

Chris Robertozzi, APMA President; Peter A. Wiggin, OPMA President; and Glenn Gastwirth, APMA Executive Director at the 91st Annual APMA Region IV Mid-Eastern CME Seminar. See more pictures on page 6.



Update From the Ohio Statehouse

The Biennial Budget

For the first time in more than 50 years, the Ohio House and Senate voted unanimously for the state's biennial budget. While Statehouse insiders speculated this year's budget—with a Democrat administration and Republican legislature—would result in fireworks, the reality was a very civil, open and deliberative process to balance the state's two-year spending plan. The bill included a number of proposals important to podiatrists and our patients.

Most importantly, the OPMA has been successful in maintaining coverage of podiatric services in Medicaid again this biennium.

Governor Strickland's budget package also included a three percent community provider rate increase. The OPMA worked closely with other primary care providers to educate policymakers on the challenges low Medicaid provider rates have on ensuring access to quality health care and to urge continued increases to ensure access to quality healthcare.

"Update" continued on page 5

Patrick Nunan, D.P.M. and the "Fit Feet" Program



Patrick Nunan, DPM

We took a moment during the Scientific Seminar to talk with Patrick Nunan, an Ohio podiatric physician and a Global Clinical Advisor with the Fit Feet program developed through the Special Olympics. Dr. Nunan is passionate when he speaks about his involvement with the Fit Feet program. The program is one of the newest Healthy Athlete disciplines developed through Special Olympics in conjunction with the American Academy of Podiatric

Sports Medicine (AAPSM) and the Federation of International Podiatrists (FIP). The Fit Feet program was officially launched at the 2003 Special Olympics World Summer Games in Dublin, Ireland. Dr. Nunan, a resident of West Chester, Ohio, was the only U.S. podiatrist at the World Summer Games; where over 10,000 athletes from all corners of the world participated.

Dr. Nunan told us that his experience with the Fit Feet program was "the best thing I have ever done in my life." Dr. Nunan described to us the significance of

see "Fit Feet" on page 12

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From the Desk of the Executive Director

By Jimelle Rumberg, Ph.D., CAE

OPMA has certainly had several action-packed months since our spring issue. It has been an exciting time for your staff, as we've achieved many successes for our members. A huge undertaking for us was the APMA Region IV Mid-Eastern CME Seminar. Just shy of 400 attendees plus another 200 + exhibitors and 63 assistants, the 91st Annual event was an awesome experience for all that attended.

Congratulations go out to Gene S. Graham, Scientific Chair, and the exhibit co-chairs, Bruce R. Saferin and Paul Lieberman for their dedicated and successful efforts. I was notably impressed by the dedicated hard work of our Executive Committee, Trustees,

and APMA Delegates and Alternates, who assumed many volunteer duties to assist the staff. One essential piece of our success was the dedicated service of Ashley Crim from the Ohio College of Podiatric Medicine. Ashley typed nametags and manned the "war room" (a.k.a. the coat room) where all the behind the scenes work is finished. Thank you Ashley, for all your hard work on OPMA behalf.

Specials thanks goes to Karen Kellogg for spearheading the Assistants meeting as the program coordinator. Faculty for the Assistants' event included several BOT members: Peter Wiggin, Bruce G. Blank, Paul Lieberman, and Kevin Lutz. Attendees

received a notebook filled with practical office applications. Judie Alessi and Nancy Bowman assisted in clinical and clerical instruction. Brian O'Reilly, CPED, from Dr. Comfort was a tremendous resource for assistants to learn about shoe fitting as well as foam molding techniques, while Karen Kellogg was plaster molding, and Nancy Bowman was strapping and taping. The program was certified for 6.5 CPMA hours. With 83 exhibitors, it was an impressive sight to stroll down the conference center corridor. Exhibitors told me that business was brisk.

Several changes in this year's meeting proved to enhance the event and will enable *see "Director" on page 4*



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“Director” continued from page 4

changes for the 2008 meeting. The convenience of box lunches helped attendees stay on-site and remain at the Hilton for the post-lunch CME sessions. I can attest that the Residency Paper Competition had roughly 80 attendees that not only enjoyed the presentations, but the wine and cheese. The dinner event at the Funny Bone was outstanding. If you didn't attend, you missed a great time. The food was delicious and the four comedians were outrageous. The Texas Hold'em Poker Party, another great event, was complete with a large screen projection of the Cavs basketball game. I never knew we had so many card sharks in our midst!

