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42 trailblazers
redefine the way
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p. 26

Winter 2017 | Volume 4 | Number 1

40



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Maximizing Your PAMED MEMBERSHIP

Addressing the Opioid Abuse Crisis

Check out this online CME from PAMED:

- ✓ *The Use of Opioids to Treat Chronic Pain* — A five-part series on best practices in opioid prescribing
- ✓ *Addressing PA's Opioid Crisis: What Health Care Teams Need to Know* — Learn more about the prescription drug monitoring program (PDMP), referral to treatment, alternative therapies, and more.

www.pamedsoc.org/OpioidResources

Surviving and Thriving in Value-Based Care

PAMED's Practice Options Initiative is designed to help all Pennsylvania physicians succeed in MACRA and value-based care through the creation of clinically integrated networks and a management services organization. Learn more in this issue and at www.pamedsoc.org/POI.

Enhancing Leadership Skills and Addressing Organizational Challenges

- ✓ Become a pro at providing constructive feedback, evaluate your practice environment, and make your team stronger by using Pathway for Improvement — PAMED's new interactive CME program and survey tool. www.pamedsoc.org/Pathway
- ✓ Use PAMED's Resource Reference Tool to help you identify organizational challenges and resources that offer solutions. www.pamedsoc.org/LeadershipResources
- ✓ PAMED's suite of leadership resources includes a Year-Round Leadership Academy, online webinars, and onsite training. www.pamedsoc.org/LeadershipAcademy.

Questions? Contact our Knowledge Center at **855-PAMED4U (855-726-3348)** or KnowledgeCenter@pamedsoc.org.



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**Charles Cutler, MD, MACP
President, PAMED**

As I became president of the Pennsylvania Medical Society (PAMED) last October at the annual House of Delegates, I told my colleagues that my focus during my year as president is Pennsylvania physicians — your aspirations as physicians and the citizens of Pennsylvania for whom you care.

The CRNPs who want the responsibility of being a physician without the knowledge or training will continue to push for independent practice.

The insurance companies will continue to seek broader control of physicians, adding paperwork and lowering reimbursement.

We have made great strides advocating on behalf of physicians — expressing physician concerns to the Centers for Medicare and Medicaid Services on the proposed MACRA rule and strongly recommending changes; advocating for insurance reform with the state legislature on issues like credentialing, prior authorization, and retroactive denials (Editor's note: Legislation limiting retroactive denials to 24 months was signed into law in November 2016); and strongly opposing attempts by CRNPs to gain independent practice authority.

But, there is much more work to be done. We must not stop — and will not stop — until we have regained the clinical autonomy that has eroded us over the past three decades.

How do we get there?

At the October 2016 PAMED House of Delegates, physicians made a historic decision that will help Pennsylvania physicians succeed in MACRA and

“The year ahead will be challenging, as challenging as any we have ever faced.”

A LOOK AT THE YEAR AHEAD

The joy of medicine has been purloined from many of us. Professional satisfaction has deteriorated. A balanced lifestyle is difficult to find. And, personal reflection and spiritual growth seem far removed from our daily lives. The year ahead will be challenging, as challenging as any we have ever faced.

The alphabet soup of the Medicare Access and CHIP Reauthorization Act (MACRA), Merit-based Incentive Payment System (MIPS), and Alternative Payment Models (APMs) will continue to challenge us as the seismic shift from volume to value-based care continues.

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EDITORIAL

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TOGETHER, WE WILL MOVE THE MISSION OF PAMED FORWARD.

APMs, while maintaining physician leadership and autonomy. They affirmed their support of PAMED creating clinically integrated networks (CINs) with a management services organization (MSO) through PAMED's Practice Options Initiative. This is in direct response to the evolving health care delivery system, which is rapidly moving toward value-based care. Read more about this initiative and what it means for Pennsylvania physicians on page 36.

If you are a member, check out the insert in this issue that breaks down the nearly 2,400-page MACRA rule and stay up to date with the latest news and tools at www.pamedsoc.org/macra. If you are not yet a member, join at JoinNow.pamedsoc.org to access these and other member-only resources.

PAMED will continue to fight the desire for expanded scope of practice by CRNPs. Only a fully licensed physician, one who has thousands and thousands of hours of training, can provide the scope of care the citizens of Pennsylvania deserve and expect. It is a matter of quality and patient safety.

We will continue to oppose intrusion into the doctor-patient relationship. Well motivated but cumbersome and poorly thought out mandates do not improve quality. Instead, they hinder patient access to needed care.

I am hopeful that during this legislative session we will see passage of bills to prevent wasted time with pre-authorization and credentialing.

We also need to be stronger and more assertive to accomplish our goals. We need to significantly grow PAMED membership. We cannot solve the problems of Pennsylvania physicians without each Pennsylvania physician's dues support. If you are a member, thank you for your membership and support. If you haven't already, please renew your membership at www.pamedsoc.org/renew. If you're not yet a member, I encourage you to join at JoinNow.pamedsoc.org to add your voice to our efforts.

Elected and government officials can be our allies. We need to nurture and enhance these relationships. When was the last time

you visited a local, state, or federal elected official's office? They want safe and competent health care for themselves, their families, and their constituents. They want access, and many trust the voice of physicians on how we can get there.

During my year as PAMED president:

- Count on me to be available 24/7.
- I'll represent you and your patients non-stop.
- I'll advocate House policy wherever I'm called to go.
- I'll be tough when I need to be, and a creative problem-solver at every opportunity.

Together, we will move the mission of PAMED forward. It is a privilege to be a doctor. It is a privilege to be a PAMED member. And, it is a privilege truly beyond my imagination to be your president for the next year.

Charles Cutler MD MACP

Charles Cutler, MD, MACP
President, PAMED ●

WELCOME TO THE NEW PENNSYLVANIA PHYSICIAN MAGAZINE

The launch of this newly redesigned magazine, which includes the top issues affecting physicians and medicine, is just one of the changes here at PAMED. We have named new trustees to the PAMED Board (page 8). The Foundation of the Pennsylvania Medical Society, the charitable arm of PAMED, welcomed a new board chair. In January, I was humbled to

MY VISION FOR
PAMED IS TO BE
THE POWERFUL,
PROACTIVE
VOICE FOR
PHYSICIANS THAT
IS HEARD AROUND
THE STATE.

be named the executive vice president of this organization. PAMED is steeped in the noble tradition of elevating the care of residents for the Commonwealth of Pennsylvania. I have dedicated the better part of 20 years to serving Pennsylvanians in public health and policy. By accepting this leadership position, I am honored to continue my service in such a meaningful way.

I pledge to maintain the momentum and dedication of our staff to help in aspects that are most important to physicians including advocacy, best practice management, vital news, training, and education.

What we hear most from our members is that they yearn to maintain the sacredness of the relationships with their patients and preserve autonomy. Our mission is to always work in a direction that allows you to do just that.

My vision for PAMED is to be the powerful, proactive voice for physicians that is heard around the state. I will work to evolve this organization in ways that meet your needs today and for years to come. You can rely on us for the latest news on emerging issues impacting physicians.

If you are a member, thank you for your membership. If you are not yet a member and want to join, we welcome your voice at JoinNow.pamedsoc.org.

Sincerely,



Martin Raniowski, MA
Executive Vice President,
PAMED ●



Martin Raniowski, MA
Executive Vice President, PAMED

Congratulations to Einstein's “Top Physicians Under 40” Award Winners!

Dr. Mitra and **Dr. Tuluca** were selected by the Pennsylvania Medical Society for their outstanding contributions to the practice of medicine.



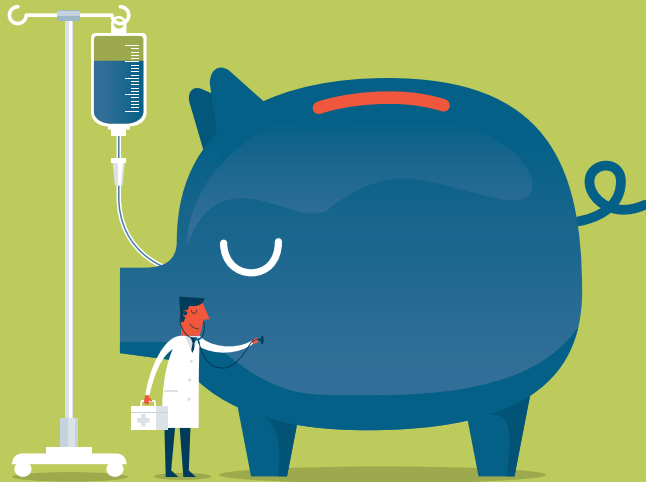
Priya Mitra, MD

Board certified by the American Board of Radiology and by the American Board of Internal Medicine



Alexandra Tuluca, MD

Dually board certified by the American Board of Surgery and the American Board of Thoracic Surgery



THE ROOT CAUSE OF HEALTH CARE'S AILMENTS

BY JASON D. FODEMAN, MD, MBA

Why do patients get discharged from the hospital without adequate follow-up, and why do patients leave a visit clueless to the treatment course? These occurrences happen far too often. Yet, why do they happen? These challenges are generally not a result of provider apathy, ignorance, communication skills, or bedside manner. The general link is a system that is stacked against doctors and patients and does not give doctors adequate time or resources to fight for their patients.

The problems start with the government's reimbursement system. Medicare and Medicaid reimburse providers based on price controls. They typically reimburse at significantly lower levels than private insurers and often pay fees lower than actual costs. According to analysis by the American Hospital Association, in 2014 Medicaid paid hospitals only 90 cents for every dollar spent on a Medicaid patient, while Medicare paid hospitals only 89 cents for every dollar spent on a Medicare patient. In 2014, the total underpayments to hospitals from both programs was \$51 billion.¹

In the trenches, this reimbursement model translates into a lack of time and resources for doctors to do their job. It compels doctors to see more patients in a day — volume is the only way physicians can survive. This turns medical practice, particularly in the outpatient setting, into a sterile factory that churns out patients every 15 to 20 minutes as opposed to a warm, personable sanctuary fostering a sacred bond between a doctor and their patient, facilitating discourse on some of the most sensitive issues in a patient's life.

For physicians, this creates burnout and professional dissatisfaction. For patients,

PREVENTION IS IMPORTANT, BUT IT'S ONLY ONE ASPECT OF A PRIMARY CARE PROVIDER'S RESPONSIBILITY.

this produces frustration along with other unintended consequences, including compromised care and restricted access. For the system, this causes inefficiencies that can increase health care costs.

Research published in the *American Journal of Public Health* gives insight into just how unrealistic the status quo is. The authors found that it would take primary care doctors 7.4 hours per working day to perform all of the U.S. Preventive Services Task Force A and B recommendations for a panel of patients.ⁱⁱ

Prevention is important, but it's only one aspect of a primary care provider's responsibility. Primary care doctors also manage acute problems and chronic conditions, coordinate care, fill out paperwork, follow up on lab results, and many other important tasks. The research suggests an insurmountable task for these doctors. The same challenges are present in other medical specialties.

For far too long, regulators, legislators, and administrators have tried to shove a large square through a small, circular hole. As the system gets more strained, the square is getting bigger and the hole is getting smaller.

