



Volume 4 • Issue 3 • Summer 2014

No Bones About it

WVOS Meeting Valuable

by **David E. Ede, MD**
President, WVOS

In several short weeks, the West Virginia State Medical Society will be hosting the annual State Medical Summit meeting at The Greenbrier Resort (August 22-24). I have a confession to make. Last year was my first year attending the weekend meetings. My previous years of attending the Summit were limited to driving to The Greenbrier early Friday morning for the WVOS meeting, having lunch at Draper's Café (with Bill Sale or Tony Majestro, et. al.), and then high-tailing it back to Charleston. After spending the weekend there last year, I was driving home on Sunday and experienced a great sense of satisfaction having been there and involved myself as the WVOS President.

In retrospect, I should have taken the advice of my partner, Tony Majestro, and spent the weekend there each year as he had suggested to me several times in the past. Any medical practitioner in the state knows about the reputation of The

Greenbrier and probably has spent some time there enjoying the resort and its amenities. But, I found as much or more pleasure attending the many symposia compiled by the medical society that weekend. In them I found the latest information updates and new information immediately applicable to my medical practice. It was not just for the medical practitioner, but for every practicing and otherwise interested physician.

I added to my limited background of information pertaining to things other than the art and science of practicing orthopedic surgery. I had heard of Recovery Audit Contractors (RACs) and some of the legislative things that were coming down the pike, but, I have to admit that I knew very little about them. Consequently, I attended a seminar on these very important bodies and the power they wield in the billing aspects of our practice. These are things EVERY orthopedic surgeon should know about

Aug. mtg. Continued on page 13

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The View From K2

**"Happiness is
good luck and a
bad memory."**

– Ingrid

Bergman

I don't know about you, but the changes in electronic medical records the past two years is about to drive me crazy. For a change of pace, I would like to recommend two authors to take one's mind off this cluster f%^&.

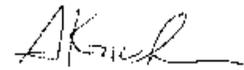
Dave Baldacci has three protagonists that can keep you spellbound for hours. First is Oliver Stone, who along with his Camel Club, has saved our government's bacon on many occasions from bureaucratic greed and corruption (sounds familiar in healthcare). His other two protagonists are Sean King and Michelle Maxwell, two discredited

Secret Service agents who, as private investigators, have helped good triumph over the evil bureaucracy. The other author, Lee Child, has developed an excellent storyline with Jack Reacher. He really knows how to take care of business. If only the healthcare sector had heroes like these, perhaps we would not be in this healthcare quagmire.

After reading a couple Baldacci or Child books, one needs to come back to reality and take on America's

healthcare issues. I am also reading two books by Quint Studer. They are "Hardwiring Excellence" and "A Culture of High Performance." They deal with improving healthcare for our patients. After reading these books, one sees the importance of evidence-based leadership, and a similar concept that we as physicians must practice, evidence-based medicine. I do not know about you, but at my hospital, any similarity to what Studer preaches and what I see is purely coincidental. By reading and studying Studer's books, it will help orthopaedists try to persuade hospital administrators to place patient care first. Taking care of people is often difficult enough without dealing with unfounded and unfunded bureaucratic mandates. To date, the powers to be have not given us any evidence based medicine to aid in patient care.

Happy reading,



Greg Krivchenia, M.D.
AAOS Councilor

**Please join us for August 22 at
The Greenbrier for meetings of the
WVAOE and WVOS.
YOU make a difference!**

WVSU Honors Diane Slaughter



West Virginia State University (WVSU) is establishing the "Diane Slaughter Public Relations Laboratory" for public relations and communications students on the university's campus in Institute, W. Va.

The announcement was made in June during the Public Relations Society of America - West Virginia Chapter's (PRSA-WV) annual Crystal Awards Gala. Presentation of the commemorative key, shown above, was made by PRSA-WV Chapter President Sara Payne Scarbro and the 2014 Outstanding Educator Trevellya Ford-Ahmed, Ph.D., a professor at WVSU.

"I was stunned and humbled by the announcement," Slaughter said. "This is a tremendous and unexpected honor. I have worked with West Virginia State's students for a number of years, but never expected it to be recognized at all, and never in my wildest dreams in this fashion."

A classroom in the Thomas W. Cole, Jr., Complex is being

transformed into the laboratory, which will have traditional classroom space, a client/team meeting space, a computer lab area and a focus group laboratory with a functional observation room.

Dr. Ford-Ahmed and the C. R. Byrd Chapter of PRSSA are the driving forces behind this project.

