD
Anesthesia Consultants of Indpls.
4725 Statesmen Dr., #C
46250-5645
Ofc – 577-4200
Fax – 577-9502
Email – yiwooj@yahoo.com
Anesthesiology
Indiana University, 2002

Cheng, Shan L., MD
Indpls. Gastroenterology & Hepatology
8651 S. Emerson Ave., #200
46237-8632
Ofc – 865-2955
Fax – 865-2954
Internal Medicine, 2005
Gastroenterology
Washington University, 2002

Dobbs, Glenn L., DO
Women’s Health Partnership West
1115 Ronald Reagan Pkwy., #266
Avon, 46123-6911
Ofc – 209-2000
Fax – 209-2010
Obstetrics & Gynecology, 1995, 2005
College of Osteopathy Medicine
of the Pacific, Pomona, 1988

We encourage members to use
the Bulletin as a vehicle to
express their concerns, ideas and
opinions.
Just submit to: Editor,
Indianapolis Medical Society
Bulletin,
email: ims@imsonline.org

Visit www.imsonline.org
to review your profile.
Call 639-3406
with questions or updates.

Member Benefits

Exclusive IMS Benefits
• 20% Discount OfficeEMR™ from
iSALUS through the Preferred
Physician Program first year
• FREE Referral Service
• Medical Society Exchange, a reliable,
professional answering service
provides reduced rates for IMS
members.
• Hertz® Car Rental Discounts
• Indianapolis Medical Alliance –
a pro-active physician spouse
organization.
• IMS Foundation . . . operated
exclusively for charitable and
educational purposes.
• Project Health, a program
developed and sponsored by the
IMSF providing healthcare and
medications for uninsured patients.
• Commissions & Committees . . .
Commission on Professional Affairs,
investigates charges made against
individual members by patients
or fellow members; efforts by this
Commission generally result in
resolution to the mutual satisfaction
of everyone.
Commission on Medical & Health
Affairs, considers public health
matters as well as legislative issues.
Commission on Membership
Services, implements programs and
services beneficial to all members.
• Annual 7th District Meeting . . .
provides physicians and their
families in Hendricks, Johnson,
Marion and Morgan Counties
the opportunity to meet and elect
representatives.
• Member Inquiries
• Patient Inquiries
• FREE $100,000 air travel insurance
for all members.
• Exclusive Private Banking Services
for you and your practice.
• FREE Medi-File Cards
• FREE Announcement Labels
• The annual Pictorial Roster of
Members – your photo and individual
listing in the popular reference.
• Indianapolis Medical Society
Bulletin
• Networking with more than 2,000
member physicians.
• I.C. System collection service for
members.
• Pager rental at a discounted rate for
you, your family and your staff.
• Exclusive discounts for IMS
members through Staples®.

IMS Sound Bites

Wednesday, June 24th, 7:30 - 9:00 A.M.
IMS Headquarters Conference Center, 631 E. New York Street
Light Refreshments Provided

“Emerging Trends:
Loss Prevention for Today & the Future”

• Identify and minimize risk in your medical practice
• Gain an understanding of the current liability climate
• Discover the latest preventative measures for reducing risk
• Get specifics on how to successfully manage risk
RSVP Required (see page 36)
Introducing the A-Fib Center of Excellence at St.Vincent Heart Center of Indiana.

Atrial Fibrillation is the most common heart rhythm disorder in America, affecting over two million people. That’s why St.Vincent Heart Center of Indiana has developed the A-Fib Center of Excellence. Led by Dr. Eric Prystowsky, one of the authors of the international “Guidelines for the Management of Patients with Atrial Fibrillation,” the A-Fib Center of Excellence provides comprehensive diagnostic and treatment options for your patients with A-Fib, not only appropriate drug selection, but a complete range of non-drug options including catheter ablation, permanent pacemakers and surgery — we’re here to help you keep your patients’ racing hearts under control. To find out more about the A-Fib Center of Excellence, visit us on the web or call us at 317-338-AFIB.

St.Vincent
HEART CENTER
OF INDIANA

heartcenter.stvincent.org

THE SPIRIT OF CARING®
In Memoriam

Eva Marie Grimes, MD
1933 - 2009

Eva Marie Schiffer Grimes, MD, 75, passed away April 1, 2009. Dr. Grimes was born in Budapest, Hungary, on December 23, 1933.

Dr. Grimes was a graduate of Northwestern University School of Medicine (1959). She interned at Passavant Memorial Hospital in Chicago, Illinois. She completed her residency and a Fellowship in Radiology (1960-1963) at the Mayo Clinic.

Dr. Grimes practiced medicine in Oakland, California in 1963-1964 before moving to Indianapolis. She practiced at Methodist Hospital in Indianapolis before retiring in 1994.

James Ross Mackenzie, MD
1924 - 2009

James Ross Mackenzie, MD, was born September 17, 1924 in Aberdeen, Scotland, passed away Wednesday, April 1, 2009 in Indianapolis, Indiana.

Dr. Mackenzie was educated in Aberdeen and received his medical degree from Aberdeen University. He served his internship at General Infirmary, Burton-on-Trent, and his residency at Blackpool Hospitals and Leeds Hospitals. After moving from Aberdeen, Dr. Mackenzie was a Holt Fellow, lecturing at the Liverpool University Medical School, England. Moving to Woodstock, Ontario, Canada, Dr. Mackenzie held the position of Chief of Pathology. He also held the position of Chief of Pathology at the Memorial Medical Hospital in Corpus Christi, Texas.

Dr. Mackenzie retired after serving as Director of the Laboratory of Pathology at Methodist Hospital in Indianapolis. In Indiana, he served on the Advisory Commission for Public Health. He was a fellow of the American Society of Clinical Pathologists and also a fellow of the College of American Pathologists.

Dr. Mackenzie was instrumental in developing anti-rejection serum used in the first heart transplant program in Indianapolis and he was a pioneer in the area of pre-natal fetal lung development analysis. “Ross” as he was known, was an active member of the Rotary Club of Indianapolis, as a Paul Harris International Fellow, participating in volunteer work in communities at home and abroad. He was a member of the Pilots’ Association of Sky Harbor Air Port, flying a Cessna Sky Master. Ross also enjoyed photography, painting, and was a voracious reader.

He was honored by the Society as a 50-Year member is 1996.

Harold Marshall “Sandy” Trusler, MD
1935 - 2009


Dr. Trusler graduated from Shortridge High School (1953), Dartmouth College (1957) and Harvard Medical School (1960). He returned to Indianapolis to pursue his internship and plastic surgery residency at Indiana University Medical Center. In 1966, he entered into private practice in plastic surgery with his father.

