

OUS NEWS

Ohio Urological Society

President's Message

2007 Post-Convention News

Mark Alan Wainstein, MD



Mark Alan Wainstein, MD

It is an honor to address you as the first "second generation" President of the Ohio Urological Society. My father, Dr. Mayer Wainstein, served as president in the mid-1980s. Over the past twenty-five years, this society has grown and evolved to address issues in the dynamic field of urology. With a board of directors composed of a mixture of academic and private-practice urologists, this society has a unique balance with which to focus on the ever-changing

landscape of scientific and economic challenges.

First and foremost, I would like to thank Mark Stovsky, MD, who has provided many years of tireless commitment to this organization. His leadership as president was instrumental in achieving many tasks over the past year. I sincerely hope he continues his involvement with this society.

This year's meeting at the Ritz Carlton in Cleveland, Ohio was outstanding. The hard work of the planning committee, which included Mark Stovsky, Jim Ulchaker, and Ray Bologna, provided an excellent program of scientific and socioeconomic topics. Among the areas discussed were androgen deprivation, overactive bladder, and "pay for performance" reimbursement models. The evening program was held at the Rock and Roll Hall of Fame and was followed by a relaxed Sunday morning brunch.

In this upcoming year, my goal is to keep our society active in state medical issues. These issues include medical liability premiums, insurance reimbursement, and political action committees (e.g., UROPAC). Maintaining political influence at a state level will ensure that our society continues its success in the future.

The North Central Section meeting this year will be held at the Westin Diplomat Resort and Spa in Hollywood, Florida. I encourage members of the Ohio Urological Society to attend, as the venue should be an outstanding scientific program in an enjoyable locale.

Next year's Ohio Urological Society meeting will be held for the first time at the Kalahari Resort and Convention Center in Sandusky, Ohio. This resort, currently undergoing expansion, will be the nation's largest indoor water park. I am confident that we will organize an exciting educational program in a family-friendly environment.

I encourage all OUS members to write or e-mail me with any ideas for improving our society. I hope all of you have a great summer.

MARK YOUR CALENDARS NOW!!
2008 OUS Annual Meeting
April 18-20, 2008
Kalahari Resort & Convention Center
Sandusky, Ohio

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Mark your Calendars!

Lt. Governor Lee Fisher Addresses the OUS Board of Directors During the 2007 Annual Meeting



From left to right: Mark D. Stovsky, MD; Mrs. Lee Fisher; Ohio Lt. Governor Lee Fisher; James C. Ulchaker, MD

Secretary's Report

Jeffrey S. Palmer, MD, FACS, FAAP



Jeffrey S. Palmer, MD,
FACS, FAAP

The recent Ohio Urological Society Annual Meeting in Cleveland was again a well-organized and attended educational event. Drs. Raymond Rackley and Eric Rovner presented an interesting discussion on neuromodulators and treatment of voiding dysfunction. We were fortunate to have a representative from each of our six academic centers participate in the Ohio Urology

Chairman Panel "Men's Health in Urology: From Cradle to Recliner." This open forum allowed for discussion on important issues in the care of the adult and pediatric patient. Several prominent urologists gave interesting lectures. Dr. Rodney Appell spoke on the diagnosis and treatment of OAB. Also, Dr. Christopher Gonzalez gave a provocative talk on pay for performance. Our Sunday morning brunch was again a well-attended, informal social event.

Several new officers of the Ohio Urological Society were elected at the meeting. I wish to thank all outgoing officers for their dedication and service during their tenure. Next year's meeting will be held at Kalahari Resort and Convention Center in Sandusky. Further information regarding this program will be forthcoming in our next update.

Jeffrey S. Palmer, MD, FACS, FAAP

Treasurer's Report

Ray Bologna, MD



Ray Bologna, MD

The Board would like to thank everyone for their participation in the 2007 meeting. The Ohio Urological Society has implemented an investment account. Dr. Stovsky and I interviewed three financial advisors. The board decided on Richard Milligan with UBS, based in Cleveland. A financial investment plan was voted on at the

2007 meeting. Overall, the plan is conservative. We currently have \$151,993 invested. The asset allocation is 60% in fixed income and 40% in equities. The current OUS balance includes \$89,699 in cash, \$55,831 in a money market account, and \$151,993 in the UBS account.

I would like to thank WJ Weiser & Associates for another successful meeting. We will see you at Kalahari in 2008.

