

Bulletin

Physicians Caring for our Community

Editor: John W. Snead, M.D.

Volume 38 Issue 2

February 2014

2014 **Meetings & Events**

LEE COUNTY MEDICAL SOCIETY

SAVE THE DATE

March 15, 2014 7:05 p.m.

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Inserts:

Key Contact Information Market America Realty 2014 ACA Exchange Implementation

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LEE COUNTY MEDICAL SOCIETY BULLETIN

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Lee County Medical Society Mission Statement & Disclosure Policy

The purpose of the LCMS is to unite the medical profession of Lee County, FL, into one compact organization; extend medical knowledge and advance medical science; elevate the standards of medical education; strive for the enactment, preservation and enforcement of just medical and public health laws; promote friendly relations among doctors of medicine and guard and foster their legitimate interests; enlighten and alert the public, and merit its respect and confidence.

All LCMS Board of Governors and Committee meeting minutes are available for all members to review.

Membership News

NEW PRACTICE Gary Price, MD Andrew Oakes-Lottridge, MD Private Physicians of SW Florida

9722 Commerce Center Court Fort Myers, FL 33908

Tel: 239-415-1111

DISTINGUISHED FELLOW



Lee County Medical Society would like to congratulate member, Richard Chazal, M.D., cardiologist with Lee Physician Group, will be awarded, in March, the 2014 Distinguished Fellowship Award by the American College of Cardiology for his work

with the organization and for being a medical role model to his peers.

NEW APPLICANTS



Joshua B. Helman, MD – Dr. Helman received his MD degree from Harvard Medical School, Boston, MA in 1993. He completed an internship at Duke University Medical Center, Durham, NC from 1993-1994, a fellowship in Plastic Surgery at Westchester Medical Center, Valhalla, NY from 1994-1995 and residencies in Emergency Medicine at the University of Michigan, Ann Arbor, MI from 1995-1996 and Detroit Medical Center, Detroit, MI from 1997-1999. He is board certified in Emergency Medicine by the American Board of Emergency Medicine, 2000.

Dr. Helman is in practice with Cape Coral Emergency Physicians, 636 Del Prado Blvd., Cape Coral, FL 33990 Tel: 239-424-3513.

LCMS ALLIANCE NEWS – Alliance President Mariquita Anderson

It's Time to Renew Your Membership

Dues for 2014: - \$85 for Regular Members - \$35 for Members of or who are Retired Physicians

LCMS Alliance, 13300-56 S Cleveland Ave, #112, Fort Myers, FL 33907

Calling All Talent! The LCMS Alliance is looking for people to perform in our talent show, Art of Medicine, to be held in the fall. The talent show is open to all Alliance members and their spouses / significant others and members of the Lee County Medical Society. Performances or visual art can be any of the following: dance, music, stand-up comedy, watercolors, oils, sculpture, anything! If you or someone you know is interested, please use the Contact Form on our website (http://www.lcmsalliance.org/contact) . Adult beverages will be served. There will also be open mike opportunities.

Wanted: Spring Fling Host If you're interested in hosting Spring Fling in April or May, please let us know using our Contact Form (http://www.lcmsalliance.org/contact).

Next Alliance Board Meeting - Tue, Feb 4, 2014, 10-11am, in the LCMS Conference Room. Free BalletFit Class to Alliance Members the First Thursday of the Month thanks to new Alliance member Lisa Tafel. All classes are held at Gulfshore Ballet (http://gsballet.org).

LCMS Alliance Fitness Groups - Meet every Saturday at 7am under the Fort Myers Beach Bridge for a 3 mile walk or a 5 mile run. All paces are welcome! We will soon be entering 5K runs promoting health. If you'd like to join us, please let us know. (http://www.lcmsalliance.org/contact).

For more LCMS Alliance news and events, visit www.lcmsalliance.org or join our private Facebook group at https://www.facebook.com/groups/lcmsalliance.