Dr. Trusler received his certification from the American Board of Plastic Surgery in 1968 and became a member of the American Society for Plastic and Reconstructive Surgery. He served this organization as a member of the Socio-economic Commission and was chairman of the Insurance sub commission. Dr. Trusler quickly became focused on these issues in medicine.

In the early 1970s, he served as chairman of the Health Insurance Advisory Committee for the Indianapolis (Marion County) Medical Society and was a consultant to Blue Cross-Blue Shield of Indiana. In 1980 he reduced his practice and became Director of Medical Affairs at Blue Cross and Medical Director for the Indiana Medicaid Program. In 1984 he was involved in the development of Key Health Plan and served as its medical director. He left the business sector in 1987 and returned to full time medicine.

Dr. Trusler was very active in organized medicine and was a member of the American Medical Association and the Indiana State Medical Association. He also served on the board of the Indianapolis (Marion County) Medical Society, was chairman of the Board in 1977, and president in 1980. He was Alternate Trustee and then Trustee for the 7th District of the ISMA from 1978-1984. While serving on the Medical Services Commission (1975-1990) he was instrumental in the formation of the Indiana Physicians Insurance Company and was its first president. As a member of the American College of Surgeons he was the plastic surgery representative on the Credentials Committee and president in 1984. From 1992 until retirement, he served on the Committee for Physician Health for the American Board of Plastic Surgery. His many community activities include the March of Dimes, Visiting Nurse Service, and the Jordan YMCA. For the past 18 years, Dr. Trusler was a proud member of AA where he used his humor and compassion to positively impact the lives of many.

Please honor your colleagues with a donation to the Indianapolis Medical Society Foundation.
Call 639-3406 for details.
**Types of Pain Treated**

- Acute & Chronic Back Pain
- Cervical Spine (Neck) Pain & Related Headaches
- Herniated Discs
- Degenerative Disc Disease
- Sciatica / Radiculopathy
- Spinal Facet Syndrome
- Spinal Stenosis *(Lumbar & Cervical)*
- Spondylosis *(Spinal Arthritis)*
- Work & Sports Related Injuries

**Available Treatments**

- Fluoroscopic Epidural Steroid Injections *(Cervical, Thoracic & Lumbar)*
- Nerve Blocks *(Diagnostic and Therapeutic)*
  - Sympathetic Nerve Blocks
  - Fluoroscopic Selective Nerve Blocks
- Facet Joint Injections
- Sacroiliac Joint Injections
- Radiofrequency Lesioning
  - Facet Denervation
  - Rhizotomy
  - Sympathectomy
- Nucleoplasty
- Neuroplasty
- Discography
- Selective Endoscopic Discectomy (SED)
- IntraDiscal ElectroThermal Annuloplasty (IDET)
- Spinal Cord Stimulation

**Specializing in the Diagnosis & Treatment of Individuals Suffering From Acute and Chronic Back and Spinal Pain**

Avon | Carmel | Kokomo | Mooresville

phone  317.815.8950
fax    317.815.8951
toll free  866.815.8950

www.midwestpain.net
Visit our improved web site for physician and patient education!
Red Flags Rule

The Red Flags Rule compliance deadline has been delayed by the FTC until August 1, 2009. For those of you needing information, the AMA has prepared documentation on the requirements and a sample template available at no charge to AMA members at http://www.ama-assn.org/ama/no-index/physician-resources/red-flags-rule.shtml. The FTC also has a prepared guide at http://www.ftc.gov/bcp/edu/pubs/business/idtheft/bus23.pdf

Indiana Health Study

The Indiana Health Study is a new research study involving Indiana communities. The Indiana Health Study will make it possible for researchers to study the population of Indiana in order to learn more about the causes of common diseases such as heart disease, cancer and diabetes. Their findings will lead to new drugs and diagnostics that allow doctors to better manage chronic diseases, and will make Indiana a healthier place. The Indiana Health Study is intended to go on for many years and involve thousands of people from Indiana communities. It is a local initiative that will have national impact. The Indiana Health Study is sponsored by the Fairbanks Institute for Healthy Communities.

The first Indiana Health Study focuses on heart disease. Heart disease affects more than 340,000 Hoosiers and 15 million people nationwide, and is the leading cause of death for both men and women. The Indiana Health Study gives Indiana communities an opportunity to help decrease these growing numbers.

The Indiana Health Study is currently enrolling people for the study of heart disease. One group of people in the study will have a history of coronary artery bypass graft (CABG) surgery or angioplasty and stent placement. Another group will be people who are similar to the first group in age, gender and ethnicity but do not have heart disease. Researchers will compare blood samples and information from the two groups to learn more about the causes and progression of heart disease.

Please visit the following resources for additional information on Heart Disease: www.cdc.gov/heartdisease and www.americanheart.org

If you would like to contact the Indiana Health Study, please write or call at:
Indiana Health Study
300 N. Meridian Street, Suite 950
Indianapolis, IN 46204
Phone number: 317-238-7050
Email: tmccauley@imsonline.org, 639-3406, with your information. Remember, your profile is what we use to provide referrals to patients and colleagues for you. Incorrect information may affect your bottom line.

Unique Electronic Strategy Alerts Physicians to Latest Clinical Information on H1N1 Flu

History was made at 2:30 p.m. on Wednesday, April 29, 2009, when more than 3,000 physicians in Indianapolis were sent a broadcast alert on swine flu (H1N1 virus) from the Marion County Health Department. The message was of critical importance to patient care; history was made in the way it was transmitted and received.

The April 29 swine flu public health message was the first to abandon a traditional, less efficient paper approach to alerting physicians about public health crises in favor of an electronic strategy to quickly and efficiently broadcast public health information critical to patient care.

The electronic alert technology was developed by researchers from the Regenstrief Institute, Inc. in collaboration with Marion County Health Department. For the first time, an electronic public health alert was received by doctors in the same way that they receive laboratory data, radiology reports, hospital discharge summaries and other clinical information in the most health-care wired city in the nation.

Regenstrief researchers developed DOCS4DOCS®, a clinical messaging service that delivers more than 2.8 million messages per month containing information critical to patient care throughout central Indiana. A new web application that interfaces with the DOCS4DOCS service, operated by the Indiana Health Information Exchange (IHIE), was used to deliver the swine flu alert.

Home of the Regenstrief Medical Records System, one of the world’s oldest electronic medical records systems, and the growing Indiana Network for Patient Care, the Regenstrief Institute has been capturing and aggregating health-care data since 1994. Building on the pioneering work of Regenstrief, IHIE provides services that enable the right medical information to get to the right provider at the right time to enhance patient care.