Efforts are needed to tackle rising health care costs, but it will take a deviation from the status quo, provider engagement, local solutions, and outside-of-the-box thinking if we truly are to bend the cost curve down. ●

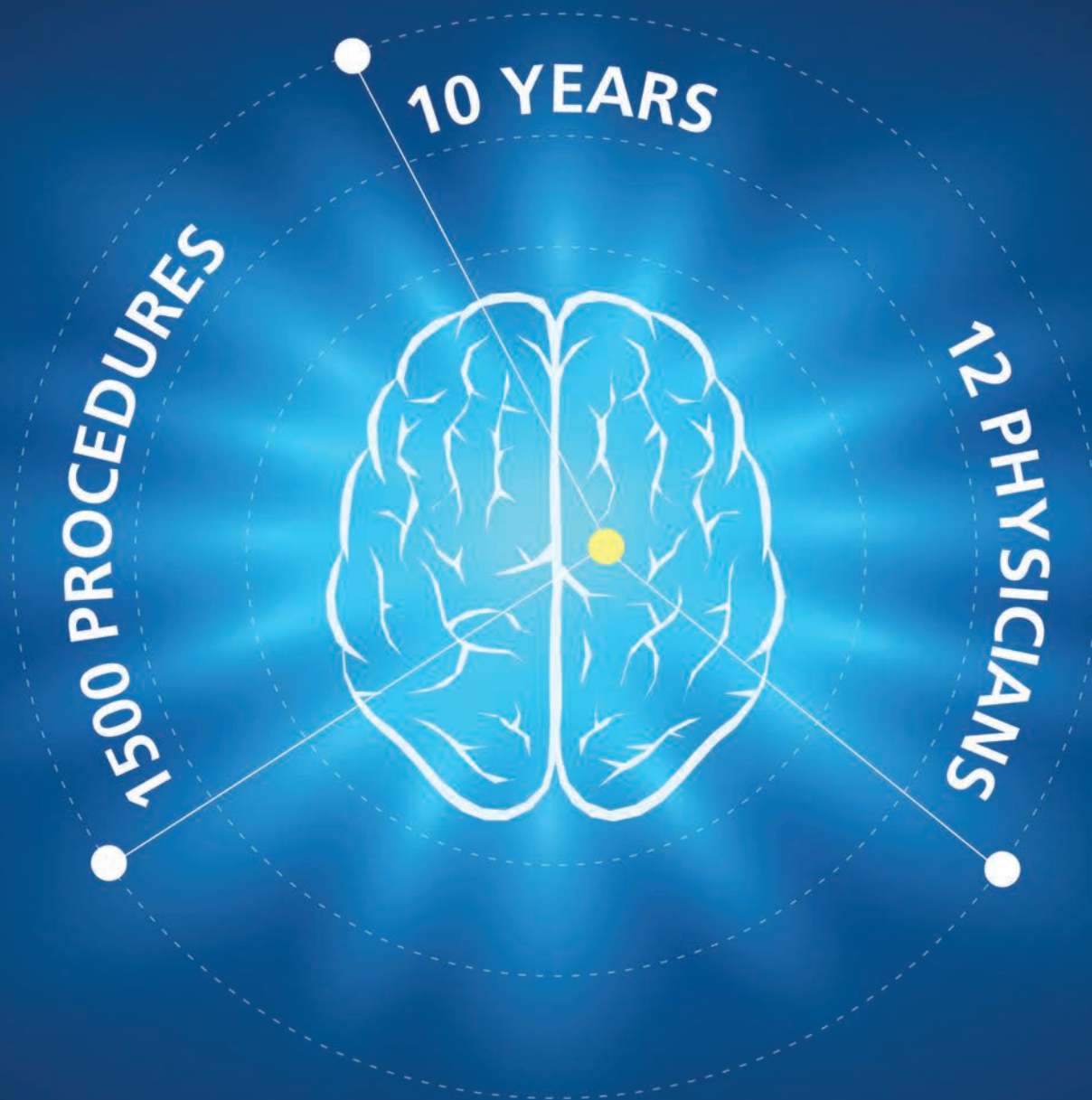


Jason D. Fodeman, MD, MBA, is a practicing primary care physician in Philadelphia and a PAMED member. He specializes in health policy and delivery systems.

Strong Medicine is Pennsylvania Physician's opinion piece. Want to share your voice? Email Editor-in-Chief Kerry Royer at kroyer@pamedsociety.org.

¹ American Hospital Association, "Underpayment by Medicare and Medicaid Fact Sheet," January 2016, at <http://www.aha.org/content/16/medicaremedicaidunderpmt.pdf> (November 9, 2016).

² Yarnall KS, Pollak KI, Ostbye T et al. "Primary care: is there enough time for prevention?" *Am J Public Health* 2003; 93:635-41



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Martin Raniowski, MA

PAMED'S NEW LEADERSHIP NAMED

Martin Raniowski was named the new executive vice president of PAMED. Previously, Raniowski served as senior vice president of policy and programs at PAMED. He also served as deputy secretary for health planning and assessment at the Pennsylvania Department of Health (DOH).

Raniowski's professional career spans two decades with experience in state government, academia, client-based research, and association management. He leads at a time of extensive transition and strategic growth for the 17,500 member advocacy and education organization.

Prior to advancing to deputy secretary for health planning at the Pennsylvania DOH, Raniowski began his career with the state as director of health planning in 2007. He provided leadership for divisions of staff working to implement statewide health plans. Among some public health disasters and threats

he addressed were Hurricane Irene, Tropical Storm Lee, Superstorm Sandy, and Ebola.

His career in government also includes positions with the Pennsylvania House of Representatives Health and Human Services Committee and the Governor's Chief of Staff Office.

As an association professional, Raniowski served as senior director of public advocacy with the American Heart Association's (AHA) Pennsylvania/Delaware Affiliation, where he worked with numerous partners to promote AHA initiatives including quality improvement in primary care and hospital settings.

Currently, he is an adjunct professor at the University of Pittsburgh Graduate School of Public Health.

Raniowski earned a bachelor's degree in business finance and economics from the University of Pittsburgh in 1992.

In addition, he holds a bachelor's degree in political science from Indiana University of Pennsylvania (IUP), which he received in 1996. He continued his education at IUP and finished a master's degree in public policy in 1998.

Raniowski is originally from Punxsutawney, Pa. He resides in Mechanicsburg, Pa., with his wife, Jenna, and their two children.



PAMED Board Chairman David Talenti, MD, swears in Charles Cutler, MD, as PAMED president. Martin Trichtinger, MD, witnesses.

Charles Cutler, MD, MACP, an internal medicine specialist from Norristown, was sworn in as the 167th president of PAMED in October 2016.

Swearing Dr. Cutler into office was David A. Talenti, MD, chairman of PAMED's Board of Trustees and a gastroenterologist in Honesdale, Pa. More than 400 guests and dignitaries attended the ceremony in Hershey, Pa.

A 37-year member of PAMED, Cutler serves on its board of trustees. In addition, throughout his many years of membership he has served on numerous committees,

CHARLES CUTLER, MD, MACP, AN INTERNAL MEDICINE SPECIALIST FROM NORRISTOWN, WAS SWORN IN AS THE 167TH PRESIDENT OF PAMED IN OCTOBER 2016.

commissions, and task forces covering communications, technology, strategic planning, and membership.

Since becoming a physician, Dr. Cutler has been active in several medical organizations and has completed volunteer work to serve his community. In addition to being a member of PAMED, he holds memberships in the American College of Physicians (ACP) and the American Medical Association (AMA). He is currently a member of the Montgomery County Medical Society Board of Trustees and previously served the county as its president in 1997. He is a delegate to the AMA House of Delegates representing the ACP.

Dr. Cutler was chairman of ACP's Board of Regents (2013-14) and was chairman of ACP's Board of Governors (2010-11). He previously served as governor of ACP's Southeastern Pennsylvania Chapter and as a member of ACP's Health and Public Policy Committee. In light of his contributions to the College, he was awarded a Mastership (MACP) in April 2014.

Board certified in internal medicine, Dr. Cutler has been a full-time practicing internist since completing his residency in 1977. He is a member of Einstein Physicians Norriton, a multi-specialty group practice part of the Einstein Healthcare Network.

He and his wife, Beverly, live in Merion Station, Pa. They have three married daughters and four grandchildren.



Danae Powers, MD, was elected by her peers to serve as vice president of PAMED.

DR. POWERS WILL SERVE ONE YEAR AS VICE PRESIDENT. AFTERWARDS, SHE BECOMES PRESIDENT-ELECT FOR ONE YEAR. IN OCTOBER 2018, SHE'LL TAKE OVER AS PRESIDENT OF THE STATEWIDE ORGANIZATION.

Danae Powers, MD, an anesthesiologist from State College and a native of Pittsburgh, was elected by her peers to serve as vice president of PAMED.

Dr. Powers will serve one year as vice president. Afterwards, she becomes president-elect for one year. In October 2018, she'll take over as president of the statewide organization. Dr. Powers was elected to the position of vice president during the organization's annual statewide meeting.

A 20-year member of PAMED, she has served on its board of trustees since 2010. At PAMED, Dr. Powers has been a member of the Task Force on Continuous Professional Education, Committee on Subsidiary and Foundation Relations, and Council on Governmental Affairs.

From 2003 to 2005, Dr. Powers served on the Pennsylvania Patient Safety Authority Board after receiving an appointment from the Pennsylvania legislature. She is a past president and member of the Centre County Medical Society.

Professionally, she held positions at Emory University School of Medicine and Emory Healthcare in Georgia, where she was the teacher of the year for anesthesiology residents as well as the director of liver transplant anesthesiology.

She has also worked for the University of Pittsburgh Medical Center on

PAMED elected the following physicians to positions on the statewide organization's board of trustees:

John J. Pagan, MD, a surgeon from Sellersville, who will serve a one-year term as speaker of PAMED's House of Delegates.

John W. Spurlock, MD, a gynecologist and urologist from Bethlehem, who will serve a one-year term as vice speaker of PAMED's House of Delegates.

Mark Lopatin, MD, a rheumatologist from Willow Grove, who will serve a four-year term as the 2nd District Trustee, representing physicians from Bucks, Chester, Delaware, Lehigh, Montgomery, and Northampton counties.

Erick J. Bergquist, MD, PhD, an infectious disease specialist from Indiana, who will serve a four-year term as the 9th District Trustee, representing physicians from Armstrong, Butler, Clarion, Indiana, Jefferson, and Venango counties.

Donald C. Brown, MD, a surgeon from Greensburg, who will serve a four-year term as the 10th District Trustee, representing physicians from Beaver, Lawrence, and Westmoreland counties.

Amelia A. Paré, MD, a plastic surgeon from McMurray, who will serve a four-year term as the 13th District Trustee, representing physicians from Allegheny County.

Steven A. Shapiro, DO, a pediatrician from Norristown, who will serve a four-year term as the Primary Care (Pediatrics) Trustee.

(List continues on page 10)

its liver transplant team and the University of Pittsburgh School of Medicine. Also in Pittsburgh, she worked for Allegheny General Hospital directing anesthesia research and teaching.

While working within the scientific community, Dr. Powers conducted research to develop several pharmaceuticals. Board certified in anesthesiology, she is in private practice for multiple physician-owned ambulatory surgery centers throughout Central Pennsylvania including those in Clearfield, Lewisburg, and Lewistown.

At PAMED's 2015 House of Delegates, Theodore Christopher, MD, an emergency medicine specialist from Philadelphia, was elected by his peers to serve as vice president of PAMED. He is currently serving as PAMED's president elect, and will be inaugurated as its president in October 2017. ●



The Foundation of the Pennsylvania Medical Society named a new chair to its board of trustees. Virginia Ettinger Hall, MD, a physician with Penn State Hershey Obstetrics and Gynecology, was elected and began leading the board in January. Raymond C. Truex Jr., MD, a neurosurgeon from Reading, Pa., served as chair for more than a decade. He passes the gavel to Dr. Hall.

(List continued from page 9)

Bindukumar Kansupada, MD, MBA, a cardiovascular disease specialist from Yardley, who will serve a four-year term as the International Medical Graduates Section Trustee.

Tani Malhotra, MD, an obstetrician and gynecologist from York, who will serve a two-year term as the Residents and Fellows Section Trustee.

John M. Vasudevan, MD, a physical medicine and rehabilitation specialist from Philadelphia, who will serve a one-year term as the Early Career Physicians Section Trustee.

Cicily Vachaparambil, a medical student from Drexel University College of Medicine, who will serve a one-year term as the Medical Students Section Trustee.

Those elected to the board of trustees are responsible for reviewing matters that directly impact patient care and affect physicians in the commonwealth.

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LifeGuard offers a comprehensive program led by Penn Medicine faculty, that covers prescribing issues for physicians who want to become more comfortable with controlled substance and opioid guidelines.

Dates: April 6 - 7, 2017 • May 18 - 19, 2017 • August 24 - 25, 2017 • December 7 - 8, 2017

Location: Penn Med Clinical Simulation Center, Philadelphia

Call **717.909.2590** or visit **LifeGuardprogram.com** for additional information

WE HONOR THE PEOPLE WHO INSPIRE US EVERY DAY.

UPMC congratulates Pennsylvania Medical Society
2016 Top Physicians Under 40 honoree
Ure Laura Mezu-Chukwu, MD, FHRS.



Affiliated with the University of Pittsburgh School of Medicine,
UPMC is ranked among the nation's best hospitals by *U.S. News & World Report*.

Longtime Family Physician and Organized Medicine Advocate, Dr. William Lander, Passes Away



For more than 60 years, William W. Lander, MD, 92, of Villanova, served his patients, the community, and his profession with honor and diligence. The medical community lost a pioneer in family medicine and a mainstay at Bryn Mawr Hospital on Friday, Jan. 6.