The Past President's Luncheon (formally the Silver Gavel Club) had 18 in attendance. What an honor to meet OPMA's Old Guard and inform them of all the great things happening at OPMA these days. Glenn Gastwirth, APMA Executive Director was on-hand and strolled OSU's campus to pick up a new Buckeye for his pocket. (He wore out the first two he carried daily). Chris Robertozzi, APMA President was another honored guest that we were very pleased to have attend the Region IV seminar.

Randy Kaplan, from Michigan, was manning the PPAC booth. OPPAC realized another \$500 in contributions during the meeting, thanks to the new booth design by Lauren Stewart, OPMA's administrative assistant. Ending the event was the notable Hal Ornstein and stellar presentations by the AAPP. What a fabulous meeting! Two days following the CME seminar, Jim Holfinger, Dan Jones and I moseyed down to the State Capitol for the Insurance Committee hearing. Jim did an outstanding job giving his testimony on behalf of OPMA. His testimony is on our Web site's home page as well as the link for HB 125. Log onto www.opma.org and read Jim's well-prepared statement. With freshly printed legislative directories, members will receive a mailing soon regarding a letter writing campaign in support of HB 125. Advanced by the Ohio State Medical Association and supported by the Provider Coalition, this bill is a great first step to address insurance issues that impact your practice. Please read the bill's content on our Web site. We will also

enclose information on Title XIX, so that podiatric physicians are included in the definition of physician for Medicaid.

If your Congressman's name isn't on the list, you should be contacting your Congressman or Senator and ask them why not? To date, neither of Ohio's Senator's has signed on to SB399. APMA cannot pass this notable legislation without the efforts of each and every member, so get on the APMA's Web site and send an electronic email in support of Title XIX passage or fax a letter today. Like a squeaky wheel, we need to make some noise to be heard, so let's make the effort and do our part.

If you haven't seen our new Web site, please visit it soon. To get into the restricted areas of the site, your login is your name without a space and the password is OPMA (all capital letters). Once on the site, please change your password to your choice. Your personal email address and personal Web site is available through the Members Only drop down in the Member Portal under My Info. There is also an electronic survey for Public Awareness under the Members Only section, so give that a try. We want your input.

If you're tired of paying outrageous credit card processing fees, try our new OPMA Merchant Account Program. You can find a link to the Affiniscape Merchant Solutions program on the Web site home page. They will be glad to assist you with a cost quote at no obligation. This members-only benefit is certain to increase your practice's bottom line and helps OPMA with non-dues revenue. Please consider this new and cost-effective service for your office.

If you should drive by the central office in Columbus, you will notice our newly framed front office windows and our freshly painted interior. We're protecting your investment by routine maintenance at our office condo—which OPMA owns. Carpet and windows have been cleaned and a new men's restroom ceiling has replaced the old stained ceiling.

Come by and visit, have a cup of coffee and see the many positive changes at OPMA!

OPMA Calendar of Events

This schedule from July, 2007 is tentative and dates may change. Contact the OPMA office for more information: (614) 457-6269 or (800) 521-5318.

2007

Aug. 16-19	APMA – Philadelphia
Sept. 20	Budget And Finance Committee – OPMA Office Board of Trustees – OPMA Office
Oct. 11	Executive Comm. – OPMA Offices
Nov. 30	Budget and Finance Committee – Columbus Airport Marriott Board of Trustees – Columbus Airport Marriott Celebrating our Volunteers Dinner – Columbus Airport Marriott
Dec. 1	Breakfast Event – Columbus Airport Marriott OPMA House of Delegates – Columbus Airport Marriott Ohio Executive Branch Lunch – Columbus Airport Marriott

2008

Jan. 18	Budget and Finance Committee – OPMA Office Board of Trustees – OPMA Office
Jan. 19	Board Retreat and Training – OPMA Office
Feb. 21	Executive Comm. – OPMA Office
April 4-7	APMA House of Delegates – JW Marriott, Washington, DC
April 7-9	APMA Legislative Conference – JW Marriott, Washington, DC
April 18	Budget and Finance Committee – OPMA Office Board of Trustees – OPMA Office

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The budget also contained two other provisions of concern that the OPMA worked to improve. The first would require Medicaid providers to obtain criminal background checks. Healthcare providers, including the podiatrists, expressed concerns about how burdensome such a requirement—administered by an already-busy state agency—would be to Medicaid providers.

