

ON THE COVER —

Ohio Statehouse in OHFAMA's Centennial Year: A Time to Reflect

Strategic Planning, A
Look at the Year in
Review, Member Benefits
Highlights, and more . . .

DON'T MISS — The OHFAMA Centennial Calling Cards

Become a Part of History!
SEE PAGE 12



Journal

OF THE
OHIO FOOT AND ANKLE MEDICAL
ASSOCIATION

VOLUME 57 | NUMBER 4 | FALL 2015

INSIDE THIS ISSUE

President's Message	2
Members in the News	3
Executive Director's Message	4
OHFAMA Member Benefits	6-7
A Simple Website Checklist.....	8

OPPAC Listings.....	11
Centennial Calling Cards Order Form.....	12
OPHP: Ohio's Resource for Physicians.....	13
Baby Steps	14
Report from WVPMA.....	15

A WORD FROM THE PRESIDENT

Strategic Planning for the Future

Greetings and salutations from your President! It's been almost a year since my inauguration at the 2014 OHFAMA House of Delegates. It's been an honor and a privilege to serve as your president during the 100th anniversary of our

esteemed association. We, as an organization, have accomplished a lot over that period of time. I'm happy to say

we are completing the goals that I set out in my inauguration speech.

In August, your OHFAMA Board of Trustees had a very interactive and successful Strategic Planning session. We established what we deemed to be the 4 most important pillars for our organization to build on over the course of the next 5-10 years. The foundation for those pillars has been built over the years with an emphasis on education and member recruitment/retention. Those continue to be the necessary base of our organization.

As our membership has grown over 655 members, changes continue in our health-care system. The education of our Podiatric physicians and surgeons has been standardized and continues to closely mirror the education of our allopathic and osteopathic counterparts. With these thoughts in mind, the 4 pillars of progression were established in August at our Strategic Planning session.

In no particular order, the first pillar is Parity. We started down this road a couple of years ago at the House of Delegates when a resolution was passed to have our



**Corey B. Russell, DPM, FACFAS
FACCWS**

physician leadership meet with our counterparts in the Ohio State Medical Association and Ohio Osteopathic Association. To our delight, we were received warmly by both associations and saw a partner in the ongoing struggles of the medical profession. We also met with the leadership of the Ohio Academy of Family Physicians to the same kind reception. We have continued to try to build off those initial meetings by inviting their leadership to our 100th anniversary gala as well as our House of Delegates. But that is just the beginning. As part of our strategic plan, we will establish quantifiable goals to meet our objectives on the Parity issue. Dr. Michael Cornelison of the California Podiatric Medical Association will be speaking at this year's House of Delegates about the Parity issue on how California started and continues to build on their successes there. We will most likely structure our plan based on the road they have already paved.

The next pillar is Grassroots Legislative Advocacy. It's been continually difficult when we, as physicians, have to connect with our state and federal legislators to work on any legislation. Our lobbyist, Dan Leite, does a tremendous job for us and is well connected in Columbus. We need to be able to help him as he helps us. Establishing social relationships with our legislators would be of great benefit. That way they know who we are before we even enter the room. Also, they will know we don't only meet with them when we need something. This grassroots approach will require closely working with our local Academy components to cover all the legislators statewide. We are working on how best to structure that effort so as to accomplish those goals.

The third pillar is External Relationships. As mentioned previously, we have met with our counterparts in the OSMA, OOA and OAFP. We need to build on those relationships as well as continuing to build on the synergy with the Kent State University College of Podiatric Medicine. KSUCPM and

OHFAMA are obvious strategic partners when it comes to issues of education and parity. Since the merger of OCPM and KSU, there are a great many new opportunities for the betterment of our profession which need to be fully explored.

The final pillar is that of our Relationship with the APMA. There is much to be gained by having a closer working and social relationship with our national organization. Ohio is one of the most outspoken and progressive state associations in the APMA. We have a great many talented, intelligent podiatric physicians in our state that can improve our profession on a national level through the passage of resolutions at the APMA House of Delegates as well as through their service at the APMA level. We are all in this fight together and we can have much greater success working together than we can ever have working apart.

Those are the 4 primary objectives/pillars coming out of our Strategic Planning session. Although some may differ on what those 4 pillars should be, I think we can all agree that these are 4 issues of great importance to OHFAMA and the Podiatric profession here in Ohio.

With that, I will end my final installment in our journal as your OHFAMA President. It's been a tremendous year and I have loved every minute of it! They say "Leadership is its own reward" and I couldn't agree more. A special thanks to the OHFAMA Board of Trustees, Executive Committee, APMA HOD delegation, PIAC/CAC chairmen as well as our Executive Director, Dr. Rumberg, Luci Ridolfo and the OHFAMA staff. Without all of your help and support, there would be no success. Thank you and I will see you in November at our HOD!

Faternally yours,

Corey B. Russell, DPM, FACFAS, FACCWS



OHFAMA MEMBERS IN THE NEWS

RECENTLY SPOTTED:

Dr. Animesh Bhatia chats with Senator Rob Portman at a private function.