He was an experienced and revered member of the organized medicine community, serving in a number of leadership roles with PAMED (as past president) Bryn Mawr Hospital, Montgomery County Medical Society (MCMS), and the American Medical Association (AMA).

Donations may be made in his memory to Bryn Mawr Hospital, Attention: President Andrea Gilbert, 130 S. Bryn Mawr Ave., Bryn Mawr, Pa. 19010.

Additionally, Dr. Lander was an avid supporter of PAMED's Foundation. Members can donate to the Foundation of the Pennsylvania Medical Society in his honor by investing in medical student education. Annually, MCMS honors the memory of physician members who pass away with a donation. You can contribute to the MCMS Medical Student Scholarship Fund in honor of Dr. Lander at www.foundationpamedsociety.org or can send check by mail. Make checks payable to Foundation of the Pennsylvania Medical Society with memo noted MCMS Medical Student Scholarship and mail to the Foundation, 777 E. Park Drive, Harrisburg, PA 17105.



WHAT'S COMING IN PENNSYLVANIA'S NEW LEGISLATIVE SESSION?

A new two-year legislative session officially started in Pennsylvania on Jan. 3, 2017. That's great, you say, but what does this mean to me? It's an opportunity to continue to advance legislation that protects the physician/patient relationship, addresses access to care concerns, reduces burdensome and unnecessary physician hassles, and more, while promoting public health and protecting patient safety.

Just like with an individual's personal goals and New Year's resolutions, some of PAMED's top legislative issues have been carried forward from the previous legislative cycle, and continue to be priorities this session.

This year, PAMED will advocate on behalf of Pennsylvania physicians and their patients on issues such as:

- **Maintaining physician-led, team-based care** and aggressively opposing legislation that seeks to remove collaborative agreements between physicians and CRNPs and grant them independent practice in Pennsylvania.
- **Combating the opioid abuse crisis in Pennsylvania** by continuing to advocate for and educate physicians and patients through PAMED's Opioids for Pain: Be Smart. Be Safe. Be Sure. initiative.

- **Advocating for much-needed insurance reforms** such as streamlining physician credentialing, standardizing prior authorization, and identifying solutions to the balance/surprise billing issue.
- **Advancing telemedicine** and establishing a set of safeguards and standards to support the appropriate coverage of and payment for telemedicine services in Pennsylvania.

PAMED often works closely with a variety of stakeholders on these and other issues.

PAMED'S JOB IS TO BE YOUR EYES AND EARS AT THE CAPITOL, READY AT A MOMENT'S NOTICE TO ADVOCATE FOR PHYSICIANS ON EMERGING ISSUES.

PAMED's job is to be your eyes and ears at the Capitol, ready at a moment's notice to advocate for physicians on emerging issues.

Learn more about our advocacy efforts on these and other physician issues at www.pamedsoc.org/advocacy.

More than 400 bills that impact health care are introduced during each two-year session of the Pennsylvania General Assembly. Like it or not, non-physician legislators often make critical decisions about how you treat your patients. **You can influence those decisions by becoming an effective physician advocate. But, how?**

- Watch PAMED's weekly all-member email — *The Dose* — and our mobile app for **calls to action when legislators need to hear the physician voice, especially personal experiences and stories, on important issues** impacting physicians, their patients, and the practice of medicine.
- **Get real strategies on approaching legislators and their staff** by taking our Basic Skills Building for Physician Advocates online CME course at www.pamedsoc.org/advocacybasics.

PAMPAC — the muscle of PAMED and its political arm — needs your support to continue advocacy efforts

such as these. One of the largest bipartisan political action committees in the state, PAMPAC supports pro-medicine candidates running for the Pennsylvania state legislature or statewide office, educates physicians and spouses about the political process to help them become effective players in the political arena, and more. Find out more about PAMPAC and how your contributions can make a difference and join today at www.pampac.org.

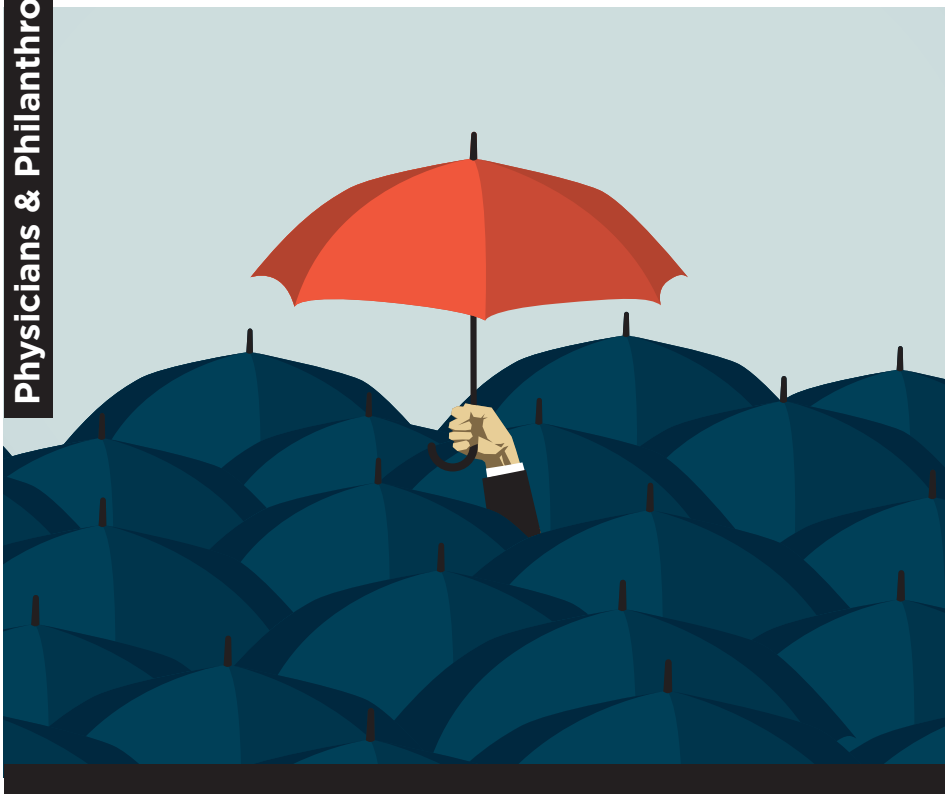
There is more power in numbers — we can do more together. If you're a PAMED member, thank you for your support. If you haven't yet renewed your membership for 2017, don't let your membership lapse — the renewal deadline is Feb. 28. Renew online at www.pamedsoc.org/renew. If you're not yet a member, please consider joining PAMED and your county medical society at JoinNow.pamedsoc.org to add your voice to our advocacy efforts and stand with your colleagues and your profession. ●

AN OVERVIEW OF PRESCRIBERS' PDMP QUERYING RESPONSIBILITIES

Pa. physicians have asked for clarification on their prescription drug monitoring program (PDMP) querying requirements. Prescribers must query the PDMP 1) for each patient the first time the patient is prescribed a controlled substance, 2) if a prescriber believes or has reason to believe, using sound clinical judgment, that a patient may be abusing or diverting drugs, and 3) each time a patient is prescribed an opioid drug product or benzodiazepine.

Throughout the development of Pennsylvania's PDMP, PAMED urged policymakers to provide physicians with an effective tool to help identify patients at risk of developing an opioid addiction while working to preserve physicians' autonomy and clinical judgement, which we know is essential.

Tools You Can Use: Learn more about the PDMP and new opioid-related laws, and access CME, voluntary prescribing guidelines, and more at www.pamedsoc.org/OpioidResources.



THE FOUNDATION OF THE PENNSYLVANIA MEDICAL SOCIETY SERVES ALL PA PHYSICIANS

As a physician, where do you turn during life's most challenging moments? The Foundation stands so that physicians will always have a place to go to when help is needed to be safe and certain in the practice of medicine. Physicians can look to the Foundation for guidance, support, and advocacy at the start of careers or when they are well into the practice of medicine.

Foundation programs:

- The Physicians' Health Program (PHP) confidentially supports physicians who are at risk or require help addressing health concerns including those that arise from addiction and substance abuse.

- LifeGuard® offers unbiased clinical skills assessment and a personalized plan to assist those who have fallen behind in clinical skill or continuing education. LifeGuard® now offers an intense "Controlled Substance and Opioid Prescribing" educational course.
- Scholarship and loan programs with favorable interest rates for medical students.

The PHP ensures physicians have the supportive resources and tools to stay healthy so they can continue providing health care for others. For more than 30 years, the PHP has served Pennsylvania physicians with confidential, reliable monitoring services for those who may be experiencing addiction, physical, or mental challenges, or work-related stress.

One doctor said:

"It is very hard for me to express in words what the PHP means to me. How can one truly express enough gratitude to an organization that saved their life? I can't; and that is exactly what the PHP did for me — they saved my life.

I became a 'member' of the PHP at a very tumultuous time in my life... where I felt the world caving in on me. I was the unhappiest I had ever been in my life and that led to me self-medicating myself in an effort to quiet my misery. When that stopped working, I decided that the best remedy would be to end my life.

Fortunately, the PHP was there at just the right time and offered me the gift of 88 days of treatment. I will never forget how caring and compassionate [PHP] was to both my family and me during that difficult time. I accepted the treatment without hesitation, but then the hard work began. When I got out of treatment I needed a lot of guidance and advice on how to 'rebuild' my life. The PHP was always there for me.

Since leaving treatment and beginning recovery, my life has become better than any dreams I have ever had...I owe all of this to the foundation that the PHP helped me to build. I have come to think of the PHP not merely as a support organization, but actually like a part of my family...I am truly grateful to the PHP and will be so for the rest of my life."



The PHP has restored careers, families and confidence by helping more than 4,300 individuals seek and receive the care that enables them to remain a vibrant part of the health care community.

Find out more about LifeGuard® at www.lifeguardprogram.com. It provides physicians a pathway and a resource to self assess when there are clinical or cognitive concerns. Additionally, LifeGuard® helps physicians who are either looking to re-enter the practice of medicine after an extended leave, or who have had a clinical deficit identified and ongoing privileging has been called into question.

For more information on Student Financial Services which offers scholarships and loans with favorable interest rates for Pennsylvania medical students, go to www.foundationpamedsoc.org. Your support helps our future physician workforce in a meaningful way. ●

CONTACT US:

777 East Park Drive, PO Box 8820
Harrisburg, PA 17105-8820
Toll Free: (800) 228-7823 (in PA only)
Phone: (717) 558-7750
Email: foundation@pamedsoc.org
www.foundationpamedsoc.org

MISSION: THE FOUNDATION OF THE PENNSYLVANIA MEDICAL SOCIETY PROVIDES PROGRAMS AND SERVICES FOR INDIVIDUAL PHYSICIANS AND OTHERS THAT IMPROVE THE WELL BEING OF PENNSYLVANIANS AND SUSTAINS THE FUTURE OF MEDICINE.



The Foundation of the Pennsylvania Medical Society, the heart of PAMED, needs your support to serve the entire physician community in Pennsylvania. Gifts made to the Foundation sustain programs that support medical education, physician health, and excellence in practice.

We are thankful to our faithful supporters; however, our programs are not self-sustaining — they are dependent on your generosity. Your support means we can do even more to encourage our future physicians and provide care for our current physicians.

Learn more about making your gift to the Foundation by contacting the Philanthropy Department at (717) 558-7846 or foundation@pamedsoc.org.

The official registration and financial information of the Foundation of the Pennsylvania Medical Society may be obtained from the Pennsylvania Department of State by calling the toll-free number within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

By Susan Wigger



Historic Vote Highlights PAMED's

House of Delegates

While the historic Clinically Integrated Network (CIN) vote (see page 36) was one highlight of the recent House of Delegates (HOD), physicians addressed many other significant health care issues at the HOD.



Here's a look at just a few:

Continue to Work to Ensure a Fairer, Less Burdensome Maintenance of Certification (MOC) Process

— The physicians at the 2016 HOD remained committed to addressing concerns with MOC and approved resolutions to:

- » Petition the American Medical Association (AMA) to analyze the finances of the American Board of Internal Medicine (ABIM).
- » Adopt a position favoring the acknowledgement of an alternative board, such as the National Board of Physicians and Surgeons (NBPAS).