LCMS Friends in Medicine



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February 2014

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PRESIDENT'S MESSAGE: by Peggy Mouracade, MD



Legislative issues are highlighted in our *Bulletin* this month. I have to admit I had been more of the mind of Thomas Paine in that "Government, even it its best state, is but a necessary evil; in its worst state, an intolerable one." However, a testimony to age and hopefully wisdom, my mindset has evolved to the realization that whatever one's attitude is towards government that being an ostrich just isn't going to cut it. With the ACA or "Obamacare" we now have to deal with healthcare being first and foremost; one cannot but be aware of this piece of legislation and how wide reaching and potentially encompassing it has and can become, particularly, to our profession. Hard to believe that is was passed over 3 years ago and continues to divide Congress and the nation. As a delegate to the Florida Medical Association, I realize that

there is a desperate need to have educated minds, and I'm forever thankful that they are, who are willing to be involved in the legislative process that ultimately leads to shaping our laws.

Far from being supportive of Obamacare, the number of physicians serving in Congress is at its highest in nearly a century, with this bloc possibly growing in numbers after the 2014 election. In the 113th Congress, 20 physicians have seats, with 16 in the House of Representatives, 1 as a delegate and 3 in the Senate. In the Senate, all 3 are Republicans; the last Democrat was in 1969 as a result of a failed election attempt. Senate elections in the upcoming year may possibly maximize the number to 5, as Georgia and Louisiana both have physicians in the running. From 1789-1900 there were a total of 41 Senators as physicians and from 1900 to present there have been only 11. There was a 26 year draught occurring until 1995 when Dr. Bill First was elected from Tennessee.

On the state level, there are 2 physicians in our legislative branch and both are in the House. Rep. Ronald Renuart, DO, is a family practice physician from Ponte Vedra Beach and was elected in 2008. Among his current committee assignments are those to the Health and Human Services Committee and to the Health Innovation Subcommittee. Rep. Cary Pigman, MD, is an emergency room physician from Avon Park and was elected in 2012. His current committee assignments include Vice Chair of Select Committee on Health Care Workforce Innovation as well as Select Committee on PPACA (Patient Protection and Affordable Care Act). Our state Senate President is Don Gaetz, although not a physician, does have a deep healthcare background as he previously worked in hospital administration and in addition cites personal experience as a motivating factor to keep healthcare in his focus.

For those of us who are not aspiring politicians, I think it is in our best interest to become more informed and involved. Your county and state medical societies offer great sources of information, opportunities and resources The LCMS staff are experienced and ready to help answer, clarify or provide direction on most questions and issues as they arise. Dr. F. Rick Palmon, MD is our committee chair for legislative issues and also is a great resource. Don't forget to take advantage of your general and specialty societies, as they too have experienced staff steeped with

resources. If you do have aspirations of holding office, then hats off to you, and I for one, would greatly appreciate having one of our own help to shape healthcare policy and law.

There is an opportunity to be involved and to witness the actual Legislative Session at work in that one can be "Doctor of the Day". The Florida Office of Legislative Services is seeking volunteer physicians to spend a day either for the House or for the Senate providing healthcare services for members of the Legislature and legislative employees in Tallahassee during the 2014 legislative session (March 4-May 2). Those who have attended in the past state they have all professed a gained appreciation of the process and also enjoyed meeting and spending time with the legislators and their staff. If you are interested, please call the office for details.

Lastly, one can be financially involved in supporting legislation. Bottom line is that it takes money to finance and win elections. We need the legislators to draft the bills and then in turn fight and persevere to turn them into law. Several ways to contribute monies exist however PAC's (Political Action Committees) are instruments constructed to do this. These exist at state, general and specialty levels. Recent review of an analysis of contributions for healthcare political activity for our state of Florida from 2010 and 2012 ranked the FMA as 4th major contributor in our state. It would be truly amazing if every member would be able to donate the designated \$250.00 to this PAC. In 2012, 90 % of FMA-PAC endorsed candidates won their general elections (85/95), In addition, of the 3 physicians that ran in 2012, 2 were successful and now sit in the House.

The landscape of healthcare is changing, in order to participate in shaping our future we need to have a voice. We need to "have a seat at the table". Whether it's time, effort and/or money-- I encourage you to be informed and to be involved.