New Fluorescence Angiography Machine Aids Ohio Podiatrist

Akron General Health System expanded its care for patients with chronic, hard-to-heal wounds after contracting with a national firm to help run and oversee the program and research efforts. The relationship provides Akron General access to *Luna*, the new fluorescence angiography machine that allows assessment of blood flow in tiny peripheral vessels of the extremities.



Dr. Windy Cole

"Before the new technology . . . doctors couldn't get images showing blood flow in the feet," said Dr. Windy Cole, who sees patients at Akron General's Health & Wellness Center in Green.

"Images from the machine can be used to evaluate whether hyperbaric oxygen therapy and other treatments are increasing blood flow to wounds," she said. |

Source: PM News July 04, 2015 #5,410

OHFAMA MEMBERS SERVE IN KEY ROLES

CAC and PIAC Representatives Elected for 2015-2018

The August meeting of the OHFAMA Board of Trustees confirmed by election two committee appointments for the APMA; the PIAC and CGS CAC (carrier advisory committee) positions.

Dr. Bruce Blank was elected to serve a three-year term as the Ohio PIAC (Private Insurance Advisory Committee) representative to APMA. Dr. Blank has held this position for several years and has been instrumental in assisting with some recent Medicare Advantage plan issues as well as MyCare OH issues. The PIAC covers many nuances of insurance plan coverage. Dr. Blank's tenacity has served OHFAMA as well as APMA as a valued re-

source. Moreover, he serves as a member on the Private Insurance Subcommittee of Health Policy and Practice Committee of the APMA.

Dr. Animesh Bhatia was elected as the new CAC representative for podiatry in Ohio. The position was confirmed by Dr. Earl Berman, CGS Medical Director. Dr. Paul Lieberman, will serve a two-year term as alternate representative. Dr. Bhatia is extremely well-versed on Medicare and DME issues. He has been a national lecturer on coding and billing, has served on the Board of Directors for the AAPPM and is serving on the APMA Coding Committee.

dt DoctorCoder

The easy-to-use, online solution to
**ICD-10 CODES FOR
PODIATRISTS!**

dt data trace

DT DoctorCoder typically lets you find ICD-10 codes in 15-30 seconds!

First Subscription Year

\$399

\$299/Renewal Year

GO ONLINE FOR A DEMO!

dtDoctorCoder.com
1-800-342-0454



EXECUTIVE DIRECTOR'S MESSAGE

Great Things Continue at OHFAMA

Fall's harvest is the time for thanks. We look at our association's harvest in much the same way—as a time to say thank you to our members. We are thankful for another

robust year of membership growth as we recognize your devotion to professional podiatric affiliation. We are now at an all-time high in membership and are nearing the 670 member mark.

I remember our elation when we hit 601! The news of our work and quality medical programs and services keeps us at the top of our game.

With growth comes opportunities. The OHFAMA Board of Trustees approved at the August board meeting one such opportunity—the formation of an educational foundation, known as the Ohio Foot and Ankle Medical Foundation (OHFAMF). It will be the educational arm of our association, providing scholarships and a mechanism to secure grants that promote educational objectives of physician learning and post-doctoral education. Together the Ohio Foot and Ankle Medical Foundation and OHFAMA will maintain and endow a strong, solvent professional podiatric community.

The Year's Accomplishments in Review

Additionally, here's what was accomplished for our members to date in 2015:

- Surgical Symposium with Grant Hospital and Central Academy - January 31, 2015
- New website that is loaded with information and member items – launched in February, 2015
- Sports Injury Clinic – March 7, 2015
- Coding Seminar – April 24, 2015
- GXMO – 3 scheduled trainings throughout the year – March – July – November, 2015
- The 99th Annual Foot and Ankle Scientific Seminar (our largest seminar event ever!) – June 4-6, 2015

- Centennial Gala and Reception – June 5, 2015
- First class of inductees into the OHFAMA Service Award – June 5, 2015
- ICD-10 Seminar (our largest single-day educational event ever!) – July 31, 2015
- Four greatly expanded state issues of the OHFAMA Journal in 2015
- ONN Radio PR campaign to educate the public on Foot Pain, Sports Injury, Heel Pain and Diabetes – 2015
- Centennial focus in Academies with photo opportunities
- Centennial logo static clings for your office to announce you as a member of OHFAMA
- Centennial logo stemless wine glass favors
- Centennial Gala commemorative program publication in 2015
- Strategic Planning – August, 2015
- Embroidered member lab coat patches for current members and students to wear
- A number of member cost-saving services: Quantus Solutions - credit card processor; CareWorksComp – workers compensation discount; Recovery One – collection services; Accu Medical – medical waste disposal; HedgeHog – web development; practiceXeleration – social media and marketing; and Heartland – HR and payroll services.

As your profession continues to evolve and change, we will be there for YOU! OHFAMA is committed to providing our members with top quality, timely information, critical contact information and increased visibility to drive patients to our member offices for foot and ankle care. Thank you for renewing your membership and for supporting OHFAMA. As we continue our centennial year celebration in 2015, know that the OHFAMA staff is here to serve and inform you and be your number one resource to ensure your success in practice.