Address Pennsylvania's Opioid Abuse and Overdose Crisis

— Physicians voted to:

- » Support liability protection in administration of naloxone in schools and increase availability of opioid rescue medication and medication-assisted treatment.
- » Work with statewide stakeholders and county medical societies to identify and remove existing barriers for Pennsylvania patients seeking addiction treatment.

Advocate for More Consistent and Transparent Insurer Processes

— PAMED will advocate for the standardization and transparency of processes among insurers for observation status, standardizing the development of clinical pathways, and ending retrospective payment denial of medically appropriate studies, procedures, and testing.

Explore Legislation that Would Help Protect Physicians and Patients and Ensure Physicians' Clinical Autonomy

— Resolutions approved by delegates at the HOD include:

- » Ensuring fairness for physicians cleared of wrongdoing by their state licensing board.
- » Actively preserve the ability of physicians to write prescriptions and oppose any mandate that requires all prescribing in Pennsylvania to be done electronically



Physicians participate in debates and workshops held in break-out sessions of the HOD (above).

Last minute brainstorming for student debates before taking the stage at HOD (below).

Address Public Health Issues Affecting Patients in Pennsylvania — The delegates called on PAMED to address topics, such as:

- » Eliminating barriers to children possessing and using sunscreen in schools.
- » Opposing legislative interference with facilities that provide medically accepted standard of care reproductive services for women.
- » Opposing tobacco usage in the Commonwealth of Pennsylvania.
- » Exploring the health effects of fracking.
- » Promoting Teen Health Week.

HOD Features Inauguration Of New PAMED President Charles Cutler, MD, MACP

The HOD also featured an Oct. 22 inaugural event during which Charles Cutler, MD, MACP, an internal medicine specialist from Norristown, was sworn in as the 167th president of PAMED. Read an excerpt from Dr. Cutler’s speech at www.pamedsoc.org/CutlerSpeech.

Several physicians were also elected to PAMED leadership positions at the HOD. Learn more on page 8.

Annual Education Conference Tackles Issues Like Value-Based Care

The Annual Education Conference (AEC) component of the event served as a complement to the activities of the HOD. Sessions addressing roles and skills needed by physicians of the future, MACRA, and approaches to chronic pain management were well attended and provided physicians with guidance on navigating the challenges they face in their daily practice. More than 200 physicians attended the AEC, taking advantage of the opportunity to earn up to 10 credits of CME.

Several physicians who attended the conference stopped by PAMED’s CME exhibit table and took advantage of the chance to use the technology on hand to complete PAMED’s online child abuse recognition and reporting training course, which meets the state’s requirements for license renewal. PAMED members can take this free online course at www.pamedsoc.org/childabusecme.

Fourteen medical students participated in PAMED’s first-ever Health Care Topics Debate. The audience earned CME by judging the strength of arguments on the following topics:

- » Should medical marijuana be legal in Pennsylvania?
- » Should we eliminate the use of opioids to treat chronic, non-cancer pain?
- » Should public funds focus more on understanding disease mechanisms or on social determinants?

Eighteen residents also participated in the annual poster contest. See the photos on page 19. ●



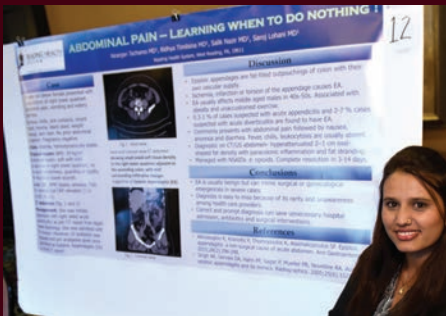
Martin Trichtinger, MD, (left) an internist from Montgomery County, accepts formal recognition at PAMED’s 2016 House of Delegates for his many years of dedicated service from current PAMED Trustee and Speaker John J. Pagan, MD, FACS, (right). Dr. Trichtinger completed his nine-year term as Speaker of the PAMED House of Delegates on Oct. 23.

“Dr. Trichtinger always displays commitment to physician engagement in the political and legislative arenas,” says David Thompson, PAMED’s director of legislative affairs. Dr. Trichtinger has also served in the past as PAMED’s Political Action Committee chair with a vision of making it more relevant at the grassroots level. He served as the catalyst in moving PAMPAC in the direction of supporting statewide judicial candidates.

PAMED Executive Vice President Marty Raniowski says, “With his keen insight and superior parliamentary skills, Dr. Trichtinger guided the 2016 House of Delegates to a unanimous vote to support the Practice Options Initiative. This concluding act of leadership provided a pathway for PAMED to assist physicians across the commonwealth for years to come. A stalwart for organized medicine, Dr. Trichtinger is a physician leader who respects the sage guidance from the past, skillfully manages the present, and masterfully builds a pathway for physicians to successfully practice in the future.”

The Winners Are:

2016 RESIDENTS & FELLOWS POSTER CONTEST

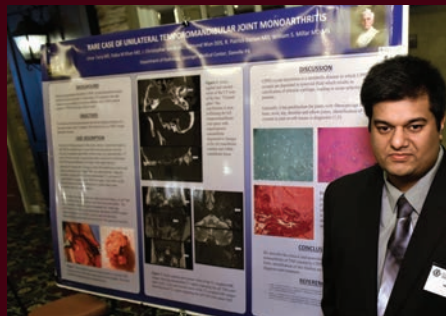


1st Place:

**Niranjan Tachamo, MD, and
Bidhya Timilsina, MD**

Reading Health System,
Reading, Pa.

Poster Title: Abdominal Pain –
Learn When to Do Nothing!



2nd Place:

Umar Tariq, MD

Geisinger Medical Center,
Danville, Pa.

Poster Title: Rare Case of
Unilateral Temporomandibular
Joint Monoarthritis



3rd Place:

Richie Manikat, MD

Easton Hospital, Easton, Pa.

Poster Title: Heavy Alcohol
Use—A Cryptic Cause of
Immunosuppression

Three members of PAMED's Residents and Fellows Section (RFS) took home cash prizes at the section's annual poster contest held Oct. 22, 2016, in Hershey, Pa.

The contest is part of PAMED's House of Delegates and Annual Education Conference. It's an annual favorite with both poster presenters and the Pennsylvania physicians who serve as judges.

There were a total of 21 presenters at the poster contest. More than 35 member physicians helped judge the posters.

"It's a privilege and great pleasure to present a poster at the PAMED poster contest. I had a great time interacting with the distinguished physicians and interested audience," said Bidhya Timilsina, MD, one of the first-place winners. "I believe it's an excellent platform for the residents and fellows to exhibit their scholarly activities."

"I have had a great experience interacting with the distinguished members and the staff at the Pennsylvania Medical Society," said third-place winner Richie Manikat, MD. "I am proud to be a resident member and feel honored to receive a prize at the poster contest. Meeting other physicians dedicated to the profession is enlightening and rewarding. I look forward to continued participation in the future."



YOU FOCUS ON THE HEALTH OF YOUR PATIENTS. WE'LL FOCUS ON THE HEALTH OF YOUR PRACTICE.

No matter what your practice is like, you're doubtlessly facing rising administrative and operational costs that chip away at your bottom line: Medicare Access and CHIP Reauthorization Act (MACRA) readiness, Merit-based Incentive Payment System (MIPS) reporting, revenue cycles, insurance services, and more.

The Pennsylvania Medical Society's (PAMED's) Management Services Organization (MSO) can help. By harnessing advanced technology and group purchasing, we'll focus on the business side of medicine, so you can focus on patient care.

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PAMED's Practice Options Initiative

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*TGA will provide policy reviews of Individual Life and Disability policies for any PAMED member in 2017.

This document provides a brief description of our program. It is not a contract of insurance. Refer to the actual insurance policy for a description of coverage, exclusions and conditions. Specimen policies are available for your review. Coverage may not be filed and/or available in all states.

Congratulations,
**Dr. Aaron George, named one of the
Top Physicians Under 40!**

Interested in joining our team of Summit Health heroes like Dr. George?

Summit Health, headquartered in Chambersburg, Pennsylvania, is here for our employees and our community.

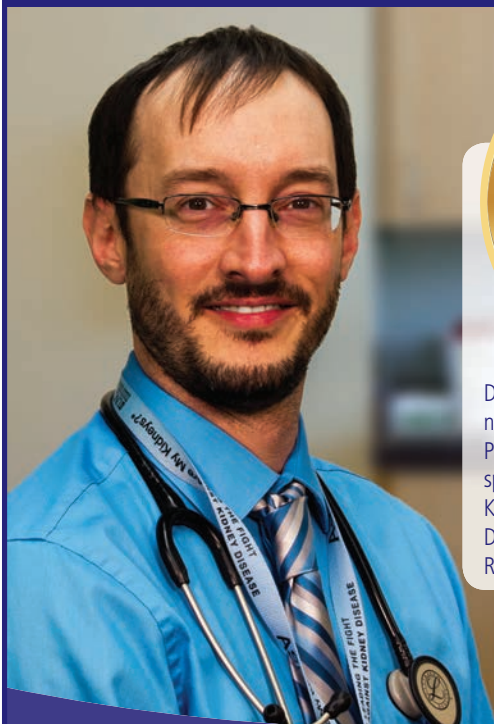
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Dr. Matthew Novak Earns Top Physicians Under 40 Recognition



**Guthrie
congratulates
Dr. Matthew
Novak**

Dr. Matthew Novak is the chief of the nephrology department at Guthrie Robert Packer Hospital in Sayre, Pa. Dr. Novak specializes in Nephrology and Chronic Kidney Disease and is the Program Director for the Internal Medicine Residency Program.



www.Guthrie.org

DOCS DOING GOOD

**RECOGNIZE A DESERVING
COLLEAGUE TODAY**

Do you know a Pa. physician who deserves to be recognized for their efforts and achievements? Go to www.pamedsoc.org/awards to nominate them for one of PAMED's awards, including the **Top Physicians Under 40 Award**.

**NOMINATION DEADLINE:
APRIL 14.**



Dr. Lindsey Surace

Lindsey Surace is a Harvard educated physician dedicated to and passionate about helping others and serving the community where she practices. Her interests include management of IBD, GERD, Obesity and C-diff.

We are proud to have the newest member of our physician team recognized with PA Medical Society's "Top Physicians Under 40" award.

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TOP PHYSICIANS UNDER

40

42 YOUNG PHYSICIANS
AMONG THE BEST EARN
**TOP PHYSICIANS UNDER
40 RECOGNITION**



When it comes to the practice of medicine and caring for patients, 42 physicians under the age of 40 have already accomplished impressive skills and achievements.

In fact, the 42 physicians named to the *Top Physicians Under 40* have demonstrated a significant amount of success for someone so early into a medical career.

Those selected were chosen by a committee of physicians after being

nominated for outstanding contributions to the practice of medicine and the delivery of patient care.

According to Scott Shapiro, MD, immediate past president of PAMED, this new award is one of several efforts by the organization to recognize excellence and encourage physicians to stay and practice in Pennsylvania.

Among other projects at PAMED to encourage early career physicians to stay in the state are advocating for physician-led team-based care, meaningful tort reform, increased

medical residency training positions, and medical school student loan forgiveness programs for those willing to practice in rural and/or underserved areas of the commonwealth.

“These 42 physicians under 40 are trailblazers who are redefining the way we see health care,” says Dr. Shapiro, who was the youngest president in the history of PAMED at age 44. “In a state like Pennsylvania, the young talent we have throughout the health care spectrum is outstanding, but these individuals are going to be the ones to watch in upcoming years.”

The 42 young physicians selected include (in alpha order by location):

ALLENTOWN



Cynthia Bartus, MD, Allentown – Dr. Bartus is a dermatologist with Advanced Dermatology Associates Ltd. She was recently elected president of the Philadelphia

Dermatological Society, but more importantly, is the effort she takes to educate patients and her community on the importance of sun protection and skin cancer awareness. From lectures to other medical specialists, volunteering at community skin cancer screenings, providing sunscreen, teaching residents and medical students, and community-wide lectures on sun protection and skin cancer awareness, Dr. Bartus will never turn down a chance to help others understand the importance of skin cancer prevention and early detection.



Anastasia Shnitser, MD, Allentown – Dr. Shnitser initiated two separate additions to the Eastern Pennsylvania Gastroenterology and Liver Specialists practice including small bowel enteroscopy and

hemorrhoidal banding. These two new initiatives mean that the residents of Lehigh Valley have more options for their health care and no longer need to travel more than an hour to nearby centers that offer those procedures.



