

IMS

Indianapolis
Medical Society
1848

Volume XCVIII • Number 7
March 2012 • Indianapolis, Indiana

Bulletin

Happy National Doctors' Day

March 30, 2012

Presorted Std.
U.S. Postage
PAID
Indianapolis, IN
Permit 8365

Indianapolis Medical Society
631 East New York Street
Indianapolis, IN 46202-3706

Free DocBook®

*Courtesy of Capson
Physicians Insurance*



#1 Team for Overall Heart Care

At Franciscan St. Francis Health—Indianapolis, breakthroughs in heart care have become part of our legacy. We created the Emergency Heart Attack Response Team protocol, which has transformed heart attack care around the globe. Today, our dynamic team is pioneering heart valve surgery and leading advancements in science and heart care.

St. Francis Health is a destination of choice for those seeking exceptional outcomes.

Our newest list of achievements shows that when it comes to your heart, only one hospital has the Total Heart Team 24/7/365 and is #1 in Indiana for Overall Cardiac Care.



HEALTHGRADES®

2012

#1 in Indiana for Overall Cardiac Care

5-Star Rated for Heart Attack Treatment

5-Star Rated for Valve Repair and Replacement Surgery

5-Star Rated for Coronary Interventional Procedures

5-Star Rated for Heart Failure for 5 Years in a Row (2008-2012)

America's 100 Best Hospitals for Cardiac Care



Franciscan ST. FRANCIS HEALTH
HEART CENTER

Dedicated team of independent and Franciscan St. Francis Health physicians.

MyHeartCare.net

LUXURY LIVING ON THE LAKE

At Home on the Water

Creating a lake living lifestyle—be part of it!



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 access or off-water lot for your home. Special in-house lot financing is available in all of our communities.



**ASK ABOUT
SPECIAL
IN-HOUSE
LOT FINANCING**



The Marina Limited Partnership

www.marinalimited.com

Call **Rob Bussell** for lot information, pricing and financing options.
(317) 845-0270 ext. 24
rob@robbussell.com



THINK ABOUT YOUR PATIENTS . . .

Is she repeatedly struggling to bring an infant to term?

Has his or her treatment prevented conceiving an infant?

If you believe they are ready to consider adoption, have your patient call us at (317)822-8220.

WE HELP YOUR PATIENTS START OR GROW A FAMILY.

Our goal is to help struggling birth mothers place infants in happy, healthy, and welcoming homes.



160 W. Carmel Dr., Ste. 277
Carmel, IN 46032

(317)822-8220

(317)536-3210 Fax

www.hecklaw.com



Strategic Planning for:

• Asset Protection • Estates • Probate • Taxes • Charitable Giving • Retirement • Wealth Accumulation •

– Also Adoption, Elder Law, Construction Litigation, Business Law –

Official monthly publication of the
Indianapolis Medical Society
631 E. New York St.
Indianapolis, Indiana 46202-3706
Phone: (317) 639-3406
Fax: (317) 262-5609
Web Page: <http://www.imsonline.org>
E-mail: ims@imsonline.org

Indianapolis Medical Society President
Richard H. Rhodes, MD

President-Elect
Bruce M. Goens, MD

Direct copy for publication and inquiries regarding advertising to:

Executive Vice President and
Editor, *The IMS Bulletin*
Beverly Hurt

Associate Editor, *The IMS Bulletin*
Marcia K. Hadley

The Bulletin invites news from and about members of the Indianapolis Medical Society. Copy deadline: First of the month preceding month of publication.

Advertising: Rates available upon request. Advertisers should provide electronic files by the first of the month preceding publication. Placement of advertisements, except for premium spaces, will be throughout the publication at the discretion of the editor.

Statements and conclusions of authors that are published in *The Bulletin* are solely those of the authors and do not necessarily reflect Indianapolis Medical Society policy or position. The Indianapolis Medical Society makes no representation or warranty as to their accuracy or reliability. Advertisements published in *The Bulletin* do not imply approval or endorsement by the Indianapolis Medical Society, but represent solely the viewpoint of the advertiser or their agent.

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>

in this issue

Special Features

President's Page

Bullying

Richard H. Rhodes, MD..... 7

Special Features

Satisfaction Survey Expectations

Susan Keane Baker..... 8

A good time to make sure you're communicating

ISMA Reports..... 8

Project Health

Thank you, Dr. Christopher M. Doran

Carrie Jackson Logsdon, Director 14

Special Feature

Documenting a Preventive Visit – Part 1

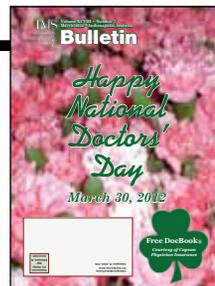
Ellen Risotti, BS..... 19

In Summary 22

Departments

About Our Cover.....	5
Advertisers' Index.....	22
Bulletin Board.....	11
Classified Advertising.....	www.imsonline.org
CME & Conferences.....	20
IMS Leadership.....	18
In Memoriam.....	16
New Members.....	12

about our cover



On our cover:

*National Doctors' Day,
March 30, 2012*

On March 30, 1958, a Resolution commemorating Doctors' Day was adopted by the United States House

of Representatives. In 1990, legislation was introduced in the House and Senate to establish a National Doctors' Day. Following overwhelming approval by the United States Congress, on October 30, 1990, President George Bush signed Public Law 101-473 designating March 30th as "National Doctors' Day." Today the red carnation is commonly used as the symbolic flower.



Happy Doctors' Day!

Just what the doctor ordered.

CUSTOMIZED PHYSICIAN HOME FINANCING.

Whether an established physician or just starting out, STAR has the perfect customized mortgage for you. No PMI. Flexible amortizations. Minimal down payment. Low fixed rates. From first homes to vacation homes, our expert mortgage bankers understand your unique needs. We also service and retain all our physician home loans. If your practice is local, shouldn't your mortgage be too?

Contact one of our mortgage bankers today or visit starfinancial.com to learn more.

Richard Shelnett
(317) 566-7344
rich.shelnett@starfinancial.com
NMLS#229755

Jeff Love
(317) 566-3148
jeff.love@starfinancial.com
NMLS#135115





Bullying

“Everyone has the right to be respected and the responsibility to respect others.” Anon

Bullying, a common theme for all ages in literature, TV, and movies appears in *Lord of the Flies*, *Glee*, *Mean Girls*, *Toy Story 3*, *The Karate Kid*, *Matilda*, and *Back to the Future*, to name a few. Bullying is an issue that confronts school staffs and is a health concern that must be considered by physicians and health care workers when treating their patients. Bullying is a major public health issue with devastating consequences which appears all too frequently in the news. Kids will say and do hurtful things to one another which may be partially explained by immaturity and by not having learned how to control their thoughts and actions. When those situations occur they become teaching moments. However, for some, those behaviors cross the line to purposeful bullying.

A pattern of repeated physical and/or relational aggression, a deliberate intent to harm a victim despite the victim's distress, and a real or perceived imbalance of power constitutes bullying. Common forms include physical acts such as hitting, kicking, shoving, sexual grabbing, or destruction/theft of personal property. Verbal bullying includes taunting, teasing, name calling, and/or sexual/racial harassment. While nonverbal, nonphysical bullying utilizes threatening or obscene hand gestures. Cyberbullying incorporates technology such as Facebook, cell phones, or email – anything digital or electronic where the content is harassing or the message is hurtful with the intent to cause harm.

Bullying occurs in schools, in after-school programs, in the neighborhood, at homes between siblings, in dating relationships, at summer camps, and in organized athletic activities. It is a global issue prevalent across the life span and in all social classes. Once viewed as part of growing up, today's bully behavior is significantly harsher due to the high prevalence of violence on television, in movies, and in the news. The U.S. Department of Justice claims that 77% of students are bullied mentally, physically, or verbally. Although Nansel and colleagues found a lower prevalence of bullying, they did find violent behaviors such as weapon-carrying and physical fights. They concluded that bullying should not be considered a normative part of youth development, but rather a marker for more serious violent behaviors. Olweus' study demonstrated an increase in criminal behavior among young adults with a history of bullying.