Like most other public health departments across the nation, the Marion County Health Department has traditionally performed the public health alert function using a variety of methods, including news releases targeted to the public and mailing letters to physicians. Postal delivery service can delay notification to primary care physicians by 72 to 96 hours – a critical time in which the opportunity to better serve patients has been lost.

In 2007 the U.S. Census Bureau estimated that Marion County had a population of 876,804. Currently 3,105 physicians with Marion County zip codes utilize DOCS4DOCS®. Last year Regenstrief investigators received a $10 million, five-year contract from the Centers for Disease Control and Prevention (CDC) to enhance the ability of local, state and regional entities to share data and information during potentially catastrophic infectious disease outbreaks and other public health emergencies.

Regenstrief plans to offer the new technology to other public health departments.

In Summary

June 30 – Last Day to Renew Medical Licenses!

www.imsonline.blogspot.com

Want to Blog? Visit imsonline.blogspot.com or imsonline.org

Continued on page 24.
Your patients want the best value for their money without any hassles.

You want same-day appointments and quick, accurate reports.

Meridian North Imaging Center provides them all. We offer competitively-priced diagnostic imaging that utilizes the latest technology.

Your patients will receive their testing in a safe, professional, friendly atmosphere without the hassles of tedious paperwork, long wait times and limited parking.

You’ll receive quick reports from local radiologists you’ve come to know and trust at Northwest Radiology Network. They’re board certified, fellowship trained and meet the continuing experience and education requirements of the American College of Radiology.

Our services include:

- High-performance PET/CT
- High-field strength MRI and MRA
- CT and CTA scanning
- Ultrasound

TO REFER A PATIENT CALL 317-XRAY-NOW (972-9669)

Same-day appointments available

What our patients are saying —

“I really appreciated the thorough manner in which they explained each step of the scans to me. That was very reassuring to me, as that was the first time I ever had a PET/CT scan.”

– Darcy

“I arrived ahead of schedule, exam done ahead of schedule, out ahead of schedule! Very nice.”

– Anonymous

“I appreciated the gentle, considerate treatment I received from everyone.”

– Caroline

Conveniently located near 126th Street and Meridian Street

FREE parking
Thank you,
James A. Crossin, MD

James A. Crossin, MD, is Project Health’s volunteer physician for the month of June. He and Dr. Frank Lloyd, Jr., are the two general surgeons at Tower Surgical who do virtually all of our surgery. Dr. Crossin was born and raised in Kenosha, Wisconsin, where his father and grandfather owned a funeral home. There were no members of the family in medicine, but he said his parents were very good friends with many physicians and he admired them all. In high school, he decided that he wanted to be a physician.

Dr. Crossin graduated from the University of Notre Dame and went on to the University of Marquette for medical school. “I was then investigating internships and Methodist made a great presentation.” Dr. Crossin said he visited two hospitals in Indianapolis, and, at that time, Methodist was the larger facility. He liked the physicians, and, the fact, that it was a four-year surgical residency in one spot that helped him make his mind up. Also his wife is from Indianapolis, “so it just made sense to come here.” They met on spring break in Ft. Lauderdale and got married while he was in medical school.

Dr. Crossin credits Donald M. Schlegel, MD, the head of the surgery education program and Alfred Ricks Madtson, MD, at Methodist, as his inspiration to go into general surgery. “I liked the variety of cases and diseases. It seems more intellectually and surgically challenging.” Their first practice was at 1815 N. Capitol, which turned into Tower Surgical in 1990 with many more surgeons. As a general surgeon back in 1969 he operated on his share of Indy 500 racecar drivers. “But then the hospital formed a trauma surgery specialty, so I haven’t done that kind of work in years.”

Dr. and Mrs. Crossin have five grown children. Two daughters are teachers here in Indianapolis, one daughter is in marketing in Chicago. One son sells medical supplies to hospitals and his other son was the developer in the Cosmopolitan Building Complex that recently burned down. He is very glad they caught the arsonist.

Dr. Crossin and Dr. Lloyd have seen 225 Project Health patients in the Methodist residency clinics in just the last two years. They have operated on 64 of them. He says he LOVES our interpreters and the fact that the same interpreter comes with the same patient every time. “It makes for great continuity and excellent communication.” He doesn’t understand why more specialists don’t volunteer for Project Health, because “it takes so little time and is so rewarding personally. That’s what we went into medicine to do – help people.” Project Health is certainly glad he feels that way. Thank you.

Say aahhh...

A tropical island getaway is just what the doctor ordered. Sway in a beachside hammock, feast on the freshest seafood, stroll the velvet sand beach at sunset.

Just 30 minutes from the Tampa (TPA) and St. Pete/Clearwater (PIE) airports yet a million mental miles away.

It’s time to just let go.

$250 RESORT CREDIT

A tropical island getaway is just what the doctor ordered. Sway in a beachside hammock, feast on the freshest seafood, stroll the velvet sand beach at sunset.

Just 30 minutes from the Tampa (TPA) and St. Pete/Clearwater (PIE) airports yet a million mental miles away.

It’s time to just let go.

TradeWinds
ISLAND RESORTS ON ST. PETE BEACH
Call 800.249.2298 or visit www.JustLetGo.com/DR for details & to print your resort credit.
WEALTH MANAGEMENT

At Fifth Third Private Bank, we have a team of dedicated professionals who build customized lending solutions to help healthcare professionals just like you. From wealth planning and trust services to investment advice and consulting, we simplify the complexities of the financial world to make sure your future is everything you expect it to be. Which means you can focus on your practice while we focus on your portfolio. To arrange a consultation with a Fifth Third Private Bank Advisor, call Brian Weaver, Wealth Management Advisor, at 317-383-2259.
In Summary (Continued from page 20.)

Printer Prescription Pads Update

The pharmacy board has changed its position and is now allowing printers to reapply before August 2009. In the board’s efforts to resolve outstanding issues with printers and providers of Rx security paper in Indiana, the board is asking for interested parties to resubmit their applications for approval.

The list of approved printers is expanding and is constantly changing. Physician offices are encouraged to visit the pharmacy board Web site for a current list. Visit http://www.in.gov/pla/2538.htm

Physicians are required by Indiana law to write controlled substance prescriptions on compliant security paper. Printers are placed on the approved list if their prescription pads are compliant. Physicians using prescription pads from a printer not on the approved list should contact their printers. A template for prescription pad paper and other requirements are on the pharmacy board website.

Call the ISMA’s Legal Department at (317) 261-2060 with questions.

National Study Results Change Common Method of Treating Asthma

A nationwide study of adults with asthma reveals no benefit for treatment for silent acid reflux, which long has been thought to be the culprit for some severe asthma symptoms such as coughing, wheezing and breathlessness. The findings, which could save $10 million annually in unwarranted prescriptions, are reported in the April 9 issue of the New England Journal of Medicine.

