October is Breast Cancer Awareness Month
Accepting Referrals for Complete Pain Care

CALL US TO REFER A PATIENT: (317) 706-7246

INFUSIONS
NERVE BLOCKS
MEDICATION MANAGEMENT
SPINAL CORD STIMULATORS
PHYSICAL THERAPY
PSYCHOLOGICAL COUNSELING

PAIN RELIEF

phone: (317) 706-7246         fax: (317) 706-3417         office: 8805 N. Meridian Street, Indianapolis, IN 46260         www.indyPain.com

Medical records are required to evaluate patient referrals. Contact us today to schedule a consult.
Waterfront Communities

If you are interested in living on the water, The Marina Limited Partnership has a host of options for you. With six distinctive communities on three Central Indiana lakes, we'll help you find the perfect waterfront, water-accessible or off-water lot on which to build your new home. Special in-house lot financing is available in all of our communities.

Visit The 2014 Indianapolis Monthly Dream Home in The Springs of Cambridge This Fall!

www.marinalimitedland.com

Call Rob Bussell for lot information, pricing and financing options. (317) 845-0270 ext. 24 rob@robbussell.com
Our full-service Personal Trust Division includes:

- Revocable and Irrevocable Trusts
- Estate Settlement
- Life Insurance Trusts
- Charitable Trusts
- Guardianships

We are ready to respond with the highest level of personal service, privacy, confidentiality, and attention to detail.

In the ever-changing world of financial services, our Personal Trust Division is a constant.

in this issue

Special Features

“If you can stay calm,”
David R. Diaz, MD.................................................. 7

Past President’s Perspective
Educating Rules Makers
Bernard J. “Bernie” Emkes, MD .............................. 8

Legacy
Mrs. Susan R. Schneider................................. 12

Congratulations
Drs. Dunnway & McGoff................................. 14

Special Feature
A Ferrari that runs on Coal
Denny Flint, Assistive Coding, LLC.................. 16

Departments

About Our Cover................................................. 5
Advertisers’ Index............................................. 21
Bulletin Board........................................................ 11
Classified Advertising.............. www.imsonline.org
CME & Conferences........................................... 20
Employment Advertising ........... www.imsonline.org
IMS Leadership .......................... 18
New Members .................................................... 14

about our cover

On our cover: Indianapolis Medical Society Physicians CARE... October is Breast Cancer Awareness Month. The images used were garnered from the Internet. The photo appears to have been shot by Duke Medical and the ribbon is attributed to Amiel Weisblum. It is not always possible to confirm attributions.

Let’s Make Caring Our Motto This Year!

ATTENTION SOCIETY MEMBERS

We like to feature photographs or other artwork shared by IMS members on the cover of The Bulletin. Submit photographs, artwork, etc., to Beverly Hurt at the Society Office, bhurt@imsonline.org.

The Bulletin is your magazine. Share your views by submitting reprints of your published articles; articles written expressly for The Bulletin; quips; short stories; brief comments; ideas; cartoons, etc.

Remember the Indianapolis Medical Society Foundation when planning your will. (Contribution form included in this issue.) Unless otherwise specified, your contribution will be directed toward medical scholarships.

Bulletin Subscriptions: $36.00 per year
AMA Web Page: http://www.ama-assn.org
IMS Web Page: http://www.imsonline.org
**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**
- Selective Endoscopic Discectomy (SED)
- Fluoroscopic Epidural Steroid Injections (Cervical, Thoracic & Lumbar)
- Nerve Blocks (Diagnostic & Therapeutic)
- Sympathetic Nerve Blocks
- Fluoroscopic Selective Nerve Blocks
- Facet Joint Injections
- Sacroiliac Joint Injections
- Radiofrequency Procedures
  - Facet Denervation
  - Rhizotomy
  - Sympathectomy
- Nucleoplasty
- Neuroplasty
- Discography
- IntraDiscal ElectroThermal Annuloplasty (IDET)
- Spinal Cord Stimulation

Avon | Carmel | Kokomo

phone 317.815.8950
fax 317.815.8951
toll free 866.815.8950

www.midwestpain.net
“If you can stay calm, while all around you is chaos ... then you probably haven't completely understood the seriousness of the situation.” – Anonymous

A colleague recently asked, “How do you remain calm in the midst of the chaos?” There really is no easy answer. We all have chaos around us ... potentially involving patients, work, family, friends, finances, and more. Today it seems as if we must nearly choose our new poison each day and face that crisis first before we move forward to the next.

As I thought about my coping mechanisms for remaining calm in the chaos, I considered what I actually “do.” Perhaps, for me, a better word is remaining focused when everything is a blur. And to consider “chaos” as a learning, teaching positive challenge.