How often would they be required to be fingerprinted? Where would they go to have the check completed? Can the Ohio Department of Jobs and Family Services (ODJFS) comply with processing and maintaining the checks? Policymakers and legislators agree that the details need to be carefully thought through before implementing the requirement. The language in the bill was tweaked to create a framework for a criminal background check process that would require a public rule process to create it. Agency officials committed to working with providers and transitioning into such a system to not create an unnecessary and costly burden for providers.

The second provision would allow ODJFS to establish a time limit for provider contracts in Medicaid. The Ohio House and the Senate agreed to an amendment that would limit the restriction to no less than three years. The OPMA supports this change so that the agency does not create an unnecessary or unreasonable limit to the provider contract.

Other Bills of Interest

Dr. James Holfinger, an OPMA member from Middleburg Heights, Ohio, presented proponent testimony on House Bill 125, legislation sponsored by Representative Matt Huffman (R-Lima), sharing his thoughts on the value of this legislation that will simplify podiatrists' relationships with insurance companies.

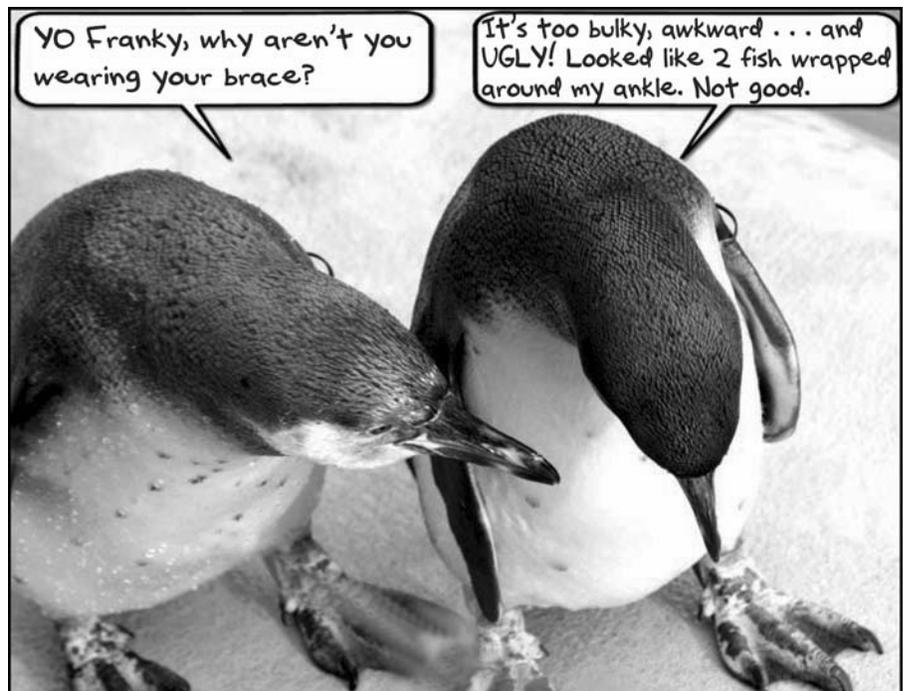
HB 125 creates a uniform credentialing and web-based patient eligibility processes to help health care providers more effectively manage their practices and focus on providing health care for people. The bill also prohibits some of the unfair business practices that can occur in the business relationships

providers have with third party payers. Knowing the terms of the agreement, including payment, and having assurance that these terms will not change in the middle of the contract are critical components of HB 125 supported by Ohio podiatrists.

“Our practice devotes a significant amount of time and resources with tasks such as credentialing, verifying coverage and benefits, and documenting medical necessity,” said

Dr. Holfinger in his testimony before the House Civil and Commercial Law Committee. “This legislation provides significant improvements in these areas consistent with currently available technology which should benefit the entire health care system, which we fully support.”

Thank you to Dr. Holfinger for taking time from his practice to testify on this important legislation!



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Photos and Fun at the 91st Annual APMA Region IV Mid-Eastern CME Seminar



Executive Director Jimelle Rumberg and Mark Syrone from OCPM chat in front of the PPAC booth at the seminar.



Residency Paper competition winners with Dermagenics, Inc. representatives. Not shown is first place winner, Adam Budny. Shown here are 2nd place winner, Stanley Idiculla; 3rd place winner, William DeGarbo; 4th place winner, Najiah Faour. The Gerard V. Yu, DPM Residency Paper Competition was a Wine & Cheese Reception hosted by the Ohio College of Podiatric Medicine and Dermagenics, Inc.



OPMA Trustee Paul Lieberman and Secretary-Treasurer Angelo Petrolla clowning around in the coat room. Paul has on Heather Petrolla's hat, proving once again that we can dress them up but can't take them anywhere!