Ford-Ahmed said, "Diane has been a long-time supporter of both PRSA-WV and our student chapter in many ways, including her years of service as the chapter's professional advisor."

Slaughter has owned Homestead Communications, a public relations and association management firm, since 1993, and has been Executive Director of the West Virginia Orthopaedic Society since April 2001 and of the West Virginia Association of Orthopaedic Executives since its founding in August 2008. She was named the AAOS Executive Director of the Year in 2005.

The dedication will take place this fall on the WVSU campus.

"This is a tremendous and unexpected honor."

**-Diane Slaughter,
CAE, APR, Fellow PRSA**

Top Ortho ICD-10 Codes Cards Out

**ICD-10 is
coming.**

**Let us help you
prepare!**

The West Virginia Association of Orthopaedic Executives (WVAOE) is pleased to offer orthopaedic surgeons a new tool to help them and their staff transition from ICD-9 to ICD-10.

These comprehensive ICD-10 Reference Cards have been developed on nearly 500 of the most common orthopaedic conditions in the following areas:

- Shoulder and Elbow Fractures
- Other Shoulder and Elbow Conditions
- Hip and Knee Fractures
- Other Hip and Knee Conditions
- Wrist and Hand Fractures
- Other Wrist and Hand Conditions
- Ankle and Foot Fractures
- Other Ankle and Foot Conditions
- Spine Fractures
- Other Spine Conditions

A must for a busy orthopaedic practice, the 10 reference cards were developed for viewing at a glance and are laminated for durability, but they also still allow you to write on the cards to add your notes or additional orthopaedic conditions. These Reference Cards will be a quick reference for you and your staff and save you valuable time as you transition to ICD-10.

The Reference Cards were distributed at the California Orthopaedic Association (COA) 2014 Annual Meeting and they were well-received by orthopaedic practice managers and surgeons. COA worked with Newport Medical Solutions to develop the Reference Cards. Newport Medical Solutions retains copyrights to the Reference Cards and they are responsible for their content. We urge you to consider these Reference Cards.



**Learn all about
ICD-10
Friday, April 17, 2015, as
part of the
WVAOE/WVOS Spring Break
Meeting
at Stonewall Resort.**

Place Your ICD-10 Card Order Today

ICD-10 Reference Cards

WVOS/WVAOE Members: \$50 USD per set

Non-members: \$60 USD per set

Reference cards are needed by: ___ ASAP ___ Specific date

Name: _____

Phone : (_____) _____

Practice Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____

Method of Payment:

Check enclosed for \$ _____

Please charge \$ _____ to my credit card

Visa/MCAMEX #: _____

Exp. Date: _____ Security Code: _____

Email or mail completed order form to: WVAOE, PO Box 13604, Charleston, WV 25360. Email: wvaeo@frontier.com

Place your order today by using this form.



NEWPORTMED
SPECIALTY HEALTHCARE MANAGEMENT

**Top Orthopedic
ICD-10 Codes**

Shoulder & Elbow

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Osteoarthritis of Shoulder</th></tr> <tr><td>M19.01</td><td>Primary</td></tr> <tr><td>M19.11</td><td>Post-traumatic</td></tr> <tr><td>M19.21</td><td>Secondary</td></tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Osteoarthritis of Elbow</th></tr> <tr><td>M19.02</td><td>Primary</td></tr> <tr><td>M19.12</td><td>Post-traumatic</td></tr> <tr><td>M19.22</td><td>Secondary</td></tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Shoulder Tear or Rupture</th></tr> <tr><td>M75.11</td><td>Rotator cuff, incomplete</td></tr> <tr><td>M75.12</td><td>Rotator cuff, complete</td></tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Joint Pain</th></tr> <tr><td>M25.51</td><td>Pain in shoulder</td></tr> <tr><td>M25.52</td><td>Pain in elbow</td></tr> </table> <table border="1" style="width: 100%; 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We Listened: Education Session Set

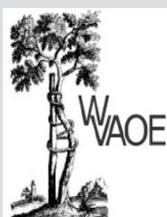
**We listened
to WVAOE
members!
We're offering
education at the
August meeting.**

During the Spring Break Meeting, members of the West Virginia Association of Orthopaedic Executives (WVAOE) expressed a desire to have an education session during the summer meeting, not just a board and member meeting. We heard you and reached out to the West Virginia State Medical Association (WVSMA) to partner with their Healthcare Summit offering on Friday, August 22.