A Note of Thanks

It is with sincere gratitude that I extend thanks to each of you for your kind words of condolence to me and my family on the loss of my husband, Randall G. Rumberg. Your cards, emails, flowers or phone calls were treasured during a difficult time. Please know that we appreciated your thoughtfulness.



Jimelle Rumberg, PhD, CAE



2015

October 22-25

Super Saver Seminar
Marriott Cleveland Airport I Cleveland

November 5-7

GXMO Training
OHFAMA Headquarters I Columbus

November 13

1:00-5:00 PM
Budget/Finance BOT
Embassy Suites Airport I Columbus

November 13-14

OHFAMA House of Delegates
Embassy Suites Airport I Columbus

November 14

12:30-1:30 PM
Board of Trustees
Embassy Suites Airport I Columbus

2016

January 14-16

NWOAPM Scientific Seminar
Kalahari I Sandusky

February 18

Budget/Finance BOT
OHFAMA Headquarters I Columbus

February 20

Foot and Ankle Surgery Symposium
Embassy Suites Airport I Columbus

March 11-13

No Nonsense Seminar
Holiday Inn I Independence

April 9

Sports Injury Clinic
TBD I Columbus

April 15

Coding and Financial Institute
TBD I Columbus

June 9-11

The Annual Foot and Ankle
Scientific Seminar
Hilton at Easton I Columbus

For more calendar information please visit the Event's webpage at www.ohfama.org

WE EXIST

TO PROTECT PODIATRIC PHYSICIANS.

NO OTHER COMPANY CAN SAY IT PROTECTS
THE PODIATRIC PROFESSION AND THE
UNIQUE CHALLENGES FACING PODIATRIC
PHYSICIANS THE WAY WE CAN.

PICA has been specializing in medical professional liability insurance for podiatric physicians for over 35 years — guided by the principles of offering the most comprehensive coverage for the lowest responsible premium. Ask us what this means for you!

Contact PICA for more information and to request a quote.

www.picagroup.com • (800) 251-5727   



A ProAssurance Company

MEMBER BENEFITS

OHFAMA Helped Members Control Workers' Compensation Costs with \$30,571 of Savings in 2015

We are now in the time of year when employers are looking at their workers' compensation program for the next policy year. Ohio Foot and Ankle Medical Association members have begun to receive quotes in the mail for group rating plans for 2016. Our association's mission is to add value to our membership by providing members with the tools they need to do business. The CareWorksComp workers' compensation program is a key part of meeting that objective for OHFAMA.

In partnership with CareWorksComp, OHFAMA has a strong workers' compensation group rating program. Collectively, our members who participate in the Group Experience Rating program save an annual average of \$510 on their workers' compensation premiums. For the current 2015 policy year, Ohio Foot and Ankle members who participate in our group rating program are estimated to save \$30,571 in workers' comp premiums. Additionally to the savings, the local presence of CareWorksComp provides our members with extensive consulting expertise in workers' compensation claims management, hearing representation, unemployment cost control services and much more.

Put OHFAMA to work for you! For a no-cost, no-obligation program analysis, simply call Beverly Westover, Ohio Foot and Ankle Program Manager at CareWorksComp. Beverly can be reached at (800) 837-3200, ext. 57169 or via email at beverly.westover@careworkscorp.com. You may also request a quote electronically at www.careworkscorp.com/groupratingapplication/ea.

Please remember that the Group Rating **deadline is November 23rd** of this year.

Polite Practices for Collecting Patient Payments

Providers can expect to collect only 50 to 70 percent of an insured patient's balance after he or she is treated. Studies have shown that a patient is 90% likely to pay before they see their physician, 70% likely at checkout and then it drops to 40% after they leave the medical practice.

Improved office protocols like the following tips may help:

- 1. Train your Front Desk staff.**
 - Collect unpaid balances when the patient calls to make an appointment.
 - Collect copays and balances at the time of service
- 2. Offer More Payment Options.**
 - Cash & Checks are a good start.
 - Do you have OHFAMA's Quantus fully integrated merchant terminal? Patients can pay by credit card in your office and over the phone.
 - Review your EOBs & collect balances from our overdue patients.

Continuing to Set the Standard in Podiatric MRI Services

Extremity Imaging Partners (EIP) continues to serve as one of the country's leaders in podiatric specific MRI services. Through specialization in the niche foot and ankle MRI market, EIP has formed strong relationships with key members of the podiatric community to ensure that this valuable technology is available to as many Ohio podiatric patients as possible. Our centers have scanned over 70,000 foot and ankle patients and we continue to enhance our MRI services through the use of new technology and focused process improvement. EIP is honored that so many physicians and patients continue to choose EIP for their podiatric MRI needs.

In order to maintain our high standard of care and prepare for the implementation of ICD-10 coding, EIP has instituted a number of technology and process improvements over the past few months. Our new radiology image and report viewer system, Novarad, is fully integrated into all of our MRI centers. Referring physicians can access their EIP MRI patient results from their PC or mobile device at their convenience. In addition, EIP has completed the necessary updates to our reimbursement

system to accommodate ICD-10 coding requirements.