The American Lung Association’s Asthma Clinical Research Centers found the longstanding practice of prescribing heartburn medication to be ineffective for asthma patients who do not exhibit the symptoms of acid reflux such as heartburn or stomach pain. Patients participating in the ACRC study were randomly given either 80 milligrams of esomeprazole or placebo. Patients in both groups had similar reports of poor asthma control episodes so there were no measurable differences in their lung function or other asthma symptoms. The results showed that prescription acid control medication were not more effective than placebo for the treatment of asthma.

The American Lung Association recommends that people with asthma and symptoms of gastric reflux, such as heartburn that occurs at least twice a week, check with their physician about taking medicine to control reflux.

St. Francis Hospital Opens New Clinic for Lung Cancer Patients

The Lung Cancer Center at St. Francis Hospital & Health Centers is now seeing patients in a new multidisciplinary clinic.

The Lung Clinic allows patients to be evaluated in one visit by physicians in specialties such as pulmonology, thoracic surgery, medical oncology and radiation oncology. These physicians also will consult with radiologists and pathologists to evaluate imaging exams, biopsies and surgical pathology reports.

The clinic, located at the St. Francis Cancer Center at 8111 South Emerson Ave., is open each Thursday from 8:30 a.m. to 11:30 a.m. for scheduled appointments. For scheduling information, call 317-782-7005.
From initial diagnosis to treatment

Community Health Network offers a full range of neurological services to treat brain and nerve disorders for patients of all ages. Our multidisciplinary team of health care specialists is among the most skilled and experienced in central Indiana, and our facilities are equipped with advanced diagnostic technology to support a personalized treatment plan for your patients.

Diagnostic services include:

- Electroencephalogram (EEG)
- Evoked potential (EP)
- Video EEG monitoring (adult and pediatric)
- 24-hour ambulatory EEG
- Intraoperative monitoring
- Nerve conduction study
- Electromyography (EMG)
- Wada tests

To learn more about Community’s neuroscience services and our physician specialists, visit eCommunity.com/neurosciences.
offers the following insurance programs exclusively for ISMA members:

<table>
<thead>
<tr>
<th>Insurance Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health - PPO &amp; Traditional plans from $250 to $5,000 deductibles</td>
</tr>
<tr>
<td>Voluntary Employee Benefit Plan Dental, short term disability, term life, universal life, cancer plan, Section 125 Premium Only Plan (P.O.P.)</td>
</tr>
<tr>
<td>Term Life Disability</td>
</tr>
<tr>
<td>Medicare Carve-out</td>
</tr>
<tr>
<td>Dental</td>
</tr>
<tr>
<td>Long Term Care</td>
</tr>
<tr>
<td>Auto</td>
</tr>
<tr>
<td>Homeowners</td>
</tr>
<tr>
<td>Health Savings Account Plan</td>
</tr>
<tr>
<td>U.S.A. News Service</td>
</tr>
<tr>
<td>Thursday, May 7, 2009</td>
</tr>
<tr>
<td>Study finds homicidal poisoning rising, more likely in infants and elderly</td>
</tr>
<tr>
<td>Athens, Ga. – Homicidal poisonings are rare but on the rise – and infants are the most common victims – according to a new University of Georgia study that aims to raise awareness of this often overlooked crime.</td>
</tr>
<tr>
<td>The group purchasing power of the ISMA can help satisfy your insurance needs - at a price you can afford.</td>
</tr>
<tr>
<td>Call the ISMA Insurance Agency at (317) 471-4229 or (877) 647-2242.</td>
</tr>
<tr>
<td>These insurance plans have been specifically designed for ISMA members and their employees to provide the highest quality coverage at the lowest possible cost.</td>
</tr>
<tr>
<td>* Access is available through Medical Assurance of Indiana - ISMA’s endorsed professional liability carrier.</td>
</tr>
</tbody>
</table>

UGA News Service
Thursday, May 7, 2009

Study finds homicidal poisoning rising, more likely in infants and elderly

Children less than one year old are approximately nine times more likely to be victims than the general population, the study found. Shepherd said that rather than being premeditated acts, the majority of these poisonings are likely negligent homicides committed by parents or caretakers.

“Anyone who has been a new parent knows about the long hours and the stress of an inconsolable child,” Shepherd says. “In some cases people make bad decisions and try to sedate their children with medication or alcohol. I think there’s a role for pharmacists and other health care workers to better educate new parents about the inappropriateness of sedating newborns.”

Further analysis by race found that African-American infants – who are 21 times more likely to be victims than the general population – are most at risk. Shepherd said this increased risk among African Americans is “a tragic result of socioeconomic status,” as stressful situations and poor coping skills are more common in young parents lacking family support and economic stability. The study found that older adults also had a significantly higher rate of poisoning than the general population. Older adults who require institutional or home care are particularly susceptible to abuse, Shepherd said, and are at risk of being administered excessive doses of sedatives or other medications.

The study also found that drugs, medications and other biological substances accounted for 65 percent of the poisonings during the 1999 to 2005 study period, while assault by gasses and vapor accounted for 28 percent of poisonings. The remaining seven percent of assaults involved other chemicals, corrosive substances or pesticides.

“Though rare, these crimes do happen,” Shepherd said. “Now that we’ve identified at-risk populations, we have the potential to raise awareness and possibly save lives.”
Areas of Specialty

- Stroke
- Alzheimer’s disease
- Headache
- Epilepsy
- Parkinson’s disease
- Sleep disorders
- Multiple sclerosis
- Neuro-ophthalmology
- Neck, back, and arm pain
- Tremor
- Brain and spinal cord injuries
- Brain tumors
- Peripheral nerve disorders
- Muscle disorders
- Pediatric Neurology
- EMG/EEG/Evoked potentials
- Balance disorders testing

1400 N. Ritter Ave.    Indianapolis
7250 Clearvista Dr.    Indianapolis
8402 Harcourt Rd.     Indianapolis
5136 E. Stop 11 Rd.    Indianapolis

12188 N. Meridian St.  Carmel
2330 S. Dixon Road     Kokomo
1001 Hadley Road       Mooresville
720 N. Lincoln St.     Greensburg

317-308-2800  Press 0
www.jwmneuro.com
### Community Hospitals Indianapolis

**Community Hospital East**

- Second & Fourth Chest Conference (Case Presentations)
  - Wednesdays  Room 3436, 7:00 - 8:00 a.m.
- Every Tumor Board (Case Presentations)
  - Tuesday  Medical Staff Conf. Room, 12:00 - 1:00 p.m.
- First Critical Care Conference
  - Wednesday  Medical Staff Conf. Room, 12:00 - 1:00 p.m.
- Second Medical Grand Rounds
  - Wednesday  Medical Staff Conf. Room, 12:00 - 1:00 p.m.