All of us active in today’s practice of medicine worry, wonder and try to cope with the seemingly chaotic state of medicine ... innovations, new regulations, legal issues, CME, MOC, MOL, HIPAA, and other acronyms. You know ... we all do.

The recent “Ice Bucket Challenge” has brought renewed interested in the care and treatment of ALS. This challenge is a positive in a sea of digital chaos. By the way, congrats to Indianapolis Medical Society member Dr. Robert Pascuzzi for accepting the “Ice Bucket” and to all other members I don’t know about who participated in the media driven challenge. This novel idea to draw attention to a horrible disease in a way that will draw more research dollars to it is taking a positive step toward new ideas and options.

Medicine needs a positive voice. I want the Indianapolis Medical Society to be that positive voice in Central Indiana more than ever before. I want to lead us forward to accept the chaos and remain calm, positive and focused. Membership in the IMS can be a positive tool for each of us – peer support and common goals for an inclusive community.

Just to see the state of medicine today as chaotic or depressive does no one good. Let us use our talents and skills to provide direction and focus. We do practice the art of medicine—and that is something that is hard for non-physicians to really understand. Caring for patients is why we all became physicians ... no matter our specialty or individual focus. That caring is what joins us together and should allow us to remain strong and motivated. Medicine needs us; our patients need us.

My goal this year for the Indianapolis Medical Society is to provide a vision for caring. A focus for positive change. An environment for peer-support.

Tell me what your vision of the IMS is ... email me at ims@imsonline.org. I want to know.
Educating Rules Markers
“It has finally dawned on me ...”

Bernard J. “Bernie” Emkes, MD

It has finally dawned on me why we as health care providers are unable to convince government authorities why we do things the way we do them. It is doubtful whether many in Congress and other high places have ever taken the time to expand their knowledge and fully understand what health care providers do behind hospital walls. And definitions, as well as current health care policy have not helped.

I say this with some authority, as I have now been licensed to practice medicine for 40 years, part of that time actively caring for hospitalized and office patients, and the last 16 years involved with administration, hospital revenue cycle and health plans – often trying to advocate for patients against the denial of payment their health plan or employer has invoked. And even now, while I think I have a pretty good understanding of issues, the waters can still be murky if not downright turbid at times.

Let’s take a very simple example – The Two Midnight Rule. On the surface this seems pretty simple. If a Medicare patient requires medical services that are traditionally provided by a hospital and in a hospital bed, and that care passes through 2 midnights (ER or Operating Room care included) and as attested to by the attending physician, then the stay should be considered Inpatient (IP). If only one midnight is needed in a hospital bed to resolve the problem safely, then Observation (OBS) is the appropriate status. Pretty simple – right?

But too often the terms Outpatient (OP) and OBS are used interchangeably. While there is some reason for this, the question arises – Do policy makers equate ALL OP services and OBS services as somehow the same thing? After all, both are billed and paid for as Outpatient Services by policy. I believe there needs to be significant differentiation, and here is why.

To me there are many OP services. Physician office visits, lab testing, scans and X-rays and Emergency Room (ER) visits are in my mind true OP services. None of these services requires the patient to be in a hospital bed. That is where the confusion begins.

While OBS is considered an OP service, the care requires the patient to be in a hospital bed, and receive often multiple services from highly trained and skilled professionals. This then leads to additional confusion and terms like “extended recovery” where the patient may not be fully recovered from a procedure, get to a hospital bed, and yet the services are not reimbursed to the facility. OBS implies that additional services and care is needed beyond the ER or extended recovery from a procedure. But where does one status stop and another begin? Do all facilities practice exactly the same way? Are there defined time lines and transitional periods for each? In reality, the answer is NO!

What we as providers know is that care is no different whether a patient is OBS or IP. OBS has been lumped into the OP payment bucket when in reality it is truly more a short stay IP service. Change how OBS is defined and paid, and many of these debates and arguments go away.

If policy-makers could understand this fairly simple concept, then health care costs could finally be both better understood and controlled.
Your record of practice is important for many reasons—credentialing, increasing transparency with patients, and protecting your important professional identity.

Coverage is about so much more than settling claims. Choose the protection that is like no other in supporting the principles of high reliability.

Your Certitude™ program for medical professional liability insurance provides:

- Risk management resources to help you manage your practice and enhance patient safety
- Flexible premium payment options to fit your needs
- Physician peer input for difficult claims and underwriting issues
- A unified claims approach that helps you protect your important identity—with no claim settled without your consent
- Enhanced coverage for today’s medical environment
- And much more...

Call ProAssurance at 800.284.7424 for more information on Certitude.
Simple Spine Surgery?
There’s no such thing.