CLINICAL STUDY CENTER RESEARCH OPPORTUNITES UPDATE ...

The Study Center is seeking qualified volunteers for research studies in the following indications:

- Osteoporosis (ex- oral bisphosphonate users)
- Endometriosis pain
- Female orgasmic disorder
- Mild-Moderate Alzheimer's (Tau)
- Post herpetic neuralgia (shingles pain)
- Opioid induced constipation
- Irritable Bowel Syndrome with diarrhea (F)
- OA with high CV risk factors
- OA Knee

Contact us to discuss pre-screening and medical record review consulting in connection with these studies. Primary and sub-investigator roles are available as well (FT & PT). Call Ken Aschom at 239/936-4421. Check out our website at www.clinicalstudycenter.com

MED \ STATS \

AMA NEWS

HHS Extends EHR Donation Exception/Safe Harbor Rules through 2021

The U.S. Department of Health & Human Services (HHS) Office of the Inspector General (OIG) and the Centers for Medicare and Medicaid Services (CMS) have published companion rules which extend the ability for physicians to accept donations of almost free (must pay at least 15% of the cost of the technology) electronic health records (EHRs) from certain health care entities without violating STARK and Anti-kickback rules. The exception/safe harbor was scheduled to sunset on December 31, 2013. The AMA is pleased to announced that due to our advocacy, HHS has extended the time physicians can accept donated EHRs under this exception/safe harbor through 2021. They had proposed 2016 as an earlier date but recognized that this was too soon. While the AMA advocated for a permanent exception, the extension of the sunset through 2021 brings welcomed relief for physicians as they continue to adopt EHRs and struggle to with the high cost of implementation. The rules also made several other notable changes:

- Excludes labs from the types of entities that may donate EHRs
- Updates the definition of what type of software is considered interoperable for the purposes of donations
- Clarifies the requirement prohibiting any action that limits or restricts the use, compatibility, or interoperability of donated items or services
- Removes from the exception the requirement related to electronic prescribing capability

HHS accepted the argument made by several others that labs should be removed from those types of entities permitted to donate EHRs to physicians due to concerns that EHR donations are being used to secure inappropriate referrals. The AMA, however, advocated that a preferable approach would be one that focused more on the need for better education around the limits of the safe harbor and exception for EHR donations.

The CMS rule can be found <u>here</u> and the OIG rule can be found <u>here</u>.

Recruit three new members this year and your 2015 dues will be free of charge.

John Donaldson, MD, Joins Medicaid Health Plan as Associate Medical Director

Tampa, FLORIDA, (January 8, 2014)—Integral Quality Care, a not-for-profit health care plan for Medicaid enrollees in southwest and central Florida, has appointed John D. Donaldson, MD, as Associate Medical Director and Community Relations Representative, effective January 1, 2014.

In addition to his role at Integral, Dr. Donaldson will continue his practice at Ear Nose and Throat Associates, a three-physician ear, nose, throat and facial plastic surgery medical group that has served Lee, Collier, Hendry and Charlotte Counties for more than 30 years.

Integral Quality Care is sponsored by Healthcare Network of Southwest Florida, a Federally Qualified Health Center in Collier County. Integral provides health plan coverage to Medicaid enrollees in 13 counties, including Citrus, Collier, DeSoto, Hardee, Hendry, Highlands, Hillsborough, Lee, Manatee, Marion, Polk, Sarasota and Sumter.

For more information, visit <u>www.integralqualitycare.com</u> or call Integral Quality Care at 1-866-258-4326.





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Daniel Eveloff Senior Vice President Ft. Myers City President

Daniel Eveloff serves as President of the Ft. Myers branch and is responsible for all banking operations including Consumer, Business, Commercial and Private Wealth in Regions 14 branch offices throughout the market.

Regions Financial Corporation, a top U.S. bank-holding company headquartered in Birmingham, Alabama, has \$119 billion in assets and operates approximately 1,700 banking offices in 16 states.