**Community Hospital South**

- Fourth Medical Grand Rounds
  - Thursday  Conf. Rooms A & B, 7:30 - 8:30 a.m.
- Third Tumor Board (Case Presentations)
  - Wednesday  Conference Room A, 7:00 - 8:00 a.m.

**Community Hospital North**

- Second Tumor Board (Case Presentations)
  - Wednesday  Board Room, 12:00 - 1:00 p.m.
- First North Forum
  - Friday  Board Room; 12:00 - 1:00 p.m.

**North Cancer Pavilion**

- Third Case Presentations
  - Wednesday  Melanoma Conference, 7:00 - 8:00 a.m.

For more information, contact Valerie Brown, (317) 355-5381.

### Clarian Health Partners

**IU – Methodist – Riley**

- **June 4-5**  Garreau-Wray Lectureship  University Place Conference Center, Indianapolis
- **June 5**  Management of Thoracic Aortic Surgical Emergencies  Methodist Hospital, Petticrew Auditorium  Indianapolis
- **July 6-15**  94th Annual Anatomy and Histopathology of the Head, Neck and Temporal Bone  Medical Science Building, IUPUI Campus  Indianapolis
- **July 17**  Review and Interpretation of the 2009 ASCO Meeting  University Place Conference Center, Indianapolis
- **Sept. 14-15**  Riley Heart Center Symposium on Cardiac Development  Riley Outpatient Center, Indianapolis
- **Nov. 6-7**  17th Annual Trauma/Surgical Critical Care Symposium  University Place Conference Center, Indianapolis
- **Nov. 13**  Richard E. Lindseth Lectureship  University Place Conference Center, Indianapolis
- **Dec. 3**  3rd International Urolithiasis Research Symposium  Conrad Hotel, Indianapolis

Course dates and locations are subject to change. For more information, please visit [http://cme.medicine.iu.edu](http://cme.medicine.iu.edu) or call 317-274-8353.

The Indiana University School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

We have more than 100 recurring meetings available. For a listing or more information, please visit [http://cme.medicine.iu.edu](http://cme.medicine.iu.edu) or call 317-274-4220.

### Indianapolis Medical Society

**June**

- **2**  IMS Board, Society, 6:00 PM, Social; 6:30 PM, Dnr/Mtg.
- **9**  Executive Committee, Society, 6:00 PM, Sandwiches
- **10**  Senior/Inactive Luncheon Meeting, Noon, Society, Mr. Arthur Carter, “Tuskegee Airmen”
- **13-17**  AMA House of Delegates Annual Meeting, Chicago Hyatt, Chicago, IL
- **24**  **IMS Sound Bites, 7:30-9:00 AM, IMS Conference Center, ProAssurance Group, RSVP @ 639-3406 or see page 36**
- **TBA**  Alliance – Scholarship Interviews
- **TBA**  Project Health Board Meeting, Society, 6:00 PM, Light Meal

**July**

- **10**  7th District Annual Meeting, Indiana Downs, Registration @ 6:15pm, Dinner & Racing Follow
- **21**  Executive Committee, Society, 6:00pm, Sandwiches

**August**

- **4**  IMS Board, Society, 6:00pm, Social; 6:30pm, Dnr/Mtg
- **18**  Executive Committee, Society, 6:00pm, Sandwiches

**September**

- **2**  Senior/Inactive Luncheon Meeting, Noon, Society
- **22**  Executive Committee, Society, 6:00pm, Sandwiches
- **25-27**  ISMA Convention, Downtown Hyatt

**October**

- **6**  IMS Board, Society, 6:00pm, Social; 6:30pm, Dnr/Mtg
- **20**  Executive Committee, Society, 6:00pm, Sandwiches

**November**

- **5**  IMS Advisory Breakfast, 7:30 am - prior to ISMA BOT
- **5**  ISMA Board of Trustees, 9:00 am, state headquarters

---

### The Care Group, LL

- **Friday, September 25, 2009**  Arrhythmia and Heart Failure Symposium  The Renaissance Hotel  Carmel, Indiana
- **Friday, December 4, 2009**  Update in Cardiology  The Renaissance Hotel  Carmel, Indiana

Visit [www.cardiofoundation.org](http://www.cardiofoundation.org) for program details and to register online. For more information, contact Suzanne Brown, (317) 338-6089.

### Indiana Spine Group

**BACK TALK: Comprehensive Concepts in the Diagnosis and Treatment of Spinal Disorders**

- **September 11-12, 2009**  University Place Conference Center & Hotel, 850 W. Michigan Street, Indianapolis, Indiana

A conference for primary care physicians that will provide comprehensive information for the diagnosis and treatment of spinal disorders, injuries and abnormalities. Sponsored by Indiana Spine Group.

This activity has been approved for AMA PRA Category 1 Credit. This activity has been reviewed and is acceptable for up to 11.75 credit(s) by the American Academy of Physicians.

For more information call (317) 228-7000 or visit [www.indianaspinegroup.com](http://www.indianaspinegroup.com).

### St. Francis Hospital & Health Centers

**September 18, 2009**

- **St. Francis Cardiovascular Symposium, 2009**  Crown Plaza at Union Station, Indianapolis
  For information, call 317-783-8136

Beech Grove Campus

- **Every Thurs.**  Tumor Board – 7:00 a.m.
  For more information, call 317-783-8136.
St. Vincent Hospital and Health Care Center Inc.

June 4, 5

ACLS Initial
10.0 credits
3 North Classroom
Contact Kim Viehe, 338-6786

June 5, 6
Midwest Pediatric Hospital Medicine Conference
10.0 credits
Hyatt Regency Indianapolis
Contact Kim Nardi at 338-8861

June 10
Research Symposium
6.5 credits
The Marten House
Contact Edna Mae Rewers at 338-2194

June 12, 13, 14
Spring Pediatric Conference
10.25 credits
French Lick Resort and Casino
Contact Beth McIntire at 415-8068

Every Monday 7-8am Gynecology Radiation Oncology
Teleconference Room

Every Tuesday 7-8am Internal Medicine Grand Rounds
Cooling Auditorium

Every Wed., 8-9am Gynecology Malignancy Conference
Pathology Lab

St. Vincent Health - RUAH
Medical Interpretation Conference

Medical Interpretation: Professional Development and Integration into the Health Care Team

7:30 am - 5:30 pm
June 16, 2009
Ritz Charles of Carmel
12156 N. Meridian Street, Indianapolis, Indiana

Bilingual individuals are encouraged to explore the career of Medical Interpreting and be given an opportunity to network and learn how to become a trained Medical Interpreter. Seats are limited, so we encourage you to register early if you’d like to attend.