And yet, we hear it time and time again: I send my “simple spine” one place but my complex cases go to a neurosurgeon.

Every spine surgery involves carefully working around delicate, inflamed nerves. When nerves are involved, a “simple spine” case can turn complex quickly.

Only neurosurgeons have the advanced training to effectively treat these fragile structures that are the root of your patient’s pain.

Simple spine. Complex spine. Choose Goodman Campbell Brain and Spine for all your spine patient needs. We are your nervous system specialists, with nearly 30 neurosurgeons and 3 fellowship-trained interventional pain physicians to give your patients the most options for pain relief.

Use our secure online referral form at: goodmancampbell.com/referrals. Or call (317) 396-1199 or toll free (888) 225-5464.

Neurosurgeons
Nicholas Barbaro, MD
Jamie Bradbury, MD
Aaron Cohen-Gadol, MD
Jeffrey Crevelius, MD
John DePowell, MD
Henry Feuer, MD
Daniel Fulkerson, MD
Randy Gehring, MD
Peter Gianaris, MD
Eric Horn, MD, PhD
Steven James, MD
Saad Khairi, MD
Albert Lee, MD
Thomas Leipzig, MD
Shannon McCanna, MD
James Miller, MD
Jean-Pierre Mobasser, MD
Troy Payner, MD
Gautam Phookan, MD
Eric Potts, MD
Richard B. Rodgers, MD
Carl Sartorius, MD
Mitesh Shah, MD, FACS
Scott Shapiro, MD, FACS
Julius A. Silvidi, MD
Thomas Witt, MD
Ronald L. Young, II, MD

Pediatric Neurosurgeons
Laurie Ackerman, MD
Joel Boaz, MD
Daniel Fulkerson, MD
Jodi Smith, PhD, MD
Ronald L. Young, II, MD

Interventional Neuroradiology
Andrew DeNardo, MD
John Scott, MD

Physical Medicine and Rehabilitation
Amy Leland, MD

Interventional Pain Management
Christopher Doran, MD
Jose Vitto, MD
Derron Wilson, MD

Neuropsychology
Donald Layton, PhD
**Bulletin Board**

**Stephens W. Perkins, MD**, Meridian Plastic Surgeons, was an invited faculty member at the recent 10th Annual Vegas Cosmetic Surgery and Aesthetic Dermatology in Las Vegas, Nevada. He presented six lectures on the following topics: Blepharoplasty, Forehead Lifting, Facelifting and Rhinoplasty.

Dr. Perkins also was a featured guest international faculty member at the recent International Rhinoplasty Course in Cali, Columbia. He gave six full lectures and participated on two panels related to various rhinoplasty topics, including his “Last 15 years’ retrospective review of his practice experience comparing techniques and approaches.”

Neurologist **Komal H. Ashraf, DO**, has joined JWM Neurology. She received her Doctor of Osteopathy at Kirksville College of Osteopathic Medicine/A.T. Still, Kirksville, Missouri in 2009. Dr. Ashraf completed a Neurology residency at Henry Ford Hospital, Detroit, Michigan finishing in 2013 and completed her EEG/ Epilepsy fellowship at the University of Michigan, Ann Arbor, Michigan in 2014. She is board certified in Neurology.

Dr. Ashraf has held committee leadership positions for the Academy of Neurology and the Clinical Neurophysiology Society. She has also worked on several research, quality improvement and advocacy projects throughout her training. Dr. Ashraf has special interests in Epilepsy (adult, pediatric and refractory cases), stroke, concussion and headache.

**IMS Past President, John P. McGoff, MD,** is the Vice President, Indianapolis, on the Medical Licensing Board as of July 2014.

**Tod C. Huntley, MD**, Center for Ear Nose Throat and Allergy (CENTA) has been selected by Inspire Medical to be one of four surgeons nationwide to train other physicians in hypoglossal nerve stimulator implantation for obstructive sleep apnea. The first training session was in September at the Center for Advanced Medical Learning and Simulation at the University of South Florida in Tampa.

This procedure was recently FDA-approved for CPAP-intolerant patients with moderate to severe sleep apnea. Dr. Huntley has previously been a clinical investigator for this new technology.

**Adam S.A. Gracon, MD**, (no photo available) was a member of an interdisciplinary team which published an article in *Science Translational Medicine*, on traumatic brain injury and its relationship to the lungs.

**Steven F. Isenberg, MD**, received the Community Service Award from the Indiana State Medical Association on September 7, 2014, during the ISMA House of Delegates Annual Meeting. Dr. Isenberg introduced IU medical students Thomas Jetmore and Ben Jansen, who have started a chapter of Medals4Mettle at the Indiana University School of Medicine. Medals4Mettle awards donated medals from athletes completing endurance events to children who are dealing with serious illness. M4M has over 70 international chapters and has donated almost 50,000 medals in approximately 100 hospitals around the world.