You can now attend "WV Pay for Value: Concepts and Implementation," a joint presentation by Marshall Health and Highmark WV. Speakers

include: Josh Dorsey, COO, Marshall Health; Jason Landers, Director Provider Strategic Initiatives, Highmark WV; and Glenn Miller, Vice President, Highmark WV. Use the registration form on this page to attend the Highmark session on Friday, August 22 from 1:15 to 2:45 p.m. in Eisenhower A&B. We have arranged a special, reduced price for our members to attend this critical session.

The WVAOE will then host a board and membership meeting in the Spring Room from 3:00 to 4:00 p.m. We hope to see you there!



THERE ARE SMARTER WAYS TO GUARD AGAINST FALLS.

Preventing hip fractures from falls is critical for senior home safety. A few common sense precautions can make homes safer and extend independence. A public service message from the American Academy of Orthopaedic Surgeons and the Orthopaedic Trauma Association. For home safety tips, visit orthoinfo.org/falls and ota.org.

HOME SAFETY IS BONE SAFETY.

OIA ORTHOPAEDIC — TRAUMA — ASSOCIATION

AAOS AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

Register Here for "Pay for Value"



R E G I S T R A T I O N F O R M

PLEASE PRINT CLEARLY

Name: _____

Spouse/Guest (Name as it should appear on the name badge): _____

If you prefer vegetarian meals, or, if you have a food allergy, please check here allergy _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail Address: _____

*YOUR REGISTRATION CONFIRMATION DELIVERED VIA EMAIL

2014 Healthcare Summit (CME Included)

REGISTRATION FEE

	<u>Pre-Summit</u>	<u>On-Site</u>	
<input type="checkbox"/> Office Manager	\$ 50	\$ 90	\$ _____

TOTAL AMOUNT DUE \$ _____

Payment Method: Check Enclosed American Express MasterCard Visa Discover

Card No: _____ Expiration Date: _____ V Code: _____
(Three digit number on the back of the card.)

Credit Card Billing Address: _____

Signature: _____

Our room block deadline for the discounted room rate is July 26.

For lodging reservations, call the Greenbrier
1-877-394-4137
 To register and/or make your reservation, visit the WVSMA at wvsma.org.
 FAX: (304) 925-0345 | MAIL: West Virginia State Medical Association, P.O. Box 4106, Charleston, WV 25364
 QUESTIONS: (304) 925-0342, ext. 12

WVAOE members should fax this form to WVSMA to register for the August 22 "Pay for Value" session.



Review and Dispute Period Open

Do you want to review Open Payments data reported about you before it is available to the public? Your chance is NOW.

The Centers for Medicare and Medicaid Services (CMS) announced the review and dispute period opened on July 14 and closes on August 27, 2014.

Do you want to review Open Payments data reported about you before it is available to the public? Get started now by registering in CMS' Enterprise Portal.

Physicians are encouraged to register in CMS' Enterprise Portal (Enterprise Identification Management system – EIDM) and the Open Payments system in order to view the data reported by industry that will be made public on September 30, 2014.

Registration is a voluntary process, but it is required if a physician wants to review data reported by industry relating to financial interactions industry has had with physicians.

Registration for physicians and teaching hospitals will be conducted in two phases for this first Open Payments reporting year. There is no official end date for when physicians need to finish the registration steps. In order to review or dispute data submitted by industry for the 2013 reporting period, physicians must be registered – and have reviewed any data reported about them – on or before August 27, 2014, the end of the initial 45-day review and dispute period. Please keep in mind that identity

verification can take some time; CMS recommends completing the registration process as soon as possible and not waiting until the end of this initial 45-day review and dispute period.

Two Phases of Registration Phase 1:

- Register in the CMS Portal - HAPPENING NOW: Register in [CMS' Enterprise Portal](#) (the gateway to EIDM). Use the [Phase 1 Step-by-Step CMS Enterprise Portal Registration for Physicians and Teaching Hospitals](#) presentation for guidance on how to complete this first portion of the registration.

Phase 2:

- Register in the Open Payments System – HAPPENING NOW: Register in the Open Payments system to complete the registration process and have the opportunity to review and dispute data submitted by applicable manufacturers and applicable group purchasing organizations (GPOs) prior to public posting. Use the [Quick Reference Guide on how a physician can register in the Open Payments system](#).
- Review – July 14 through August 27, 2014: If you have any concerns about the data's accuracy, this is the time to dispute and correct the data submitted by industry. Use the Quick

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Before Your Information Goes Public

Now through Aug. 27 is the time for physicians to review reports about their financial interactions with manufacturers of drugs and medical devices and dispute potentially inaccurate reporting under the Physician Payments Sunshine Act (also known as the Open Payments program). Here's what you should do this week to make sure you're protected.