Lauren Stewart of OPMA chats with several exhibitors in the Easton hallway at the conference center.



Kevin Schroeder, President of the Past President's Club (formerly the Silver Gavel Club) hosted 18 members at this year's luncheon on Friday, June 8.



APMA President Chris Robertozzi speaks at the Past President's luncheon.



Mark Gould, First Vice President, shows OPMA's new license plate frames. It reads, "Feet Hurt? See a Podiatrist". OPMA's new coffee mugs are visible on the table behind Mark.



OPMA Trustee Paul Lieberman gets choked by Heather Petrolla trying to get her hat back.

Exhibitor Spotlight: Pedinol Pharmacal

By Lauren Stewart

The 91st Annual APMA Region IV Mid-Eastern CME Seminar has just concluded. With attendance of nearly 400 people, more exhibitors than ever before, and an assistants' program that continues to grow, this Seminar seems to have gotten better and better over the years.

Pedinol Pharmacal, a podiatric pharmaceutical company, has been a loyal seminar exhibitor since Richard Strauss purchased the company in 1969. Paula Pitts, Pedinol Regional Sales Manager, has been attending for nearly 20 of those years.

Many companies return year after year and maintain strong relationships with OPMA and its members. The relationship doctors and exhibitors have is symbiotic, and it is evident that the show could not go on without either!

The OPMA CME Seminar offers companies the opportunity to have personal contact with doctors and expose them to new products and services. The opportunity for personal, "hands-on" explanations and support make CME Seminars the preferred meeting place for doctors and providers of services and products that they use in practice.

Paula Pitts has guaranteed that the "smiling faces of knowledgeable reps offering detailed explanations of the newest products" will be present at the next CME Seminar on June 5-7, 2008. Next year's Seminar promises to be the best yet, with more informative and interesting speakers and a greater assortment of exhibitors catering to every aspect of podiatry. Be sure to secure your spot at "Podiatric Medicine's CME Event of the Year in Ohio!"

Pedinol Pharmacal, located in Farmingdale, New York, is a specialty pharmaceutical company focusing on treatments for podiatric, pediatric and dermatologic conditions with products such as Lazerformalyde®, Fungoid®, Lactinol™, Tincture, Gris-PEG®, and Nalfon 200. For more information about Pedinol Pharmacal, visit www.pedinol.com or call 1-800-PEDINOL.

For information about exhibiting, attending, or sponsoring the 2008 Seminar, please contact Lauren Stewart at OPMA by calling (614) 457-6269 or faxing (614) 457-3375 or emailing lstewart@opma.org.

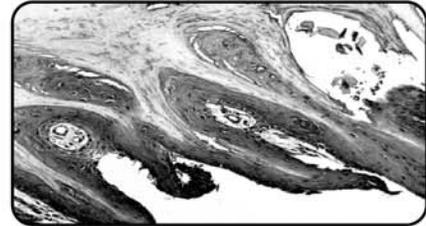
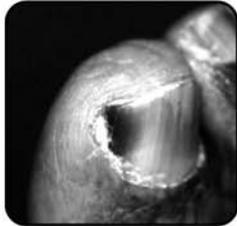
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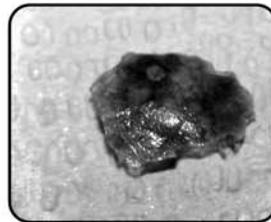
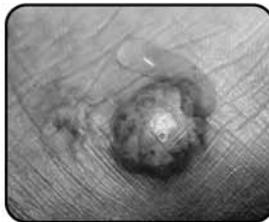
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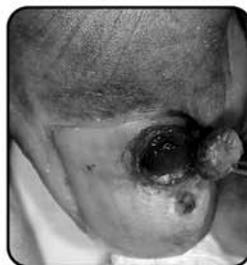
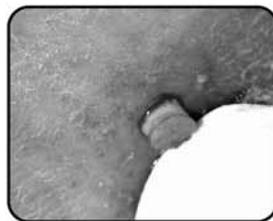


Plate and lesion removed



PUNCH BIOPSY ANALYSIS OF SKIN



Ohio Medicaid Accepted

Testimony, House Bill 125

Representing the Ohio Podiatric Medical Association

Dr. James R. Holfinger

The following testimony was rendered during the Health Insurance Committee hearing on June 13 by Dr. James Holfinger on behalf of the Ohio Podiatric Medical Association. Dr. Holfinger, along with Dan Jones, lobbyist for OPMA and Dr. Jimelle Rumberg, executive director, attended the hearing.