Urogynecology Associates physicians, **Dr. Douglass S. Hale** and **Dr. Michael H. Heit** have opened a third location with a new office in Fishers at the Saxony Medical Office Building. Both physicians are board certified by the American Board of Medical Specialties in the newly recognized subspecialty of FPMRS (Urogynecology). Together they also run the first board approved fellowship in the country for FPMRS.

**Douglass S. Hale, MD**, Female Pelvic Medicine and Reconstructive Surgery Fellowship, Associate Clinical Professor: Indiana University/Methodist Hospital was chosen by the American Urogynecologic Society to represent Female Pelvic Medicine and Reconstructive Surgery (FPMRS) at the National Surgical Coalition Meeting held recently in Washington, DC, hosted by the American College of Surgeons. This annual meeting consists of members representing all surgical subspecialties from across the nation who meet to discuss pertinent national health care issues.


Rick Sasso, MD, served as a faculty member at an The Spine Technology and Educational Group Organization’s 11th annual symposium: State of Spine Surgery – a think tank from June 26-28, 2014 in Los Cabos, Mexico. Dr. Sasso was asked to give two lectures: “Lumbar TDR: Lessons learned?” “In the appropriate myelopathic patient, laminoplasty is a better option than posterior decompression and fusion-Pro.” While attending the symposium Sasso also served a moderator for Complications and Avoidance.

He also co-authored a chapter just published in the textbook *Master Techniques in Orthopaedic Surgery: The Spine*. The title is “Cervical Osteotomy.” This operation is done to correct severe deformities of the cervical spine.

Continued on page 12.
The late Susan R. Schneider was honored for her selfless service and dedication to America’s fighting men and women in August 2014. Mrs. Schneider died at the age of 56 in February 2012. A Past President of the Indianapolis Medical Society Alliance, she was an integral member for many years. Mrs. Schneider was the wife of Dr. John Kimball Schneider.

“She served for several years in the Indiana National Guard as a nurse and later as a volunteer with the USO of Indiana. Her dedication to the welfare of service members was memorialized August 8 when money she donated to the USO in her will was used to construct an outdoor pavilion for service members at Camp Atterbury to enjoy for years to come.”

“It is fitting that the money Schneider donated be used to build the pavilion, as creating an outdoor entertainment area was something she had often hoped to accomplish.”

Dr. John Schneider and his son Christopher were present at the ribbon-cutting ceremony.

Thank you to Atterbury Public Affairs Officer Jessica A. Cates, Cpt. US ARMY NG INARNG (US) and a special thank you to Matthew Scotten, W SFC US ARMY NG INARNG (US) for the use of his photo and copy quoted in this article.
**JWM Neurology**

**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
- Pediatric nerve disorders
- Muscle disorders
- Pediatric Neurology
- EMG/EEG/Evoked potentials
- Balance disorders testing
- Interventional pain management

**Contact Information**

317-308-2800 Press 0
www.jwmneuro.com
New Members

Bastawros, Dina A., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2012

Bither, Brittany N., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2013

Brooks, Hannah M., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2013

Butler, Emmary S., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2012

Danastor, Tahnie, MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
University of Florida, 2014

Evans, Sara F., DO
Resident – St. Vincent Hospital Obstetrics & Gynecology
West Virginia School of Osteopathic Medicine, 2014

Gentry, Michael J., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2013

Heit, Michael H., MD
Urogynecology Associates
1633 N. Capitol Ave., #436
46202-1264
11725 N. Illinois St., #560B
Carmel, 46032-3009
Ofc – 962-6600
Fax – 962-2049
Web – www.myurogyn.com
Obstetrics & Gynecology, 1996, 2013
Female Pelvic Medicine & Reconstructive Surgery, 2013
St. Louis University, 1988

Henne, Shana M., MD
Anesthesiology, 2011
Indiana University, 2005

Ionescu, Ruxandra C., MD
Ctr. for Respiratory & Sleep Medicine
701 E. County Line Rd., #101
Greenwood, 46143-1050
Ofc – 885-2334*
Fax – 885-2335
Internal Medicine, 2010
Pulmonary Disease, 2012
Critical Care Medicine (IM), 2013
Institute of Medicine & Pharmacy,
Bucharest, Romania, 2000

Kuper, Spencer G., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
University of South Carolina, 2011

Love-Davis, Ada C., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2013

Meinema, Kimberley L., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2014

Messinger, Lauren B., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Medical College of Virginia, 2012

