



OSMA News Now

*The Latest News, Views, Updates, and Information for Physicians
from the Oklahoma State Medical Association*

April 9, 2008

Kim Ross to Address OSMA House of Delegates this Saturday

This is a presentation physicians won't want to miss--our featured speaker at next Saturday's House of Delegates meeting is Kim Ross, a nationally recognized health care policy and political strategy pundit. Mark your calendars and join us for the OSMA annual meeting!

Mr Ross is a public affairs consultant and partially rehabilitated lobbyist. In his previous incarnation he coordinated for 16 years the political, legislative, legal and regulatory matters for the 36,000 member Texas Medical Association as their Vice President for Public Policy and Director of Public Affairs. During his tenure at the Texas Medical Association TMA accomplished a range of nationally recognized legislative, litigation, political, and grassroots organizational benchmarks that were acknowledged by a wide spectrum of major daily newspapers, including the Washington Post, Wall Street Journal, New York Times, LA Times, San Francisco Examiner, and Texas' major dailies. 60 Minutes has interviewed Mr Ross in multiple stories

In 2003 Mr Ross formed Kimble Public Affairs, which specializes in health care policy and political strategy, with a special emphasis on physicians' rights. He is retained by a number of state and national medical organizations, national health care industry corporations, and litigation teams engaged on physicians' behalf. As part of an order from the Colorado Commissioner of Insurance, he serves in Colorado as the ombudsman between United Health Care, the Department of Insurance, and the Colorado Medical Society

Mr Ross regularly advises state and national office holders and political candidates on health care policy, and often lectures at universities, medical schools and national conferences across the country on the politics of health care policy. He conducts training seminars on the "art" of lobbying and grassroots mechanics for many state and national organizations. Mr Ross also writes a monthly column on health care politics for DocTalk, a regional trade magazine, and ghost writes extensively for senior corporate managers, physician leaders, litigators, public officials, and industry analysts.

Mr Ross was educated in Oklahoma. He received his BS in Journalism at Oklahoma State University and MA in policy analysis from Tulsa University. He also insists he is still an Eagle Scout. Otherwise, he has no interesting hobbies, no bad personal habits, and no close relatives named "Bubba."

2008 National Advocacy Conference A Success

Oklahoma was well represented at the recent AMA National Advocacy Conference, held March 31- April 2 in Washington, DC. Representing the OSMA was Lee Schoeffler, MD, OSMA President-elect, Kent King, MD, OSMA Vice-President; Mary Anne McCaffree, MD, Chair, and Dean Drooby, MD, Vice-Chair of OSMA's Governmental Activities Council. Also in attendance from Oklahoma were Robert McCaffree, MD, President of Oklahoma County Medical Society, Barbara Jett, OSMA Alliance Presidential Chair and Marty Laughlin, OSMA Alliance President-elect and her husband Dr. Richard Laughlin. OSMA Executive Staff Ken King and Kathy Musson also attended the conference.

The conference provided leaders of the medical community from around the country the opportunity to gather and receive the latest information on various political and advocacy issues of interest to physicians and patients. In addition to AMA Officers and Trustees, other speakers included former White House Press Secretary Tony Snow, U.S. Senators Ron Wyden, Tom Coburn, MD, and John Barrasso, MD. Also speaking were U.S. Representatives Mike Burgess and Shelly Berkley.

Again this year, the conference focused on the main legislative issues for physician and patients of Medicare Reimbursement issues, Medical Liability Reform and the focus on expanding health insurance coverage for the 47 million uninsured.

On Monday, March 31st, the AMA Foundation honored the 2008 Excellence in Medicine Award recipients. University of Oklahoma fourth-year Medical Student Jennifer McEntee and Kristin K. Martin, DO, a 2007 graduate from Oklahoma State University College of Osteopathic Medicine were both presented awards for their demonstration of outstanding non-clinical leadership skills.

On Tuesday, April 1st, the Dr. Nathan Davis Awards for Outstanding Government Service were presented to elected officials and career government employees for outstanding endeavors that advance public health. The Master of Ceremonies for the evening was veteran television journalist, Forrest Sawyer.

OSMA Physician Leaders Carry OSMA/AMA Message To Capitol Hill

During the AMA National Advocacy Conference, Oklahoma attendees, along with OSMA Federal Lobbyist John Montgomery, carried the OSMA and AMA's federal legislative agenda to the Oklahoma Congressional Delegation and their health aids during Capital Hill visits.

On Wednesday, April 2nd, the physician contingency made "House Calls" with all members of the Oklahoma Congressional Delegation. The physician leadership sent a message urging Congress to take immediate action to stop steep Medicare physician payment cuts that will force them to make tough practice decisions. Unless Congressional action is taken, this July, Medicare will automatically cut payments to physicians well below increasing medical practice costs, and according to AMA surveys, 60 percent of physicians say this cut will force them to limit the number of new Medicare patients they can treat.