Fekker and colleagues were able to identify and derive odds ratios for common psychosomatic problems in victims. Although bullies were not found to have a higher chance for most of the health symptoms, they are at increased risk for school failure and dropping out, for substance abuse, for unacceptable and criminal behavior in adulthood, and for being more likely to permit their own children to bully. Surprisingly, bullies and victims feel unsafe at school with both perpetrators and victims having poor psychological adjustment. Victims are more likely to have lower academic achievement, and feel a lack of belonging at school. Olweus has demonstrated that victims have higher rates of depression



and poorer self-esteem as adults. Additionally, since victims with chronic physical and health problems are more prone to poorer control of illnesses such as diabetes, clinicians should consider illness-related bullying when caring for those with chronic illnesses.

One half of victims do not report bullying probably because of embarrassment, fear of appearing weak, fear of retaliation, desire to belong, sense of hopelessness, and lack of a trusted, understanding adult.

Dr. Melissa Martinez of Community Hospital School-Based Services and Dr. Nerissa Bauer of IU Health work to develop bullying prevention programs in schools and for primary care physicians. Physicians can provide victims and their parents with documentation, resources, and communication strategies for working with school staff. Olweus found that a formal school-based bullying prevention program led to 50% reduction in bullying activities and improved peer relationships. Referrals to family therapy have been shown to improve anger management, interpersonal relationships, and health-related quality of life for bullies. It is assumed that they will have fewer criminal behaviors as young adults, and there is leadership potential in many bullies who can benefit from learning empathy and ways to direct their behaviors appropriately. Recognition of bullies and victims can have life-changing consequences, but we must also remember the bystander who often is silent due to fear, anxiety, guilt, pressure to participate in activities, vulnerability, or lack of time. Martin Luther King said, “In the end, we will remember not the words of our enemies, but the silence of our friends.”

Websites of interest: www.bullying.org, www.bullypolice.org, www.operationrespect.org, www.stopbullying.gov

Selected References:

- JM Lynznicki, et al., Childhood Bullying: Implications for Physicians, AAFP Policy Statement: Prevention of Bullying Related Morbidity and Mortality, American Academy of Child & Adolescent Psychiatry
- J VanCleave & MM Davis, Bullying and Peer Victimization Among Children With Special Health Care Needs, *Pediatrics* 2006;118:e1212-e1219
- ND Spector & SF Kelly, Pediatrician's role in screening and treatment: bullying, prediabetes, oral health, *Current Opinions in Pediatrics* 2006, 18:661-670
- NS Bauer, et al., Childhood Bullying Involvement and Exposure to Intimate Partner Violence, *pediatrics* 2006;118:235-242
- J Wright, Bullying: What a pediatrician should know, www.pediatricsupersite.com Facts for Families Bullying, No 80, March, 2011, AACA Psychiatry Stopbullyingnow.hrsa.gov
- NS Bauer, Partnering with the Medical Community to Promote School Safety: the Development of a Bullying Prevention Program, a powerpoint presentation, IU Department of Pediatrics, April, 2009

Satisfaction Survey Expectations – Susan Keane Baker

Expectations are created by satisfaction survey questions, so it is important to regularly review the surveys issued to your patients by your health system, insurance companies and/or government agencies.

When was the last time you reviewed the questions? When was the last time your staff reviewed the questions?

At your next team meeting, distribute copies of the patient satisfaction survey and ask each person to complete the survey as he or she believes most patients would. For any item(s) not receiving the highest rating, discuss what improvements would be needed in order to attain it.

When you receive your actual survey results, compare those results with your team's predicted results to identify expectation gaps. "We predicted that patients would give us the highest rating on whether we always listen to them. These results tell us they don't feel that way. Let's brainstorm ten behaviors that show we are listening."

Let patients know what those behaviors are. You can do this by posting information in patient areas and on your website:

We are engaged in a patient satisfaction initiative to enhance our listening skills. These are the actions we are taking to listen more effectively:

1. We will sit down for part of the visit with you.
2. We will not ask you questions while looking at the computer screen.
3. We will not interrupt you.
4. We will ask: "Is there anything else you would like to tell me?" once during your visit.

You are defining for patients what listening means to you. Barring any outlier behavior, if you sit down, don't interrupt, look at your patient when asking a question and ask the "anything else" question, your patient should be satisfied.

Expectation gap data (the difference between your predicted score and how patients actually rated you) can be persuasive in changing practitioner behavior. The physician who dismissed scripting language as nonsense may begin to realize the value of simply letting patients know what he is doing. For example, after asking "Have there been any changes in your medical condition since we spoke last?" the physician may now say: "Okay, that's important information for me to note in your medical history." Or, "I've been reviewing your medical history. You had knee surgery four years ago. How is your knee now?"

As you strategize about how to manage survey question expectations, be mindful of the program requirements about what you must not do when communicating with patients about HCAHPS. You will find the requirements on pages 17-19 of the March 2011 HCAHPS Quality Assurance Guidelines 6.0.

Consider creating a true/false quiz based on the guidelines to be certain your colleagues understand these requirements.

Reprinted with permission from *Exceptional Patient Care Update, Volume 2, Number 2, January 27, 2012*

Susan Keane Baker is a Connecticut based author and speaker. To receive her free special report, "60 Ways to Make Your Organization More Patient-Friendly" visit the home page at www.susanbaker.com.

A good time to make sure you're communicating

The new year is a good time to make sure you're communicating appropriately with hearing impaired, limited English proficiency patients

If you receive federal assistance like Medicare and Medicaid, you must under the federal Civil Rights Act provide foreign language interpreters for patients with limited English proficiency. State civil rights laws also prohibit discrimination.

Several language interpreter services are available, and you are required to absorb the cost for them. Do not charge the patient or the patient's insurance company. Some patients' insurance companies as well as malpractice insurers offer free or discounted interpreter services.

Find more details at www.hhs.gov/ocr/index.html or contact the ISMA's Legal Department.

And also the hearing impaired

Hearing impaired patients fall under the Americans with Disabilities Act (ADA), and physician offices are required to ensure no one with a disability "...is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services, unless the public accommodation can demonstrate that taking such steps would fundamentally alter the nature of the goods, services, facilities, privileges, advantages or accommodations being offered or would result in an undue burden, i.e. significant difficulty or expense."

Federal representatives have indicated that receiving less reimbursement from an insurer than you pay for an interpreter is not an "undue burden."

Auxiliary aids include qualified interpreters and note takers as well as other methods of communicating patients having hearing impairments. Ultimately, remember that failure to provide a reasonable aid, either literally or in the patient's eyes, could result in a discrimination lawsuit. Find additional information on the Americans with Disabilities Act at:

- ADA Questions and Answers online at www.ada.gov/q&aeng02.htm.
- A U.S. Department of Justice document at www.ada.gov/hospcombrprt.pdf
- The ISMA's Legal Department web page at www.ismanet.org/legal/FAQ/.

Limited English Proficiency patients are unable to speak, read, write or understand the English language at a level that permits effective interaction with health caregivers and social services agencies.

This article is reprinted with permission from *ISMA Reports*.

To submit articles, opinions or information,
email ims@imsoline.org



Superior risk-adjusted returns. High quality investments.

FEE-ONLY PORTFOLIO MANAGEMENT SERVICES FOR INDIVIDUALS AND INSTITUTIONS

DIAMOND
CAPITAL MANAGEMENT
Proven Expertise. Uncommon Service.

317-261-1900 www.dmdcap.com

Not FDIC Insured | No Bank Guarantee | May Lose Value | Diamond Capital Management is a registered trademark. © 2011 Diamond Capital Management

As the ISMA's endorsed insurance partner we provide comprehensive insurance solutions for physicians and their practices.



Indiana State Medical Association

Insurance  **Agency**

As we cover the state, we now have the following locations to better serve you.

- Carmel
- Brownsburg
- Elkhart
- Noblesville
- Newburgh
- Kokomo



Brown & Brown of Indiana doing business as the ISMA Insurance Agency.