EIP offers nine conveniently located centers in the state of Ohio, including our



**Excellence in
Podiatric MRI**

newest facility inside Kent State's CFAC Midtown office.

We are always looking for opportunities to expand our service so feel free to contact us if you think your area would benefit from an EIP MRI center.

OHFAMA is grateful for EIP's long time support as an Industry Affiliate partner.

OHFAMA MEMBER BENEFITS

NAP is Important — and We Don't Mean a Snooze!

We Do It All For You . . .

What is N.A.P.? In internet slang it could mean Not A Problem. However, in search engine optimization (SEO) terms, NAP is an acronym that stands for Name, Address and Phone number. Sound simple? It's a basic concept, but it has huge implications on how your business is ranked by the major search engines.

Valid Citations Drive Online Authority

Every mention of your business on the internet is a citation. There doesn't even have to be a link to your website. Just think of the hundreds of ways your company name can appear—here are just a few:

- Your website
- Your blogs
- Social media
- Online phone directory
- Yelp and other local directories
- Chamber of Commerce listing
- Industry association
- Charity sponsor
- Angie's List
- County business index
- Business partners

Don't Be Caught NAPping

A good exercise is to check—and correct if necessary—all your practice's citations. We at practiceXeleration urge you to Google your business and examine each search result. Check that your business name, address and phone number appear exactly the same each time - including punctuation and spaces. If you find

inconsistencies, fix them! You can set up a FREE account and edit the information so that it matches your website. The time you invest in this task will pay you back in increased citations which means higher ranking in local search engine results which means more visitors to your website.

PracticeXeleration offers a unique, turnkey marketing solution for physician practices. Our goal is to maximize your visibility on major search engines like Google, Yahoo and Bing, and to produce communications with engaging content to reach end users—your existing and prospective patients. Local Search Engine Optimization (Local SEO)—Custom (Unique) Blogging Every Week—Social Media Management—Quarterly Enewsletters—And much more. The best part? . . . We Do It All For You!

844-344-0355

theteam@practiceXeleration.com

www.practiceXeleration.com

practiceXeleration

Here's what's important!

Search engines like Google use citations to rank your website in a user search. The more valid citations you have, the higher your business will rank in a local search. A higher ranking means more website visitors. Here's the catch: citations are only valid if they exactly match your business name along with address and phone number. If the name is off just a bit: think "Central Foot Doctor" vs. "Central Foot Doctors"—no match so no citation. If your phone number appears on your website as "123-456-7890" but citations show "(123) 456-7890"—no match.

baiko
Integrated Physician Solutions

YOUR PROFESSIONAL PARTNER FOR
DISEASE DIAGNOSTICS
AND MANAGEMENT



MOLECULAR GENETIC TESTING (PCR Assay)

for rapid fungal genus/species identification.

PCR PROVIDES RESULTS IN 2-3 DAYS!

- Shown to be twice as sensitive as culture when identifying dermatophytic infectious agents.
- Organism identification to complement high sensitivity PAS/GMS stains without substantially increasing turn-around-time.
- As a clinical lab test (similar to bloodwork or urinalysis), molecular genetic studies are often paid for in-full by insurers.

***Accurate pathogen identification for prompt
and targeted anti-fungal treatment.***



To learn more,

see our Ohio Account Manager, Laura Moser!

Phone: 216-630-0903 • Email: LMoser@BakoCTS.com

855-4BAKO-CTS • www.BakoCTS.com

OHFAMA MEMBER BENEFITS

A Simple Website Checklist!

Quite often, the question arises, "How can I improve my website?" The effectiveness of your website is obviously an important concern and the answer constantly changes as technology evolves. There are a few staples to a great website that you should be aware of as you begin evaluating your website. This concise checklist will point you in the right direction for enhancing your existing website, or serve as a guideline for the creation of a new website. The following items may require the assistance of your web provider, however they are very simple installations and should not incur a heavy cost, if any at all, to your account.

On The Content Side

1 Up-To-Date Content: It is important to frequently update information on your website including staff members, contact information, hours, locations, and especially new services or technologies provided. This is not only helpful for users, but it also alerts Google that you are constantly updating your web presence, which makes you a more suitable search result!

2 Call To Action: A Call to Action is prominent on the page and directly asks the website visitor to contact your office, either through a form submission or phone call, to schedule an appointment.

3 Visible Phone Number & Address: This is preferably located in the header of the website and highly visible on each page.

4 Integrated Blog: Keeping a blog updated on your website is an essential aspect of a competitive website. The reason being Google's favorability toward websites that consistently generate unique content. Google ranks these websites higher based on the quantity of content and perceived benefit to the website visitor.

On The Tech Side

1 Social Media Links: The website should include links to all of your social media accounts (Facebook, Twitter, Yelp, Zocdoc, etc) to connect users to your social accounts, but also tie together your web presence as a whole.