Oklahoma physicians will lose \$130 million for the care of elderly and disabled patients over the 18 months from July 2008 through December 2009 due to a 10.6 percent cut in Medicare payments in July 2008 and an additional 5 percent cut in 2009. On average, each Oklahoma physician faces a Medicare cut of \$18,000 over this 18-month period. In addition, the state's physicians will lose \$2.6 billion for the care of elderly and disabled patients by 2016 due to nearly a decade of cuts for this important medical care. Compared to the rest of the country, Oklahoma, at 15 percent, has an above-average proportion of Medicare patients and, at 14 practicing physicians per 1,000 beneficiaries, has a below-average ratio of physicians to Medicare beneficiaries, even before the cuts take effect.

According to the AMA, 46 percent of Oklahoma's practicing physicians are over 50, an age at which surveys have shown many physicians consider reducing their patient care activities. In July 2008, Oklahoma physicians also face cuts of an additional 2.1 percent on top of the 10.6 percent cuts across the country. The 2003 Medicare law provided a temporary increase in geographic payment adjustments for certain states. This increase also will expire on June 30, 2008 under current law.

On Wednesday, AMA held a Capitol Hill rally to call for support of the Save Medicare Act of 2008 (S. 2785). The legislation, recently introduced by Senator Debbie Stabenow (D-MI), would replace 18 months of Medicare physician payment cuts that begin this July with updates that better reflect medical practice cost increases.

The NPI is here. The NPI is now. Are you using it?

Information for all Health Care Providers Medicare & Non-Medicare

CMS encourages all health care providers to ensure they understand the readiness of other health plans with which they interact, especially if those health plans may be primary or secondary to Medicare. Medicare will only accept/send NPI-only transactions beginning May 23rd and providers need to understand from these other plans what will happen if they are unable to send/receive NPI-only transactions.

Important Information for Medicare FFS Providers

CMS is pleased to announce that Medicare is receiving more than 98% of claims with an NPI. The next milestone - May 23rd- requires providers to take the next step so they do not risk disruption in cash flow. Begin billing with **NPI-only** now to test how May 23rd will impact you.

CMS is concerned that the percentage of Medicare claims with **NPI-only** is not growing fast enough.

Steps to Facilitate a Smooth Transition to NPI-Only

- 1) Bill with Medicare legacy ID & NPI
 - Once claims are successfully processed, move to Step 2.
- 2) Bill with NPI -Only
 - Start with a small batch of claims. If, or when, the results are positive, begin sending a greater volume and move to Step 3.
 - Billing with NPI-only also tests the ability to receive the NPI on 835 transactions.
- 3) Test NPI-Only on Other HIPAA Transactions
 - CMS will require use of the NPI on the 270/271, 276/277 and NCPDP transactions. Providers should begin testing the use of the NPI on these transactions, in small quantities, prior to May 23rd to ensure a smooth transition. Also, be prepared to accept the NPI-only on the 835 remittance advice transaction.

U.S. Senator Tom Coburn Addresses AMA Conference Attendees

U.S. Senator Tom Coburn, M.D. Muskogee, Oklahoma, a practicing physician and member of the U.S. Senate Committee on Health, Education, Labor and Pensions (HELP), presented information to attendees at the AMA National Advocacy Conference on his introduced legislation, the “Universal Health Care Choice and Access Act,” a comprehensive health care reform plan. According to Dr. Coburn, this plan removes government and insurance bureaucrats from the doctor’s office by providing patients with federal tax rebates that will ensure that every American can purchase the health care coverage that best meets their medical needs. U.S. Senator Richard Burr (R-NC), who also is a member of the HELP committee, has joined Dr. Coburn as an original co-sponsor.

Key provisions of the “Universal Health Care Choice and Access Act” include:

- Promoting prevention. The legislation will reform our rudderless and wasteful federal prevention programs and demand results and accountability. Five preventable chronic diseases — heart disease, cancer, stroke, chronic obstructive pulmonary disease, and diabetes — cause two-thirds of American deaths. Seventy five percent of total health expenditures are spent to treat these largely preventable chronic diseases. A sound prevention strategy will save countless lives and billions of dollars.
- MediChoice tax rebates that will shift tax breaks away from businesses to individuals. Giving Americans a rebate check (\$2,000 for individuals and \$5,000 for families) to buy their own insurance will foster competition, improve quality and drive down prices. This provision will help put individuals back in charge of the health care, and help restore the doctor-patient relationship that has been severed by third-party government and health insurance bureaucrats.
- Creation of a national market for health insurance. The bill would give Americans the right to shop for health insurance anywhere in America. Patients should not be forced to pay for outrageously expensive health plans in states like New Jersey when they can save thousands by buying plans from companies in other states.
- Creating transparency of health care costs and services. This Act requires hospitals and providers receiving reimbursements from Medicare to disclose their estimated and actual charges for all patients as well as the rates they are reimbursed through Medicare and Medicaid. This provision could allow patients to “Google” their doctor and comparison-shop for health care the way that they do for cars, computers, or other products and services.
- Securing Medicare’s future by increasing choice and encouraging savings. The bill retains existing benefits but encourages true competition among private plans to hold down costs, a model which already is working in Medicare’s prescription drug benefit. The plan would give Medicare recipients similar health care options available to members of Congress and employees of Fortune 500 companies.
- Keeping Medicaid on mission. The bill liberates the poor from substandard government care and offers states the option to provide their Medicaid beneficiaries the kind of health care coverage that wealthier Americans enjoy. The bill creates incentives for states to achieve private universal coverage for their population. The bill offers states the freedom to design the programs that serve their beneficiaries with the best care instead of the current, one-size-fits-all straitjacket.