Attending the Health Insurance hearing on HB 125 for OPMA's testimony were: (L-R) Tim Maglione, lobbyist for the Ohio State Medical Association; James R. Holfinger, DPM; and Dan Jones, OPMA lobbyist.

Good afternoon, I am Dr. James R. Holfinger speaking on behalf of the Ohio Podiatric Medical Association in support of House Bill 125. I have been practicing podiatric medicine and surgery for the past 27 years in Middleburg Heights, Ohio at Southwest General Health Center. I am Board Certified in Foot and Ankle Surgery by the American Board of Podiatric Surgery. In addition to private practice, I am the director of the podiatric surgical residency sponsored by Southwest General, and a Past President of the Northeast Ohio Academy of Podiatric Medicine. Our group practice consists of four podiatrists which is slightly larger than most podiatric practices which typically are solo practices or partnerships. The majority of podiatrists in Ohio are in private practice, with some podiatrists employed by closed panel HMO's, large hospitals, the Veterans Administration, or as educators. The proposed legislation addresses several of the difficulties that most private practice medical providers encounter regardless of specialty or profession.

As I prepared for my remarks today, I wanted to be certain that the legislature understands that health insurance companies claim that they negotiate contracts with providers, but in my 27 years of practice I am still waiting for that to occur. I have never been given the opportunity to negotiate any aspect of a contract with a health insurance company for my group practice. In the past several years, I have contacted several major health insurance companies in my area to discuss contract issues and answer is always the same... you can choose to participate, or not participate. The major health

insurance companies know that individual, small and medium size provider groups are essentially forced to accept whatever terms are offered, or the provider will lose a substantial portion of market share and income. During the past five to ten years I have seen reimbursement steadily decline with each new contract, and my only choice is to accept the contract, work harder for the same or less income, or decline the contract and possibly go out of business. Providers are prohibited from group negotiation by law, therefore the major health insurance companies have an enormous advantage resulting in no actual negotiation of terms, and no real choice for small or medium size provider groups.

I also believe that greater transparency is needed in the contracting process. I can not think of any other business where contracts are offered without clear and precise terms. The publicly funded programs such as Medicare, Medicaid, and Worker's Compensation publish a specific set of rules, policies, and a complete fee schedule which is available to all providers. In the past few years, only a small percentage of the contracts our group receives from private health insurance companies actually give specific terms and reimbursement, typically as a percentage of the Medicare Relative Value System. Most have vague terms and policies, with reimbursement based on some unknown "fee schedule" with at best a sample of reimbursement for a few codes. I can-

not think of one instance in the past years where a complete fee schedule was provided by a private health insurer. To make matters worse, once we contract with an insurance company we often do not receive the contracted reimbursement because the company has substituted some other networks lower fee schedule in place of their own. This creates a situation which makes it nearly impossible for our practice to determine what payment is expected for any particular service, and if it was processed correctly.

Our practice devotes a significant amount of time and resources with tasks such as credentialing, verifying coverage and benefits, and documenting medical necessity. This legislation provides significant improvements in these areas consistent with current technology which should benefit the entire health care system, which we fully support.

In summary, we fully support the passage of this important legislation which establishes some reasonable standards for greater transparency and fairness in health care contracting, standardized credentialing, and improvements in the use of information technology.

OPPAC Contributors: Advancing Podiatry's Advocacy

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Susan Yu, DPM	Gene J. Pusateri, DPM
Sheemon A. Wolfe, DPM	Joseph Favazzo, DPM
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Jeffrey M. Spector, DPM	John M. Rootring, DPM
Bruce G. Blank, DPM	
Kevin Sneider, DPM	<i>It is with great appreciation that we thank all of you who contributed.</i>
Richard Hofacker, DPM	



Ohio Podiatric Medical Association Political Action Committee

Sponsored by the Ohio Podiatric Medical Association

July 3, 2007

Dear OPMA Member:

As citizens, government impacts our lives everyday. As health care providers, the influence of government in our practice of medicine is even more intense. We have seen first hand how scope of practice, tax and insurance policy reforms can dramatically affect the way we run our offices and our practices. With the passage of one law, state government can affect the way we treat and care for patients.

Our primary public policy goal as podiatric physicians is to ensure access to quality health care. To be successful, the Ohio Podiatric Medical Association must maintain a vocal and active grassroots organization. Our members need to develop and cultivate relationships with state legislators and policymakers to be successful in achieving our legislative goals and priorities.