Daniel Eveloff joined Regions in 2006 as a Business Banker, was promoted to Business Banking Sales Manager in 2009 and to his current position in August of 2013. Daniel is a 5 time Chairman's Club winner and also leads the West Florida Healthcare initiative for both business bankers and branch managers. Daniel spent his first 5 years in the industry as a branch manager for Bank of America. He is a graduate of Southern Illinois University College of Business and Administration.

Prior to relocating to Ft. Myers, Daniel was an active member in the Sarasota-Bradenton community and a graduate of Leadership Manatee "Class of 2009". He has been involved in numerous nonprofit organizations as well as several organized healthcare associations. He served on the board of WeCare Manatee Inc., was a member of the Manatee Chamber Healthcare Committee and is a leadership volunteer with the Boy Scouts of America in Southwest Florida. Daniel plans to be an active member in the Ft.Myers community.

"The only thing necessary for the triumph of evil is for good men to do nothing." Edmund Burke, 1795

2014 REVISED DEATH CERTIFICATE

Published by Bureau of Vital Statistics



The Bureau of Vital Statistics has revised the Florida Certificate of Death, DH 512, for 2014, bringing the form and data collected in alignment with the National Standard form as prescribed by the National Center for Health Statistics (NCHS). Most of

the changes were aesthetic label changes and rearrangement of some of the demographic and medical data elements; however, item 11b, the Inside City Limits field was removed and replaced with a new data element, the Zip Code of Death field.

A document highlighting the changes and a sample of the revised form will be sent to funeral homes, hospitals and county

health departments. An enterable version of the DH 512 death certificate form will be made available for those funeral homes not filing their records electronically through the Bureau of Vital Statistics Electronic Death Registration System (EDRS). EDRS input screens and the Fax Attestation has also been revised with the 2014 changes and a separate email to EDRS funeral homes, medical examiner offices and online physicians will be sent with a detailed explanation of those changes.

The changes will be effective February 2014. All old forms should be shredded after January 2014, as they will be obsolete.

Florida Dept. of Health, Bureau of Vital Statistics

904-359-6900 • VitalStats@FLHealth.gov Mailing Address P.O. Box 210 Jacksonville, FL 32231

Your 2014 Lee County Legislators & Representatives

Florida Legislative session begins Tuesday, March 4 and ends Friday, May 2.

STATE OF FLORIDA GOVERNOR GOVERNOR RICK SCOTT (R)

The Capitol

Tallahassee, FL 32399-0001

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LT. GOVERNOR

LT. GOV. CARLOS LOPEZ-CANTERA (R)

The Capitol

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Tel: 850-488-4711 Fax: 850-921-6114

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Regional Director: John Newstreet

SEN BILL NELSON (D)

Chief of Staff: Pete Mitchell

U.S. HOUSE OF REPRESENTATIVES REPTREY RADEL(R)

Chief of Staff: Jason Moon

Legislative Director: Abby Dosoretz

FL HOUSE OF REPRESENTATIVES REP KEN ROBERSON, R-75

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District Secretary: Cynthia Beckett

REP DANE EAGLE R-77

Legislative Aide: Paige LeBoutillier District Secretary: Bradley Davidson

REP MATT CALDWELL R-79

Legislative Assistant: Charlotte Gammie District Secretary: Priscilla Bezerra

REP HEATHER FITZENHAGEN R-78

Legislative Aide: Edward Metzger District Secretary: Allison Hopkins

REP RAY RODRIGUES, R-76

Legislative Assistant: James Mullen District Secretary: Jasmine Villanueva **WASHINGTON ADDRESS**

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Alico Lake Commons

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Tel: 239-433-6501

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FLORIDA SENATE

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SEN GARRETT RICHTER, R-23

Legislative Assistant: Michael Nachef

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richter.garrett.web@flsenate.gov_

25 Homestead Road N., Ste 42B Lehigh Acres, FL 33936 Lehigh Tel: 239-338-2777

Tallahassee addresses may change, please visit the official Internet site of the Florida Legislature at www.myflorida.gov