A detailed bill summary for the “Universal Health Care Choice and Access Act, S. 1019” is available on Dr. Coburn’s Senate Website, <http://coburn.senate.gov>.

As the 2008 elections draw nearer, health care is one of the top two issues, with only the Iraq war ranking higher with voters. The current number of uninsured, which is estimated at 15% of the U.S. Population, represents approximately 47 million people, which is a 5% increase over the prior year and the largest increase in four years. Every Presidential candidate has discussed how they would reform the health care system. Democratic and Republican candidates take very different approaches. GOP contenders embrace free-market solutions to address the rising health care costs allowing patients to have more control over their health care, much like the proposals in Dr. Coburn’s plan, while the Democrats want a stronger role for government. Could 2008 be the year that health care reform becomes a decisive issue?

For additional information on OSMA’s and AMA’s Federal Legislative Agenda, contact Kathy Musson, CAE, OSMA Associate Executive Director at (800) 522-9452 or by e-mail to musson@osmaonline.org.

2008 Annual Meeting of the Oklahoma State Medical Association

April 11th & 12th, 2008 • Renaissance Tulsa Hotel and Convention Center



Registration Form *All OSMA/OSMAA members and PLICO insureds are invited to attend!*

(Please Print)

Name: _____ MD _____ DO _____ Alliance _____ Other _____

Telephone: _____ Fax: _____ e-mail: _____

Address: _____ City: _____ State: _____ Zip: _____

Submitting the above information allows the OSMA to have a name badge printed for you.

After completing this form, please mail or fax to: Annual Meeting Registrations, OSMA, 601 NW Grand Boulevard, Oklahoma City, Oklahoma, 73118. Phone: 405-843-9571 or 800-522-9452 Fax: 405-842-1834 (please mail payment with registration). Tickets will be held at the OSMA registration desk. If space is available, tickets can be purchased for the Inaugural and Awards Luncheon at the Registration Desk.

~All events are held at the Renaissance Tulsa Hotel and Convention Center unless otherwise noted.~

CME & Social Events (Registration Required)

There is no charge for OSMA CME Programs and PLICO Patient Safety Seminars. Seating is limited; therefore all attendees are requested to register in advance.

Please put the number of tickets you need in the box provided.

Friday, April 11th

OSMA/OSMAA Awards Lunch
12:00p.m.-1:15p.m.
\$30

CME

Track 1 - Clinical/Scientific
1:30pm -2:30pm
Impact of Aging
 2:30pm - 3:00pm
Congestive Heart Failure
 3:00pm - 3:30pm
Diabetes Update
 3:30pm - 4:00pm
Is This A Good Article
 4:00pm - 4:30pm
Blood Safety

CME

Track 2 - Risk/ Practice Management
1:30pm - 2:30pm
Medicare Reimbursement
 2:30pm - 3:30pm
**Caught In The Crosshair: Navigating
the Practice of Medicine**
 3:30pm - 4:00pm
**Quality Improvement/Initiative Affecting Physician's Practice
In Oklahoma**
 4:00pm - 4:30pm
Pay For Performance

OSMA Foundation Reception & Silent Auction
6:00p.m.-6:45p.m.
No Charge

OSMA/OSMAA Inaugural
7:00p.m.-11:00p.m.
\$75

Business Events (No Registration Required)

Friday, April 11th

OSMA Board of Trustees Meeting
9:00am-11:30am

Saturday, April 12th

Oklahoma/Tulsa/Rural Caucus Meetings
8:00am-9:00am
OSMA House of Delegates
9:00am-12:00pm
Voting
10:00am-10:30am
AMA Delegation Meeting
12:30pm-1:00pm
OSMA Health Board Meeting
1:30pm

Payment

TOTAL DUE: _____

Check Included

Credit Card

VISA MASTERCARD AMEX DISCOVER

Credit Card number: _____

Expiration: _____ 3-digit Card Code: _____

Signature: _____

Hotel Information

Hotel Reservations must be made directly with the Renaissance Tulsa Hotel. **Please mention the Oklahoma State Medical Association by March 25th to receive the special group rate.**

Room Rate - \$119 single or double room

Renaissance Tulsa Hotel and Convention Center

6808 S. 107th East Avenue

Tulsa, OK 74133

Reservations for the event can be made by calling 918-307-2600

Accreditation Statement:

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Oklahoma State Medical Association and the Physicians Liability Insurance Company (PLICO). The Oklahoma State Medical Association (OSMA) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. The OSMA designates this educational activity for a maximum of 3 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.