CE credits will be available for Social Workers (5.5 Category one) and ATA members (8 points). In addition, we anticipate CE credits for Nurses and ASL Interpreters.

Fee: $50/person. Fee includes continental breakfast, lunch, drinks and light snacks.

Deadline for registration is June 10, 2009. Registration form from the web at www.stvincent.org

Practice Billing, LLC

Medical Billers
- Electronic Claims Transmission
- Aggressive Follow-up; Denied, Delayed; Underpaid Claims
- Patient Billing
- Patient Billing Phone Calls
- Improve Your Accounts Receivable

1311 N. Arlington Avenue, Suite 205
Indianapolis, Indiana 46219

Call 317-375-3681

You seek the best treatments for your patients.

You know what’s best for your patients
IU specialists share your commitment to provide the best possible care. Colleague-to-colleague, we’re here when you need to consult or refer your patient for additional treatment.

Partner with the only physician group staffed by Indiana University School of Medicine faculty.

IU Medical Group and You. Partners for a healthier life.

Practice Billing, LLC

Medical Billers
- Electronic Claims Transmission
- Aggressive Follow-up; Denied, Delayed; Underpaid Claims
- Patient Billing
- Patient Billing Phone Calls
- Improve Your Accounts Receivable

1311 N. Arlington Avenue, Suite 205
Indianapolis, Indiana 46219

Call 317-375-3681

Gene Moneymaker

IMS Bulletin, June 2009

29
Douglass S. Hale, MD, Urogynecology Associates, Director Female Pelvic Medicine and Reconstructive Surgery Fellowship, Associate Clinical Professor: Indiana University/Methodist Hospital recently presented “Robotic Sacral Colpopexy, Laparoscopic Prolapse Repair, Rectocele and Enterocele Surgical Treatment, and Neuromuscular Assessment of the Pelvic Floor” at the 9th Annual Female Pelvic Floor Disorders Symposium at the Cleveland Clinic, Weston, Florida in March, 2009.

Andrew R. Hector, MD, (photograph unavailable) a member of St. Francis Medical Group, established a practice with Honey Grove Family Medicine May 1. Board-certified in family medicine, Hector formerly was with Community Physicians of Indiana, and currently holds positions with St. Francis Hospital-Indianapolis Prompt Care and as a part-time faculty member of the hospital’s family practice residency program. Dr. Hector is a member of the American Academy of Family Physicians, Indiana Academy of Family Physicians and the American Society of Laser Medicine and Surgery. He received his undergraduate degree at Miami University (Ohio) and earned his medical degree from the Indiana University School of Medicine. He completed his family medicine residency at St. Francis in 2001. He also is the owner of Laser & Light Surgery Center. Honey Grove Family Medicine is located at 1711 S. State Road 135, Suite C in Greenwood or call 881-7400.

At an “Ask the Doc” program sponsored by the St. Francis Heart Center on May 14, 2009, cardiothoracic surgeon, Marc W. Gerdisch, MD, (photograph unavailable) explained the importance of understanding why heart valves may cause murmurs and when it’s time to seek treatment. Dr. Gerdisch answered questions about advanced and innovative techniques that set new standards for murmurs and heart valve treatment at St. Francis. Attendees also were eligible for a free valvular echo screening.

News from Indianapolis Neurosurgical Group ...

Jean-Pierre Mobasser, MD, spine surgeon, has been invited by the Congress of Neurological Surgeons to serve as Practical Course faculty at its 2009 annual meeting in New Orleans in October. Dr. Mobasser will be teaching at the course, “Nuances of Minimally Invasive Spinal Surgery.”

In April, Michael S. Turner, MD, presented grand rounds in Neurosurgery at Louisiana State University Medical Center in New Orleans, on Intrathecal Pump Implantation, and gave a guest lecture on spasticity management in New Orleans.
Executive Waterfront Retreat on Lamb Lake

Located on private, 500 acre Lamb Lake in Johnson County, this majestic paradise features over 350 ft of shoreline on 1.42 acres.

$1,060,000

BLC# 2858409

With unparalleled lake views from nearly every room in this amazing 5000 sq ft home, no detail has been overlooked to provide the ultimate lake retreat.

Beyond the breathtaking wood beams of the great room and lodge room, this home also features two full kitchens. Over 800 sq ft of covered porches provide views of the meticulous landscaping, as well as the nearly 200 ft of dock and two covered boat slips with powered lifts.

(317) 882-7210

www.move2indy.com

DAVID BRENTON’S TEAM
Experience To Serve Your Real Estate Needs
RE/MAX Select, REALTORS

View a virtual tour at www.move2indy.com
Continued on page 30.

S Seventh District Medical Society Trustees
A. Michael Sadove (2009)
Richard D. Feldman (2010)
Heidi M. Dunniway (2011)

Alternate Trustees
G. Joseph Herr (2009)
Bruce C. Inman (2010)
Vicki M. Roe (2011)

Board of Directors 2008-2009
Terms End December 1 of Year in Parentheses
Richard H. Rhodes (2010) Chair; Mark M. Hamilton (2009) Vice-Chair

Mary D. Bush (2009)
Marc R. Kappelman (2009)
Jon D. Marhenke (2009)
Stephen W. Perkins (2009)
Bridget M. Sanders (2009)
Vacant

Linda Feiwell Abels (2010)
Richard D. Feldman (2010)
Ted W. Grissell (2010)
Thomas E. McSoley (2010)
J. Mark Michael (2010)
Barbara K. Siwy (2010)
Michael T. Stack (2010)
John J. Wernert (2010)

Ch Christopher D. Bojrab (2011)
David R. Diaz (2011)
Marc E. Duerrden (2011)
Bernard J. Emkes (2011)
Bruce M. Goens (2011)
Paula A. Hall (2011)
Gerald T. Keener, Jr. (2011)
John E. Krol (2011)
Gregory N. Larkin (2011)
Susan K. Maisel (2011)
John F. Schaefler (2011)

Delegates to the State Convention, September 2009, Indianapolis

The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.