Thank you for the opportunity to serve as your Treasurer, and enjoy the summer!

Ray Bologna, MD

OSMA Report

Bipin N. Shah, MD



Bipin N. Shah, MD

- U.S. Senator Sherrod Brown was one of the honorees at the AMA National Advocacy Conference held in Washington, D.C. earlier this year. Senator Brown received the Dr. Nathan Davis Award for Outstanding Government Service. Senator Brown was nominated by the American College of Surgeons and was recognized for his dedication to enhancing and securing National Healthcare Programs, including Medicare, Medicaid, and the State Children's Health Insurance Program while serving in the U.S. House of Representatives.

- The task force for Access and Affordability of Healthcare Coverage is progressing well, and as one of its members, I have found it an interesting experience. The

task force has emphasized the need for coverage of all uninsured adults and children in Ohio—about 1.3 million. For those interested in this aspect, there is a must-see video with a talk given by Oregon Governor Ted Kulongoski and an ER physician. The video can be accessed at www.wecandobetter.org/learn_more/watch. The task force will present its recommendations at the annual OSMA meeting on May 17 in Columbus.

- OSMA Physician Day at the State House was a success, with more than 150 physicians from all over Ohio converging on the State Capitol. There was a good exchange of information with the legislators.
- The association is also working on the Health Simplification Act, which received front-page coverage in *The Columbus Dispatch* on April 6, 2007. It is also working on transparency in contracting with insurance companies, standardized credentialing, and web-based insurance eligibility of patients.

Bipin N. Shah, MD

NCS Representative's Report

Robert Bahnson, MD



Robert Bahnson, MD

The annual meeting of the NCSAUA will be held in Hollywood, Florida this fall. The meeting promises to be an exciting scientific and social event. We encourage all OUS members to attend and especially hope that our academic program directors will encourage the submission of abstracts from their faculty and residents. The Board of Directors continues to monitor the financial health of the organization, and our leadership has done an outstanding job of maintaining fiscal responsibility. The Board is cognizant of the threats to support of our meetings by legislation and policy change by government and industry, respec-

tively. We have committed to create a three-year cushion for our organization in the event of a complete absence of outside support. This is typical of many similar organizations. In addition, the Board understands the importance of

providing value to the members and will seek to provide services that enhance the appeal of joining and contributing to the sectional activities. Dr. Kevin Spear will replace me on the Board at the conclusion of our meeting this fall. It has been a pleasure for me to serve as your OUS representative.

Report of the Health Policy and Medicare Liaison Committees

Herbert Riemenschneider, MD

POD Labs

Uropathology LLC referenced as UROPATH facilities. These have the advantage of a loophole in the medical law that enables referring providers to acquire space in a pathology laboratory designated as an "in-office ancillary exception rule."

In 2005, CMS relaxed rules for independent contractors to reassign their medical billing for these types of services. The AUA disagrees with any attempt by CMS to eliminate reassignment of the "POD lab" (technical component). This process is challenged by some as "self-referral."

The AUA POD lab work group includes Dr. Reagan, Dr. Schlossberg, Dr. Jeff Kaufman, Dr. Paul Shellhammer, Dr. Herb Riemenschneider, and Dr. Robert Flanagan

Saturation Biopsies

The code 00137T is scheduled to be approved by Noridian, a western third-party Medicare intermediary, at 70% of CPT 55859, equaling approximately \$360.

The non-saturation, in-office biopsy CPT 55700, currently paying \$222.84, is used by many for what are, in fact, currently high density or saturation biopsies. The definition of a saturation biopsy varies in the current literature. The variance is demonstrated by the following numbers of cores, i.e., biopsies (10-14), (16-24), (24-40), and (40-80) that are defined as a saturation biopsy event. The technical component is CPT 88305. Currently in the literature, there are more than thirty peer-reviewed articles relevant to saturation biopsy.

Imaging

The 2005 Deficit Reduction Act calls for a significant cut in payment, which equals 25%, and this is to be phased in. It further requires strict certification, utilizing the American College of Radiology standards, plus certification of facilities.

Ultrasound as used in urology, particularly prostate ultrasound, is included, and the AUA is attempting to remove ultrasound from inclusion in the Deficit Reduction Act. The reason is that ultrasound is used beyond diagnostic imaging; it is also used as therapeutic imaging. Further, it is noted that AUA will include CME courses relevant to ultrasound imaging, and Residency Training Programs will include training for certification of ultrasound, but not MRI or CT. The AUA has no intention of developing certification for imaging facilities. Further, in some areas of the country, Cigna, the Blues, and UHC are requiring certification for ultrasound for both technicians and physicians.