Physicians already should have registered with the [Centers for Medicare & Medicaid Services' \(CMS\) Enterprise Portal](#), the first phase in a three-step process for data review. If you haven't completed this step, read more about [how you can do so now](#).

Follow this process to complete step 2. Registration is rather cumbersome, so make sure to follow the directions closely and allow enough time to complete it in one session:

1. Log in to the CMS Enterprise Portal and navigate to the Open Payments system. Select "Create my profile" when you are ready to begin the registration process.
2. Select "Start profile" at the bottom of the next screen.
3. Select the profile type "Physician" and then select "Continue."
4. Enter your personal information, making sure to fill in the required fields that are marked with an asterisk. When you are done, select "Continue." Do not choose "Cancel" unless you want

to start over; canceling will erase all data.

5. Enter your details, making sure to fill in the required fields that are marked with an asterisk. Physicians are required to enter at least one license number by selecting "Add license" and entering the state in which the license is held and the license number. When you are finished, select "Continue."
6. If desired, choose an individual to represent you within the Open Payments system by entering the required information and the access level. You do not need to designate an authorized representative during this initial registration and may choose to do so later.
7. Review the information you've entered. Select "Back" to edit any information. If the information is correct, select "Submit."

The entire registration process will take about 30 minutes to complete and must be finished in a single session, according to CMS. Users cannot save entries or complete their profiles at later times. In addition, the system times out after 15 minutes of inactivity, and it does not have an auto-save feature.

CMS recommends using only Internet Explorer version
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**Take these
steps
before your
financial data
goes public by
September 30!**

WVOS Membership Open to Allies

WVOS is now open to allied health professionals, so please request our brochure and share it with others.

Under the new West Virginia Orthopaedic Society (WVOS) bylaws, approved by the membership in 2013, allied health professionals can now become associate members of the Society.

We are asking all WVOS members to request a copy of the new membership brochure at wvos@frontier.com, print it and share it with licensed health professionals in your office, your referral circle and your community, then offer to sponsor them for WVOS membership.

This opportunity is available to all health professionals who treat musculoskeletal diseases and are duly licensed by their profession's licensing board in West Virginia. Associate members may include chiropractors, nurses, orthopaedic technicians, physical therapists, physician assistants and podiatrists.

Associate members are entitled to all rights and privileges of the society, including discounts at the annual "Spring Break" conference, but can't hold office or vote. Non-orthopaedic associate members will pay dues at half the WVOS active member rate. Associate members must be sponsored for membership by an active member of the West Virginia Orthopaedic Society.

To join the WVOS, allied health professionals should do the following:

Not an Orthopaedic Surgeon?



No problem!

The West Virginia Orthopaedic Society is now offering **associate membership** to **all** licensed licensed health professionals treating musculoskeletal disease in West Virginia.

- identify an active WVOS member to sponsor you;
- visit www.wvos.org and click the join button;
- select associate member status;
- pay dues through PayPal online or by check; and
- **become active in WVOS.**

We feel that these additional professionals will provide a win-win situation for WVOS members by introducing new voices and sharing our best practices with others treating musculoskeletal disease.

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Reference Guide on [how to initiate and dispute a record in the Open Payments system](#). Share the Quick Reference Guide on [how to accept or reject a nomination](#) with individuals that will be your Authorized Representative.

Note: Any data that is disputed, if not corrected by industry, will still be made public but will be marked as disputed. [Learn more about the review and dispute process.](#)

Resources Available

The [Open Payments User Guide](#) has been extensively updated to provide industry, physicians, and teaching hospitals with a comprehensive understanding of Open Payments system and requirements. New chapters include: physician and teaching hospital registration in the Open Payments system, and review and dispute functionality. It can also be downloaded on the [Open Payments Fact Sheets and User Guides](#) web page.

Look up your NPI on the [National Plan & Provider Enumeration System](#) website. Use the [Taxonomy Crosswalk document](#), also available in the Related Links section at the bottom of this page, to look up specialty codes.

CMS developed multiple Quick Reference Guides. Guides include: [how a physician can register in the Open Payments system](#), [how to dispute a record](#), and [how an authorized](#)

[representative can accept or reject a nomination](#).

For assistance registering in CMS' Enterprise Portal (the gateway to CMS' Enterprise Identification Management system (EIDM)), view the [instructional presentation on steps to complete EIDM registration](#).

Do Physicians Have to Participate in Open Payments?