HOW TO WRITE YOUR LEGISLATOR

- 1. Know your legislators' district(s) and the correct spelling of their names. Refer to district maps and directories.
- 2. Use the following format for addresses:

SENATORS: The Honorable John Doe The Florida State Senate The Capitol, Suite - - -Tallahassee, FL 32399 REPRESENTATIVES:

The Honorable John Doe Florida House of Representatives The Capitol, Suite - - -Tallahassee. FL 32399



- 3. Write on personal stationary, LCMS letterhead, or on plain paper. A personal letter is best! Your return address should be on the letter, not just the envelope. This will enable your legislator to reply.
- 4. Do not use postcards or form letters except when advised to do so by the FMA legislative Affairs Office or the CMS Legislative Committee
- 5. A good rule to follow is one subject per letter. Try to keep your letter to one page no matter how important the issue. This gives your letter more impact and makes a reply easier. It also takes up less the staff's and legislator's time.
- 6. Make clear the position of the issue you are on, and ask the legislator to support your position.
- 7. Refer to exact bill numbers if available and short or popular titles.
- 8. Don't threaten or write in a belligerent tone.
- 9. Don't remind them of broken promises
- 10. Don't write so often that your letters lose their impact.
- 11. Illustrate your position with a local example.
- 12. Sign your name legibly and type your name under your signature.
- 13. Time your letters to arrive far enough in advance to be effective



2254 1st Street, Fort Myers, FL 33901

1716 Cape Coral Parkway East, Cape Coral, FL 33904

February 2014

CUTTING PATIENTS A BREAK - YOUR FINANCIAL HARDSHIP POLICY

David W. Hirshfeld, Esq., Florida Healthcare Law Firm with Jean Acevedo, Acevedo Consulting Incorporated

As premiums and deductibles rise and coverage shrinks, more and more patients have difficulty paying for their health care. You can provide financial relief to your patients if you wish, but you should only do so in accordance with a uniform hardship policy.

As a general rule, the practice should not routinely waive co-pays or deductibles, or offer discounts based on a patient's statement that the patient is suffering from financial hardship. If the practice does routinely offer discounts or waivers of deductibles without properly investigating a patient's financial wherewithal, the practice runs the risk of violating its payor contracts, being accused of committing insurance fraud, and/or paying an illegal kickback to induce patients to come to the practice. Some payor contracts require the practice to bill the payor the lowest rate that the practice bills any of its patients, a so-called "most favored nation provision." Typical Medicare participation agreements are subject to this type of provision. If the practice waives deductibles or co-pays, then insurers often take the position that the amount being billed by the practice to the insurer ought to be reduced by the amount waived. In addition, a regulator could conceivably accuse the practice of waiving co-pays and deductibles as a means of inducing patients to seek treatment from the practice in violation of anti-kickback laws.

The practice should offer discounts, waive co-pays and/or deductibles only after it has conducted a diligent inquiry into the patient's finances, and made its own determination as to whether the patient is suffering a financial hardship. The practice should make this inquiry periodically with respect to repeat patients to assure itself that the patient's financial situation has not changed. We suggest the practice develop an application for financial hardship that collects documents and information regarding a patient's household income, assets and liabilities, not just download some form free contract template online. The practice should then review this data in relation to Federal or state poverty income guidelines and determine, in a uniform manner, whether a discount is appropriate.

The practice should maintain all records and information it gathers to determine financial hardship, and should maintain records of the amounts waived.

Regardless of hardship, the practice can offer a discount to those patients who pay at the time of service or very shortly thereafter. These "prompt pay" discounts should only be offered on a uniform basis, to all patients and third-party payors. The amount of the discount should not exceed the expenses to the practice that are saved by a prompt payment; that is, the expense of ordinary billing and collection plus the amount of undiscounted fees that customarily have been uncollectible by the practice.

In order to assure smooth operations and compliance with relevant laws and contractual provisions, we suggest utilizing a written policy, developed with advice from a *bona fide* billing consultant and/or health care attorney, including underwriting guidelines to determine a patient's eligibility for discounts and waivers.

We Appreciate Your Referrals!