Jennifer Stephens, DO, Allentown – Dr. Stephens is an internal medicine specialist with the Lehigh Valley Health Network. She is very involved with the leadership of the Lehigh Valley Physician

Group as regional director. As a result of her remarkable efforts, she is currently vice chair of the Department of Medicine. During the past two years, she spearheaded the development of a truly

comprehensive opioid practice toolbox to assist clinicians when managing a patient's chronic pain.

BETHLEHEM



Pamela Valenza, MD, Bethlehem – Dr. Valenza returned from her residency in Colorado to become part of the faculty at St. Luke's Hospital Family Medicine residency program. She has

already been a game-changer – researching preventive health and obesity with additional research in prenatal women, and now brings that expertise to her practice. Young in her career, she is already collecting titles and accolades. She sits on a Robert Wood Johnson Community Health Network research grant and is Primary Care and Community Health Research Committee Chair at St. Luke's Health Network.

CHAMBERSBURG



Aaron George, DO, Chambersburg – Dr. George is a primary care physician with Summit Health Primary Care, and also assistant clinical professor at the Penn State College of Medicine. He is described

as throwing "his full devotion into so

much of medicine." From serving fellowships in Austria to being a faculty member, he is a physician engaged in all levels of medicine and patient care with multiple awards too numerous to count.

DICKINSON CITY



Thomas Jordan, MD, Dickinson City – Dr. Jordan practices with Scranton Orthopaedic Specialists. His commitment to medical education is outstanding, serving on the admissions committee at

Georgetown University School of Medicine and also as a volunteer clinical faculty member at the Commonwealth Medical College. He has also published several journal articles, most recently a cover story on ACL reconstruction for active, under-50 individuals.

ERIE



Maggie Biebel, DO, Erie – Dr. Biebel is a family physician with East Harbor Primary Care. She started as the chairperson for the Quality Committee for the entire St. Vincent Medical Group and has

been charged with guiding the quality initiatives for its 173-member multispecialty medical group.



According to her colleagues, this is an enormous responsibility, and Dr. Biebel is meeting this challenge.



Katherine Lund, DO, Erie – Dr. Lund is an emergency medicine specialist with Saint Vincent Hospital. Often, she can be seen volunteering her time educating the public on health issues through

community events and media opportunities, including WJET’s “Docs on Call.” She has also mentored high school students through the University of Pittsburgh’s Health Care Scholars Academy (formerly the Governor’s School for Health Care).



Jorge Mercado, MD, Erie – Dr. Mercado is an accomplished pulmonary critical care specialist who helped to initiate the only Erie fellowship in pulmonary critical care, serving as its associate program

director. He practices state-of-the-art,

evidence-based medicine and is proficient in new methods of diagnosis, such as endobronchial ultrasound and navigational bronchoscopy for the early diagnosis of lung cancer. He recently was named assistant professor of medicine, Pulmonary and Critical Care Division, at New York University.



Kelli Wienecke, DO, Erie – Dr. Wienecke is a family medicine specialist with Saint Vincent Hospital and Millcreek Family Practice. She also serves as treasurer of the Erie County Medical

Society. She is very active in educating the public on various public health issues through health fairs and the media, including print, social media, and television. She is a regular with “Docs on Call” hosted by WJET TV.

FURLONG



Atul Kalanuria, MD, Furlong – Dr. Kalanuria is dual-board certified in internal medicine and neurology, while practicing at the Penn Presbyterian Medical Center. After training at Johns Hopkins Hospital

in Baltimore and working at the University of Maryland, he returned to the Keystone State and is currently the director of the fellowship training program and director of the medical school clerkship program at the University of Pennsylvania.

HERSHEY



Afif Kulaylat, MD, Hershey – Dr. Kulaylat is a general surgeon with Penn State Hershey Medical Center. His sense of innovation and creativity in cultivating a positive learning

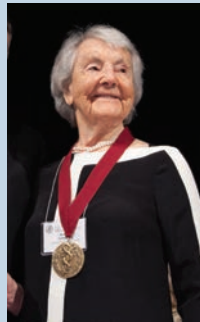
Continued onto page 30

Recognize a Deserving Colleague Today

The Pennsylvania Medical Society (PAMED) is now accepting nominations for:

- ✓ **Top Physicians Under 40 Award** — Recognizes early career physician members who are up-and-coming leaders.
- ✓ **Distinguished Service Award** — Recognizes physician members for their lifetime achievements in medicine.
- ✓ **Physician Award for Voluntary Community Service** — Recognizes physician members for their outstanding community service.

PAMED is also accepting nominations from county medical societies for its **Grant for Healthy Living in Ethnic Communities**. This \$5,000 grant is given to an organization that plans to improve health within an ethnic community through measureable goals and objectives.



Access complete award rules and online nomination forms at www.pamedsoc.org/awards.

Nomination Deadline — April 14, 2017





Eric Griffin, DO,
Gibsonia

HUMMELSTOWN



Lindsay Surace, MD, Hummelstown – Dr. Surace practices with Jackson Siegelbaum Gastroenterology and West Shore Endoscopy Center, specializing in Hepatitis C diagnosis and treatments. On

many occasions she can be found at community outreach programs to promote public awareness of health issues. She has been active with Spirit of Women, 50s Plus Expos, Doc Talk, and Ask the Expert.

MARS



Andrew Batchelet, MD, Mars – Dr. Batchelet is an ophthalmic surgeon with Laurel Eye Clinic and Laurel Laser and Surgery Center. He already has made a name for himself due to his willingness to

travel throughout rural Pennsylvania to provide surgical care to patients. While residing just north of Pittsburgh, he provides services to patients several counties away, putting in long hours and driving to ensure that anyone who requires ophthalmic care is able to receive it in the way most convenient to each patient.



Kristin Ondecho-Ligda, MD, Mars – Dr. Ondecho-Ligda is an anesthesiologist with the University of Pittsburgh Medical Center. She is the founder of the Physician Anesthesiologists Mom

Group (PAMG) and also Women in Anesthesiology, a nonprofit organization.

Dr. Griffin of Genesis Medical Associates has been in private practice for two years and already has been voted into becoming a partner. He has become a local expert on immunization practices. In addition to a medical degree, Dr. Griffin also earned a master's degree in public health, and is described from a nominator as "constantly thinking about the 'greater good' of what we are doing not only for each patient, but for the community as a whole."

PP: Why did you become a physician?

"I am a first-generation medical doctor; I followed in no relatives' footsteps. My medical career started for me during a community service project in high school. I volunteered at a same-day surgery recovery area. I brought snacks and drinks to patients, talked with them, escorted them to their cars, and most days I wore a fun tie."

Continued onto page 31

environment are noteworthy, with effects felt among medical students, residents, and attending surgeons alike at Penn State Hershey Medical Center. Dr. Kulaylat's efforts have manifested at the institutional level within the General Surgery residency, at the regional level within the Keystone Chapter of the American College of Surgeons, and at the national level as he is currently the Secretary of the Resident and Associate Society of the American College of Surgeons.



Daniel Schlegel, MD, Hershey – Dr. Schlegel is with the Department of Family and Community Medicine at Penn State Hershey Medical Center. He serves as program director for the Penn State Hershey Family

Medicine Residency Program, an accomplishment for a physician so early in his career. With his leadership, he also assisted in setting up the "Reach Out and Read" program that distributes age-appropriate children's books to kids at well checkups.

LANCASTER



Adam Biuckians, MD, Lancaster – Dr. Biuckians is a child and adolescent psychiatrist with Lancaster General Health and Community Services Group, where he serves as medical director. He was

instrumental in bringing the services of a board-certified child and adolescent psychiatrist to Fulton County through telepsychiatry. He is also a consultant to Lincoln IU 12, providing evaluation and services to students in York and Adams counties.



Kristina Newport, MD, Lancaster – Dr. Newport is a palliative medicine specialist with Lancaster General Hospital and Palliative Medicine Consultants. Currently, she is the task force chair for the

Pennsylvania Department of Health Palliative Care Plan and for the Comprehensive Cancer Control Plan. Dr. Newport is described as a person who in every effort “gives 100 percent to grow and execute any initiative she puts her force behind.”

MCMURRAY



Marc Yester, MD, McMurray – Dr. Yester is a private practice pediatrician who holds numerous other positions through the American Academy of Pediatrics and American Board of

Pediatrics. In addition, he is involved with precepting residents from the Children’s Hospital of Pittsburgh. He also serves as the physician member of Washington County’s Child Death Review Committee.

MEADVILLE



Elizabeth Ramsey, DO, Meadville – Dr. Ramsey is a psychiatrist with Meadville Medical Center. Her foray into becoming an attending psychiatrist in a rural area has exposed her to the ability to keenly

understand the importance of working in treatment teams, and the need to develop intense doctor-patient relationships and interface with the entire community. Dr. Ramsey currently serves as president of the Western Psychiatric Society.

NEW CASTLE



Mark Matta, DO, New Castle – Dr. Matta is a psychiatrist affiliated with Jameson Hospital. He is described as “not afraid to fight the hard battles against entities that threaten patient care.” Dr. Matta is

known for advocating for his patients to make sure their medical needs are met through their managed care companies.

PENN VALLEY



Jason Neustadter, MD, Penn Valley – Dr. Neustadter practices in Philadelphia with Skin and Laser Surgery Center of Pennsylvania. As a melanoma survivor at the age of

28, he is actively engaged in educating the public on proper sun protection through the media. He has testified before the Rhode Island State Legislature for a ban on indoor tanning for minors.

PHILADELPHIA



Carlo Bartoli, MD, PhD, Philadelphia – Dr. Bartoli is a physician with the University of Pennsylvania Department of Surgery, where he is devoted to

Continued onto page 32

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I took care of a young woman after face surgery needed as a result of a car accident. Through the bandages, I made her smile (the tie?) and it just felt right. That moment started the cascade that led me to this career.”

PP: What inspires you in your practice?

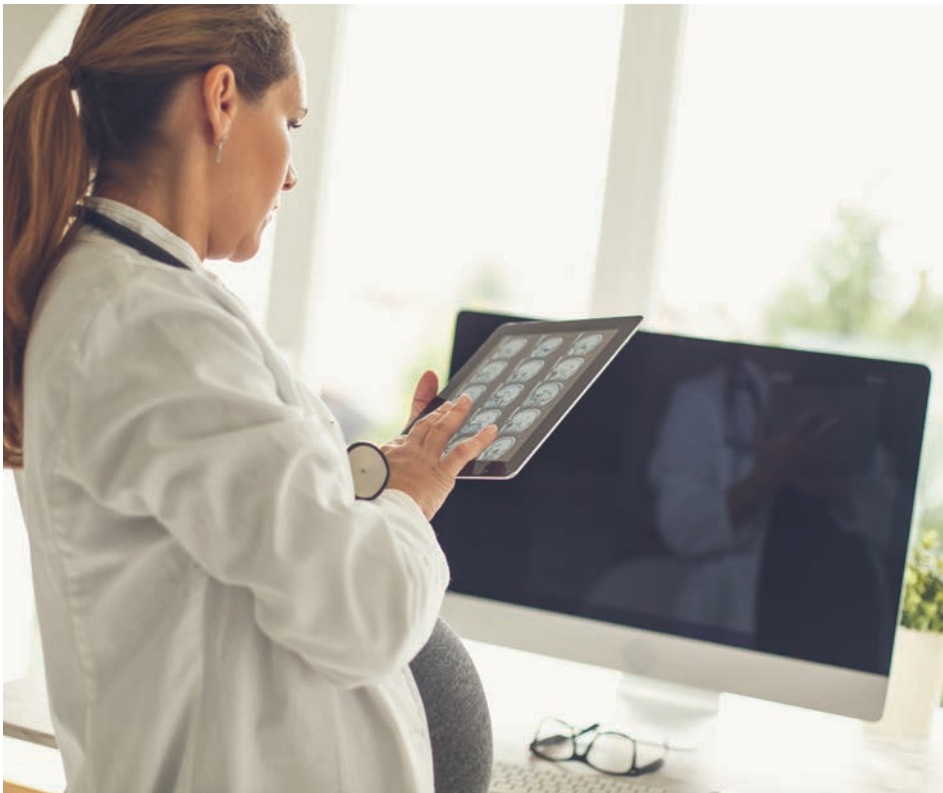
“A 20-pack-a-year smoking woman who quits. A child who gets his vaccines on time. A grandmother who passes away in peace and comfort, the way she intended. A 400-lb. man who loses 50 lbs. There is no better inspiration than from those you serve.”

