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No Bones About It

Don't Get Distracted by Big Bird; Politics Are Still Local

by Joe Prud'homme, MD
President, WVOS

The TV news talking heads are all telling us that this is the most important election in fifty years – and they are all fixated on Big Bird?!! It is estimated that the Obama and Romney campaigns will each spend over a billion dollars on advertising. In one recent week, Big Bird was the focus of those ads.

Regardless of who becomes president, there are a few statewide elections which will have a bigger impact on the lives of West Virginia patients and their doctors.

Our West Virginia Supreme Court Justices are elected for twelve years. If they are anti-doctor, they are going to make us miserable for a long time. Undoubtedly this is the most important race on which to place your focus.

The race for West Virginia Attorney General is also a critical one. One candidate, Patrick Morrissey, stands out here. This man is a former lead congressional staffer on the committee which authored much of the CMS (Medicare and Medicaid) legislation. He is one of very few people who actually understands this stuff! He is an advocate for doctors and patients at a time when everyone else seems concerned only with costs. If Medicaid regulations are handed back to the states to handle on a state by state basis (as Republicans are encouraging), the Attorney General will help decide many of the contentious issues. Morrissey is the only one who even has a chance of understanding the complexities of the issues. No matter what your political affiliations, Morrissey deserves serious consideration.

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The View from K2

**EMR dollar
and time costs
are high, but
programs
aren't patient-
centered.**

No one can help stupid, not even duct tape.

I don't know about you, but our orthopaedic practice has been going through a wasteful, useless Electronic Medical Records upgrade. Not only in our practice, but also at the hospital level. This is the biggest crock of s---t I have ever seen. We were told by the EMR companies that these "upgrades" have been Beta tested and it would be a "piece of cake." There has been nothing further from the truth. Speaking to other physician friends across the country, they have also experienced a similar wasting of their time by their EMR updates/installations.

Our government has been pushing mandates to "improve the medical record." The patient is not the center of this upgrade. The bureaucrats only want to pigeonhole every patient, procedure, disease and treatment that a physician performs. What in the past took the office three hours to get charts together now takes six hours. The learning curve for this "upgrade" is very steep, costly, and has nothing to do with patient care.

These unfunded mandates shift cost to us without any compensation for this new piece of

bureaucracy. They also take away from our most important resource – time. It is like the "HOUSE OF GOD" (by Samuel Shem) all over again. When will the organizations of medicine that are directly caring for patients step up and say enough is enough?? With this bureaucratic morass, treating patients as best as possible is not occurring.

The insanity of this "buffing the chart" has to stop. The patient, not the paperwork, should be the center of the Medical Universe. Information technology is one of the major factors in driving up the cost of health care. Look around any hospital and see how much this technology is costing, not only in dollars, but in the time nurses, aides, physicians, and others spend trying to get information from a computer rather than dealing directly with patients. "Meaningful use" has little to do with the patient and more to do with what is typed into a chart.

A study by Dr. Eric Johnson and Dartmouth University show only a small percentage improvement going from Level 2 EMR systems to Level 3 for hospitals. There was no improvement in surgical site infections (Kathleen Rooney, **View from K2** Continued on pg 8

By WVOS Resident Board Members Alvin Jones, MD, and Chad Lavender, MD

Residents Added to WVOS Board

Allow me to introduce myself. My name is Alvin Jones. I am a third year orthopedic resident at WVU, and recently I became the resident liaison from WVU's residency program to the West Virginia Orthopaedic Society (WVOS). If you are thinking to yourself, I didn't know we had resident liaisons, you're probably not alone. It's a brand new position that was recently developed and implemented. I am joined in this role by Chad Lavender, a fifth year resident at Marshall University's residency program. We both were honored to begin our roles at the last Mid-winter meeting in April 2012.

We hope to encourage more resident participation in the organization by offering a resident's perspective and developing topics and programs targeted to residents. Currently, we are working on a "business of orthopedics" session for the next Mid-Winter meeting in 2013. This is focused on helping residents learn the pros and cons of different practice environments. We plan on highlighting private practice, community hospitals and academic hospitals. Also, there will be a panel discussion after

the sessions allowing WVOS members practicing in these environments to give the residents their perspective.

