The Greater Louisville Medical Society's third Wear the White Coat program recently gave 21 high profile business and community leaders a behind-the-scenes look at medicine by affording them the opportunity to shadow GLMS physicians in their practices.

Through Wear the White Coat, GLMS strives to form an ongoing partnership in which physicians and community leaders learn from each other's areas of expertise and become empowered to make better decisions resulting in improved health and well-being for everyone in our community.

“As leaders, we hope that we can bolster you in some way so that you can make positive change in your community, in your professional life and in your personal life. And it’s a two-way street - we’re going to get as much from you as you get from us,” President James Patrick Murphy, MD, MMM, told the participants during the October 9 kickoff breakfast at the Kentucky Science Center. He urged the leaders to consider health care from a personal, professional, public, and patient-centered perspective.

Three weeks later, Murphy’s statement was validated as participants and physician preceptors reconvened at a wrap-up dinner at GLMS headquarters on October 30. Participants shared their shadowing experiences and discussed how they could impact their clients, companies, and the broader community with new perspectives.

Ken Mudd, director of corporate human resources at LG&E, remarked that his experience shadowing Dr. Amy Quillo “drove home the point that we’re on the right track at LG&E [with workplace wellness]...and puts me in a better position to speak with authority and to have some experience behind me when I sit in policy meetings with my employer.”

State Senator Julie Denton and her preceptor, Dr. John Kolter, discussed “what is happening with the pill mill law and how much additional time it takes checking KASPER. [The law has] some pros and cons, but there are really some implications to the things we do in Frankfort as to what [physicians] do and how many patients they can see a day and their accessibility to patients.” Sen. Denton stated, “This was a real eye-opener on several different levels.”

Physician preceptor Eric Fulcher, MD, an emergency medicine physician, shared that he was initially disappointed that his participant, Mark Bolton of

Call for 2014 Nominations

The 2014 GLMS Nominating Committee is asking for nominations as it works to develop a single slate of candidates for election. Offices up for election are: president-elect, vice president, secretary, two at-large board members, three Judicial Council members, four in-training KMA delegates and 31 active member KMA delegates.

In addition, 30-40 candidates are needed for the 2014 Nominating Committee; GLMS members will elect 20 from the group of nominees.

Please submit proposals for nominations by Monday, Dec. 2, to Onvia McDaniel at 502-736-6302 or onvia.mcdaniel@glms.org.
**BOARD OF GOVERNORS HIGHLIGHTS**

**OCTOBER 11, 2013**

- Medical Society Professional Services President Stephen Kirzinger, MD, reported that J. Boswell Tabler, MD, Lelan K. Woodmansee, CAE and Bert T. Guinn, MBA, CAE, presented the revised OPIOID course curriculum to the Kentucky Board of Medical Licensure (KBML) on September 19. The KBML unanimously approved OPIOID for remedial training. The first course will be held February 7 - 9, 2014 at GLMS headquarters, and offered quarterly thereafter. In addition to KBML referrals, MSPS will promote the course to other physicians including those in other states. Participants will receive 18 hours of CME, certified by the University of Louisville. With expert facilitators from both UofL and the University of Kentucky, this is the only course of its kind in the state. Prior to this, physicians had to travel outside of Kentucky to places such as Vanderbilt for this type of training.

- President James Patrick Murphy, MD, MMM, reported on the success of this year’s Wear the White Coat program including the fact that this was the first time we had a one to one ratio of participants and preceptors. President-Elect Bruce Scott, MD, who is a preceptor, said local legislators and key journalists, as well as business and labor representatives comprise this year’s all-star cast. Numerous physicians representing various specialties agreed to serve as this year’s preceptors.