To help you be a part of our grassroots success, the OPMA is providing a legislative directory for every member. With this directory comes a very important charge: please take the time, this week, to call, email, or write your legislator to share with him or her our support of House Bill 125, legislation sponsored by Rep. Matt Huffman (R-Lima) to simplify contracting standards imposed by insurance companies on health care providers. Better yet, invite them to your office so that they can see what you do on a daily basis.

The bill is currently being heard in the Ohio House of Representatives Civil and Commercial Law Committee. The OPMA has sent a letter of support to the committee members and offered sponsor testimony by Dr. James Holfinger, of Middleburg Heights.

The goal of the bill is to give health care providers, including podiatric physicians, more time to care for patients by reducing the time spent cutting through the "red tape" of insurance companies is a top issue supported by the members of our association.

If you do not know who your state legislators are, please visit www.legislature.state.oh.us. A link at the bottom right of the page helps you identify your state representative and senator. Then, use the talking points included with this letter to share your support for the HB 125.

Thank you for your support of the Ohio Podiatric Medical Association and our work to advocate for health care policy that is beneficial to podiatric physicians and the people you treat. Your willingness to reach out to your state legislators is critical to our success.

Sincerely,

Jimelle F. Rumberg, Ph.D., CAE
Executive Director

Talking Points for House Bill 125, the *Healthcare Simplification Act*

My name is Dr. Joe Smith and I live in Anytown, Ohio, in your legislative district. I am a podiatric physician and a member of the Ohio Podiatric Medical Association, which represents 550 licensed podiatric physicians and surgeons and resident.

I wanted to express my support of House Bill 125, Representative Matt Huffman's legislation, referred to as the *Healthcare Simplification Act*. The bill is currently being heard by the House Civil and Commercial Law Committee and I wanted you to know why this is important to podiatrists.

I appreciate the proposal presented by Representative Huffman in HB 125 that incorporates common sense reforms to simplify some of the administrative challenges healthcare providers face in managing relationships with insurance companies.

Of particular interest to me and the members of the OPMA are the following provisions:

Transparency in Contracting – It really should go without saying that podiatric physicians need to know upfront the provisions of the contracts they sign with insurance companies. And, even more importantly, these contracts should not change in the middle of the agreement. Full disclosure of the terms of the contract also is an important provision. No one should enter into any contract blindly and that is exactly what this legislation will curtail.

Standardized Credentialing – In my practice alone, I sign a number of credentialing forms every year. Although these forms verify the same information, they are all different. Creating one standardized form to be used by all third-party payers is a common sense reform to improve the system and simplify our administrative work.

Web-based Insurance Eligibility – When a patient comes to the office, verifying insurance eligibility is not an easy task. Especially for regular patients, insurance providers can change and I do not find out until weeks after sending a statement to the insurance company. With a web-based eligibility requirement, I can quickly check a patient's status with a company and save time in tracking down payment from the wrong payer.

These important provisions help podiatric physicians attain one simple goal: it allows us to focus on providing quality health care to Ohioans.

I hope that you will support HB 125 and take an important step toward simplifying our health care system. Thank you for the opportunity to share my thoughts with you.

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What's New at the Ohio College of Podiatric Medicine?

The Ohio College of Podiatric Medicine (OCPM) is undergoing a monumental transition in the summer of 2007. OCPM will embark on a historic move that will position the college as a global leader in podiatric medical education. The 91-year-old college will be moving from its current location in University Circle in Cleveland, Ohio to its new home 10 miles south in Independence, Ohio. The new OCPM building will offer a state-of-the-art educational and learning facility for its students, alumni, faculty, staff, and podiatry community.



OPMA President Peter Wiggin at the Ohio College of Podiatric Medicine graduation.

Along with increasing enrollment, challenges of maintaining an aging facility, and trying to provide a first-class educational experience, OCPM is "Stepping Towards the Future" with its new campus location. The impressive 115,000 square foot, Georgian building will include a 7,000 square foot, 300-seat lecture hall addition, high-tech lab and library facilities, newly created computer learning and media center, upgraded school cafeteria, and renovated office spaces. The new college will be situated on 27-acres of wooded land.

OCPM has created two fully operational podiatric clinics in the city of Cleveland. The two new clinic sites will offer students the hands-on training experience needed to gain the knowledge and skills while also giving the residents of Cleveland a value-added resource in their community.