2 Google Analytics & Google Search Console: These are free tools provided by Google that, once installed, provide an intelligent view of your website's performance. Google Analytics will generate real-time reports of website visitors and the path they took to find your website. Google Search Console is integral for submitting sitemaps to Google, which enhance your indexing, therefore making your website more visible.

Contact Hedgehog Web Development today for more information:

- (415) 779-5756
- tony@teamhedgehog.com; or
- www.TeamHedgehog.com

MEMBER CLASSIFIED ADVERTISING

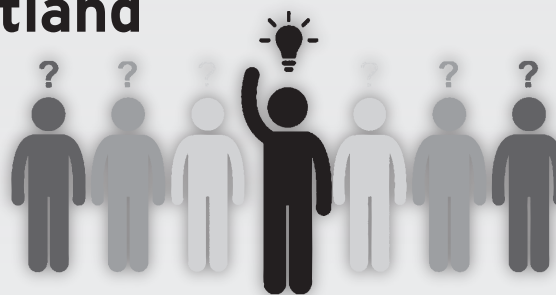
Associate Wanted Immediately

Associate needed to join a well established Podiatry Group in Northwest Ohio. Must be motivated and able to practice independently. Email cover letter, CV and references to footdoc@bright.net.

Kettering, Ohio Practice

Practice located in Kettering, OH, a south suburb of Dayton, OH. The practice is a medical and surgical podiatric practice and the hospital is one of the country's top 100 and is 5 minutes away with full podiatry privileges available. The office location that is 1,700 sq ft with 5 treatment rooms, and all have hydraulic chairs. Yearly gross is \$500,000. Special equipment includes oxygen and nitrous oxide piping in all rooms, central vacuum, a call light box system, WiFi and EMR, full phone system in each room, a compounded topical medication lab, x-ray, ultrasound imaging machine, and a Cutting Edge Mix 5 therapeutic laser. The building is over 6,000 sq ft of medical office space, in 5 areas, and is for sale under separate ownership. For more information please call (937) 293-6896 or email lmalusky@woh.rr.com.

Heartland



Heartland takes the guesswork and stress out of payroll

Payroll can be complicated and time-consuming. Heartland can help you navigate the ever-changing complexities—letting you focus on growing your business.

Whether you are looking for a turnkey payroll service for your expanding employee base or offering a 401 k for the first time, our full-service payroll processing and HR support features ensure a solution that suits your needs.

Contact your Payroll Representative today:

Steve Grant

614-406-8272 or Steve.Grant@e-HPS.com



Thank you for Trusting DARCO for over 30 years!

For 30 years DARCO has been putting orthopaedic quality on the feet. DARCO International is proud to be celebrating its 30 year anniversary. Dr. H. Darrel Darby developed the first postoperative shoe in Huntington WV in 1985. Dr. Darby was a proud graduate of **OCPM** and past president of **APMA**. Today his son, H. Darrel Darby II runs DARCO International. During these 30 years, Darco has been a strong advocate of podiatric education, donating over half a million dollars for student scholarships. Today, DARCO remains dedicated to providing effective, high quality products focused on the foot and ankle with operations in the US, Europe, India, and China. DARCO could not have achieved this important milestone without the support of its loyal distributors, healthcare providers and the dedication of each DARCO employee.





The OHFAMA Journal is published 4 times per year. The advertising deadline is mid-month preceding publication. Portions may be used with permission of the publisher.

PRESIDENT: Corey B. Russell, DPM, FACFAS, FACCWS

PUBLISHED BY:
Jimelle Rumberg, Ph.D., CAE, Executive Director

ADVERTISING:
Luci Ridolfo, CAE

CONTACT INFORMATION:
1960 Bethel Rd., Ste. 140 | Columbus, Ohio 43220
Phone: 614.457.6269 | Fax: 614.457.3375
Web page: <http://www.ohfama.org>
Email jrumberg@ohfama.org; jmclean@ohfama.org;
lridolfo@ohfama.org; swenger@ohfama.org

EDITORIAL DISCLAIMER

The OHFAMA Journal is provided to Association members and Industry Affiliates of the profession as a part of our communications to inform/ update our members on podiatric issues and events. The contents of OHFAMA Journal are intended for general information purposes only and should not be read as specific legal, financial, or business advice regarding specific issues or factual events. We urge you to consult your legal, financial, and professional advisors with any specific questions you may have.

Disclaimer Statement

The information published herein has been prepared for educational and informational purposes only. This information is not intended as legal, podiatry or practice management advice or an opinion on same. Circumstances change from day-to-day and one situation may differ from the next; the authors and publisher cannot assume responsibility for any actions taken based on the information contained herein. This information is not a substitute for expert advice specific to your situation. More specifically, legal or regulatory advice must be tailored to the specific circumstances of each case, and laws are constantly changing. Nothing provided herein should be used as a substitute for the advice of competent counsel. Federal law requires that the authors and publisher let you know that nothing published herein is intended or written to be used, and cannot be used for the purpose of avoiding any penalties under the law. The publication of the information herein is not intended to create, and receipt does not constitute a professional or contractual relationship between the author and the publisher and you. While the publisher tries to provide accurate and helpful information, they do not make any claims, promises or guarantees about the accuracy, completeness, helpfulness or adequacy of the information contained herein. No warranties are made for the information published to be accurate and no other warranties express or implied are made. The information here is presented "as is."