PP: What are the biggest challenges of being a young physician?

“One of the biggest challenges facing young and seasoned physicians alike is the changing landscape of medicine and movement toward a quality-based system. Young physicians struggle with keeping the ideals of their training juxtaposed with the realities of a high-volume medical system.”

PP: What do you do to achieve work/life balance?

“I have known no stronger desire for life/work balance than starting a family. I am the proud father of a 26-month-old daughter, Eve, and a son, yet to be named, on the way. As a family we love hiking, biking, and swimming. Personally I love theater, tinkering, and gardening.”



research on heart failure. He has published nearly 50 peer-reviewed articles and presented 35 abstracts at professional conferences worldwide.



David Frankel, MD, Philadelphia – Dr. Frankel practices with Penn Heart and Vascular at the Perelman Center for Advanced Medicine. In addition to being an assistant professor of medicine in cardiology

at the University of Pennsylvania School of Medicine, he runs a large clinical practice in cardiac electrophysiology. Dr. Frankel is described as the “physician’s physician” because of his expertise and skill set in performing complex electrophysiologic procedures.



Amanda Hu, MD, Philadelphia – Dr. Hu is an otolaryngologist who practices with Philadelphia Ear, Nose, and Throat Associates. She is an emerging leader in the Pennsylvania Academy

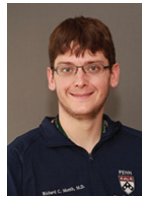
of Otolaryngology – Head and Neck Surgery as well as their national affiliate

where she sits on several committees. She serves on the board of directors for both the *Ear, Nose & Throat Journal* and the *Journal of Voice*.



Priya Mitra, MD, Philadelphia – Dr. Mitra is with the Einstein Healthcare Network Department of Radiation Oncology. She has a unique training background that includes internal

medicine and vast clinical experience in radiation therapy, radiosurgery, and brachytherapy. In her spare time, she volunteers in a mentorship program for foster children.



Richard Month, MD, Philadelphia – Dr. Month is an obstetric anesthesiologist with the University of Pennsylvania Health System. He led the redevelopment of bylaws for the

Pennsylvania Society of Anesthesiologists, and has also published numerous textbooks and

journals regarding his work, including initiatives for labor analgesia and analgesia for Cesarean delivery.



Dane Scantling, DO, Philadelphia – Dr. Scantling is the resident chair of the Philadelphia County Medical Society and the resident alternate delegate to the

American Medical Association. He has co-authored three PAMED resolutions and one AMA resolution. Dr. Scantling is an active clinical researcher with more than a dozen peer-reviewed publications and national presentations, as well as multiple international presentations. He remains committed to community service, public health, and clinical practice as a general surgery resident at Drexel University and Hahnemann University Hospital.



Alexandra Tuluca, MD, Philadelphia – Dr. Tuluca is a heart surgeon with Einstein Healthcare Network and is board certified by the American Board of Surgery. She is the only female heart

surgeon in the Philadelphia region that only does heart surgery, and one of less than 15 in the country.

PITTSBURGH



Tamar Carmel, MD, Pittsburgh – Dr. Carmel is a psychiatrist in Pittsburgh with an affiliation with Family Services of Western Pennsylvania in Greensburg. Many of his accolades come

from various boards he sits on, including the Gay and Lesbian Medical Association, the LGBTQ Dual Diagnosis Outpatient Program, the Allegheny County DHS LGBTQ Advisory Council, the Transgender Behavioral Health Initiative in Philadelphia, and Trans Bodies.



Lyndsey Vu,
MD, Kingston

Dr. Vu is a family medicine resident at the Wright Center for Graduate Medical Education in Wilkes-Barre. Despite the busy schedule of a second-year resident, Dr. Vu has found time to provide health and well-being assistance to members of her community through activities such as organizing a fundraising effort to benefit the St. Vincent DePaul Soup Kitchen.

PP: Why did you become a physician?

"Witnessing unnecessary suffering as a child in Vietnam impacted me profoundly. Fortunately, my formative years were also shaped by my grandfather Ong's love for the healing arts, relentless work ethic, and tireless practice. As a family medicine physician, I can continue Ong's legacy in a way that translates well with my culture."

PP: What inspires you in your practice?

"A great program director/mentor, Dr. Richard English, once said, 'To care for people when they are at their most vulnerable is a privilege and deep responsibility.' I am grateful to do what I love and improve the lives of others through medicine. Providing care that helps patients blossom and achieve their potential inspires me deeply."

PP: What are the biggest challenges of being a young physician?

"Today, young physicians experience the most difficulty with autonomy. In the workplace, we are taught to practice evidence-based medicine, yet

Continued onto page 34



Micah Jacobs, MD,
Pittsburgh - Dr. Jacobs is an infectious disease specialist with Romano Pontzer & Associates Ltd. He is at the forefront of developing acute care in the outpatient setting for

patients with moderately severe infections. Additionally, he is active in the development and promotion of antibiotic stewardship at a system level in the UPMC health system.



Keith Stowell, MD,
Pittsburgh - Dr. Stowell is a psychiatrist with the Western Psychiatric Institute (WPI) and Clinic of the University of Pittsburgh Medical Center. At WPI, he serves as medical

director of psychiatric emergency services, one of the largest psychiatric emergency rooms in Pennsylvania. Dr. Stowell was recently appointed to the Medical Advisory Board for the Pennsylvania Department of Transportation.



Andrew Pogozeleski, MD,
Pittsburgh - Dr. Pogozeleski of Allegheny General Hospital's McGinnis Cardiovascular Institute became one of the youngest advanced heart failure and transplant cardiologists

in the country at the age of 31 in 2014. During his young career, he stabled a first-of-its-kind Heart Failure and Transplant Clinic in Western Pennsylvania, located outside the city of Pittsburgh, in order to serve populations without the need to come into the city for advanced care.



Nicole Velez, MD,
Pittsburgh - Dr. Velez is director of surgical dermatology with Allegheny Health Network. She completed a combined internal medicine and dermatology residency

at Harvard Medical School, working at Massachusetts General Hospital, Brigham and Women's Hospital, Beth Israel Deaconess Medical Center, Children's Hospital of Boston, Dana-Farber Cancer Institute, Lahey Clinic, and the Boston Veterans Affairs Hospital. She went on to complete a fellowship in Mohs micrographic surgery,

Continued onto page 34

cutaneous oncology, cosmetic dermatology, and nail surgery in East Greenwich, R.I.

SAYRE



Matthew Novak, MD, Sayre – Dr. Novak is a nephrologist with Guthrie Medical Group PC-Sayre. Not only is he the section chief for the nephrology department at Guthrie Medical Group, P.C., he is also the current program director for the internal medicine residency program. Dr. Novak has a large patient base and is actively involved in quality improvement projects with both his outpatient clinic, outpatient dialysis center, in addition to the care of patients who are admitted to the Guthrie Robert Packer.

WAVERLY TWP.



Ariane Conaboy, DO, Waverly Twp. – Dr. Conaboy, who recently turned 35, is one of the youngest presidents in the history of Lackawanna County Medical Society. She

has been integral in formulating the region's first Clinically Integrated Network that services three counties and allows physicians who are both independent and employed to work together to provide high-quality, cost-conscious medical care. Dr. Conaboy is a member of the Medical Executive Committee at Moses Taylor Hospital.

WAYNE



John Vasudevan, MD, Wayne – Dr. Vasudevan is an assistant professor at the University of Pennsylvania, and is board certified in physical medicine and rehabilitation as well as sports medicine. He is

very active with organized medicine through the Philadelphia County Medical Society, Pennsylvania Medical Society, and American Medical Association. He is the Early Career Physicians Section Trustee on the PAMED Board.

YORK



Luis Garcia, MD, York – Dr. Garcia, a family medicine physician with Family First Health and York Hospital Family Medicine Residency, is described as a modest person, but with a large footprint being

engaged in both medicine and his community. He works tirelessly to advocate for Latino health through health fairs and radio programs.



Diane Shih-Della Penna, MD, York – Dr. Shih-Della Penna is a general surgeon. After graduating from York Hospital's Residency in General Surgery program, she chose to stay locally in

a private practice setting. As she started her practice, she also found the time to accept a board position at the York County Medical Society, where she participated in the board's strategic planning. ●



Continued from page 33

insurance companies often reject what we prescribe and order. It is frustrating that insurance companies can often dictate how we practice medicine."

PP: What do you do to achieve work/life balance?

"I reserve time each day for P90X, Insanity, yoga, or running to reduce stress and keep everything in perspective, physically and mentally. I am also a "foodie," a fashionista, and a voyager. I love to explore a new city/town/country in my best style, taste its cuisine, and experience its culture."



Ure Mezu-Chukwu,
MD, Indiana

Dr. Mezu-Chukwu is an internal medicine specialist and cardiologist with Indiana Hospital and the University of Pittsburgh Physicians Group. In addition to working in underserved areas of Pennsylvania, she also provides charity medical services in Nigeria. Dr. Mezu-Chukwu has conducted research on health disparities for women and racial minorities in cardiology.

PP: Why did you become a physician?

"I grew up in Nigeria, West Africa, with my parents and 10 brothers and sisters. My mother served as the first female commissioner for social welfare in Nigeria, and she was responsible for rehabilitating the prisons, orphanages, and hospitals. She took us all along with her as she did her duties. I was saddened about the state of health care even at a young age. It was really hard to see poor children with little to eat and poor sanitary conditions. I knew I wanted to make a difference in my own little way."

PP: What inspires you in your practice?

"I am a cardiac electrophysiologist, and the community that I take care of is mostly made up of geriatric patients. This is a population that I am very passionate about as I have parents that I dearly love who are getting older also. My prior research has been to understand the needs of this population and offer medical options that are best for them as they are often excluded from clinical trials. I am inspired by their stories, by their resilience, and their journey through life."

PP: What are the biggest challenges of being a young physician?

"I have always been the youngest in most things I have done. I started college at Morgan State University at 15 and graduated by 18 and started medical school at 18 at Ross University. I graduated at 21 and become the youngest resident at Cleveland Clinic in their internal medicine department. I started and pursued cardiology and electrophysiology at the University of Pittsburgh Medical Center. I try not to focus on roadblocks and door closures in my life. I believe that experiences, whether good or bad, all help shape our lives. The biggest challenge for a young physician is probably thinking that you have it figured out. Where you start may not be your ultimate destination. Life experiences and choices all mold us. The challenge is accepting that you will eventually find and define yourself in your own terms with time."

PP: What do you do to achieve work/life balance?

"Work/life balance is the dream of every professional. I have come to understand that you can't have it all 'at the same time.' Each stage of life comes with its own unique demands. Sometimes family and health are the priority."

"I come from a very creative family, so growing up I have always written poetry and novels. I am working on a novel and children's short stories currently. Motherhood balances me and really gives me purpose in life. I love spending time with my husband and three kids, cooking, watching movies, and teaching the kids our traditional language, Igbo. My family started an international charity, Mezu International Foundation, that provides free medical care in Nigeria, and I am very involved in the organization. Recently, we provided free cataract surgery to the villages and saw more than 2,000 patients while we were home in our village. I truly enjoy participating in the yearly missions and generally travelling all over the world."

KNOW OF AN EARLY-CAREER PHYSICIAN WHO DESERVES TO BE RECOGNIZED? NOMINATIONS ACCEPTED AT WWW.PAMEDSOC.ORG/AWARDS

THE PERKS OF



What PAMED's New Landmark

PRACTICE OPTIONS INITIATIVE

Means to Pennsylvania Physicians



Survival of physicians in a value-based world depends on adjusting to the changing health care landscape. PAMED's current and potential future efforts to help all Pennsylvania physicians — regardless of practice type or specialty — succeed in the transformation from volume-based reimbursement to one that is based on quality and value remains front of mind for the organization.

We have an exciting update to share with you — a momentous initiative in the history of PAMED driving how we deliver value to our members, and one that is key to physician success in an ever-evolving health care environment.

PAMED held its 2016 House of Delegates meeting last October to further discuss the organization's role in value-based care delivery. A resolution from the PAMED Board of Trustees was considered, debated, and acted upon by a Reference Committee of the Whole. A lively debate then followed among more than 200 physician delegates.

Cheers and applause broke out as physician delegates from across the state — comprised of a variety of practice types and specialties — voted unanimously in support of PAMED's landmark Practice Options Initiative (POI). This initiative, which would help physicians establish Clinically Integrated Networks (CINs), endeavors to help Pennsylvania physicians collaborate and succeed in delivery systems and reimbursement models that are increasingly tied to meeting defined quality and value metrics.