Currently, OCPM maintains an average 4-year school enrollment of 300-400 students and graduates 75-100 podiatrists a year. Students come from a range of geographic locations throughout the world, with a majority coming from the continental United States. With 22 faculty members (14 DPMs, 2 MDs, 5 PhDs, and 1 DDS), who offer a very extensive, challenging curriculum, OCPM continues to be the leader in providing quality education, research, and patient care.

Founded in 1916, the Ohio College of Podiatric Medicine is one of eight accredited podiatry schools in the United States and is a private, non-profit, four-year graduate level medical college, granting the degree of Doctor of Podiatric Medicine. The Ohio College of Podiatric Medicine's mission is to

educate students to be highly competent doctors of podiatric medicine who will excel in residency training. OCPM has graduated over 5,000 podiatric physicians who have made outstanding contributions to the field and study of podiatric medicine. As an independent college of medicine, OCPM has regional and national affiliations with over 50 world-wide hospitals including the Cleveland Clinic and University Hospitals and more than 300 private practitioners nationwide that provide externship training to OCPM students.

"Fit Feet" continued from page 1

helping athletes in the program overcome their everyday struggles with the small things that most of us take for granted. He believes that a lot of the satisfaction that he receives from a program is the role that he is allowed to play in helping to share in even just a small part of these daily struggles. "People become excited once they are involved with the program" according to Dr. Nunan. His own involvement with the intellectually disabled began when his neighbor, who taught special education, got him involved with competitions in West Virginia.

Dr. Nunan described the need for medical attention among the intellectually disabled as great. Dr. Nunan estimates that seventy percent of the athletes need orthotics and at least two-thirds have the wrong shoe size. Dr. Nunan is seeking to end discrimination against intellectual disabilities in sports, sometimes obvious and sometimes more subtle. Dr. Nunan told us that some doctors are just uncomfortable working with the intellectually disabled, while in other cases insurance or Medicaid issues become roadblocks that have to be overcome.

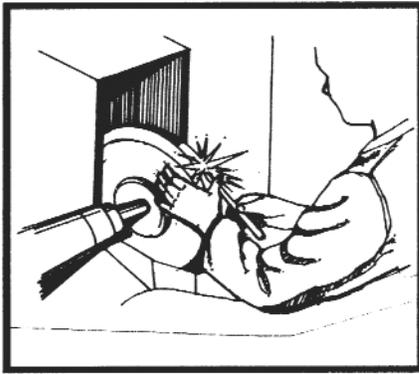
One of Dr. Nunan's goals is to increase local involvement to evaluate athletes with intellectual disabilities and get them into the health care system. He told us there was a tremendous need for screening at the grass roots level. Dr. Nunan works to train individuals to build a network of podiatric physicians that work at the local level to identify athletes that would benefit from the Fit Feet program. In Columbus, Dr. Donnaly Moeller and a group of Ohio State

University residents are lending their skills. Dr. Nunan has traveled to Japan, Denmark, China, and El Salvador in addition to the first World Games in Dublin, Ireland. He believes that the program transcends politics, as sports will often do. While his language skills are often put to the test, he has fallen back on the universal language of giving hugs to the athletes who may not speak English. "The power of hugs can capture the passion in people," Dr. Nunan said.

Dr. Nunan believes that the experience of working with intellectually disabled athletes teaches one about unconditional love. It is a positive experience for the professionals who become involved. "I don't teach people how to deal with the athletes, they have to learn that on their own," Dr. Nunan said. "You can see the change in the athletes, they respond to your help." He told us that his experience with the program is different from his previous exposure to working in health care because it isn't about money, or insurance companies or preauthorization or any of the other distractions of running a practice. The experience is about helping people who truly need help. Dr. Nunan believes that it was his destiny to become involved with the program.

Dr. Nunan has practiced in the field of podiatry for more than 20 years and has special interests in geriatric, pediatric, diabetic, arthritis, surgery, sports medicine, biomechanics and orthotics. We want to thank Dr. Nunan for taking the time to sit down with us and discuss his involvement and commitment to Special Olympics.

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Bureau of Workers Comp News

The Bureau of Workers Compensation has made changes to add National Provider Identifier information to its database to cross-reference BWC provider numbers. Providers wishing to incorporate NPI into their workers' compensation billing must provide their information with BWC's Provider Relations department. Providers should submit copies of their NPI confirmation from the enumerator (Fox Systems Inc.) along with their corresponding BWC provider number to the fax or address below.

Fax to:

BWC Provider Enrollment
(614) 621-1333

Mail to:

Ohio BWC Provider Enrollment

P.O. Box 182031
Columbus, OH 43218-2031.