From left: Kate Wagner, O.D.; E. Trevor Elmquist, D.O.; Nina Burt, O.D. When you speak to your patients about their eye health, speak to them about Elmquist Eye Group. We provide superior health care with personalized attention and the convenience of multiple locations and same day appointments.

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EXCLUSIVE TO LCMS MEMBERS ONLY

Have an Iphone or Ipad? Members of the Lee County Medical Society and their employees are now eligible for a 24% discount off of their AT&T bill through our group purchasing program.

Want medical Supplies for less? Through our group purchasing program, members of the Lee County Medical Society can now purchase medical supplies through PSS (Physicians' Sales & Service) at discounted prices. We have found this pricing schedule to be more heavily discounted than Summit, Blue Medical, and McKesson. And, through our program, they are willing to price match.



Remember – Members of the Lee County Medical Society are entitled to discounts of 65% off of list price at OfficeMax. Also, through our program, they are willing to price match.

To take advantage of this opportunity, you need to sign-up with VHA

Contact information for getting started with the AT&T discount:

First, your facility would sign up with VHA/Novation (this is a non-exclusive agreement and gives them the right to negotiate with vendors on your behalf) and obtain a MID/LIC member number by emailing Heather Rehg at hrehg@vha. com; phone is 407-456-4359. This first step will make your facility eligible for the discounts with PSS (Physicians' Sales & Service), (medical supplies) as well.

Once signing up with VHA/Novation is complete, your facility may discount code with AT&T by register FAN Coffman: tc7535@att.com<mailto:tc7535@att.com, Thomas Estimated time of arrival for a new FAN code is 10-14 business days. Once this code is obtained, you can contact Ross Deuel, the AT&T GPO Manager at ross. deuel@att.com, his cell is 972-977-0248 to activate your discount or, it can be done on the AT&T website.

PSS (Physicians' Sales & Service) (medical supplies)

The contact is Justin Horne, at 239-850-3608. His prices are usually the best and he will match the price from someone else.

Email: jhorne@pssd.com.

For both AT&T and PSS, please mention that this is through VHA/Novation and Lee County Medical Society to receive those discounts.

OfficeMax Supplies Discount Program

We have negotiated significant discounts up to 65% or more on most office supplies.

This program is free and exclusive to Lee County Medical Society members. As a LCMS member, you are in no way obligated to order through OfficeMax.



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As part of our agreement, you can place orders via www.officemaxsolutions.com or, you can purchase from Office Max stores or catalogues. OfficeMax will provide user guides, catalogs and online training sessions (training sessions are available upon request).

There are many great benefits to this program including:

Online ordering

24-hour order turn-around

Personal Account Representative prepared to assist whenever needed

A user-friendly website with live online assistance

Employee Discounts

Ability to chose lower cost alternatives at your finger tips with the Best Value Option OfficeMax Impress print and document services help save up to 30% on forms, flyers reports, and other document services

Remember, it is important to try to utilize contract items whenever possible. These items are deeply discounted and are indicated online by an orange "C". Your cooperation will result in significant cost savings and improved efficiencies of your office supply procurement process.

To get started, call the Medical Society to receive forms needed to complete the credit application and data worksheet, then attach to an email to Sheniqua Bamberry at sheniquabamberry@officemax.com. You will receive correspondence with an account number; log in information and user guide to begin ordering online.

DOCBOOK MD CONNECTS PHYSICIANS

We help physicians improve patient care through the use of a secure, efficient, mobile communication platform.

DocbookMD is an exclusive HIPAA-secure messaging application for smartphone and tablet devices. Designed by and for physicians it creates a secure community to share patient information and collaborate with medical colleagues.



In the past year, DocbookMD has experienced incredible growth now counting nearly 20,000 physicians users. Drs. Tim Gueramy and Tracey Haas began developing DocbookMD four years ago out of a very personal need for more efficient and instantaneous physician-to-physician communication. By using DocbookMD, physicians can now send HIPAA-secure text messages bundled with photos of X-rays and EKGs. All the information is at a physician's fingertips, resulting in faster and richer discussions on patient treatment and care. Also, with local physician and pharmacy directories built in, the time physicians spend finding colleagues or tracking down a local pharmacy is cut from hours to minutes.