Sustained Growth Rate (SGR)

There will be a 10% cut in SGR effective January 2008. Congress is considering SGR overhaul, but the cost of \$260 billion makes this overhaul unlikely.

The 109th Congress considered replacement of the SGR with the Medical Economic Index (MEI). This would have been applied less 1% plus a voluntary performance measure. Further, in the 109th

Congress, there was an attempt to remove balance billing for high-income Medicare beneficiaries.

Pay for Performance (P4P)

A 1.5% bonus (with a cap) will be allowed on Medicare charges from July 2007 through 2007. This will be paid to practitioners who report 80% of applicable cases. These can be identified from the CMS website: www.cms.hhs.gov/PVRP/Downloads/PVRPMeasureSpecifications.pdf or http://www.sms.hhs.gov/PVRP/Downloads/pvrp_MeasureS

These include:

1. timing of antibiotic prophylaxis
2. selection of prophylaxis antibiotics
3. discontinuation of prophylaxis
4. venous thromboembolism prophylaxis

LHRH Inhibitors

The Medicare Modernization Act (MMA) 2003 replaced the average wholesale price (AWP) with the average sale price (ASP) in 2004. The reason for this, obviously, is that the movement to ASP saves Medicare dollars. It is felt by some that the lowest cost alternative (LCA) is sunset with the signage and the empowerment of the MMA.

Current discussions at CMS and at regional intermediaries consider:

1. a national coverage policy for LCA or
2. discontinuing the principle of LCA

Medicare Recovery Act Contractor (RAC)

Medicare/CMS is expanding RAC to all fifty states. It currently exists in California, Florida, and New York.

Ambulatory Surgery Centers (ASCs)

The MMA of 2008 proposed a rule to pay free-standing ASCs at 75% of the hospital outpatient department (HOPD), but in the initial publication in the Federal Register, it turned out to be 62% of HOPD. This is currently in the comment period. CMS is now receiving and processing more than 3,000 comments.

Kathy Bryant, Executive Administrator of FASA, believes that this will result in a payment level closer to 70% and may be as high as 73% when this is acted into law.

However, problems with the ASCs, from a urologic perspective, still remain. Medicare to date will not cover slings or cryoablation as a carve-out for separate reimbursements. However, Ohio—as of May 2004—began paying for implants such as penile prostheses and artificial sphincters.

Adverse ASC proposals currently circulating at state levels, outside of Ohio, include:

1. CON
2. ASC specific taxation, which currently exists in New Jersey
3. limits on services that can be provided
4. reduction in reimbursement
5. unfunded mandates
6. increased data reporting

Dr. Riemenschneider has been appointed to the Health Policy Council of the AUA. The OUS Health Policy reports in the future will include information from the AUA Health Policy Proceedings.

This report is respectfully submitted to both the Board and the Membership of the Ohio Urologic Society.

Herbert Riemenschneider, MD
Health Policy Coordinator and Medicare Liaison
Ohio Urologic Society

Congratulations to the Following Winners of the 2007 Physician and Exhibitor Drawing:

Exhibitor Drawing

First Place:

Marianne Peterson, Auxilium Pharmaceuticals

Second Place:

Jim Kiraly, Dianon

Physician Drawing

First Place:

Andre Gilbert, MD

Second Place:

Michael T. Berte, MD

Congratulations to the Following Winners of the 2007 Ohio Urological Society Resident Essay Contest:

First Place—\$1,000 plus travel to the NCS 2007 Annual Meeting:

Replacement of Intestinal Mucosa with Urothelium in Rat Augmented Bladders Using Intravesical Photodynamic Therapy with 5-Aminolaevulinic Acid (ALA)

Mirza Baig, University of Toledo Health Sciences, Toledo, Ohio

Second Place—\$500:

Lysyl Oxidase Like-1 Deficient Mice Demonstrate a Variable Progression of Pelvic Organ Prolapse After Delivery and Urinary Frequency After Development of Prolapse

Una Lee, Cleveland Clinic, Cleveland, Ohio

Third Place—\$250:

Preoperative Hydronephrosis as an Indicator of Survival After Radical Cystectomy

Darren Chapman, MD, Ohio State University, Columbus, Ohio

Risk Management Tips

Don't Ignore Patient Complaints

A tip from American Physicians' risk management experts

Ignored complaints or negative responses can propel a patient into litigation. On the other hand, many malpractice claims are prevented when complaints are appropriately and promptly responded to.