11555 N. Meridian Street Suite 220 Carmel, IN 46032
877-647-2242 • www.MyInMed.org • 317-574-5000



From left to right: Sandra Dolny, PA-C; Jocelyn Bush, MD; John Fitzgerald, MD; Edward Kowlowitz, MD; Alina M. Clavijo-Passik, PhD; Sheila Abebe, FNP, PhD
Board-Certified Pain Management Specialists

CENTER FOR

PAIN
MANAGEMENT

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

317.706.PAIN
317.706.7246

8805 N. Meridian St.
Indianapolis, IN 46260

www.IndyPain.com

Physician referrals and patient self-referrals are accepted.

Bulletin Board

Michael H. Fritsch, MD, was Guest Professor at New York University giving Otolaryngology-Neurotology lectures and grand rounds to the NYU Department of Otolaryngology - Head and Neck Surgery.

Douglass S. Hale, MD, Urogynecology Associates, Director Female Pelvic Medicine and Reconstructive Surgery Fellowship, Associate Clinical Professor: Indiana University/Methodist Hospital recently spoke at The University of Kansas on surgeries for pelvic organ prolapse including native tissue repairs as well as mesh indications. He also gave a talk on the new FDA safety statement regarding mesh and spent time with the residents discussing research and case presentations.

At the recent meeting of the American Association for Hand Surgery, **Jeffrey A. Greenberg, MD**, chaired and moderated a symposium on "Distal Radio-ulnar Joint Instability." He also participated in a panel discussion on Dupuytren's Contracture presenting his experience and results using needle aponeurotomy. He presented a paper entitled "Biomechanical Evaluation of the Distal Metaphyseal Ulna Shortening Osteotomy." At this meeting, Dr. Greenberg was also elected Director-at-Large of the Board of the American Association for Hand Surgery, starting a three year term.

K. Donald Shelbourne, MD, and **Scott E. Urch, MD**, Shelbourne Knee Center at IU Health Methodist Hospital, co-authored "Loss of Normal Knee Motion After Anterior Cruciate Ligament Reconstruction is Associated with Radiographic Arthritic Changes After Surgery, in *Am J Sports Med.* 2012;40:108-113. Dr. Shelbourne also helped author the article, "Osteoarthritis After Anterior Cruciate Ligament Reconstruction: The Importance of Regaining and Maintaining Full Range of Motion. *Sports Health. Sports Health.* 2012;4(1):79-85.

Dr. Shelbourne gave a talk at the Steadman Clinic in Vail, Colorado, "Symmetric Motion: The Key to the Knee," on December 5, 2011. He was also included on a list of outstanding knee surgeons in *Becker's Orthopedic, Spine, and Pain Management Review*, 1/20/2012 issue.

News from Goodman Campbell Brain & Spine ...

Aaron A. Cohen-Gadol, MD, published, "Intraorbital meningioma: resection through modified orbitozygomatic craniotomy" in *Journal of Neurosurgery* in its January issue. He also published the article, "The innervation of the scalp: A comprehensive review including anatomy, pathology, and neurosurgical correlates" in the December issue of *Surgical Neurology International*.

Andrew J. DeNardo, MD, and **Aaron Cohen-Gadol, MD**, published the article, "Intercavernous connection between the internal carotid arteries" in the December issue of *Journal of Neurosurgery: Pediatrics*.

Daniel H. Fulkerson, MD, and **Joel C. Boaz, MD**, (photo unavailable) published, "Progression of cerebrospinal fluid cell count and differential over a treatment course of shunt infection" in December's *Journal of Neurosurgery: Pediatrics*.

Eric M. Horn, MD, and **Shannon P. McCanna, MD**, published, "Treatment strategy for chondromyxoid fibroma of the sacrum" in *Journal of Clinical Neuroscience* in November.

Laurie L. Ackerman, MD, published, "A foramen of Monro tumor" in the journal, *Neuropathology*, in December.

Thomas J. Leipzig, MD, served as invited faculty for the American Association of Neurological Surgeons Goodman Oral Board Review Course in Houston, Texas on November 6-8, 2011. He spoke on the surgical management of cerebral and spinal vascular problems.

Jodi L. Smith, MD, served as invited faculty for the American Association of Neurological Surgeons Goodman Oral Board Review Course in Houston, Texas on November 6-8, 2011.



Laurie L. Ackerman, MD



Joel C. Boaz, MD



Aaron A. Cohen-Gadol, MD



Andrew J. DeNardo, MD



Stephen B. Freeman, MD



Michael H. Fritsch, MD



Daniel H. Fulkerson, MD



Jeffrey A. Greenberg, MD



Douglass S. Hale, MD



Eric M. Horn, MD



Tod C. Huntley, MD



Edward J. Krowiak, MD



Thomas J. Leipzig, MD



Shannon P. McCanna, MD



K. Donald Shelbourne, MD



Jodi L. Smith, MD



Scott E. Urch, MD

News from CENTA (Center for Ear Nose Throat & Allergy) ...

Tod C. Huntley, MD, was the invited guest lecturer on Hypoglossal Nerve Stimulation for Obstructive Sleep Apnea at the University of Ghent, Belgium. In addition to presenting his study data, he performed a cadaver dissection for the attendees.

Dr. Huntley was also featured in *USA Today* on 1/16/12 and in an article in *The Indianapolis Star* on 1/15/12 on research being done to discover causes of the rising incidence of thyroid cancer. He also was invited to provide grand rounds and proctor cases of TransOral Robotic Surgery (TORS) for oropharyngeal cancer and sleep apnea at the University of Wisconsin.

Stephen B. Freeman, MD, was featured in an article in *ENT Today* discussing innovation in instrumentation for endoscopic sinus surgery. The article showcased his Freeman Frontal Sinus Stent as the preeminent such device in its field, joining the large number of other medical patents granted to CENTA's physicians over the years.

Dr. Huntley and **Edward J. Krowiak, MD**, were interviewed on WTHR13's morning news show on National Thyroid Awareness Month, and discussed benign and malignant thyroid masses and the various da Vinci-assisted approaches that allow for their removal without neck incisions -- via a transaxillary approach or by a facelift approach. They were among the first surgeons in the US to offer these techniques and are in demand as instructors in robotic H&N surgery around the US.

Dr. Krowiak and a speech pathologist gave a vocal health workshop for area performers at The Palladium on January 20. They demonstrated proper vocal hygiene and performance techniques for professional vocalists and performed video stroboscopy."

IMS

New Members



Fischer, Thomas J., MD
(Reactivation)

Indiana Hand to Shoulder Center
8501 Harcourt Rd. – P.O. Box 80434
46280-0434
Ofc – 875-9105

Fax – 875-8638

Email – tjf@hand.md

Web – www.indianahandcenter.com

Orthopaedic Surgery, 1989, 2000

Surgery of the Hand (ORS), 1990, 2000

Indiana University, 1979



Hastings, Hill, II, MD
(Reactivation)

Indiana Hand to Shoulder Center
8501 Harcourt Rd. – P.O. Box 80434
46280-0434
Ofc – 875-9105

Fax – 875-8638

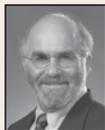
Email – hh@hand.md

Web – www.indianahandcenter.com

Orthopaedic Surgery, 1982

Surgery of the Hand (ORS), 1989, 2000

University of Southern California, 1974



Hull, Meredith T., MD
(Reactivation)

Pathology & Lab Service
1481 W. 10th St., (113)
46202-2803
Ofc – 274-0782

Fax – 278-3909

Email – mhull@iupui.edu

Anatomic Pathology, 1979

Indiana University, 1974

Knox, Kevin R., MD

Indiana Hand to Shoulder Center
8501 Harcourt Rd. – P.O. Box 80434
46280-0434

Ofc – 875-9105

Fax – 875-8638

Web – www.indianahandcenter.com

Plastic Surgery

Surgery of the Hand (PS)

University of Medicine

& Dentistry of New Jersey, 2004



Rager, Erika L., MD, MPH

St. Francis Breast Specialists
Cancer Care Center
8111 S. Emerson Ave., #104
46237-8601

Ofc – 781-7391*

Fax – 887-5637

Surgery, 2007

Public Health & General

Preventive Medicine, 2005

Vanderbilt University, 1999

Tsai, Ben M., MD

Kendrick Colon & Rectal Center
5255 E. Stop 11 Rd., #430
46237-6341

Ofc – 889-7906

Fax – 889-7908

1215 Hadley Rd., #201

Mooresville, 46158-2905

Ofc – 834-2020

Fax – 831-9292

Colon & Rectal Surgery, 2010

Surgery, 2008

Ohio State University, 2001

Member Benefits

Exclusive IMS Benefits

- FREE DocBookMD.
- 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 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
- 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 2,200 member physicians.
- Pager rental at a discounted rate for you, your family and your staff.
- Exclusive discounts for IMS members through Staples®.
- ADVANTAGE Health Solutions offers members an 8% Discount on group health insurance!