- Mr. Guinn reported that the Leadership and Program Development Committee lead by Secretary Robert A. Zaring, MD, MMM, held its annual GLMS Leadership Conference on Saturday, October 5. The event was by invitation only, and the University of Louisville sent hand-selected residents who have displayed leadership initiative. Approximately 50% of the attendees were in the 25-30 year range. The International Leadership Associates from Cincinnati facilitated the course. Based upon post survey results, 90% of the participants rated the course as excellent or above average. If any member is interested in leadership development, contact Membership Coordinator Jennifer Howard, at jennifer.howard@glms.org or calling 502-736-7362.

- Dr. Murphy and Mr. Woodmansee attended a public hearing of the Indiana State Medical Board on September 25. Dr. Murphy was asked by the American Board of Pain Management to provide a presentation addressing Indiana’s proposed emergency regulations, scheduled to go into effect on December 15. Dr. Murphy also distributed OPIOID course brochures at the hearing. At-Large Member, Wayne Tuckson, MD, reported that Dr. Murphy would be appearing on his KET2 show on October 14. Links to this broadcast are now available at GLMS.org.

- Physician Education and Practice Support Manager, Jessica Williams, reported that the Kentucky Health Benefits Exchange was launched on October 1, and during the first week, 12,000 had enrolled via the Kentucky exchange website (KYNECT). Offering 48 different individual and small employer plans, the Kentucky exchange is running much better than the federal version. The physician directories and formularies are available for members in a GLMS compiled spreadsheet. Ms. Williams and her staff have also undergone training to assist members and their practices with various inquiries regarding the exchange.

- As of the end of October, over 32,000 Kentuckians have enrolled.

- Policy and Advocacy Team Vice Chair, Tracy Ragland, MD and her partners held a legislative reception at their office on September 19. Seven legislators and nearly twenty doctors attended. They spoke informally about the importance of team-based care, strengthening family practice, Patient-Centered Medical Home and the Good Samaritan law. Louisville Medicine Editor Mary Barry, MD, spoke about her experience in teaching mid-level providers and the importance of working together on the health care team.

- The Board approved the annual GLMS audit report. A copy of the report is on file at GLMS offices for review by members during normal operating hours (8:30 a.m. - 4:30 p.m.).
Louisville Metro Corrections, was shadowing on what at first appeared to be a relatively slow night. After seeing through someone else’s eyes what was otherwise a normal, textbook case not end in the frustrating way he expected, Dr. Fulcher realized “there are some things that I take for granted. From our first patient interaction, it made me ... remind myself that there’s good stuff that we’re doing here, and people appreciate what we’re doing. It was energizing from the beginning. It was neat for Mr. Bolton to get to see that.”

Dr. Wayne Tuckson shared that he and his participant, Christen Boone of The Boone Group and the Greater Louisville Project, chatted about how “when we interact with the patient, we’re not just interacting with that one individual, we’re interacting with the entire community that patient represents. We can’t think in terms of just working on that individual. We have to think globally about what we are doing to make that community better so we can improve the health of that individual. I really did appreciate that we had a chance to talk about that part. Sometimes we get hung up on one patient, but it’s about what we do for everybody - education, income, jobs - to help patients and provide that care.”

During the kick-off breakfast at the Kentucky Science Center, the participants were introduced to patient care by watching a previously recorded heart surgery that was performed at Jewish Hospital through the Pulse of Surgery program. The Pulse of Surgery, which normally includes a live heart surgery viewed via a closed-circuit feed, allows middle and high school students to interact with the surgeons and other operating room staff. The program is offered to schools through a partnership between GLMS, the Science Center and KentuckyOne and emphasizes healthy lifestyle choices as well as careers in health care-related fields.

Wear the White Coat participants hailed from a variety of businesses and organizations including Stock Yards Bank, Kosair Charities, The Courier-Journal, and the United Steel Workers union. Three students from the Jefferson County Public Schools’ Five Star Schools for medicine, health and the environment careers program were selected to participate – Valley student Sierra Hayden, and Moore students Isabelle Strader and Derek Alamilla Utrilla. Several individuals who serve in local and state government also joined Wear the White Coat this year.