American Physicians suggests the following:

- Discuss complaints promptly in a calm and professional manner.
- Listen carefully and ask what the patient thinks is an appropriate solution to the problem.
- Document the details of your conversation with the patient in their medical record.
- Implement patient satisfaction surveys to solicit feedback.
- Keep track of the type of complaints received—patterns may indicate that changes are needed in office policies or practices, or that staff could benefit from specific training.

It is best to seek expert advice before responding to a significant complaint about medical care. American Physicians' policyholders can contact one of the company's risk management consultants for advice at 800-748-0465.

New 2007 Seminars

Physician CME Seminar: *What Makes a Case Defensible?*

This seminar will provide answers to this complex question. By analyzing actual case studies, participants will learn how breakdowns in risk management and patient safety make some claims difficult to defend and how good risk management contributes to defensible cases.

This seminar qualifies for 2.0 Category 1 CME credits. A nominal fee of \$35 is charged for this program.

Office Staff Seminar: *Develop a Powerful Work Team the "WRITE" Way: A Workshop to Help Improve Your Policies and Procedures*

Participants in this interactive workshop will learn how defining the role of each staff member and establishing written protocols and job descriptions are essential to developing a powerful work team in a medical practice. Office staff are encouraged to bring their current written policies with them and will receive expert assistance in improving and updating these important documents.

A certificate of attendance will be provided. Attendees should contact their professional organization to determine if the seminar counts toward educational credit for certification, recertification, or licensure. A nominal fee of \$25 is charged for this program.

Online Seminars

American Physicians' policyholders and their office staff can also take advantage of our free, on-line seminars by visiting American Physicians' website at www.apassurance.com. The following programs are currently available:

Physician CME Seminars

- *Protecting Your Practice from New and Emerging Liabilities*
- *Top 10 Tips and Tactics*
- *Disclosing Unexpected Events*
- *Great Expectations*

The physician seminars qualify for 2.0 hours of Category 1 CME credits.

Office Staff Seminar

- *Learn to Take the DANGER Out of Your Practice*

A certificate of completion is provided. Participants should contact their professional organization to determine if the seminar counts toward educational credit for certification, recertification, or licensure.

American Physicians is the exclusively endorsed professional liability insurer of the Ohio Urological Society. For information about the company call 800-748-0465, or visit their website at www.apassurance.com.

Visit the OUS website at www.ousweb.org

Thank You Once Again to Our 2007 Grant Supporters

Allergan
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Auxilium Pharmaceuticals
Boston Scientific
Cook Medical
Lakewood Pathology Associates
Pfizer Inc.
Solvay Pharmaceuticals

The OUS Office is Moving
After July 1, 2007, the new address will be:
Ohio Urological Society
Two Woodfield Lake
1100 E. Woodfield Road, Suite 520
Schaumburg, IL 60173
Phone: 847-517-2801
Fax: 847-517-7229
E-mail: contactus@ousweb.org

Please note that our phone, fax, and e-mail will remain the same.

MARK YOUR CALENDARS NOW!!
2008 OUS Annual Meeting
April 18–20, 2008
Kalahari Resort & Convention Center
Sandusky, Ohio



Ohio Urological Society *Board of Directors* 2007 - 2008

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Mark Your Calendars!

2007 NCS Annual Meeting

October 29–November 3, 2007

The Westin Diplomat Resort and Spa

Hollywood, Florida

2008 OUS Annual Meeting

April 18–20, 2008

Kalahari Resort & Convention Center

Sandusky, Ohio

Next year's meeting and the Annual Banquet will be held at The Kalahari Resort & Convention Center in Sandusky. The Kalahari is a wonderful experience that is a world beyond ordinary. The Kalahari has state-of-the-art meeting space and the largest indoor water park in Ohio. It has fun and affordable dining at its six restaurants and four lounges. This is a great hotel for a meeting that you can bring your family to.

Room rate: \$152.00 single/double (This rate includes up to 4 water park passes.)

To receive this discounted room rate, you must make your reservations **by March 19, 2008**. For reservations, please call 877-253-5466. Please mention that you are attending the Ohio Urological Society Meeting to ensure the discounted room rate. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.

Kalahari Resort & Convention Center

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Sandusky, Ohio 44870

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