Linda Feiwell Abels (2009)
Valerie A. Ball (2009)
Christopher D. Bojrab (2009)
John C. Ellis (2009)
Robert S. Flint (2009)
Kristi K. George (2009)
Douglas S. Hale (2009)
C. William Hanke (2009)
Gerald T. Keener, Jr. (2009)
Keith W. Logie (2009)
David H. Moore (2009)
John F. Schaefler, Jr. (2009)
Donald C. Stogsdill (2009)
Tim E. Taber (2009)

Thomas A. Broadie (2010)
Marc E. Duerrden (2010)
Ted W. Grissell (2010)
David C. Hall (2010)
Ronda A. Hamaker (2010)
James F. Leland (2010)
Frank P. Lloyd (2010)
Susan K. Maisel (2010)
John P. McGoff (2010)
Thomas E. McSoley (2010)
John J. Wernert (2010)
Vacant

Mary D. Bush (2011)
G. Gregory Clark (2011)
Carolyn A. Cunningham (2011)
David R. Diaz (2011)
Jonathan A. Fisch (2011)
Richard K. Freeman (2011)
Bruce M. Goens (2011)
Hubner Hobbs (2011)
Robert M. Hurwitz (2011)
Paul D. Isenberg (2011)
Marc R. Kappelman (2011)
Alan P. Ladd (2011)
Daniel E. Lehman (2011)
Mary Jan Mcateer (2011)
Clement J. McDonald III (2011)
James D. Miner (2011)
Maria C. Poor (2011)
Richard H. Rhodes (2011)

Alternate Delegates to the State Convention, September 2009, Indianapolis

The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.

John H. Ditslear, III (2009)
Stephen R. Dunlop (2009)
Leanne M. Fortner (2009)
Robert J. Goulet (2009)
Charlene E. Graves (2009)
Paul K. Haynes (2009)
Randi A. Heek (2009)
Terry L. Layman (2009)
Robert Michael Pearce (2009)
David M. Ratzman (2009)
Jeffrey M. Rothenberg (2009)
Bridget M. Sanders (2009)
David J. Scruby (2009)
Steven Richard Smith (2009)
H. Jeffery Whitaker (2009)

F. Keith Bean (2010)
Benjamin J. Copeland (2010)
Woodrow A. Corey (2010)
Sheila M. Gamache (2010)
Andrea L. Haller (2010)
Mark M. Hamilton (2010)
Timothy L. Hobbs (2010)
Andrew A. Johnstone (2010)
RoseMarie Jones (2010)
Martin Kafer (2010)
Jeffrey J. Kellams (2010)
Anthony W. Mims (2010)
Kimberly K. Short (2010)
Louis L. Winternheimer (2010)
Ronald L. Young, II (2010)

Keenan R. Berghoff, (2011)
Christopher B. Doehring (2011)
Thomas G. Ferry (2011)
Ann Marie Hake (2011)
Robert E. Holt (2011)
Douglas J. Horton (2011)
Allison E. Julian (2011)
E. Michael Keating (2011)
Ramana S. Moorhdy (2011)
Michelle W. Murphy (2011)
Mercy O. Obeime (2011)
Rudolph Y. Rouhana (2011)
Lynda A. Smirz (2011)

Indiana State Medical Association Past Presidents
Jon D. Marhenke 2007-2008
Bernard J. Emkes, 2000-2001
Peter L. Winters, 1997-1998
William H. Beeson, 1992-1993
George H. Rawls, 1989-1990
George T. Lukemeyer, 1983-1984
Alvin J. Haley, 1980-1981

American Medical Association Alternate Delegate
Peter L. Winters (2009)

Indiana State Medical Association House of Delegate Vice-Speaker, ISMA
John J. Wernert (2008-2009)

Seventh District Medical Society Trustees
A. Michael Sadove (2009)
Richard D. Feldman (2010)
Heidi M. Dunniiway (2011)

Alternate Trustees
G. Joseph Herr (2009)
Bruce C. Inman (2010)
Vicki M. Roe (2011)
Do You Know a Deserving Doc?

It’s time to recognize your colleagues for the good works they do ... Since 1976, the Indianapolis Medical Society has been acknowledging one individual member for his/her outstanding contributions to our community through volunteer service. In 1982, the Community Service Award was renamed to honor Dr. Otis R. Bowen in recognition of his outstanding contributions to our profession, community and country. In keeping with the ideals exemplified by Dr. Bowen, our Otis R. Bowen Award recipients have distinguished themselves beyond the practice of medicine through volunteerism. In 1999 the Bowen Award was expanded to give recognition to physician groups for their outstanding service to the community. It really is time to tell your colleagues ... Thank you.

2009 Otis R. Bowen Community Service Award Nomination Form

My Nomination for Individual Physician for The Otis R. Bowen Physician Community Service Award is:

Name of Individual Physician (please print) Address or phone number of physician

My Nomination for Physician Group for The Otis R. Bowen Physician Group Service Award is:

Name of Physician Group (please print) Address and phone number of physician group

Your Name (please print) Phone number where you may be reached

Submit your nomination by June 30 by fax (317-262-5609), phone (317-639-3406) or e-mail bhurt@imsonline.org
Value Based Insurance Design Captures Prominent Role In Capitol Hill Health Care Reform Debate

Center for Health Value Innovation and University of Michigan, Center for Value-Based Insurance Design collaborate to offer support

ST. LOUIS, Mo. /ANN ARBOR, Mich.– Recent U.S. Senate Finance Committee hearings on health care reform (http://finance.senate.gov/sitepages/hearing042109.htm) frequently highlighted value-based insurance design (VBID) as a model to improve patient health outcomes and lower cost trends. The Center for Health Value Innovation, (CHVI; www.vbhealth.org) and the University of Michigan Center for Value-Based Insurance Design (http://www.sph.umich.edu/vbidcenter/) are working collectively to build momentum behind advancement of VBID principles in national reform efforts.

Cyndy Nayer, president and CEO of the Center for Health Value Innovation, says, “Together with Dr. Mark Fendrick, Founder and Co-director of the Michigan Center for VBID, we have aligned our resources to share the business and academic evidence of improved health status and reduced health cost trend when patients have access to prevention, risk management, and chronic care with lower co-pays. We’re ready to support the efforts to make value-based insurance design an integral component of the health system transformation.”

A. Mark Fendrick, MD, Professor of Medicine and Health Management and Policy at the University of Michigan concurs, “When several eminent thought leaders point to VBID principles as a key element of systematic reform, it becomes easier to champion value-based programs in public and private sectors. As implementation grows and evidence accumulates, VBID has earned the confidence of critical stakeholders to produce more health for the money spent for every American.”

Both organizations affirm the role of VBID simultaneously address cost containment and quality improvement. Value-based insurance packages adjust patients’ out-of-pocket costs for specific health services on an assessment of the clinical benefit to specific patient populations. The more clinically beneficial the therapy, the lower the patient’s cost. Fendrick and Nayer agree that consumer engagement and provider payment reform are crucial mechanisms to improve health and reduce cost trend. Their organizations have been instrumental in developing the evidence base that reduces out-of-pocket costs for patients which leads to increased use of high value medical services, and ultimately improves health.