Have you paid your 2012 dues?

If not, on March 1st your Membership is suspended until payment is received.

Phone Tyna at 639-3406
to ensure that you continue
to receive your important
IMS Member Benefits.

March 1st Deadline!

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 over 30 neurosurgeons and 4 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.



GOODMAN CAMPBELL
BRAIN AND SPINE

The nervous system specialists

*Private practice and academic neurosurgeons,
collaborating for the good of patients*

Neurosurgeons

Nicholas Barbaro, MD
James Callahan, MD
Aaron Cohen-Gadol, MD
Jeffrey Crecelius, MD
Henry Feuer, MD
Daniel Fulkerson, MD
Randy Gehring, MD
Peter Gianaris, MD
Eric Horn, MD, PhD
Steven James, MD
Saad Khairi, MD
Thomas Leipzig, MD
Shannon McCanna, MD
James Miller, MD
Jean-Pierre Mobasser, MD
Paul Nelson, MD
Troy Payner, MD
Eric Potts, MD
Michael Pritz, MD, PhD
Richard B. Rodgers, MD
Carl Sartorius, MD
Mitesh Shah, MD, FACS
Scott Shapiro, MD, FACS
Michael Turner, MD
Thomas Witt, MD
Robert Worth MD, PhD
Ronald L. Young, II, MD

Pediatric Neurosurgeons

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

Interventional Neuroradiology

Andrew DeNardo, MD
John Scott, MD

Physical Medicine and Rehabilitation

Amy Leland, MD
Nancy Lipson, MD

Interventional Pain Management

Christopher Doran, MD
Anthony Sabatino, MD, FIPP
Jose Vitto, MD
Derron Wilson, MD

Neuropsychology

Donald Layton, PhD



Project Health



Carrie Jackson Logsdon, Director

Thank you, Dr. Christopher M. Doran



Christopher M. Doran, MD, Goodman Campbell Brain & Spine, is Project Health's feature doctor for the month of March. He was born in Morehead, Minnesota, but moved around a lot because his father was a hospital administrator and "as he would advance we would move." The family spent a lot of time in Tucson, but Dr. Doran says most of his grade school,

junior high and high school were spent in Danville, Illinois. He has two younger brothers who work in finance and now live in Minneapolis.

Dr. Doran graduated from the University of Evansville with a degree in Psychobiology. He went on to complete a master's degree in biosciences from IUPUI. Then, he entered the University of Illinois, College of Medicine, where he credits Mike Carroll, MD, as his mentor getting him interested in anesthesiology. Dr. Doran did his residency at Washington University in St. Louis in anesthesia, where he was voted "Top Medical Student Going into Anesthesia." He did a fellowship at Northwestern University in interventional pain management. His mentor there was Robert Swarm, MD, who was the Director of the Interventional Pain Program. Dr. Doran is Board Certified in anesthesiology and pain medicine from the American Board of Anesthesiology. He joined Goodman Campbell Brain and Spine in 2009.

It was a personal injury that attracted him to join the medical field. "In senior high school I played football and broke my femur. I was really impressed with the doctors and nurses and the extreme coordination and skill it took to help me. That's when I decided I wanted to go into medicine," Dr. Doran says. "In medical school, I loved physical medicine, anatomy and pharmacology. I liked working with my hands

and new technology which offered me more of an opportunity to develop."

He also likes the fact that he develops relationships with the patients both before and after procedures. Aaron A. Cohen-Gadol, MD, one of his colleagues at Goodman Campbell introduced him to Project Health. "Project Health patients are a joy to take care of. They are never late, the interpreters are very knowledgeable and very organized, and the patients are all very good, hard-working people who just need a break. I consider myself very blessed to have this opportunity to give back. It is important to me, and Project Health facilitates everything. Hopefully by treating these patients, we can keep them out of ER's which ties up other health care dollars."

He specializes in interventional pain management of the spine but says that 90% of spine problems can lead to extremity pain as well. We have to treat both. He says most therapeutic blocks, epidural steroid injections, radiofrequency nerve ablation and peripheral nerve blocks last 3-6 months while the patient is urged to do physical therapy to help strengthen the surrounding muscles. "If it is an acute episode, we can calm it down and perform treatments that may last forever." He advises anyone who is considering back surgery to get a second opinion. His practice likes to exhaust all other options before surgery.

Dr. Doran and his wife, Courtney, have three children ages 7, 5 and 3. In his leisure time he runs. He usually does a couple of half-marathons a year, the Mini and one at Ft. Harrison. "It's a great stress reliever and the health benefits are so great." Dr. Doran urges other physicians to volunteer for Project Health. "There's no purer way to give back than by this. The patients are great and it is a population they probably won't see any other place."

There are not enough words for Project Health staff to express our profound gratitude!

Make a Donation *Anytime* to Project Health

Visit: imsonline.org

Click on the Donate Button on the Right Side of the Page!

Quick & Convenient on Your Schedule.

DR. YESH NAVALGUND / OWNER
DNA ADVANCED PAIN TREATMENT CENTER
CHRONIC PAIN MANAGEMENT
PITTSBURGH, PA
SINCE 2006 21 EMPLOYEES

NO SMALL ACHIEVEMENT: LEARNING THE BUSINESS OF MEDICINE

CHALLENGE: When Dr. Navalgund came out of medical school, he had all the right medical training. But when he decided to open his own practice, he needed something new — an education in the business side of medicine.

SOLUTION: Dr. Navalgund had the Cash Flow Conversation with his PNC Healthcare Business Banker, who put his industry knowledge to work. Together, they tailored a set of solutions to strengthen his cash flow: loans for real estate and equipment along with a line of credit to grow his practice, plus remote deposit to help speed up receivables.

ACHIEVEMENT: DNA Advanced Pain Treatment Center now has four private practices and a growing list of patients. And Dr. Navalgund has a place to turn for all his banking needs, allowing him to focus on what he does best.

WATCH DR. NAVALGUND'S FULL STORY at pnc.com/cfo and see how *The PNC Advantage for Healthcare Professionals* can help solve your practice's challenges, too. Or call one of these PNC Healthcare Business Bankers to start your own Cash Flow Conversation today:

AARON IRWIN 317-267-8845
KEVIN PATRICK 260-461-7173

PNC | CFO
Cash Flow Options

ACCELERATE RECEIVABLES
IMPROVE PAYMENT PRACTICES
INVEST EXCESS CASH
LEVERAGE ONLINE TECHNOLOGY
ENSURE ACCESS TO CREDIT



 **PNC BANK**

for the **ACHIEVER** in us all™



The person pictured is an actual PNC customer, who agreed to participate in this advertisement. DNA Advanced Pain Treatment Center's success was due to a number of factors, and PNC is proud of its role in helping the company achieve its goals. All loans are subject to credit approval and may require automatic payment deduction from a PNC Bank Business Checking account. Origination and/or other fees may apply. Equipment financing and leasing products are provided by PNC Equipment Finance, LLC, which is a wholly owned subsidiary of PNC Bank, National Association. PNC is a registered mark of The PNC Financial Services Group, Inc. BBK-5363 ©2011 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

In Memoriam



Douglas Hunter White, Jr., MD
1925 - 2012

Dr. Douglas H. White, Jr., 86, Indianapolis, passed away on January 11, 2012. He was born October 5, 1925 in Indianapolis, Indiana. Dr. White attended Shortridge High School (1943), and Indiana University (1947), where he was a member of Phi Gamma Delta Fraternity. He then went on to Indiana University Medical School where he was a member of Nu Sigma Nu medical fraternity.