The GLMS Community Connections Committee, which organizes Wear the White Coat annually, will continue to plan additional events to maintain relationships with alumni of the program. The inaugural Wear the White Coat program took place in July 2011.
The fourth annual GLMS Physician Leadership Course brought in an expert instructor who challenged the attendees to build on their leadership skills. “Leading Through Chaos and Complexity” was the topic of the talk by Steve Houchin with the Cincinnati-based company International Leadership Associates on Oct. 5 at The Old Medical School Building.

The GLMS Leadership and Program Development Committee invited select University of Louisville residents as well as all first-year and second-year practicing physicians. Also invited were current GLMS board and committee members, with the goal of networking and exchanging ideas among young and seasoned physicians.

During the morning of instruction, Houchin drew material from the book *The Leadership Challenge*. After taking a self-assessment, physicians were taught by Houchin about “the five practices of exemplary leadership.” A workbook with interactive activities generated much discussion among the group.

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are pleased to announce and welcome a new associate

Swapna Dharashivkar M.D.

Dr. Swapna Dharashivkar Deo was born in India and completed her medical school at Seth G.S. Medical College and KEM hospital, Mumbai, a prestigious medical school in India. She received accolades in Anatomy, Microbiology and Surgery during her medical school. After coming to the US, she was awarded the Best Intern Award during her Internal Medicine residency at the Jewish Hospital, Cincinnati, OH. She received the American Federation of Medical Research Henry Christian Award for her research on PCOS and obesity during her residency training. She later practiced as an Internist for 6 yrs in Clarksville, IN before deciding to pursue fellowship in Endocrinology at the University of Louisville. During her fellowship, she received two Clinical Fellow Travel Awards in 2012 and the Clinical Fellows Abstract Award in Women's health in 2013 for her research in SHBG in newborns. She also received the 2nd place in poster competition in AACE 2012, 3rd place in AACE poster competition 2013 and the AACE Young Investigator Award in 2013. Her poster was nominated for the Presidential Award at the Endocrine Society meeting 2013. Dr. Dharashivkar is a member of the American Thyroid Association and the Endocrine Society and is interested in taking care of patients with a variety of endocrine disorders. She is board certified in Internal Medicine and having just graduated, is eligible for Endocrinology, Diabetes and Metabolism Boards.

Dr. Dharashivkar’s interests include oil and pastel painting, sewing, gardening and cooking. She and her husband, Nikhil Deo, Programming Manager for a Louisville based wireless firm enjoy tennis, traveling and spending time with their 2 children.

GLMS Membership Coordinator, Jennifer Howard, was an October graduate of Focus Louisville, a 2½-day program of the Leadership Louisville Center that is held four times annually. GLMS also provides the opportunity for members interested in leadership development to participate in Focus Louisville. If interested, contact Jennifer at jennifer.howard@glms.org or 502-736-6362.

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OPPORTUNITY: PHYSICIAN CHAIR OPENING FOR INSURANCE RESOLUTION COMMITTEE (IIRC)

The Anthem Insurance Issues Resolution Committee (IIRC) meets on a quarterly basis for approximately 1 hour at GLMS to address and resolve insurance carrier-related issues that cannot be resolved between the physician practice and Anthem. This committee also serves as a conduit for communications from Anthem to GLMS members of upcoming initiatives and other important news.

Anthem was recently awarded the Kentucky Medicaid MCO contract in the state and has several plans on the Kentucky Health Benefits Exchange. This committee provides the IIRC chair with behind the scenes access to the insurance companies.

Responsibilities of the IIRC Chairman:
This physician will work closely with the GLMS staff to become familiar with the agenda issues and be the guiding force behind the meeting. He/she will lead the committee meeting, introduce the agenda items and allow the physician practice representative to explain the problem, if necessary. A discussion of the problem usually follows, and a clear action to resolve the problem should be elicited from the carrier. Problems from physician practices occasionally are isolated, but often represent a trend with the carrier. It is the duty of the committee to identify these problematic trends and seek widespread resolution of them.