From a resident's point of view, some of us have an idea of which path we want to pursue, but a lot of us still would like to hear your experiences to see if our preconceived notions are true. We intend to have the "business of orthopedics" session Friday evening, so consider this an open invitation to all practicing and even retired orthopedists. We'd love to meet you, so come support us residents and help us understand the challenges that face us as we transition from training to practicing.

Another exciting role Chad and I are involved in is to increase resident participation in the WVOS. We are planning a social gathering for residents from the two programs during next year's meeting. This will be a great opportunity to develop relationships between the residents as well to increase participation and resident activity in the WVOS. Any residents interested in participating please contact Alvin or Chad through the WVOS office at wvos@frontier.com.

**We're working
to enhance
resident
opportunities
in WVOS
activities.**

By WVOS Program Chair Jack Steel, MD

2013 "Spring Break" Meeting



Don't miss the
fun, fellowship
and learning...
put
April 26-27
on your
calendar now!

Based on the success of the 2012 event, highlighted on the following pages, the 2013 West Virginia Orthopaedic Society (WVOS) and West Virginia Association of Orthopaedic Executives (WVAOE) "Spring Break" Meeting is staying at Stonewall Resort!

Make plans now to attend the 2013 "Spring Break" Meeting on April 26 and 27. There are several additions to the meeting, including the fact that it will be a "combined" meeting with the WV Physical Therapy Association. While we will have separate clinical sessions, there will be joint activities during the weekend.

The fun begins Friday with golf tee times starting at 11:00 a.m. We have reserved eight tee times for foursomes. The golf fee is \$89, and includes green fees, a shared golf cart and unlimited use of the practice facility.

Additional Friday activities will include a special session on drug diversion, now required for licensure, and the Business of Orthopaedics seminar for residents at Marshall and West Virginia Universities. A reception will take place

during the evening.

Saturday morning will begin with a continental breakfast, followed by our outstanding array of speakers. The final topics for the meeting will be announced following the August 24 membership meeting at The Greenbrier.

The meeting is open to physicians, physician assistants, allied health professionals and exhibitors.

The sleeping room rate will include your sleeping room, all meals, the resort fee, on-site parking, shuttle service throughout the park, local telephone calls, high speed internet access and Wi-Fi throughout the facility, use of fitness equipment, indoor/outdoor pool, sauna, steam room, paddle boats, canoes, kayaks, mountain bikes, excursion boat and basic fishing equipment. For those wanting to bring the family, rates are available for Saturday night.

Additional details will be available later this year, but go ahead and put us on your calendar for 2013. You won't want to miss the fun, fellowship and learning!

AAOS/ABOS Can Help With MOC

Does MOC apply to you? Chances are, yes.

If you have a time-limited certificate, no matter when it expires, you should be somewhere in the 10-year Maintenance of Certification (MOC) cycle—and you should be registered as a participant in MOC. Even if you have a lifetime certificate, you should be registered as a participant in MOC—whether you plan to take the oral or written exam someday or not.

Here's why: The American Board of Medical Specialties (ABMS) and the American Board of Orthopaedic Surgery (ABOS) will post the names of physicians who have registered to participate in MOC. This information will be available to the public, hospital administrators, and state officials. If MOC participation is required as a condition of licensure or credentialing, your name should be on that list.

Registering is free and easy. Visit the ABOS website (www.abos.org) and click on the "How to Sign up for MOC" icon at the top of the screen. Follow the prompts to register as an MOC participant.

Plan and manage your MOC process with the new online Learning Portfolio

The AAOS has developed a new online service to help you manage your CME requirements over your 10-year MOC cycle. Login at www.aaos.org/portfolio to:

- See where you are in the 10-year Maintenance of Certification (MOC) cycle
- Review how much CME you have and how much you need
- Claim CME for past AAOS activities or add CME from another source
- Select additional CME opportunities on topics and in formats that fit your preferences and learning style
- Print your transcript

Making sense of MOC

Still have questions about your MOC status? Wondering what all the talk about Maintenance of Certification (MOC) really means for you? Preparing for your recertification exam? Unsure of your certificate's expiration date? Call the ABOS at 919-929-7103 or visit www.abos.org to learn what you need to do to comply with the deadlines and requirements of your MOC schedule.