Dr. White served his country as a Lt. Commander in the Navy while serving as the Senior Medical Officer on the U.S.S. Anderson. Dr. White interned, completed his residency and a fellowship in Cardiology at the University of Wisconsin Hospitals.

Dr. White and three other physicians formed the Meridian Medical Group where he practiced internal medicine/cardiology until retiring in 1990.

Dr. White served the IMS on the Board of Directors from 1967-1976 and on the Executive Committee from 1967-1971 and 1974, serving as Secretary/Treasurer in 1973. He was also a Delegate to the ISMA State Convention, 1976-1985 and again 1988-1991. Dr. White was active in the American Medical Association, the IMSA, where he was Treasurer in 1980-1981, and Indiana Heart Association, where he served as President. He was an avid race fan and was a Track Physician at the Indianapolis Motor Speedway. After retiring from medicine, Dr. White worked in the medical underwriting department of American United Life, and later as a staff doctor at the Saturn Biomedical Blood Center.



Evert M. Beck, MD
1918 - 2011

Dr. Evert M. Beck, 93, died November 23, 2011. He was born October 2, 1918 in Anderson, Indiana.

Dr. Beck graduated from Anderson High School and attended Ball State University for his undergraduate degree. He graduated from the Indiana University School of Medicine in 1942.

Dr. Beck interned and completed his residency at the Indiana University Medical Center.

A veteran, he served in the US Navy as a Lt. (jg) from 1945-1946.

Dr. Beck was in private practice in internal medicine until 1996. He was on the medical staffs of St. Vincent, Methodist, Winona and Community North Hospitals. For a short time, he was an Associate Professor of Medicine at the IUMC. Dr. Beck served many years on the admissions committee to the medical school.

Dr. Beck served the IMS as Vice President in 1976, on the Board of Directors 1973-1976 and on the Executive Committee from 1975-1977 as well as serving on the Physician Assistance Peer Review from 1977-1980.

Please send submissions for the Bulletin Board, CME and the Bulletin to mhadley@imsonline.org by the first of the month preceding publication. Inclusion is on a space available basis and limited to members in good standing of the IMS.



Merrill Grayson, MD
1919 - 2012

Dr. Merrill Grayson, 92, Martinsville, Virginia, died Tuesday, Jan. 31, 2012, at Memorial Hospital in Martinsville. He was born April 19, 1919, in New York City.

Dr. Grayson was trained at New York Medical College and was an intern in ophthalmology in 1945 and worked up to the position of chief resident in 1948 at City Hospital, New York. He completed his residency at Bellevue Hospital Medical Center, New York City.

Dr. Grayson was called to serve in the Air Force during the Korean War. He served from 1953 to 1955 and was ophthalmologist to the Third Air Force in Great Britain at the 7505th USAF Hospital.

He was appointed assistant professor of ophthalmology at the Indiana University School of Medicine in 1957.

Dr. Grayson was appointed professor of ophthalmology in 1980, and in 1981, he was awarded the rank of Distinguished Professor. He served as chairman of the department in 1979, 1981 and 1984 to 1987.

Dr. Grayson held positions at the Roubidoux Veterans Hospital, Wishard Hospital and Indiana University Hospital. He was a diplomate of the American Board of Ophthalmology, a fellow of the American College of Surgeons, and a member of the Castroviejo Cornea Society and several Indiana ophthalmology societies.

In May 2008, Grayson received the Distinguished Professor Emeritus, Department of Ophthalmology from the Indiana University School of Medicine, where the endowed "Grayson Chair" was established in his honor.



Susan R. Fisher Schneider, 1955-2012
Indianapolis Medical Society Alliance

Mrs. Susan Schneider, 56, Indianapolis, died February 07, 2012 surrounded by her loving family. Susan was born on June 20, 1955 in Indianapolis.

Susan lived a life of servitude to others. She began as a neo-natal ICU nurse where she met her husband Dr. John Kimball Schneider. Sue continued her service as a nurse in the Army National Guard and she was honorably discharged as a Captain. She followed her passion for new born babies and became a part of the Indiana March of Dimes. She was the President of the Indianapolis (Marion County) Medical Society Alliance.

She explored her interests in the restaurant business along with her husband. Their restaurant, Something Different, was the first Indiana restaurant to be inducted into the Fine Dining Hall of Fame. She continued her charity by volunteering with Gennesaret Free Clinic and other organizations in Indianapolis. Her last charitable efforts were given to the U.S.O. of Indiana.

Silver Circle of Friends

Praesentia Negotiations, Managed Care Contracting
Praesentiall.com



Josh Kaufmann, MA, 317.250.7564
Josh@Praesentiall.com

Are increased health insurance premiums strangling your practice's budget?

Are reductions in health insurance benefits putting more stress on your employees?

Is your current health insurance coverage anniversary date in the near future?

If you answered yes to any of the above questions, consider the Indianapolis Medical Society members program for a discount on group health insurance through **ADVANTAGE HEALTH SOLUTIONS**, a local health plan owned by local providers. IMS physician practices and the IMS are benefiting from this discount and the move to ADVANTAGE.

The IMS alone will save more than \$200,000 over two years!

To find out more about the program, or to see if it is a good fit for your practice, please contact the exclusive agents for this product's IMS discount:

Call (317) **564-4003**, or visit Acumen's website:
acumenbenefitsolutions.com/IndplsMedSociety.html

Acumen
Benefit Solutions, LLC

FREE BOOKLET

**NO COMMITMENT. NO CATCH.
JUST THE FACTS.**

I.C. System's newest booklet is filled with money-saving and money-generating ideas related to collections and it is absolutely **FREE for IMS Members.**



TITLE: THE IN\$IDE FACT\$:
Things Most Collection Agencies Won't Tell You.

LEARN:

- How to quickly tell if an agency truly invests in COMPLIANCE
- Why agencies engage in "forwarding"
- What to be aware of regarding pricing
- And much more...

REQUEST BOOKLET BY:
Calling 800-279-3511
Visiting www.icmemberbenefits.com



1008A6345AD1

CREATE AN IMAGE™
With



Specialists in Healthcare Linen Services

- We will **launder** the linens, uniforms, and professional clothing that you already own.
- We will **rent** and **launder** linens, uniforms, and professional clothing.
- We will **sell** linens, uniforms, and professional clothing.
- We will **rent, sell, and launder** linens, uniforms, and professional clothing in any combination.
- We will **pick up** and **deliver** to your place of business.
- Samples of our products are available for your inspection.
- **We practice universal precaution standards.**
- For a free price quote or further explanation of our services . . . please call:

In Indianapolis: 634-0833

In Muncie: 284-4411



Indianapolis Medical Society

631 East New York Street • Indianapolis, IN 46202-3706

Phone: (317) 639-3406 • Fax: (317) 262-5609 • E-Mail: ims@imsonline.org • Web: www.imsonline.org

Officers 2011-2012

Richard H. RhodesPresident
Jeffrey J. Kellams Immediate Past President

Bruce M. Goens..... President-Elect
Bridget M. Sanders Secretary/Treasurer

Board of Directors 2011-2012

Terms End with Year in Parentheses

Mark M. Hamilton, Chair (2012); David R. Diaz, Vice-Chair (2012)

Mary D. Bush (2012)
Heidi M. Dunniway (2012)*
Robert J. Goulet, Jr. (2012)
David C. Hall (2012)
Marc R. Kappelman (2012)
Jon D. Marhenke (2012)*
Anthony W. Mimms (2012)
Stephen W. Perkins (2012)
Bridget M. Sanders (2012)

Linda Feiwell Abels (2013)
Richard D. Feldman (2013)
Ronda A. Hamaker (2013)
Stephen R. Klapper (2013)
John P. McGoff (2013)
J. Mark Michael (2013)
David H. Moore (2013)
Barbara K. Siwy (2013)
Michael T. Stack (2013)
Tim E. Taber (2013)
John J. Wernert (2013)