The message from physician delegates at the meeting was resounding: Let's assist in providing all Pennsylvania physicians with practice options, which would in turn ensure patient access to quality care.

"As a delegate from Northampton County Medical Society, I feel privileged to vote for this historic resolution. Great job done by the Pennsylvania Medical Society!" said Vasu Singh, MD, a family medicine physician from Bethlehem.

So, what does this mean for Pennsylvania physicians? The POI would provide practice options to physicians. Currently, many physicians do not have the data aggregation infrastructure, data analytic skills, and other capabilities needed to successfully participate in the Medicare Access and CHIP Reauthorization Act (MACRA), including the Merit-based Incentive Payment System (MIPS) as well as evolve to an Advanced Alternative Payment Model (Advanced APM).

To help all Pennsylvania physicians succeed in a value-based care world of alphabet soup — MACRA, MIPS, and APMs — PAMED is also creating a Management Services Organization (MSO) that would offer services to all physicians across the state.

MSO capabilities could include:

REVENUE CYCLE



Front end management including point-of-service collections, coding, charge capture and reimbursement, health information management, and back-end management including accounts receivable and cash receivables, charity care and self-pay, claims processing, denial, appeals, bad debt management, and customer service.

PRACTICE OPERATIONS



MACRA readiness and MIPS reporting, practice management, applications, interfaces and electronic health record support, health information exchange, and information technology infrastructure support.

QUALITY AND CARE MANAGEMENT



Utilization review, chronic care management, case management, population health management, performance improvement, root cause analysis, survey readiness, clinical protocols and pathways, and risk management services.

“To help all Pennsylvania physicians succeed in a value-based care world of alphabet soup — MACRA, MIPS, and APMs — PAMED is also creating a Management Services Organization (MSO) that would offer services to all physicians across the state.”

This is an initial set of services. Future services could include finance and business operations and service excellence.

Additionally, the POI would assist physicians in the creation of Independent Practice Associations (IPAs), and help these evolve into CINs. A CIN is a network of otherwise independent physicians who collectively commit to quality and cost improvement. It is a group of separate practices, each with a unique TIN, collaborating to provide and demonstrate quality and improved patient outcomes.

To support these efforts, a CIN may negotiate collectively for commercial payer contracts, provided that the CIN is structured in a way that it avoids a *per se* violation of the antitrust laws and avoids overriding anticompetitive effects.¹ Under a legally sound and properly structured framework, joint price negotiation under a CIN may be seen as “ancillary” to and “reasonably necessary” to support investment of both time and resources in performance improvement and ensure cross-referrals among participating providers.²

Whatever specific forms future reimbursement models may take — from shared savings to bundled payments to global budgets — they will demand providers be accountable to each other and the community they serve. Understanding risk, in particular downside risk, and how to successfully manage that risk using aggregated data and the ability to analyze that data, is a key feature in the new world of value-based care.

PAMED would provide these necessary data analytic skills as well as the “technology chassis” necessary for successful evolution to CINs and beyond. These services are not inexpensive. With that thought in mind, we believe centralizing these services into a federation model so that each group of physicians does not have to bear the cost of these services by themselves is warranted.

MSO and CIN services would be available to independent physicians, employed physicians, existing IPAs, and other start-ups that seek assistance. If you are interested in learning about PAMED’s POI, please contact Dennis Olmstead through PAMED’s Knowledge Center at (855) PAMED4U, or (855) 726-3348, or email KnowledgeCenter@pamedsoc.org. To learn more about CINs, visit www.pamedsoc.org/POI. ●

Dennis Olmstead, MPA, is senior vice president, business strategy and development, at PAMED’s subsidiary, PMSO.

“Let’s assist in providing all Pennsylvania physicians with practice options, which would in turn ensure patients access to quality care.”

EDITOR’S NOTE:

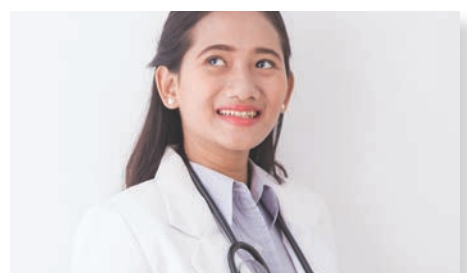
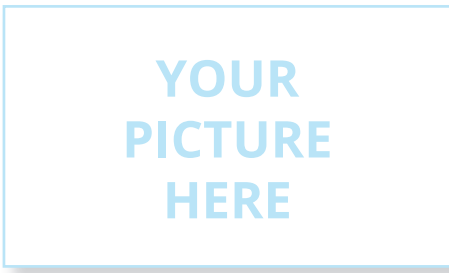


Read more about other actions taken by the 2016 PAMED House of Delegates on page 16.

¹ Eward Matto and Claire Turcotte, *Legal Challenges and Concerns with Clinical Integration*. Accessed November 3, 2016. www.healthlawyers.org/Events/Programs/Materials/Documents/IHC13/legalresources/BricklerEckler_materials.pdf.

² *Id.*





DISCOVER A MEDICAL NETWORK THAT REMOVES THE PAIN OF MOVING TO VALUE-BASED CARE

If Merit-based Incentive Payment System (MIPS) for this year is reported correctly, the Centers for Medicare and Medicaid Services has estimated that more than 90 percent of participating doctors will avoid a downward payment adjustment of as much as 4 percent in 2019.

By joining the Pennsylvania Medical Society's (PAMED's) Clinically Integrated Networks (CINs), you can harness the power of physician-led groups working together while maintaining your clinical autonomy. We'll help you seamlessly transition to value-based care by navigating the alphabet soup of requirements: the Medicare Access and CHIP Reauthorization Act (MACRA), MIPS, Alternative Payment Models (APMs), and more.

CONTACT PAMED TO LEARN ABOUT JOINING OUR CIN AND COLLABORATING ON VALUE-BASED CARE.

CINs are physician-led groups of separate practices that collaborate to provide and demonstrate quality and improved patient outcomes. They can help physicians succeed and thrive in value-based payment models, while maintaining leadership roles and clinical autonomy.



**PENNSYLVANIA SUPREME COURT
IN THE HOUSE OF MEDICINE:**
*Court Rulings on Peer Review Protection and
Mcare Could Significantly Impact Physicians*

**PAMED, with support from the American Medical Association
(AMA), has filed amicus briefs in support of these cases.**

by Angela Boateng, Esq.

The Pennsylvania Supreme Court will consider two important cases with potential impact on the practice of medicine in the state: *Reginelli v. Boggs* and *Shinal v. Toms*.

REGINELLI v. BOGGS

In *Reginelli v. Boggs*, the Pennsylvania Supreme Court will consider an important issue regarding the Peer Review Protection Act (PRPA), which could significantly impact the confidentiality of the peer review process for some physicians and professional health care providers in the commonwealth.

The PRPA requires the proceedings and records of a review committee to be held in confidence. Accordingly, it protects from discovery any information and/or materials developed as the result of a committee's review of a health care provider. No one who participated in the committee's review is permitted to testify in a civil proceeding about the contents and/or results of the review. Information, documents, or records otherwise available, however, are not protected.

The Pennsylvania Supreme Court will determine whether peer review documents developed by an independent contractor, whose employees staff a hospital under contract, should be entitled to the PRPA confidentiality protections.

This case stems from an August 2012 medical malpractice lawsuit brought by Mrs. Reginelli against Dr. Boggs, an emergency department physician and employee of Emergency Resources Management, Inc. (ERMI). ERMI is an independent contractor that contracts Monongahela Valley Hospital to operate the hospital's emergency room.

In January 2011, Mrs. Reginelli experienced chest pain and was taken to see Dr. Boggs. She subsequently sued Dr. Boggs in August 2012, alleging that his negligence resulted in permanent damage to her heart.

During discovery, Mrs. Reginelli learned that Dr. Boggs' supervisor had performance data for the emergency department physicians, which included Dr. Boggs' performance file. Mrs. Reginelli submitted to the trial court a motion to compel the supervisor's performance data. The trial court subsequently issued an order granting Mrs. Reginelli's motion to compel.

Dr. Boggs, the hospital, and ERMI appealed the order, but only related to Dr. Boggs' performance file, asserting that the file is privileged as peer review. The Superior Court affirmed the trial court's order.

In its opinion, the Superior Court acknowledged the PRPA's requirement that "proceedings and records of review committee shall be held in confidence." However, before granting the protection afforded by the Act, the court noted the following criteria: (1) the party asserting the privilege of protection must prove that the privilege has been properly invoked; and (2) the privilege only applies to information that remains private.

Based on this criteria, the court held that the privilege could not be granted to the hospital, ERMI, and Dr. Boggs:

1

The hospital could not claim the privilege because the performance file was created and maintained by Dr. Boggs' supervisor on behalf of ERMI; the hospital could not claim the privilege for documents it did not create or maintain.

2

ERMI and Dr. Boggs are unable to claim the privilege because, as an independent contractor, ERMI is not an entity that is afforded protection under the Act; and

3

Even if ERMI and Dr. Boggs were able to claim the privilege, the privilege was lost when they shared the file with the hospital.



SHINAL v. TOMS

In *Shinal v. Toms*, a patient brought a medical malpractice case against a surgeon alleging that the physician failed to provide information to obtain informed consent, as required by Mcare, prior to the removal of a non-malignant brain tumor.

Under the Mcare Act, a physician owes a duty to a patient to obtain informed consent of the patient or the patient's authorized representative prior to performing surgery. The law further states that "consent is informed if the patient has been given a description of the surgery and the risks and alternatives that a reasonably prudent patient would require to make an informed decision as to that procedure."

At trial, the court provided instructions to the jury permitting them to consider information provided by the surgeon's physician assistant as part of the informed consent process. The trial court subsequently found in favor of the surgeon. The patient later appealed to the Superior Court, challenging the trial court's jury instruction, which allowed the information provided by the physician assistant to be considered as part of the informed consent process. The Superior Court agreed with the trial court's instruction and held that information given by a surgeon's qualified staff could be considered.

Of particular interest in this case is whether information provided by "qualified staff," who are non-physicians (in this case, a physician assistant), can be used to obtain a patient's informed consent for surgery.

PAMED and the AMA filed these briefs on their own behalves and as representatives of the Litigation Center of the American Medical Association and the State Medical Societies. The Litigation Center is a coalition among the AMA and the state medical societies, whose purpose is to represent the viewpoint of organized medicine in the courts. ♦

**Angela Boateng, Esq. serves as
PAMED's general counsel.**

CALENDAR OF EVENTS

LEARN ABOUT UPCOMING EVENTS

2017 PAMED Board of Trustees Meetings

- **Jan. 31 & Feb. 1** PAMED Headquarters in Harrisburg, Pa.
- **May 16 & May 17** PAMED Headquarters in Harrisburg, Pa.
- **Aug. 15 & Aug. 16** PAMED Headquarters in Harrisburg, Pa.
- **Oct. 13 & Oct. 15** Hershey Lodge, in conjunction with PAMED's 2017 House of Delegates

CMO Leadership Series

For CMOs, medical directors, chiefs of staff, and VPs for medical affairs

PAMED Headquarters in Harrisburg, Pa.

Remaining live courses include:

- **April 7** Crucial Conversations: Establishing Accountability, Expectations, and Consequences
- **June 2** Navigating Physician Relationships: Employed vs. Independent Physicians
- **Aug. 4** Two Hats, One Team: Challenges Associated with the Dual Roles of Administrator and Clinician

Learn more and register at www.pamedsoc.org/CMOLeadership.

2016-2017 Year-Round Leadership Academy

Remaining live courses include:

- **May 5** Physician in Management: Negotiation
- **June 23** Building and Leading Effective Teams

Registration for the 2016-2017 Year-Round Leadership Academy is closed. However, if you are interested in being part of the next cohort, please contact Leslie Howell at lhowell@pamedsoc.org. Learn more about PAMED's suite of leadership resources at www.pamedsoc.org/LeadershipAcademy.

2017 House of Delegates and Annual Education Conference

- **Oct. 13 - 15** Hershey Lodge, Hershey, Pa.