- By Physicians. For Physicians.
- Currently offered in 37 states across over 200 state and county medical societies.
- Vital patient information right in your hand upload images from X-rays and EKGs.
- Directory of local physicians and pharmacies.
- Built by design for fast, secure HIPAA-secure messaging.
- Helps physicians mobilize their practice.
- Makes it easier for physicians to communicate with their entire care team, including nurses, PAs, and office staff.

DocbookMD Technology

- 256-Bit encryption to securely transmit and store data, exceeding current HIPAAcompliance requirements.
- All users are required to sign a HIPAA business agreement prior to activation.
- Sensitive content such as patient details and photos reside on DocbookMD servers, not the users device.
- Remote disabling of a device if it were lost or stolen.
- All messages are saved for ten years, per HITECH/state recommendations.
- Full compatibility and integration with HIEs is currently in development utilizing the new Direct Project protocol.

Physician Directory - Access up-to-date phone, fax and address information for colleagues in your region from your mobile device. Search for a physician fast by last or first name, specialty or affiliation. DocbookMD partners exclusively with medical societies to constantly update physician information in our directory.

Physician Profiles - View a photo and get detailed information about your colleagues, including up-to-date phone, fax and address information, specialties, affiliations. Contact colleagues directly and invite other physicians to join DocbookMD from their profile page. Physician profile information is provided exclusively to DocbookMD from medical societies so it is always up-to-date.

Secure Messaging - Send and receive HIPAA-secure text messages and images, including X-rays, EKGs and other critical patient images instantly via DocbookMD. A custom alert sounds on your mobile device to let you know when you have a new DocbookMD message waiting.

Attach Images - Exchange X-rays, EKGs and other critical patient images with your colleagues.

Communication with Your Care Team - Invite nurses, PAs, and other office staff to join you on DocbookMD with the new CareTeam feature. Physicians remain at the center of patient care and can use DocbookMD to coordinate care across any type of practice setting-even without an EMR.

Assign Message Urgency - Set a five or 30-minute priority for messages that require an immediate response. When a new DocbookMD message is sent to you or your colleagues you'll receive a special alert letting you know you have a highpriority message. If you don't receive a response to your message in the designated timeframe, you will receive a notification.

Pharmacy Directory - Find and search for pharmacies near you and your patients. Find phone numbers, addresses and maps.

Message Forwarding - Easily forward messages to your DocbookMD colleagues. Answering Service Integration - DocbookMD is partnering with answering services around the country to allow physicians to receive answering service messages via the DocbookMD app.

Message Threading - Messages are grouped by conversation for easier reference. Contact DocBookMD for more information 512-383-5822 or partnerships@ docbookmd.com.

"CMS Meaningful Use Stage 2 is NOT delayed for 2014"

by Mike Smith, Chief Information Office, Lee Memorial Health System

(Clarification of article published in our LCMS January Bulletin on Page 10, titled "Meaningful-Use Deadline Pushed Back One Year" by Joseph Conn)

There has been considerable confusion about the recent CMS announcement regarding a proposed extension date for Meaningful Use (MU) Stage 2. Some have erroneously interpreted that extension to be a delay of the new MU Stage 2 requirements that go into effect in 2014.

For clarification, the transition from MU Stage 1 to MU Stage 2 requirements is still scheduled to go into effect in 2014. For providers, those MU Stage 2 requirements must be fully in place and operational no later than October 1, 2014 in order to achieve the 90 day reporting period requirements in 2014.

What has been proposed by CMS is an extension of the transition from MU Stage 2 to MU Stage 3 (NOT an extension of MU Stage 1 to MU Stage 2). That transition to MU Stage 3 was scheduled to occur in early 2016, and the new proposal extends Stage 2 through 2016. While that extension of Stage 2 is welcome by most providers in the industry, the Stage 2 extension <u>DOES NOT delay the additional MU 2 requirements for 2014.</u>

For physicians, some of the added MU Stage 2 requirements that must be met no later than October 1, 2014 for MU Stage 2 include:

- Increased threshold for placing medication, lab and radiology orders
- Implement five clinical decision support rules in the EMR
- Implement drug-drug and drug-allergy automated checks
- Use secure electronic messaging with greater than 5% of patients
- Greater that 10% of patients must receive reminders

There are numerous other MU Stage 2 2014 requirements as well.