Christopher D. Bojrab (2014)
Carolyn A. Cunningham (2014)*
David R. Diaz (2014)
Marc E. Duerden (2014)
John C. Ellis (2014)
Bernard J. Emkes (2014)
Paula A. Hall (2014)
Gerald T. Keener, Jr. (2014)
John C. Kincaid (2014)
John E. Krol (2014)
Gregory N. Larkin (2014)
Susan K. Maisel (2014)
John F. Schaefer, Jr. (2014)

*Appointed from the President's Advisory Council

Delegates to the State Convention, September 14-16, 2012, Indianapolis JW Marriott

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

Linda Feiwell Abels (2012)
Christopher D. Bojrab (2012)
Kathy S. Clark (2012)
John C. Ellis (2012)
Alan R. Gillespie (2012)
Robert J. Goulet, Jr. (2012)
C. William Hanke (2012)
Gerald T. Keener, Jr. (2012)
David H. Moore (2012)
Robert Michael Pearce (2012)
J. Scott Pittman (2012)
Bridget M. Sanders (2012)
John F. Schaefer, Jr. (2012)
H. Jeffery Whitaker (2012)

Anne C. Clark (2013)
Steven A. Clark (2013)
Carolyn A. Cunningham (2013)
David C. Hall (2013)
Ronda A. Hamaker (2013)
Stephen R. Klapper (2013)
Peter M. Knapp, Jr. (2013)
Susan K. Maisel (2013)
David M. Mandelbaum (2013)
John P. McGoff (2013)
Tim E. Taber (2013)

Mary D. Bush (2014)
David R. Diaz (2014)
Gary R. Fisch (2014)
Jonathan A. Fisch (2014)
Bruce M. Goens (2014)
Ann Marie Hake (2014)
Robert M. Hurwitz (2014)
Paul D. Isenberg (2014)
David A. Josephson (2014)
Marc R. Kappelman (2014)
E. Michael Keating (2014)
Randall A. Lee (2014)
Mary Ian McAteer (2014)
Clement J. McDonald III (2014)
Robert M. Pascuzzi (2014)
Richard H. Rhodes (2014)
Jodi L. Smith (2014)

Alternate Delegates to the State Convention, September 14-16, 2012, Indianapolis JW Marriott

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

Nancy R. Baird (2012)
Jennifer J. Bucki (2012)
Stephen R. Dunlop (2012)
John Duplantier (2012)
Robert S. Flint (2012)
Norrissa N. Howard (2012)
Mark U. Kyker (2012)
Terry L. Layman (2012)
Patrick J. Lotti (2012)
Mark R. Ogle (2012)
David M. Ratzman (2012)
Jeffrey M. Rothenberg (2012)
Beata E. Samuel (2012)
Steven Richard Smith (2012)
Abideen Yekinni (2012)

Robert J. Alonso (2013)
David S. Batt (2013)
Daniel J. Beckman (2013)
Craig S. Cieciora (2013)
Marc E. Duerden (2013)
Brian W. Haag (2013)
Mark M. Hamilton (2013)
Andrew A. Johnstone (2013)
Jeffrey J. Kellams (2013)
Frank P. Lloyd, Jr. (2013)
Andrew L. Morrison (2013)
David L. Patterson (2013)
Kenny E. Stall (2013)
Ronald L. Young, II (2013)

Joseph S. Buckley (2014)
William C. Buffie (2014)
Brian D. Clarke (2014)
Robert E. Dicks (2014)
Doris M. Hardacker (2014)
Douglas J. Horton (2014)
Daniel E. Lehman (2014)
Ramana S. Moorthy (2014)
Maria C. Poor (2014)
Philip W. Pryor (2014)
Jason E. Rieser (2014)
Steven M. Samuels (2014)
Kenneth N. Wiesert (2014)

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
John D. MacDougall, 1987-1988
George T. Lukemeyer, 1983-1984
Alvin J. Haley, 1980-1981

Indiana State Medical Association House of Delegate

Speaker, ISMA
John J. Wernert (2012-2013)

Vice-Speaker, ISMA

Heidi M. Dunniway (2012-2013)

Seventh District Medical Society Trustees

A. Michael Sadove (2012)
Richard D. Feldman (2013)
Vicki M. Roe (2014)

Alternate Trustees

John C. Ellis (2012)
John P. McGoff (2013)
Marc E. Duerden (2014)

Documenting a Preventive Visit – Part 1

Annual preventive exams have been a standard of care in the medical industry for many years. CPT describes these services as a periodic comprehensive preventive medicine evaluation (or reevaluation) and management of an individual. CPT codes 99381-99387 are the codes used to represent these services and their selection is based on whether the patient is new or established as well as the patient's age. CPT goes on to describe the services to include an age and gender appropriate history, examination, counseling/anticipatory guidance/risk factor reduction interventions, and the ordering of laboratory/diagnostic procedures.

Unlike other evaluation and management services in the CPT book, annual preventive exams do not have specific documentation guidelines required to support the service that is being provided. A preventive medicine service is considered to be of a comprehensive nature however the "comprehensive" nature of these services is not synonymous with the comprehensive examination required in other evaluation and management codes. So the age old question, what constitutes a comprehensive history and exam in relation to a preventive medicine service?

Here at Indianapolis Medical Management (IMM) this topic has brought much debate. Some of the many services that we offer include chart reviews and provider education. When these functions are performed around preventive services, the question of how these services should be documented comes up. What types of information should we expect to see to constitute a comprehensive history? What equates to an age and gender appropriate examination? What types of counseling, anticipatory guidance and risk factor reductions should be addressed? What laboratory and diagnostic procedures would be relevant to a preventive service? What should we be educating physicians and non-physician practitioners (NPPs) to document in a patient's medical record to support the billing of a preventive medicine evaluation and management service?

Again, there are no official, specific documentation guidelines, so in an effort to help streamline this process for both our team of billing and coding consultants and our clients, we have done extensive research and come up with best practice guidelines based on recommendations from the American Medical Association (AMA), the American Academy of Family Physicians (AAFP), the U.S. Preventive Services Task Force (USPSTF), the American College of Physicians (ACP) Internal Medicine and the American College of Obstetrics and Gynecology (ACOG). These guidelines will be used to evaluate these services. The following breaks down the information that we would expect to see documented in the review of a preventive medicine service based on the patient's age and gender.

Well Baby Visits – Birth to 2 Years

History: Past illnesses, surgeries, medications, allergies, pregnancy/birth history, family history and social history

Exam: Hearing for newborns, weight, length, head circumference, head, chest, abdomen, genitalia, neck, extremities, eyes, ENT, cardiovascular, respiratory, skin, neurological

Counseling/Anticipatory Guidance: Safety, health, nutrition, development, immunizations

Risk Factors: Age appropriate developmental and behavioral assessments

Lab/Diagnostic Services: Hemoglobin or hematocrit once between 9-12 months, lead testing at 1 year and 2 years if uncertain about lead exposure, PKU screening

Well Child Visits – 3 to 10 Years

History: Past illnesses, surgeries, medications, allergies, family history and social history

Exam: Blood pressure, vision screen, hearing screen, height, weight, BMI, w/percentiles for age, eyes, ENT, cardiovascular, respiratory, GI, GU, musculoskeletal, skin, neurological, psychological

Counseling/Anticipatory Guidance: safety, injury prevention, health, nutrition, development, immunization, screenings

Risk Factors: Age appropriate developmental and behavioral assessments

Lab/Diagnostic Services: Any warranted based on risk factors

Well Child Visits – 11 to 18 Years

History: Past illnesses, surgeries, medications, allergies, family history and social history, status of chronic conditions

Exam: Blood pressure, vision screen, hearing screen, height, weight, BMI, eyes, ENT, cardiovascular, respiratory, GI, GU, musculoskeletal, skin, neurological, psychological, hematological

Counseling/Anticipatory Guidance: Nutrition, physical activity, healthy weight, injury prevention, avoidance of tobacco, alcohol and drugs, sexual behavior and STDs, dental health, mental health, immunization, screenings

Risk Factors: hypertension, hyperlipidemia, coronary heart disease, depression, eating disorders, emotional, physical, or sexual abuse, problems with learning and school

Lab/Diagnostic Services: Chlamydia screening for sexually active females

At VEI Consulting, it is our hope to provide information and education that will help our clients improve on documentation and thus help ensure that the services performed are supported by that documentation. Hopefully this article will help you in your documentation of Preventive visits. For additional information or an evaluation of your documentation, please visit our website at www.VEIcorp.com/imm or call us at (317) 621-7197.