The Foundation of the Pennsylvania Medical Society LifeGuard Program Controlled Substance and Opioid Prescribing Program

- **April 6 - 7** Penn Med Clinical Simulation Center, Philadelphia
- **May 18 - 19** Penn Med Clinical Simulation Center, Philadelphia
- **Aug. 24 - 25** Penn Med Clinical Simulation Center, Philadelphia
- **Dec. 7 - 8** Penn Med Clinical Simulation Center, Philadelphia

Learn more at www.lifeguardprogram.com.

2017 Spring Practice Manager Meetings

Dates and locations are in the process of being finalized. Watch the website at www.pamedsoc.org/managermeeting and *The Dose* for details and registration information.

www.pamedsoc.org/calendar ●

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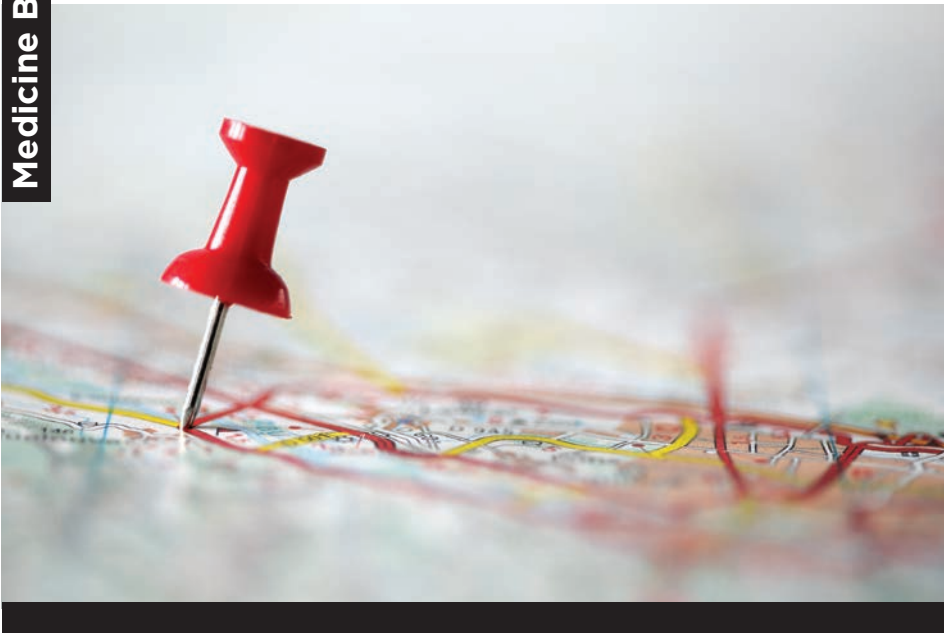
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A PENNSYLVANIA PHYSICIAN'S ROADMAP TO THE LATEST LAWS, REGULATIONS, AND REQUIREMENTS

Last year, more than 17,000 physicians completed PAMED's course on child abuse reporting and recognition. And, several thousand more took advantage of PAMED resources on the opioid abuse crisis — including FAQs on Pennsylvania's prescription drug monitoring program (PDMP), voluntary opioid prescribing guidelines, and CME to help physicians address opioid abuse with patients.

WE KNOW WHAT YOU REALLY WANT TO DO — NEED TO DO — IS CARE FOR YOUR PATIENTS.

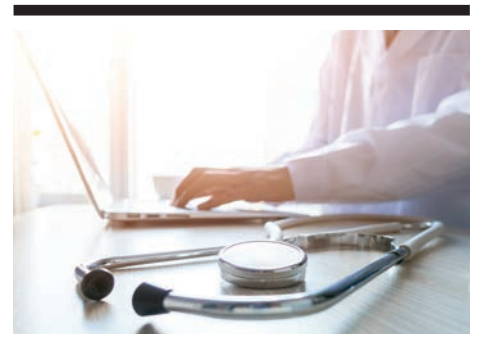
Why are so many Pennsylvania physicians relying on PAMED for CME, answers on new regulations and legislation, and more? The answer can be summed up in a single word: **Trust.**

We know what you really want to do — need to do — is care for your patients, so PAMED's team of experts makes it quick and simple for you to meet requirements.

Here's a look at just a few of PAMED's tools:



Pennsylvania PDMP Resources — Find out what physicians need to know about the PDMP, such as requirements for prescribers and dispensers, answers to FAQs, and CME to help you incorporate the PDMP into clinical decision-making. www.pamedsoc.org/database



Quick Consult Publications — If you're struggling to make sense of the latest health care laws and regulations, get the guidance you need from PAMED's *Quick Consults*. We break down what's important for physicians to know on topics like the Interstate Medical Licensure Compact, Hepatitis C screening, Pennsylvania's medical marijuana law, new opioids laws, and much more. www.pamedsoc.org/quickconsult



CME to Help You Succeed in a Changing Health Care Environment — Get innovative courses you can use to keep pace with health care transformation on topics such as value-based

care, online reputation management, physician advocacy basics, using CAHPS to improve your patient satisfaction scores, and using portals to enhance patient engagement. www.pamedsoc.org/cme

Pathway to Improvement: A Tool to Facilitate Conversations and Solutions — Health care teams can use PAMED's educational program and survey tool to identify areas for improvement and provide constructive feedback. Find strategies to foster a spirit of collaboration within your team. The survey also offers CME credit. www.pamedsoc.org/pathway



Make staying in touch easy by downloading the PAMED app to your Android or iPhone — Just search "PAMED." ●



Lee Radosh, MD

TO JOIN OR NOT TO JOIN? THAT IS THE QUESTION

PAMED MEMBERS SHARE THEIR STORIES

There are so many demands on a physician's time these days. And, you may be asking, "With so many organizations asking for my attention, why should I join or renew my membership in PAMED?" PAMED recently spoke with several physicians who attended our House of Delegates and Annual Education Conference about why they made the decision to join.

"I'm a PAMED member because it's one centralized organization that really advocates on behalf of physicians," says Kelli Wienecke, DO, a family medicine physician from Erie, Pa.

Mark Matta, DO, CEO of Psych Med Associates and medical director of UPMC Jameson Behavioral Health, followed in his father's footsteps when he became a physician and a PAMED member. "He taught me the value of

being involved in such a membership because of the networking opportunities, the camaraderie that we have with fellow physicians," says Dr. Matta.

Lee Radosh, MD, FAAFP, director of Family Medicine Residency at Reading Hospital, was one of the presenters at a popular chronic pain management session at the education conference. "Like any physician, I am pulled in many directions — county, state, and national medical societies, specialty organizations, hospital and regional committees — it is overwhelming," he says. "We must choose what makes the most sense to us as individuals to support ourselves/our careers, but more importantly, to support our patients and society."

"No one entity has all the answers, nor can represent all of an individual's viewpoints. I may not always agree with

every policy or position of PAMED," says Dr. Radosh. "However, I know that the leaders involved — the medical leadership and administrative staff — are active listeners, and truly want to move health care forward."

"PAMED keeps me on track," says Amelia Pare, MD, FACS, a plastic surgeon from Pittsburgh and a PAMED Board member. "While I'm taking care of my patients, PAMED is worrying about things like MOC, reimbursement, and medical malpractice. PAMED allows me to do what I want to do, which is be a doctor."

It's not too late to renew or join for 2017. Current members can renew online at www.pamedsoc.org/renew, and non-members can join at JoinNow.pamedsoc.org. Or, call PAMED's Knowledge Center at 855-PAMED4U (855-726-3348). ●



Drs. Timothy D. Pelkowski (L-R) and Thomas Falasca attend a general membership meeting last November.

TELEVISED PUBLIC SERVICE ANNOUNCEMENTS

TIMOTHY D. PELKOWSKI, MD | PRESIDENT, ERIE COUNTY MEDICAL SOCIETY



“Members regularly team up with local television stations to provide public service announcements (PSAs).”

The Erie County Medical Society (ECMS) found a unique way to execute one of its core missions of community outreach. Members regularly team up with local television stations to provide public service announcements (PSAs).

This community service is also a great marketing tool for the individual physician, their practice, and the local county medical society. Many of ECMS' physicians have their patients note that they were seen on television, and they also comment that new patients often seek them out after seeing a PSA. This involvement can be used as a tangible benefit of membership for the county medical society.

With medical information to the general public a priority, televised PSAs have helped ECMS physicians reach out to the community for the past five years. Thomas Falasca, DO, volunteered to spearhead this project. The ECMS learned best practices to take advantage of this media tool:

- Choose a county leader.
- Ally with a local television network.
- Educate physicians on how to conduct these PSAs.
- Choose PSA topics.
- Use these PSAs in multiple formats to even further engage the community.

TELEVISED PSAs ARE A GREAT WAY TO SHOWCASE THE KNOWLEDGE THAT LOCAL COUNTY PHYSICIANS CAN PROVIDE ON MEDICAL TOPICS.

The first task for success is to **choose a leader** to serve as the champion for the project. Know that the time commitment is not overwhelming and becomes even less with experience. The next aspect of putting this into place is to **reach out to the local television networks**. They are often required by the Federal Communications Commission to perform routine PSAs to benefit the public, and this can secure their involvement. Once arranged, the physicians from the county can **bring their expertise to weigh in on topics of interest to the community**.

The next tasks involve **recruiting physicians to perform these PSAs and choosing the topics to cover**. Many individuals are anxious about appearing in front of the television camera.

The PSA leader meets with individual physicians to review how to record these announcements. We remind them that these televised spots are typically 30 seconds in length and the message should be simple and brief with just one or two key themes. Some physicians prefer a script and others prefer to simply have some talking points available. The topics typically focus on common medical issues or current medical items in the media.

Finally, our local television networks have allowed us to **archive these PSA segments** on our county medical society website. This video content is then supplemented with written information on the medical topic. This allows the public to access this material in a different media format and further broadens our audience. Televised PSAs are a great way to showcase the knowledge that local county physicians can provide on medical topics, and ECMS encourages other societies to consider these for their own communities. ●



Televised PSAs help ECMS physicians share medical information with the general public.

2016 ERIE COUNTY MEDICAL SOCIETY TELEVISED PUBLIC SERVICE ANNOUNCEMENT TOPICS



Osteoporosis

- This disease currently affects 10 million Americans.
- The primary consequence of osteoporosis is that of bone fractures and treatment can prevent this.



Food Safety

- Food poisoning affects 1 in 6,000 Americans annually, mainly during the summer months.
- Safe food preparation can prevent this.



Zika Virus

- The Zika virus is an emerging mosquito borne illness in North America.
- Mosquito bite prevention can help to decrease the risk of contracting Zika virus.



Cold Hands

- Cold hands are often not a medical issue, but in some cases can represent Raynaud's phenomena.
- Recognition of this disease is important so treatment can be started.

Advanced Heart Failure Care at Penn State Heart and Vascular Institute



Options for Patients

Penn State Heart and Vascular Institute offers a variety of treatments for advanced heart failure including: **heart transplant**, **total artificial heart** and **left ventricular assist device (LVAD)** implant (as destination therapy or bridge-to-transplant).

Whom to refer?

Individuals with Advanced New York Heart Association Class III or Class IV and one or more of the following symptoms¹ should be considered for referral to Penn State Heart and Vascular Institute:

- Inability to walk less than one block without dyspnea
- At least one heart failure-related hospital admission within six months
- Not responding to or not able to tolerate:
 - ACE inhibitors
 - Beta-blockers
 - Angiotensin receptor blockers
 - Furosemide dose more than 1.5mg/kg/day
- Measured peak VO₂ less than 14ml/kg/minute or less than 50 percent age/gender predicted on treadmill

¹ Russell SD, Miller LW, Pagani FD, Advanced heart failure: a call to action. Congest Heart Fail. 2008; 14: 316-321

To make a patient referral for advanced heart failure care, call 1-888-478-8971.



PennState Health **inspired together**
Milton S. Hershey
Medical Center

PennStateHershey.org/heartandvascular
1-888-478-8971



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Increase the **quality of care** for the
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This **FREE** course is designed for physicians and provides a basic overview of concussion etiology, pathophysiology, diagnosis, and initial management. The Pennsylvania Medical Society designates this enduring material for a maximum of **2 AMA PRA Category 1 Credit(s)**[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity. *This program is brought to you by the Pennsylvania Athletic Trainers' Society in conjunction with the Pennsylvania Medical Society.*

Visit concussionwise.com/pats for more information.

173,285

During 2001--2009,
an estimated annual
173,285 sports and
recreational traumatic
brain injuries were
treated in children 19
and younger

138 PEOPLE

in the United States
every day die from
injuries that include
traumatic brain injuries