To inquire about the GLMS Anthem IIRC Chair position, please contact Stephanie Woods at stephanie.woods@glms.org or 502-736-6350.

Overview of the IIRC structure:
In 2000, GLMS began holding a series of quarterly meetings with the different insurance carriers to enable physician practices to present their problems directly to the insurance representatives. Physician practices submit problems/hassles they are having regarding issues with specific procedures the company requires (such as getting precertification for a diagnostic test), coding, reimbursement, etc.

Past issues for the IIRC committee have involved bundling of services, nonpayment for certain medications/vaccines or procedures, unreasonable precertification procedures, and customer service problems with the carrier. Frequently, these complaints are not isolated, but are a common trend seen by different practices with the same carrier. For this reason, it is imperative that practices notify the GLMS staff of existing problems so that they may be resolved with the insurance carrier. The execution of the solutions to these problems is followed up by the GLMS staff. The committee consists of one or two physician chairpersons, GLMS physician education and practice support staff members, a representative from the Louisville Chapter of the Medical Group Management Association (LCKMGMA), and the medical director and selected representatives from the insurance carrier. The president, chairman of the board, executive director, and other GLMS representatives are also invited to any of the IIRC meetings, and attend at their own discretion.

All of the IIRC meetings are recorded, and a summary of the meeting is prepared. A follow–up call is made to the practice presenting problems to ensure an appropriate resolution.

IS YOUR PRACTICE READY FOR ACA & MEDICAID EXPANSION?

GLMS to host Medicaid Expansion / ACA Town Hall

GLMS members and their staff are invited to attend a Town Hall on Medicaid Expansion and the Affordable Care Act on Wednesday, December 11 at the GLMS offices, 101 W. Chestnut at 7:00 a.m.

On October 1, 2013 the Kentucky Health Benefits Exchange website, kynect opened for business and is signing up over 1,000 Kentuckians for insurance each day. GLMS members and their staff need to be prepared for the new influx of Medicaid and commercial payers in the area and plan for the changes that are coming with this new patient population.

GLMS Members-Only Resources:
GLMS Physician Education and Practice Support staff are now Certified Application Counselors through the Kentucky Health Benefits Exchange. GLMS provides education and assistance to physician practices and staff about kynect, the full range of Health Insurance Plans (QHPs) and insurance affordability programs for which patients are eligible.

GLMS has created a 30-minute webinar on the GLMS Vimeo website to educate staff on how A/R, scheduling and patient eligibility will be affected by patients who are new to the Health Benefits Exchange. GLMS members and their staff need to be prepared for the new influx of Medicaid and commercial payers in the area and plan for the changes that are coming with this new patient population.

Local leaders expect that almost 55,000 newly eligible patients in Jefferson County will acquire insurance through the exchange.

The health benefit exchange offers a total of 48 different individual and small employer health plans. To help with the daunting task of figuring out the differences between these plans, GLMS staff created a spreadsheet of the various plans by level and associated benefits. GLMS staff are available to visit practices to educate staff on how A/R, scheduling and patient eligibility will be affected by patients who are new to the Health Benefits Exchange. Local leaders expect that almost 55,000 newly eligible patients in Jefferson County will acquire insurance through the exchange.

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To RSVP for the December 11 meeting, please email physician.education@glms.org.
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As the nation’s largest physician-owned medical malpractice insurer, our insights into the practice of internal medicine have helped earn us the exclusive sponsorship of the American College of Physicians, and have made us the first choice for ACP members. When your reputation and livelihood are on the line, only one carrier can give you the assurance that today’s challenging practice environment demands—The Doctors Company.

To learn more, call Frank Buster or Gary Noel at 800.338.7148 or e-mail FBUSTER@RHCGROUP.COM.

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