The Senate Finance Committee Roundtable documented the growing momentum that is building around VBID, with specific mentions in the testimonies of Allan M. Korn, MD, senior vice president and chief medical officer of the Blue Cross Blue Shield Association, Peter V. Lee, JD, executive director, Pacific Business Group on Health, Debra Ness, president, National Partnership for Women and Families, and Ron Williams, chairman and CEO, Aetna, Inc. who said, “... value based insurance is designed so that costs are not a deterrent to individuals in seeking out the right kind of care.”

Nayer continues, “This is more than a simple expression of interest in VBID, it is a call to action. We will respond with collaborative support for those businesses and organizations that seek to replicate VBID successes in their workplaces and communities, as well as help for Medicare and Medicaid to learn from the private sector successes.”

The support of these organizations in expanding “clinically sensitive” VBID programs is expected to generate increased receptivity nationwide.

Fendrick concludes, “While controlling expenditures seems to be the focus of most reform discussions, cost containment efforts must not produce preventable decreases in quality of care. Adoption of VBID restores ‘health’ to the health care reform debate.”
Would you like to use the Staples Business Advantage- Indianapolis Medical Society program to order online using StaplesLink.com?

Please complete this form and fax to 248-465-1527 or email the information requested to Kenneth.Caeli@staples.com.

Advantages to ordering online with StaplesLink.com include: personal reusable shopping lists, easy online returns, advanced search feature, ink and toner finder, package tracking, StaplesLink specials, print, promo, custom stamps online, live discount account pricing, comprehensive product information including real-time inventory and expected delivery dates on over 80,000 items and much more!

Program benefits include convenient online ordering through StaplesLink.com®, dedicated Staples Account Manager, award-winning Customer Service support, no hassle return policy, and fast and FREE delivery

A note from the IMS President:

We continue to seek value-added programs for the benefit of IMS Members. Please take advantage of this program designed to increase your bottom line!

John P. McGoff, MD
IMS President

Questions? Phone Beverly @ 639-3406.

*PLEASE PRINT LEDGIBLY IN BLACK INK ONLY*

DATE _______________________

First Name: ________________ Last Name: ________________

Phone: ________________________ Fax: ______________________

E-Mail Address: ____________________(**E-mail address required for StaplesLink.com ordering**)

Shipping Location Name: ________________________________________________

Shipping Address: ________________________________________________________

**if more than one location please attach list

City, State, Zip: _______________________________________________________

Billing Address same? If not______________________________________________

You will receive your individual user ID and password by email within 72 hours.
**IMS Sound Bites**

**Wednesday, June 24th, 7:30 - 9:00 A.M.**  
IMS Headquarters Conference Center, 631 E. New York Street  
Light Refreshments Provided

**IMS Sound Bites featured presenters ...**  
Wanda Swenson, Representative, ProAssurance Companies  
Lisa VanDyn, Risk Management Director, ProAssurance Companies

**“Emerging Trends: Loss Prevention for Today & the Future”**

- Identify and minimize risk in your medical practice
- Gain an understanding of the current liability climate
- Discover the latest preventative measures for reducing risk
- Get specifics on how to successfully manage risk
- Attend the June 24th **IMS Sound Bite** to explore ideas to help you secure your future and the future of your practice!

Please complete the registration below and return it to your IMS Headquarters via fax 262-5609 or mail. We are looking forward to your participation in ... **IMS Sound Bites!**

Individual Name: ____________________________  
Practice Name: ______________________________  
Address: ____________________________________  
Phone: ___________________________  Fax: ___________________________  
Email: ____________________________

$10 members/$30 non-members

☐ Check Payable to IMS

☐ VISA  ☐ MASTERCARD

Cardholder’s Name: ____________________________________________

Card Number: ___________________________  Exp Date: _______________  
Card Address: ____________________________________________
Does your answering service lack clarity and professionalism?

Choose the Proven, Trusted Operators of The **Medical Society Exchange** for your answer.

Serving the Medical Community exclusively.

**Call 631-3466 today, just ask for Rebecca!**
Providing Trusted Service for Physicians Since 1911

The Medical Society Exchange
Phone: (317) 631-3466
631 East New York Street, Indianapolis, Indiana
ims@imsonline.org Fax: (317) 262-5610

*A wholly owned for-profit subsidiary of The Indianapolis Medical Society*
Physicians Wanted

MOBILE DOCTORS – seeks Physicians to make house calls to the elderly and disabled. A company car and Certified Medical Assistant is provided. Stop working 55 to 80 hours a week! No on-call, nights or weekend work. Practice primary care with patients who really appreciate you. Email CV to John at jpochie@mobiledoctors.com or call 815-922-1344.

Medical Offices for Lease

EASTGATE AREA MEDICAL OFFICES FOR LEASE – 900, 1400, 1800, 3200 SF. Immediate Occupancy. Some can be configured to suit your needs. Call Rhonda 317-752-7863.

Classified Advertising

IMS BULLETIN CLASSIFIED ADVERTISING – Classified Ads are posted on the IMS Website (www.imsonline.org). The ads will still appear in the IMS Bulletin. Advertising Rates: MEMBERS: $10.00 for every 25 words or portion thereof. Rates are per month/insertion. (Submission must be made by the individual member or their personal representative.) NONMEMBERS, $25.00 for every 25 words or portion thereof. Rates are per month/insertion. DEADLINE: 1ST of month preceding publication. To advertise email mhadley@imsonline.org or call 639-3406.

June 14, 2009 Flag Day
Charles and his wife love to relax at home in front of the TV when not hosting one of their famous dinner parties. For Charles, even phone conversations are no longer a struggle. Thanks to Exélia he can again fully appreciate the richness of music and social interaction.

Welcome to Exelia – a world without limits,
The latest advancement in digital hearing aid technology.

Exélia offers you:
• Full performance, discreet design
• Automatic system with the best clarity in all environments
• Reduces background noise
• Full & easy connectivity to mobile phones, MP3 players, other Bluetooth enabled devices and FM systems

A FREE Hearing Screening and Consultation is available for all members of the IMS, their medical staff and family members.

Hearing Center Inc.

Community North 317-621-5713  
Community East 317-355-5049  
Greenwood 317-888-4244  
Speedway 317-243-2888  
Avon 317-745-7849
Helping you see the BIGGER picture

Night Watch Radiology™

NightWatchRadiology™ is Northwest Radiology Network’s answer to 24-7-365 imaging service. Our images and reports are available to registered referring physicians for viewing in real-time on our secure website. Please feel free to consult with our physicians at any time. We call reports stat to your office upon request. Let Northwest Radiology Network help you see the BIGGER picture!

NIGHTS
WEEKENDS
SUBSPECIALTIES
24-7-365
We Can Do It All!

Northwest Radiology is Online For You!

www.northwestradiology.com • 800-400-XRAY (9729)