DRS. CENTRAL BILLING, LLC

www.drsbillinginc.com



6200 Pleasant Avenue • Suite 3 • Fairfield, Ohio 45014

A Podiatry Billing Service Exclusively for Ohio Podiatrists since 1995...

Why partner with us?

- Scheduling, Billing, and EMR all in one system
- Over 100 Podiatrists in Ohio as reference
- On-line system that links you live with us
- Full Credentialing Services free to all clients
- Coding reviews to assure maximum insurance reimbursement
- Accounts Receivable Management
- Full Practice Reporting and Real Time Eligibility

Contact Owner: Paul Fehring • PaulF@drsbillinginc.com

1-888-452-0124

Call Today to Boost Your Bottom Line

OPPAC LISTING

9/29/2015



Central Academy

Sarah Abshier, DPM
Drew Belpedio, DPM
Scot Bertolo, DPM
Animesh Bhatia, DPM
Timothy Brown, DPM
Jack Buchan, DPM
Jerauld Ferritto, DPM
Roderick Fuller, DPM
Scott Giamo, DPM
Jane Graebner, DPM
David Kaplansky, DPM
Robert Mendicino, DPM
Bill Munsey, DPM
Carly Robbins, DPM
Richard Schilling, DPM

Eastern Academy

Michelle Anania, DPM
Edward Bak, DPM
John Chiaro, DPM
Vincent Cibella, DPM
Edward Cosentino, DPM

Mitch Dalvin, DPM

Larry DiDomenico, DPM

Kenneth Emch, DPM

Thomas Kunkel, DPM

James LaPolla, DPM

Joseph Lewis, DPM

Gene Pusateri, DPM

Mark Smesko, DPM

Mideast Academy

Edward Benedict, DPM
Richard Hofacker, DPM
Karen Kellogg, DPM
Renne Mackey, DPM
Leslie P. Niehaus, DPM
Kenneth Nixon, DPM
John Roseman, DPM

Midwest Academy

Bridget Brondon, DPM
Marc Greenberg, DPM
Gerald Perelman, DPM
Lisa Nicely, DPM
John Stevenson, DPM
Darby Wehrley, DPM
Susan Yu, DPM

North Central Academy

Chris Bohach, DPM
Daniel Duffy, DPM
David Hintz, DPM
William Latham, DPM

Northeast Academy

Robert Bair, DPM
Joseph Favazzo, DPM
Vincent Hetherington, DPM
Kevin Kane, DPM
Debra Thornton, DPM
Howard Waxman, DPM
Kelly Whaley, DPM

Northwest Academy

John Clarke, DPM
Thomas McCabe, DPM
Corey Russell, DPM
Kathryn Schramm, DPM
Pamela Sheridan, DPM

Southern Academy

Brian Ash, DPM
Renee Ash, DPM
Ruth Ann Cooper, DPM
David Zink, DPM

Additional Contributors

Daniel Leite, Lobbyist
James McLean, MBA
Donnalyn Moeller, DPM
Luci Ridolfo, CAE
Jimelle Rumberg, PhD, CAE

LEGISLATIVELY SPEAKING . . .

Ohio's got issues!

The Ohio Ballot Board finalized the language for the issues that will be on the ballot this fall. Take a quick look at the measures that will be before every Ohio voter in November:

ISSUE 1

Reforming state's redistricting process

Issue 1 aims to bring more balance to how Ohio's House and Senate districts are drawn. Included in the initiative is the creation of a bipartisan commission tasked with creating politically competitive boundaries.

ISSUE 2

Prohibiting constitutional monopolies

Spearheaded by a resolution passed by the Ohio House, Issue 2 would prohibit special interests and entities from amending the state's constitution to create monopolies, oligopolies or cartels, thus protecting Ohio's chief governing document and free-market competition.

ISSUE 3

Creating marijuana monopoly in Ohio

Groups from all across the political spectrum have already come out against Issue 3. Opposition has ranged from the legalization of marijuana to the fact it gives exclusive marijuana growing rights to a small group of investors, creating a marijuana monopoly in Ohio.

ADD YOUR NAME TODAY!

CALLING CARDS



Happy Birthday, OHFAMA!

YOU CAN BE PART OF OHFAMA
HISTORY . . .

Place Your Calling Card as Member Congratulations for our OHFAMA History Book

Help convey your congratulations
by placing a Calling Card Ad for
our Centennial History publication
(release date is June 2016). The
cost is \$30 per square.

Please fill out the adjacent form
and remit \$30 for each card
ordered.