Miller, Marina D., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2012

Reeve, Kristin E., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Ohio State University, 2014

Said, Maram A., DO
Resident – St. Vincent Hospital Obstetrics & Gynecology
University of Osteopathic Medicine, Des Moines, 2011

Smith, Joseph P., MD
Fellowship – IU School of Medicine Internal Medicine, 2012
Pulmonary Critical Care Medicine
Indiana University, 2008

Stoller, Megan K., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
University of Louisville, 2013

Thomas, Megan M., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Marshall University, 2011

Ward, Brittany N., MD
Resident – St. Vincent Hospital Obstetrics & Gynecology
Indiana University, 2013

Congratulations!

Heidi M. Dunniway, MD
ISMA President

John P McGoff, MD
House of Delegates Speaker, ISMA

Ask a Colleague to Join You!
Please Ask Your Colleagues to join you in making the practice of medicine better for patients and physicians! The IMS needs your support & the support of your colleagues to continue to make a positive difference in the lives of your patients. Ask them to help “Carry the Load” for organized medicine in Indiana. Phone the IMS @ 639-3406.
The QUIT NOW Referral Network was developed by Tobacco Prevention and Cessation (TPC) to assist healthcare providers with providing proven, professional resources to help patients kick their addiction to tobacco. As a Preferred Provider with the QUIT NOW Referral Network, you will receive exclusive tobacco cessation services and materials.

**QUIT NOW Referral Network Privileges**
The program includes ongoing QUIT NOW communications to keep you up-to-date with the latest tobacco issues and research data available. **Direct Access to a Cessation Specialist** for one-on-one advice and consultation. **QUIT NOW Fax Referral Forms** to directly refer patients to the Indiana Tobacco Quitline, which offers specially trained Quit Coaches® to develop individualized quit plans for people who are ready to quit.

**The QUIT NOW Referral Toolkit includes:**
- QUIT NOW Fax Referral Forms
- Indiana Tobacco Quitline Brochures
- Pharmacotherapy Chart
- Insurance Code Guide for Reimbursement
- Tobacco Cessation Counseling Materials
- Tobacco Cessation Posters

Please enroll me in the QUIT NOW Referral Network. There is no charge for this service.

<table>
<thead>
<tr>
<th>Individual Provider’s Name</th>
<th>Practice or Organization Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Practice or Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City ___________________________</th>
<th>State ______</th>
<th>ZIP __________</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>County __________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-Mail Address</th>
<th>Phone (<em><strong><strong>) _____ - ____ Fax (</strong></strong></em>) _____ - _____</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please return this form by e-mail to: TPCQuitLineReferral@isdh.in.gov or fax the form to 317.234.1786. For more information, contact Lynne Arrowsmith at the Marion County Public Health Department – 317-221-2084, larrowsmith@marionhealth.org

**Partnering together to combat tobacco addiction!**
On August 1, 2014, James Trey Raybourn, III, MD, joined Urology of Indiana. Dr. Raybourn earned his Medical Degree from Indiana University School of Medicine, Indianapolis, Indiana. He went on to complete his Internship in General Surgery and his Urology Residency at Vanderbilt University, Nashville, Tennessee.

Dr. Raybourn will concentrate his practice in the Greenwood and Mooresville offices. To schedule appointments with Dr. Raybourn, please call 1-877-362-2778.

With the addition of Dr. Raybourn, Urology of Indiana is comprised of 37 urologists and urogynecologists who see patients in 18 office locations in central Indiana. The practice traces its roots to 1887, and provides complete diagnosis and medical and surgical treatment of all conditions of the genitourinary system affecting men, women, and children.
100 years of devoted home health care.

When your patient needs home health care, Franciscan VNS is your trusted choice. Within 24 hours of referral we will be in contact to start planning care. With the help of our well-trained staff, patients are able to recuperate in the security and comfort of home. This inspires better patient health and gives their family members peace of mind. Our nurses stay in contact with their physicians and provide a level of care that helps prevent admission or re-admission to a hospital.

*If your patient can benefit from our inspired care, call (800) HOMECARE or visit vnsi.org.*
Delegates to the State Convention, September 5-7, 2014, Westin Hotel, Indianapolis

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


Alternate Delegates to the State Convention, September 5-7, 2014, Westin Hotel, Indianapolis

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


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. Lukens, 1983-1984
Alvin J. Haley, 1980-1981

Indiana State Medical Association President

House of Delegates
Speaker, ISMA

Seventh District Medical Society Trustees
Vicki M. Roe (2014)
John C. Ellis (2015)
Marc E. Duerden (2016)

Alternate Trustees
Robert A. Malinzak (2014)
G. Mitch Cornett (2016)
Do you require unique financing options to purchase a new home or refinance your existing home? We can tailor our Horizon Bank Physician Loan to meet your individual financing needs.