Stay tuned for the next installment in an upcoming issue of your *IMS Bulletin* to find out what to document in a preventive medicine visit for adults!

CME & Conferences

Community Health Network

Community Hospital East

First
Wednesday Critical Care Conference
Medical Staff Conf. Room, 12:00 - 1:00 p.m.

Second
Wednesday Medical Grand Rounds
Medical Staff Conf. Room, 12:00 - 1:00 p.m.

Third
Wednesday Neuro Grand Rounds
Medical Staff Conf. Room, 12:00 - 1:00 p.m.
Months of January, March, May, July, September, November

Community Hospital South

Fourth
Thursday Medical Grand Rounds
Conf. Rooms A & B, 7:30 - 8:30 a.m.

Community Hospital North

First
Wednesday Pediatric Grand Rounds
Multi Services Rooms 1, 2 and 3
7250 Clearvista Dr. 7:30 - 8:30 a.m.

First
Friday North Forum
Reilly Board Room; 12:00 - 1:00 p.m.

Community Heart & Vascular/ Indiana Heart Hospital

First
Wednesday Disease Management Conference:
rotates CHF & EP Case Presentations
TIHH MCV Boardroom Videoconference to
CHVp South Conf. Rm. 7:00 - 8:00 a.m.

Third
Wednesday Ken Stanley CV Conference
TIHH MCV Boardroom Videoconference to
CHVp South Conf. Rm. 7:00 - 8:00 a.m.

Fourth
Wednesday Imaging Conference:
rotates Cath & Echo Case Presentations
TIHH MCV Boardroom Videoconference to
CHVp South Conf. Rm. 7:00 - 8:00 a.m.

Cancer Conferences 2011

Community Hospital East:

First
Tuesday East General Cancer Conference
Medical Staff Conf. Room, 12:00 to 1:00 p.m.

Second
Wednesday East Chest Cancer Conference
Cancer Registry Conf. Room, LL 22,
7:00 to 8:00 a.m.

Community Hospital North

First & Third
Tuesday North Multidisciplinary Breast Conference
8040 Clearvista Parkway, Suite 500, 7:00 - 8:00 a.m.

Third
Wednesday North General Cancer Conference
Reilly Board Room, 12:00 to 1:00 p.m.

Fourth
Wednesday North Chest Cancer Conference
Reilly Board Room, 7:00 to 8:00 a.m.

Community Hospital South

Second
Monday South Chest Conference (site specific-lung)
Education Center Rooms 5&6, 7:00 - 8:00 a.m.

First
Wednesday South Multidisciplinary
Breast Cancer Conference
Community Breast Care Center South,
533 E. County Line Rd., Ste. 101, 8:00 - 9:00 a.m.

Third
Wednesday South General Cancer Conference
President's Board Room, 12:00 to 1:00 p.m.

North Cancer Pavilion

Third
Wednesday Melanoma Cancer Conference
CHN Cancer Pavilion Conf. Rm., 7:30 to 8:30 a.m.

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

Indiana University School of Medicine/ Indiana University Health

IU - Methodist - Riley

Mar. 30-31 Pediatric Medical Weekend
Chapman's & IU Health Bloomington Hospital
Bloomington, Indiana

May 4 15th Annual IU Gastroenterology/Hepatology Update
Indiana History Center, Indianapolis

May 21 10th Annual Conference on Health, Disability, and
the Law: Obesity and Stigma
Wynne Courtroom, Inlow Hall, Indianapolis

July 20 Review and Interpretation of the 2012 ASCO Meeting
University Place Conference Center, Indianapolis

Course dates and locations are subject to change. For more information, please visit <http://cme.medicine.iu.edu> or call 317-274-0104.

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.

JWM Neurology

Saturday, March 10, 2012

"Neurology Connection 2012" Seminar for Physicians

This half-day course covers 9 topics relative to neurologic conditions and sleep disorders. For more information contact JWM Neurology at 317-308-2828 ext., 1604.

Indiana Psychiatric Society

2012 3rd Annual Tri-State

Integrative Mental Health Conference

April 20-22, 2012

West Baden Springs Hotel, West Baden Springs, Indiana

Accredited for 12.0 AMA PRA Category 1 Credits

This conference will offer interactive session on EHRs, as well as discussions on social media and technology, addiction, dual diagnosis, DSM 5, community health center update and more. Includes national speakers.

Visit www.pdallc.com for more information or to register.

Regular rate in effect until March 31, 2012. Late fee applies for registration after March 31.

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

Please Support IMS Advertisers

CME & Events

Indianapolis Medical Society

March

- 14 Senior/Inactive Luncheon, Society, 11:30.,
"Germans in Indiana," Speaker, Giles R. Hoyt, PhD
- 18 IMS Advisory Breakfast, 7:30 am ... prior to BOT
- 18 ISMA BOT, 9:00 am, ISMA Headquarters
- 20 IMS Board, Society, 6:00 pm, Social; 6:30 pm, Dnr/Mtg.
- 30 HAPPY DOCTOR'S DAY!

April

- 17 Executive Committee, Society, 6:00 pm, Sandwiches
- 25 Administrative Professional's Day (aka Secretaries' Day)

May

- 15 IMS Board, Society, 6:00 pm, Social; 6:30 pm, Dnr/Mtg
- TBA MSE Board Meeting, Society, 6:15 pm, Sandwiches

June

- 6 ISMA BOT, 1:00 pm, ISMA Headquarters
- 13 Senior/Inactive Luncheon Meeting, 11:30 am, Society
- 16-20 AMA House of Delegates Annual Meeting, Chicago, IL
- 19 Executive Committee, Society, 6:00 pm, Sandwiches
- TBA Project Health Board Meeting, Society, 6:00 pm, Light Meal

July

- 17 IMS Board, Society, 6:00 PM, Social; 6:30 pm, Dnr/Mtg

August

- 21 Executive Committee, Society, 6:00 pm, Sandwiches

September

- 12 Senior/Inactive Luncheon Meeting, Noon, Society, Speaker TBA
- 14 ISMA BOT, 12:30 pm, Indianapolis JW Marriott
- 14-16 ISMA CONVENTION, NEW MARRIOTT HOTEL
- 18 IMS Board, Society, 6:00 pm, Social; 6:30 pm, Dnr/Mtg

October

- 16 Executive Committee, Society, 6:00 pm, Sandwiches

November

- 4 IMS Advisory Breakfast, 7:30 am ... prior to ISMA BOT
- 4 ISMA BOT, 9:00 am, ISMA Headquarters
- 10-13 AMA House of Delegates, Honolulu, Hawaii
- 20 ISMA Board of Trustees, 9:00 am, state headquarters

December

- 12 Senior/Inactive Luncheon Meeting, Noon, Society TBD
- 18 Executive Committee Holiday Dinner, with Spouses/Guests

**The Indianapolis Medical Society
Needs Your Correct Information
for Referrals and Breaking News!**

**Send your updates for our
referral database to
tmccauley@imsonline.org
or phone 639-3406 or
use the update module at
<http://imsonline.org/membership.php>**

**Updates are made to the referral database
daily and are updated to our website &
DocBook™ weekly.**

**The information is used for
the Society's Referral Network
utilizing our various referral options.**

STAPLES® Advantage



Clean and easy.

Hands-free dispensers help
prevent the spread of germs.

Rely on Staples for more than just your everyday office products. We also have an array of hands-free hand sanitizer dispensers to keep your medical facility clean and safe. Because clean hands are the easiest way to prevent the spread of germs in your office.

**To learn about low-cost and free
dispenser leasing options, contact your
Account Manager, Frank Dickinson,
at Frank.Dickinson@staples.com**

In Summary

Healthy Food Resource – Doctor’s Information to Share with Your Patients

Garden on the Go™ is bringing fresh, affordable fruits and vegetables to neighborhoods in Marion County

Indiana University Health’s Garden on the Go™ is an effort to improve access to affordable fruits and vegetables in “food deserts” throughout Marion County. A “food desert” is defined as “an area that lacks access to affordable, healthy foods.” Learn more about why fruits and vegetables are so important to your health.