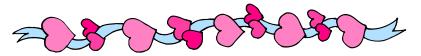
Many EMR vendors have not yet released their MU Stage 2 compatible software. Once they do, the software must still be installed and the provider must implement workflow changes to achieve the MU Stage 2 thresholds.

Many medical organizations including the AMA, MGMA, American Hospital Association, and the College of Healthcare Information Management Executives continue to push for a delay of the 2014 MU Stage 2 requirements – refer the AMA letter at the link below.

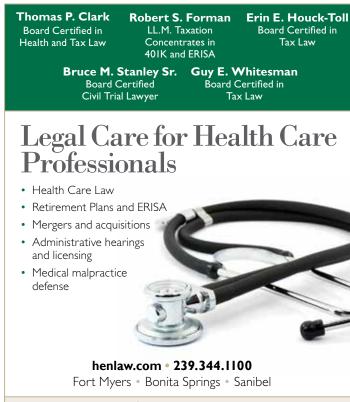
AMA Letter to CMS:

http://ehrintelligence.com/wp-content/uploads/stage-3-meaningful-use-electronic-health-records-comment-letter-14jan2013.pdf

Below is the link to CMS' web site for the MU Stage 2 requirements. http://www.cms.gov/Regulations-and-guidance/ Legislation/EHRIncentivePrograms/Downloads/Stage2_ MeaningfulUseSpecSheet TableContents EPs.pdf







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THE FLORIDA BOARD OF MEDICINE IS PLEASED TO ANNOUNCE



Dr. El Sanadi, M.D. elected as 2014 Board Chairman

The Florida Board of Medicine is pleased to announce the election of **Nabil El Sanadi**, **M.D.** as Chairman for 2014. Dr. El Sanadi, is the Chief of Emergency Medicine for Broward Health in Ft. Lauderdale and is certified in Emergency Medicine by the American Board of Emergency Medicine. He also serves as a Voluntary Professor of Medicine at the University of Miami, School of Medicine and as Founding Affiliate Dean at Florida International University College of Medicine. Dr. El Sanadi's medical degree was obtained in 1979 from Ohio State University and both his residency and fellowship were completed at Cleveland Clinic in Cleveland, Ohio.

Dr. El Sanadi was first appointed to the Florida Board of Medicine from 2002-2005 and then again in 2011. Prior to the initial appointment, Governor Jeb Bush selected him as Chair for the Domestic Violence Task Force. He also served as the Chair of the Strategic Planning International Committee for the American Heart/Inter-American Heart Foundation.



Dr. Bernardo Fernandez, M.D. elected as 2014 Board Vice-Chairman

Joining Dr. El Sanadi in the Board's leadership as the Vice-Chairman for 2014 will be **Bernardo Fernandez**, **M.D.** Dr. Fernandez, joined Cleveland Clinic Florida in May 1991 and was named CEO of Florida operations in June 2006. Fernandez continues patient care as head of the Section of Vascular Medicine and Vascular Laboratory. He received his medical degree from the Ponce School of Medicine in Puerto Rico and completed his residency and fellowship at Cleveland Clinic in Ohio. He holds an appointment at the Florida International University College of Medicine and the Florida Atlantic University College of Medicine. Dr. Fernandez is also a graduate of the Wharton School of Business Executive Development Program and holds

an MBA from the University of Miami School of Business.

Dr. Fernandez is active in the South Florida Community. He served on the board of directors for the Community Foundation of Broward (2006-2012), the Broward Workshop and the Orange Bowl Committee, Aetna's Latino Advisory Council (2007-2013) and the Nonprofit Health Network Foundation. He is also a member of the University of Miami Healthcare MBA Advisory Board.





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