- **Highly competitive rates and low costs.**
- **Larger loan amounts.** We can offer generous financing power with a maximum loan amount of $1,500,000.
- **Down payment options.** Horizon gives the flexibility you deserve with up to 100% financing available.
- **NO PMI.** Regardless of your loan-to-value, you can save more with no private mortgage insurance requirements.

Contact us today!
CME & Conferences

Community Hospital East
First Wednesday Critical Care Conference Bradley Board Room, 12:00 - 1:00 p.m.
Second Tuesday Medical Grand Rounds Bradley Board Room, 12:00 - 1:00 p.m.

Community Hospital North
First Wednesday Pediatric Grand Rounds Multi Services Rooms 1 & 2
7250 Clearvista Dr. 7:30 - 8:30 a.m.
First Friday North Forum Reilly Board Room; 12:00 - 1:00 p.m.
Every Other Month Psychiatry Grand Rounds 7250 Clearvista Dr.
4th Thursday Multi-Service Rms. 1 & 2 7:30 - 8:30 a.m. begin 1/23/14

Community Heart & Vascular Hospital
First Wednesday Imaging Conference: rotates Cath & Echo Case Presentations
CHV MCV Boardroom Videoconference to
HVC Anderson Office, HVC East Office BR (Ste. 420)
HVC South Office CR (Suite 2400)
7:00 - 8:00 a.m.
Third Wednesday Ken Stanley CV Conference
CHV MCV Boardroom Videoconference to
HVC Anderson Office, HVC East Office BR (Ste. 420)
HVC South Office CR (Suite 2400)
7:00 - 8:00 a.m.
Fourth Wednesday Disease Management Conference: rotates CHF & EP Case Presentations
CHV MCV Boardroom Videoconference to
HVC Anderson Office, HVC East Office BR (Ste. 420)
HVC South Office CR (Suite 2400)
7:00 - 8:00 a.m.

2014 Cancer Conferences
Community Hospital East
Third Thursday East General Cancer Conference - CHE Medical Staff Conference Room
12:00 noon to 1:00, lunch provided
Fourth Tuesday East Multidisciplinary Breast Cancer Conference - CHE Medical Staff Conference Room
7:00 to 8:00 am

Community Hospital North
First & Third Tuesdays North Multidisciplinary Breast Cancer Conference - CHN
8040 Clearvista Parkway, Suite 550
7:00 to 8:00 am
Second & Fourth Wednesdays North Multidisciplinary GI Oncology Conference - CHN
8040 Clearvista parkway, Suite 550
7:00 to 8:00 am
Second & Fourth Fridays North Multidisciplinary Gynecologic Surgical Oncology Conference - CHN
8040 Clearvista Parkway, Suite 550
7:30 to 8:30 am
First Wednesday North Chest Cancer Conference - CHN
8040 Clearvista Parkway, Suite 550
7:00 to 8:00 am
Third Wednesday Melanoma Cancer Conference - CHN
8040 Clearvista Parkway, Suite 550
7:30 to 8:30 am

Community Hospital South
Second Wednesdays South Multidisciplinary Breast Cancer Conference - CHS
Community Breast Care Center South
533 E. County Line Rd., Suite 101
8:00 to 9:00 am
For more information, contact Valerie Brown, (317) 355-5381.

Indiana University School of Medicine/Indiana University Health

IU – Methodist – Riley
Sept. 10- Redefining Health Care Response to Interpersonal Violence Petticrew Auditorium
IU Health Methodist, Indianapolis
Nov. 26 Acute Care in Neurotrauma Symposium
Goodman Hall Auditorium, Indianapolis
Oct. 10 Building a Comprehensive Home Dialysis Program - "The Road Home"
Indianapolis Marriott Downtown, Indianapolis
Oct. 23-24 Eskenazi Health Trauma Symposium
Eskenazi Hospital, Indianapolis
Oct. 24 Pediatric Gastroenterology for the Primary Care Clinician
IU Health North, Learning Center Conference Rooms
Carmel, Indiana
Nov. 14 13th Annual Lingeman Lectureship
Riley Hospital Outpatient Center, Indianapolis
Nov. 15 Neurology Update for Neurologist IV Neuroscience Goodman Hall, Indianapolis
Nov. 17 Passages and Promises: Innovations in Palliative Care
IUPUI Campus Center, Indianapolis
Nov. 18-20 Biostatistics for Health Care Researchers: A Short Course
Health Information & Translational Science Building (HITS), Indianapolis