**By now, you
should be
registered
as an MOC
participant.**

Self-promotion Isn't So Bad

**Build your
own brand
(but follow
the unwritten
rules).**

Whichever stance you take on important industry topics, research papers or controversies, think of personal blogging as your very own professional stage to establish yourself as an industry expert, build a strong reputation and increase your perceived value.

There is no question that success is often defined by your ability to create a personal brand, which means having a presence beyond your resume – think Facebook, Twitter and LinkedIn. Most likely, you are already using one of these mediums to maintain a personal or professional network, but the goal is to go one step further and get employers to come to your blog. Think of it this way – the blog is a site that YOU created, which represents YOUR thoughts, YOUR opinions and YOUR professional capabilities. By linking to your blog from multiple sites, you are able to give prospective employers access to your own personal stage that is enhanced by your very own

thoughts and ideas.

Blogging does have its own underground rules and etiquette, which is why it's important to remain professional and refrain from offensive posts that can negatively have an effect on a future employment opportunity. On the other hand, bloggers that are slightly eccentric in their thoughts and opinions are the ones that gain networking opportunities, peer recommendations, job offers and popularity.

While blogging doesn't guarantee an influx of employment opportunities, think of it as a crucial piece to your portfolio that will bring you yet another body of work and/or writing samples of substantial thoughts that can be shared with a potential employer.

Blogging is a powerful branding tool that can reshape the way that you connect with potential employers. If used correctly, it can enhance your professional profile, expand your network and help you build credibility among prospective employers.

AAOS collecting patient stories

Your Academy is launching a new public awareness campaign called "A Nation in Motion: One Patient at a Time." This campaign will tell the stories of patients across the country whose lives have been saved or restored by orthopaedic care.

As you know, our strongest ambassadors are our patients, whose lives are forever changed by our care. With this in mind, we ask that you identify patients who are willing to share their stories of restored independence, productivity and improved quality of life.

Here's how you can help us make this initiative a success:

1. Choose patients whose stories embody "A Nation in Motion: One Patient at a Time."
2. Talk to them—or ask someone in your office to do so—and invite your patients to submit their

stories on our website, www.anationinmotion.org, or alternatively, ask them for permission to use their story. Then you or someone on your staff can then submit the stories on their behalf.

3. We would like to have these responses as soon as possible.

AAOS staff members will contact some of these patients to develop more comprehensive profiles. In April, selected stories will be shared on the Academy's new "A Nation in Motion" website as part of a national media outreach campaign launch.

Thank you in advance for your leadership and participation. If you have any questions or would like additional information about this campaign, please call or email Sandra R. Gordon, 847-384-4030 or gordon@aaos.org.

**Share your
patients'
stories with
the nation.**



**Don't miss the fun, fellowship and
learning...April 26-27, 2013!**

Please Tell Us Who You Know

Please
complete our
Key Person
survey at
www.wvos.org.

Your West Virginia Orthopaedic Society (WVOS) and West Virginia Association of Orthopaedic Executives (WVAOE) are working to identify members who know or have some relationship with successful general election candidates at the federal and state levels. We are looking for members who are willing to contact or meet with these individuals

on legislative issues at the federal and state level to discuss the importance of orthopaedics and healthcare to West Virginians. We need legislators to understand the need to include all facets of orthopaedics and healthcare in general in any health care bills they may consider.

Please complete the survey at www.wvos.org.

Two races are
key in WV!

Patients
should
come before
paperwork.

Politics Continued from page 1

Please vote!
Moreover spend a little time encouraging your family, friends and office staff to vote and to consider the needs of

West Virginia's patients and doctors when they do.



K2 View Continued from page 2

8/10/12). The bottom line is this: the electronic medical record is good for only one thing, the storage of data. The problem with the current scenario is it can be extremely difficult to get to the "beef" of a medical record to help the physician take care of a patient. Unfortunately the government has replaced the

patient as the true consumer. This is due to the fact that the government makes up a significant portion of a physician's reimbursement, and as such you honor thy sponsor.

"Beam me up, Scotty." – James T. Kirk, Captain of the Starship Enterprise