Once this process is complete, a provider may bill using either his or her BWC provider number or a combination of both the BWC provider number and NPI (and taxonomy code if applicable). Again, BWC does not require providers to use NPIs for billing.

Providers who wish to transition to billing BWC using their NPI information only should begin billing initially using both identifiers (the BWC provider number plus the NPI). BWC will add new explanation of benefit codes to remittances to confirm it has added NPI data to a provider's record. Once confirmed, the provider may choose to bill using the NPI rather than the BWC provider num-

ber. Providers wishing to confirm that their NPI is registered with BWC before billing may contact BWC's provider contact center toll free at 800OHIOBWC option 3,0 between 7:30am - 5:30 pm.

BWC can currently only accommodate NPI on forms for billing. Other use of NPI on medical documents or other forms is being assessed and will be published on the BWC website and quarterly BWC's Provider Updates when implemented. BWC anticipates NPI will be accepted on other forms/medical documents in 2008. BWC's Managed Care Organizations have been instructed to attempt to cross reference and inform providers of the process to register their NPI with BWC if they receive an NPI on any other form than a bill.

Baby Steps...

News in Brief

Rumberg to Chair SSAC

Thomas C. Dolan, Ph.D., FACHE, CAE, Chair-Elect of the American Society of Association Executives has announced the appointment of Jimelle F. Rumberg, Ph.D., CAE as the Chair of the ASAE Small Staff Association Committee (SSAC) for 2007-2008. The committee has 25 members and represents over 40% of ASAE's membership. ASAE will hold its national meeting in Chicago on August 11 - 14. Rumberg has served on the SSAC committee for 5 years and served as the Executive Editor of the book, *Small Staff Association Fundamentals* (ASAE, 2005) which was a SSAC project. Rumberg succeeds Peter Weber, CAE of the Illinois State Veterinary Medical Association. Her Vice Chair is Michael Gardner of the Gypsum Association in Washington, DC.

HIPAA - Hipocrisy or Hyperbole?

APMA Daily eNews (No 2,303) reported that attorneys at a recent healthcare privacy conference warned attendees that the US Department of Health and Human Services (HHS) received 20,000 complaints about HIPAA violations. To date, no fines have been issued as reported in the Health Care Daily Report newsletter from the Bureau of National Affairs.

Providers should not be complacent about HIPAA privacy and security requirements

despite the lack of fines by HHS. While most of the complaints were determined not to be violations for the law, HHS has referred about 250 to the US Department of Justice for further investigation. HIPAA is only enforceable by the government, with courts viewing HIPAA requirements as a standard of care. Such standards may allow individuals to sue healthcare providers for damages. Such related lawsuits allege that doctors breach their duty of care or confidentiality, or intentionally inflict emotional distress with unauthorized disclosures of protected health information.

APMA Education Foundation Launches Scholarship Campaign

The APMA Educational Foundation has launched its first Annual Giving Campaign to benefit the Student Scholarship Program. The Foundation's goal is to raise \$100,000 to create four new scholarship endowments. If only nine percent of APMA's members give a minimum contribution of \$100, the foundation will reach its goal.

Every member of the foundation's Board of Directors, Scholarship Committee, and the APMA Board of Trustees and senior staff has contributed to the campaign. Members of the APMA House of Delegates generously donated more than \$33,000 to the Student Scholarship Program, of which \$25,000 was

matched dollar for dollar through a generous matching grant from an APMA corporate partner, Crocs, Inc. To date, more than \$57,000 has been raised. In order to reach the 2007 goal, we need your support!

Last year, 193 scholarships were awarded. There are hundreds of podiatric medical students whom we are still unable to help. A mail appeal was sent by Dr. Ross Taubman, president of the APMA Educational Foundation. All members were asked for contributions with a postage-paid return envelope. Donations can be made online at DonateNow@apma.org. If you have any questions, please contact Sandra F. Arez, foundation coordinator, at 1-800-ASK-APMA, ext. 244, or at sfarez@apma.org.

Summer Newsletter *Footprints* Available

According to the APMA (#291), the third issue of the doctor-to-patient newsletter, *Footprints*, is now available for downloading. The summer issue includes articles on sports medicine, summer foot safety, splinters and how to choose the best sandals for specific activities. You can customize the front page with your own office information. You may print in black and white or color. *Footprints* can be found in the "Marketing" section of the "Members Center" on the APMA Web site at <http://www.apma.org>.



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