*Select your card and OHFAMA
will do the rest.*

Congratulations on the Centennial of
OHFAMA

Dr. Bruce G. Blank

Sample A

Best Wishes on the Centennial of
OHFAMA

Alan J. Block, DPM

Sample B

Congratulations
OHFAMA

Dr. Corey Russell

Sample C

Name to be listed on calling card _____

☐ Check Enclosed (*preferred*)

☐ Credit Card (Visa, MC, AMEX) # _____

Code _____ Expiration Date _____

Address for credit card _____

City _____ State _____ Zip _____

Centennial History Publication Ad @ \$30 (2016): (Select) ☐ Sample A; ☐ Sample B; ☐ Sample C

Total \$ _____



A Confidential Resource for Physicians in Ohio

The Ohio Physicians Health Program is not a licensing or disciplinary authority but is required to operate under legislative guidelines. Referrals are accepted from many sources and can also be made anonymously.

The Ohio Physicians Health Program (OPHP) is a 501(c)(3) non-profit organization that assists physicians and healthcare professionals who may be affected by substance use disorders or issues. OPHP facilitates health and wellness of healthcare professionals to enhance patient care and safety.

Services include intervention assistance, screening, referring for evaluation and treatment, and ensuring the treatment adheres to regulatory guidelines. Monitoring and recovery documentation services, education, support and advocacy are provided. OPHP assists with substance use disorders, disruptive behavior, mental health, stress, burnout, sexual boundary issues, and other health-related problems.

OPHP provides services to physicians who qualify for Ohio's "One-Bite" rule, created in 1987 by the General Assembly to carve out a one-time "one-bite" exception for residents and physicians. The rule allows them to escape the State Medical Board of Ohio intervention, excusing anyone from reporting their impairment as long as treatment is completed at a board-approved treatment provider, maintain sobriety, violate no other provisions of the Ohio Medical Practice Act, and adhere to all statutory requirements.

A doctor who is ineligible for the "One-Bite" exemption faces many challenges, including increased rates or dismissal from

malpractice companies, exclusion from insurance panels, credentialing issues, Medicare/Medicaid reimbursement difficulties, and employment instability. OPHP provides support and advocacy for those involved

in the monitoring program to help address their issues.

By increasing awareness of the "One-Bite" rule, OPHP aims to decrease the likelihood that regulatory involvement and/or disciplinary action is necessary. In an effort to educate the healthcare professionals in Ohio, lectures are provided on substance use disorders, opiate prescribing issues, and Ohio's "One-Bite" rule; and, educational presentations are available for hospitals, medical staffs, professional associations, academies, spousal groups, and anyone interested in learning more on this topic. The "One-Bite" rule encourages self-referrals, voluntary treatment completion, and early intervention to avoid patient care issues.

If you need more information on program services, Ohio's One-Bite rule, or to make a referral, please contact the OPHP office at (614) 841-9690. The knowledgeable staff can provide resources to assist you in finding information regarding substance use disorders, treatment options, and education. If you are interested in providing a tax deductible donation to the organization, please visit www.ohphp.org for additional information.

More than 29 million

people in the United States have diabetes.¹



1 in 4

people with diabetes may experience a foot ulcer at some point in their lifetime.²

EpiFix®

EpiFix® amniotic membrane allograft is intended for homologous use. Find out more about EpiFix as a viable treatment option for your patients: **866.477.4219 • mimedx.com**

EPIFIX CONTAINS ESSENTIAL WOUND HEALING GROWTH FACTORS THAT ENHANCE HEALING, MODULATE INFLAMMATION, AND REDUCE SCAR TISSUE FORMATION.

1. <http://www.cdc.gov/diabetes/data/statistics/2014statisticsreport.html>. Accessed 5/22/15.

2. <https://www.clinicalkey.com/topics/endocrinology/diabetic-foot.html>. Accessed 5/22/15.

Patents and patents pending see: www.mimedx.com/patents.
EpiFix® and MiMedx® are registered trademarks of MiMedx Group, Inc.
©2015 MiMedx Group, Inc. All Rights Reserved. EP292.001

MiMedx

TAKING THE NEXT STEP

Baby Steps

CMS Required Training

Many of our providers are receiving letters from Medicare Advantage plans about Provider Compliance Training.

All employees who handle Medicare business must take the training.

So long as your employees have taken compliance training thru the CMS Medicare Learning Network (MLN) website, or any other CMS-approved training module, they do not have to re-take this training.

For training materials and more information on CMS employee training requirements please visit <http://www.cms.gov/> and search for "MLN Provider Compliance".

You can also contact MLN directly by emailing them at: MLN@cms.hhs.gov.

CMS Will Reimburse ICD-10 Mistakes for One Year After Transition Deadline

The CMS has made a concession in the transition from ICD-9 to ICD-10. For one year past the Oct. 1, 2015 deadline, the CMS will reimburse for wrongly coded claims as long as that erroneous code is in the same broad family as the right one. There had been concerns among providers that they wouldn't be paid if they made minor mistakes trying to implement the new complex coding system.

The American Medical Association, a longtime critic of the Obama administration's mandate to move from ICD-9 to ICD-10 coding for medical diagnoses and inpatient hospital procedures, has announced its teaming up with the CMS to make the transition easier for providers.

Source: PM News July 08, 2015 #5,413

MyCare Plans Maximum Visits

Some MyCare insurance plans have a maximum number of visits that will be covered each year. Once this maximum amount of visits has been met, a Prior Authorization is needed on each additional visit.