The goal is simple: To get more produce into the hands of those without access to convenient and affordable fruits and vegetables. Studies have shown that people with greater access to supermarkets or a greater abundance of healthy foods in neighborhood food stores, consume more fresh produce and other healthy items. The healthier eating habits people have now, the less likely chronic diseases will develop over time.

Garden on the Go™ is part of IU Health’s large-scale initiative to fight the obesity epidemic by improving access to healthy foods and safe places for physical activity in high-poverty neighborhoods. According to the Indiana State Department of Health, 29 percent of adolescents and 65 percent of adults in Indiana are obese or overweight.

How It Works

Garden on the Go™ operates Wednesday – Saturday, year-round, stopping at the same locations and times each week. Green B.E.A.N. Delivery has been contracted to manage the truck operations.

Produce comes from local and regional sources and features a variety of fruits and vegetables. Cash, credit cards and food stamps (EBT) are accepted. Anyone is welcome to shop on the truck.

For routes and more information, visit:
iuhealth.org/gardenonthego

IMS

Advertisers’ Index

Circle of Friends.....	Praesentia LLC
Advantage/Acumen	17
Center for Pain Management	10
Diamond Capital Management	9
DocBookMD	22
Goodman Campbell Brain & Spine	13
Heck Law Offices.....	4
IC System	17
ISMA Insurance Agency/Brown & Brown	9
The Marina Limited Partnership.....	3
Medical Society Exchange	23
The National Bank of Indianapolis.....	23
Northwest Radiology Network.....	24
PNC Bank	15
Practice Billing.....	20
Praesentia LLC.....	16
St. Francis Heart Center.....	2
Staples®	21
Star Financial Group.....	6
Superior Linen Service.....	17



FOR IPHONE, IPAD, IPOD TOUCH AND ANDROID

A smartphone platform designed by physicians for physicians, that provides an exclusive HIPAA-compliant professional network to connect, communicate and collaborate

... now on **Android!**



DocBookMD



DocBookMD is supplied at no charge to IMS members thanks to the generous sponsorship of Capson Physicians Insurance



For more details, go to



connect communicate collaborate

DocBookMD.com

THE BANK FOR BUSY PROFESSIONALS.

At the Indianapolis area's largest locally owned national bank, private banking is designed to meet your busy schedule. Offering a complete menu of loans, deposits, investment management, and personal trust services, your Private Banker can tailor a relationship to fit your unique needs—at your convenience. So call Nancy Leming today at 261-9627. Because you have specific banking needs. And now you have a bank to meet them.



Nancy Leming
Nancy Leming
Vice President, Private Banker

©2010 The National Bank of Indianapolis www.nbofi.com Member FDIC 

We are the warm, friendly people of *your* Medical Society Exchange* ...

We answer the phone *and* handle the messages ... for *you*, *your* family and *your* patients (*no automated attendants here!*)

We are the answering service established in 1911 by physicians for physicians.

*Indianapolis Medical Society
Members Receive Special Discounts*

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

The Medical Society Exchange*
(317) 631-3466

631 East New York Street, Indianapolis, Indiana
ims@imsonline.org **Fax: (317) 262-5610**

NORTHWEST RADIOLOGY NETWORK

NORTHWEST RADIOLOGY
10603 N. Meridian Street
Indianapolis, IN 46290
317.844.2511

NORTHWEST RADIOLOGY
8260 Naab Road
Suite 101
Indianapolis, IN 46260
317.875.8655

MERIDIAN NORTH IMAGING CENTER
12188-A N. Meridian Street
Suite 100
Carmel, IN 46032
317.715.9999

CENTRALIZED SCHEDULING

317 XRAY NOW (972-9669)

800-400-XRAY (9729)

Diagnostic Radiology:

Caryn C. Anderson, MD
Edward R. Bartley, MD
Homer F. Beltz, MD, FACR
Timothy L. Davis, MD, PhD
Laura O. Dugan, MD
Steven A. Fritsch, MD
Thomas F. Hagman, MD
Jonathan Kahn, MD
Charles A. Lerner, MD
J. Mark Michael, MD
J. Michael Phelps Jr, MD
R. Kurt Retrum, MD
Sara Y. Shull, MD
Michael S. Skulski, MD

Musculoskeletal Radiology:

Homer F. Beltz, MD, FACR
Michael S. Conley, MD, PhD
Eric D. Elliott, MD
W. Kent Hansen, MD, PhD
Carlo R. Lazzaro, MD

Neuroradiology:

Eric E. Beltz, MD
Joseph C. George, MD
Benjamin B. Kuzma, MD
Vincent P. Mathews, MD
Frank J. Pistoia, MD
Jeffrey I. Reider, MD
C. Nazenin Shinaver, MD
Steven J. Willing, MD

Thoracic/Cardiac Imaging:

Joseph C. George, MD
Richard L. Hallett, MD
Michael S. Skulski, MD
Anthony Zancanaro, MD

Mammography:

Caryn C. Anderson, MD
Karen T. Dicke, MD
Jack M. Drew, MD
Janalyn P. Ferguson, MD
Thomas F. Hagman, MD
Jonathan Kahn, MD
J. Mark Michael, MD
Jane S. Mitchell, MD
Jack J. Moss, MD
Sara Y. Shull, MD
Lori J. Wells, MD

Neurointerventional Radiology:

Frank J. Pistoia, MD
Steven J. Willing, MD

Pediatric Radiology:

Kathy S. Clark, MD
Patricia E. Ladd, MD

Vascular & Interventional Radiology:

Margaret (Peggy) A. Brengle, MD
William B. Cutcliff, MD
Vincent L. Flanders, MD
Richard L. Hallett, MD
Veronica J. Martin, MD
Charles C. Mulry, MD
Marc P. Underhill, MD

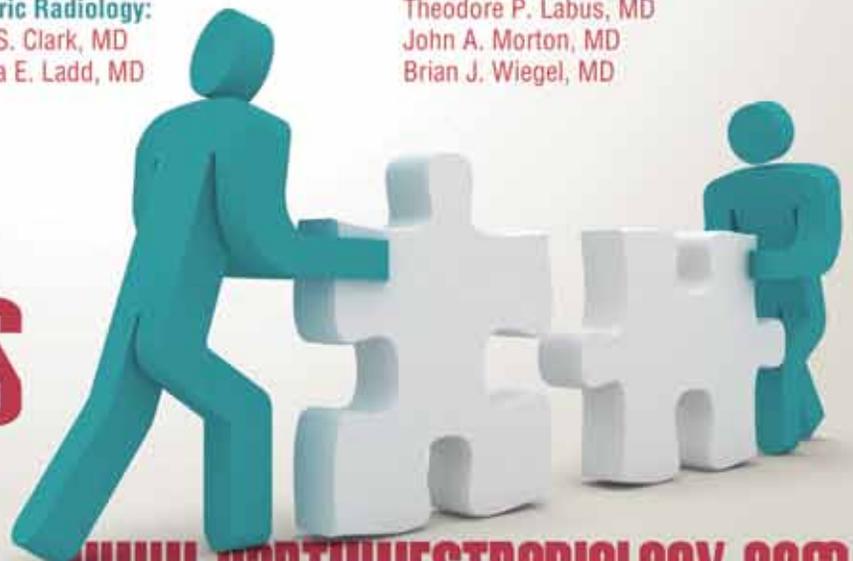
Emergency Radiology:

Michael S. Conley, MD, PhD
Timothy L. Davis, MD, PhD
David J. Gulliver, MD
W. Kent Hansen, MD, PhD
Carlo R. Lazzaro, MD
Michael S. Skulski, MD

Nuclear Medicine - PET/CT: (Molecular Imaging)

Peter D. Arfken, MD
Timothy L. Davis, MD, PhD
David J. Gulliver, MD
Jonathan Kahn, MD
Theodore P. Labus, MD
John A. Morton, MD
Brian J. Wiegel, MD

PUTTING THE **PIECES**
TOGETHER



WWW.NORTHWESTRADIOLOGY.COM