2015
Jan. 15-17 Musculoskeletal Ultrasound Beginner Level Course
IUSM Campus, South Bend, Indiana
Jan. 24 Breast Cancer: Year in Review
Indiana History Center, Indianapolis
March 9-11 Third Annual Children’s Health Services Research Symposium
Health Information & Translational Science Building (HITS), Indianapolis
May 14-16 50th Annual Riley Hospital for Children’s Pediatric Conference
Sheraton North, Indianapolis
July 10 Review and Interpretation of the 2014 ASCO Conference
The Towers, IUPUI Campus, Indianapolis

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 or call 317-274-0104.
Your IMS offers FREE Medication Cards for your patients. Simply phone the IMS 639-3406 to obtain your supply now!
The Office of the Attorney General and the Prescription Drug Abuse Task Force is offering a FREE online CME video course on The Opioid Epidemic and Indiana’s Opioid Prescribing Laws.

About the Program:
• Free online 50 minute CME course
• Offered by the Prescription Drug Abuse Prevention Task Force through the Office of the Attorney General
• Indiana State Medical Association (ISMA)* designates this program for a maximum of 1.0 AMA PRA Category 1 Credits™.
• Presented by Task Force Members, Palmer MacKie, M.D., Clinical Assistant Professor of Medicine at Eskenazi Health and Amy LaHood, M.D., Family Medicine Physician at St. Vincent Health Network
• Introduction by Indiana Attorney General Greg Zoeller and Indiana State Health Commissioner, William C. VanNess, II, MD.

What Prescribers Will Learn:
• Gain a better understanding of the scope of the prescription drug abuse epidemic in Indiana and how overprescribing has been a major factor
• The new Indiana laws governing the prescribing of opioids to chronic non-terminal pain patients
• Effective strategies to properly manage chronic non-terminal pain patients by using the First Do No Harm Toolkit as a guide

For more information and to view the course, go to http://www.in.gov/bitterpill/continuing_education.html
The ISMA Insurance Agency offers the following insurance programs exclusively for ISMA members:

<table>
<thead>
<tr>
<th>Health - PPO &amp; Traditional plans from $250 to $5,000 deductibles</th>
<th>Voluntary Employee Benefit</th>
<th>Term Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Savings Account Plan</td>
<td>Plan Dental, short term disability, term life, universal life, cancer plan, Section 125 Premium Only Plan (P.O.P.) Auto</td>
<td>Disability</td>
</tr>
<tr>
<td>Medicare Carve-out Dental Long Term Care</td>
<td></td>
<td>Umbrella Liability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business Owners Policy</td>
</tr>
</tbody>
</table>

These insurance plans have been specifically designed for ISMA members and their employees to provide the highest quality coverage at the lowest possible cost.

Call the ISMA Insurance Agency at (317) 471-4229 or (877) 647-2242.

*Access is available through Medical Assurance of Indiana - ISMA’s endorsed professional liability carrier.

Welcome, Dr. Kovac!

On August 1, 2014, Jason R. Kovac, MD, PhD, FRSC(C), joined Urology of Indiana.

Dr. Kovac is Fellowship trained in Infertility, Andrology and Sexual Medicine from Baylor College of Medicine in Houston, Texas.

Dr. Kovac will concentrate his practice in the Carmel, Greenwood and Avon offices. To schedule appointments with Dr. Kovac, please call 1-877-362-2778.

With the addition of Dr. Kovac, Urology of Indiana is comprised of 37 urologists and urogynecologists who see patients in 18 office locations in central Indiana. The practice traces its roots to 1887, and provides complete diagnosis and medical and surgical treatment of all conditions of the genitourinary system affecting men, women, and children.

Locations: Indianapolis (4) Avon, Carmel, Connersville, Crawfordsville, Danville, Fishers, Franklin, Greenfield, Greenwood, Lebanon, Mooresville, Noblesville, Shelbyville, Tipton

1-800-362-2778 Toll Free www.urologyin.com

Urologists
Robert A. Battler, MD
Teresa D. Beam, MD
Richard M. Bennett, III, MD
Glen A. Brunk, MD
Scott B. Farnham, MD
Theodore F. Holland, III, MD
David W. Hollensbe, MD
W. Terry Jones, MD
Peter M. Knapp, MD
Jason R. Kovac, MD
Michael C. Large, MD
Aaron T. Ludwig, MD
Chris A. Magee, MD
Benjamin G. Martin, MD
Andrew E. Moore, MD
Kenneth G. Ney, MD
Bradley G. Orris, MD
Scott C. Pike, MD
John C. Ramsey, MD
James T. Raybourn, III, MD
Daniel B. Salvas, MD
David M. Scheidler, MD
John K. Schlueter, MD
C. William Schwab, II, MD
John W. Scott, MD
William L. Shirrell, MD
Jason K. Sprunger, MD
David S. Stuhldreher, MD
Ronald S. Suh, MD
Samuel T. Thompson, MD
Jeffery D. Vaught, MD
Gregory R. Wahle, MD

Urogynecologists
Kathryn A. Copeland, MD
Sara J. Díaz, MD
Martina F. Mutone, MD
Sameena J. Rao, MD
Brent A. Suozzi, MD
its critical importance given the rapid move to “value based” and “evidenced based” models.