Please contact the MyCare plan to check on patients' benefits.

Referred or PA?

There's been some confusion lately about the difference between a Referral and Prior Authorization. We'd like to help differentiate the two:

Referral

The directing of a patient to a medical specialist by a primary care physician.

When the patient's insurance company says a referral is required this is something that must come from the Primary Care Physician. The PCP is stating the medical need for this condition to be treated by a specialist.

*Also make sure that the referral is for "consult" & "treat." Otherwise the insurance company will pay the E/M but deny the service because the referral did not include treatment.

Prior Authorization

A cost containment measure that provides full payment of health benefits only if the medical treatment has been approved in advance.

When the patient's insurance company says a prior authorization is required, this is something that must be requested from the insurance company. The provider must be pre-approved to treat the patient.



WVPMA MEMBER MEMORIAM

Late West Virginia Podiatrist to be Inducted into Huntington Wall of Fame

The City of Huntington Foundation has selected five new inductees for the Greater Huntington Wall of Fame for 2015. This year's inductees are Troy F. Brown, Nancy J. Carter, Dr. H. Darrel Darby, David

A. Glick, and Richard Michael Kirtner.

The late H.

Darrel Darby, DPM, was born

in Quinwood,

West Virginia.

He worked as a coal miner prior to attending Anderson University Indiana, Marshall University in Huntington, and the Ohio College of Podiatric Medicine.

In 1999, Dr. Darby was named one of America's Most Influential Podiatrists by Podiatry Management Magazine. In 2004, he was awarded the Distinguished Service Citation from the American Podiatric Medical Association. In 2002, The Herald-Dispatch honored Darby as its Business Innovator of the Year. Darby developed his international company DARCO International in 1987.

Source: The Herald-Dispatch [8/23/15] and PM News [August 25, 2015 #5,454]



H. Darrel Darby, DPM

WVPMA PRESIDENT'S MESSAGE



Jerry Hadrych, DPM
WVPMA President

A Time To Reflect

First let me start off by extending our deepest sympathies to Dr. Jimelle Rumberg in the recent loss of her husband. Our thoughts and prayers are with her family in this time of sorrow.

We are fast approaching the last quarter of 2015, and IDC-10 deadlines are here. The APMA Coding Resource Center (CRC) is a great tool to help your practice transition from ICD-9 to ICD-10. This is a subscription service but well worth the cost.

Since WV switched from Region 8 to Region 4, and with the assistance of Dr. Rumberg's guidance and experience, the WVPMA has a clear vision and is on track. WVPMA has a new website <http://westvirginiapma.weebly.com> and a new email address westvirginiapma@gmail.com.

We would also like to extend a Mountain-er Welcome to our newest members: Philip Slampak, DPM in New Martinsville; Jamie Hall Jasper, DPM in Logan; Brandi Craft, DPM in Huntington; Seth Craft, DPM in Huntington; John Garan, DPM in Wierton; and, one reinstatement David Franke, DPM.

Our meeting schedule for the remainder of 2015 and into 2016 is as follows: our next meeting is scheduled for October 14, 2015 via video conference at 7 pm; January 16, 2016 meeting will be in Charleston, WV; April meeting via video conference;

June 9-11 conference with the WV Annual meeting on June 11 in Columbus, Ohio; and October 6, 2016 meeting with election of new officers. Please make note of these dates for 2016 and refer to the WVPMA Web site <http://westvirginiapma.weebly.com> for updates.

Thanks again to Dr. Rumberg for all of her hard work in getting WVPMA on track. We appreciate her efforts. Good luck with ICD-10.

Jerry Hadrych, DPM
WVPMA President

Save The Date



2015

October 14, 2015

Video Conference at 7:00 PM

2016

January 16, 2016

Winter Meeting | Charleston, WV
Holiday Inn Express Civic Center

April 21, 2016

Video Conference at 7:00 PM

June 9-11, 2016

The Annual Foot and Ankle Scientific Seminar
Columbus, OH

June 9, 2016

PICA Lecture | (with Premium Renewal Discount of up to 15% for attendance)

June 11, 2016

WV Annual Meeting

October 6, 2016

Video Conference at 7:00 PM
and Election of Officers

Reference the WVPMA Web site <http://westvirginiapma.weebly.com> for updates.

Our email address is westvirginiapma@gmail.com



Ohio Foot and Ankle Medical Association
1960 Bethel Road, Suite 140
Columbus, OH 43220-1815

PRSRT STD
U.S. Postage
PAID
Columbus OH
Permit #2609

CHANGE SERVICE REQUESTED

EIP currently serves the following areas in Ohio:

♦ Akron ♦ Canton ♦ Cleveland ♦ Columbus ♦ Dayton ♦ Mansfield ♦ Youngstown



1.866.EXTREMITY

1.866.398.7364

eipmri.com

EIP has performed

70,000+

foot and ankle MRI scans!



Extremity Imaging Partners



OHIO 2015 Industry Affiliate
FOOT AND ANKLE
MEDICAL ASSOCIATION



The Leader in Podiatric MRI