When faced with the prospect, what’s your biggest challenge? By far the most difficult obstacle to overcome is convincing the doctors to change a long-held mindset that says, “The more services and procedures I provide, the more I am reimbursed.” In the new models, less is more. That concept is foreign to most providers. With an anticipated 30% of all insured lives forecast to be covered by these types of plans by 2015, isn’t it time we give this shift the attention it deserves?

The changes that need to be embraced in order to prevail are not sweeping or game changing. Here is an example of a small change that creates significant beneficial impact.

Lucentis was the #1 drug in the Medicare formulary in 2012. $956 million was paid by Medicare at $2000 per injection. Avastin is a $50 treatment clinically proven in a 2 year study to be equally effective as Lucentis. Had physicians writing those prescriptions been motivated to determine Avastin was as effective and utilized it instead, those cost reductions would be shared with plan physicians and costs would be significantly reduced. This is a benefit to all except Roche and Genentech who owned both injectable medications but only promoted Lucentis for Macular Edema. If you are participating in an ACO, these kinds of changes need to be embraced by the ACO provider team in order for the ACO to thrive.

Here are more examples. An ACO in Illinois makes it a point to contact their Chronic Obstructive Pulmonary Disease patients on poor air quality days asking them to stay indoors. The Emergency Room visits by these patients noticeably declined. A pediatric group participating in an ACO asked that 16 patients who had been hospitalized for Diabetic Ketoacidosis enroll in a program that had 3 elements: patient education, 24/7 phone access to a caregiver, and an assessment of the efficacy of the patient outreach. 10 out of 16 patients participated in the program. Over the next 15 months, only one out of the ten had been readmitted. Of the 6 patients who did not participate, 5 were readmitted. The cost savings per patient was $1350. Again, small steps that contribute to a successful campaign.

So where does ICD-10 fit into all this? Consider Hierarchical Condition Categories and the related Risk Adjustment Factors. Medicare needs to know the overall acuity level of the Medicare patient base and the Risk Adjustment Factor is a determining factor in determining the amount of dollars allocated to the program. If every provider would capture ALL chronic diseases once a year according to the M.E.A.T. requirements, a more valid picture of just how sick the population is would be created. Those providers routinely reporting incomplete data and unspecific codes are bringing the rest of the dynamic down.

Although this article focuses on the financial aspect of reporting accurate acuity levels, let’s not forget the clinical benefits of creating data that leads to better care. If we don’t change our ways and start to do everything we can to capture data that leads to more effective treatment protocol, in 200 years we will be looked upon much as we regarded caregivers who relied upon flawed data and thereby espoused bloodletting and leeches 200 years ago.

We have 21st century technology fed by archaic data sets. It’s like having a Ferrari that runs on coal. It’s time to embrace the tenet that says, “Capture every bit of data that leads to better care.” Is that so revolutionary a thought?

Denny Flint
Director of Business Development, Sr. Consultant
Assistive Coding, LLC (The Pinnacle Group)
(970) 390 8970
dflint@askphc.com

At MMIC, we believe patients get the best care when doctors, staff and administrators are humming the same tune. So we put our energy into creating risk solutions that help everyone feel confident and supported. Solutions such as medical liability insurance, physician well-being, health IT support and patient safety consulting. It’s our own quiet way of revolutionizing health care.

To join the Peace of Mind Movement, give us a call at 1.800.328.5532 or visit MMICgroup.com.
Alzheimer’s doesn’t just affect the patient.

NOW AVAILABLE IN CENTRAL INDIANA

PET-CT Tracer to Help Diagnose Alzheimer’s Disease and Memory Disturbances

The first commercially available PET-CT tracer, Amyvid™, produced by Eli Lilly, is now available for use in testing patients being evaluated for Alzheimer’s Disease and other causes of cognitive decline.

To schedule a scan or for more information, call 317-XRAY NOW (972-9669) or toll-free 800-400-9729.

Meridian North Imaging Center

12188-A N. Meridian Street, Suite 100
Carmel, Indiana 46032

www.northwestradiology.com