Physicians are not required to register with or send any information to Open Payments. However, to make sure we have the right information, we do encourage physicians to:

- [Become familiar with the information that will be reported about physicians.](#)
- Keep records of all payments and other transfers of value received from applicable manufacturers or applicable GPOs (physicians can use the [Open Payments Mobile for Physicians app](#) to track payments and other transfers of value they receive from applicable manufacturers and applicable GPOs throughout the year).
- [Register with CMS' Open Payments system and subscribe to the listserv to receive updates regarding the program.](#)
- [Look at the information applicable manufacturers and applicable GPOs submit](#)

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Open Payments participation isn't required, but you should be sure your information is accurate.

There are a number of resources, educational sessions and downloads available for you.

Review

Continued from page 11

- [on physician's behalf.](#)
- [Work with applicable manufacturers and applicable GPOs](#) to make sure the information submitted about them is correct.

CMS is committed to data accuracy, and will be closely monitoring this process to ensure integrity in the data posted. We encourage physicians' engagement in this process. Physicians who notice an inaccuracy will be able to dispute the information and work with applicable manufacturers and applicable GPOs to resolve disputes.

Two Continuing Medical Education Activities Available

Also available for physicians to learn more about Open Payments is Continuing Medical Education (CME) activity. Two such activities are available and accessible via Medscape; both are accredited by the Accreditation Council for Continuing Medical Education:

1. "[Are You Ready for the National Physician Payment Transparency Program?](#)" Through the activity, participants will learn more about Open Payments, the steps involved in collecting and reporting physician data, key dates for implementation, and actions they can take to

verify physician information in advance of website publication.

2. "[The Physician Payment Transparency Program and Your Practice](#)" Through this activity, participants will be able to identify opportunities for physicians to review transfers of value attributed to them and differentiate types of transfers of value that will or will not be reported under Open Payments.

Medscape accounts are free and users do not have to be health care professionals to register. Registration can be found on the Medscape website www.medscape.com.

Downloads

- [Open Payments User Guide](#) [July 2014] [PDF, 21MB]
- [Program Overview for Physicians](#) [August 2013] [PDF, 269KB]
- [Program Overview for Patients](#) [August 2013] [PDF, 222KB]
- [Phys./Teaching Hosp.: Phase 1 EIDM Registration Steps](#) [June 2014] [PDF, 1MB]
- [Quick Reference Guide: Physician Registration Instructions](#) [July 2014] [PDF, 118KB]
- [Quick Reference Guide: Physician Authorized Representative Instructions](#) [July 2014] [PDF, 115KB]

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and be prepared for. I also attended a seminar on cyber-security. Initially, I thought I was signing up to attend a lecture on something that I pay my information technology experts to take care of. It was nothing like that. I learned about the dangers of Wi-Fi hotspots, the dangers of software updates, smartphone tips, and helpful hints to avoid identity theft. Needless to say, this is important information everyone should have to protect themselves.

I also got to network with other orthopedic surgeons and medical practitioners and put faces to the names that I knew about but never had the chance to make an introduction. To me, this developed a closer sense of togetherness that I think we are losing in this world of hi-tech isolationism. For example, one negative influence of my office electronic medical record software is that I meet less and less with my secretary to go over important patient care issues. Now, I just sit at my computer sending "tasks" to the different people in my office

(including my office manager) about different things. This has created an impersonal atmosphere that can erode communication. It has been shown that communication using social media is less effective in getting your information across than doing it face-to-face.

And then, there's The Greenbrier. Staying there is an experience unlike any other. There are few resorts across America that can combine the charm of an old world resort with five-star services. There are fifty or more activities that you can choose from while you are there. You can even play golf on a PGA tour golf course (the Old White course). You just have to experience it for yourself!

Please be sure to join us on Friday, August 22, from 9:00 to 11:30 a.m. in the Spring Room at The Greenbrier for our summer board and membership meeting. Please contact WVOS Executive Director Diane Slaughter at 304.984.0308 or wvos@frontier.com to confirm your attendance at our meeting.

This is an important meeting and your voice makes a difference!

Sincerely,



David E. Ede, M.D.
President, WVOS



**YOUR voice on
August 22 make
a difference!**

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To Do

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8 or later to register for the Open Payments system. CMS also cautions users against using their browser's navigation buttons, which can delete registration data.

After registration, physicians will be able to review data reported about them and affirm or dispute the data. Industry organizations either will correct [disputed data](#), or, if not corrected right away, that data will be marked as disputed when it is released to the public.

The industry will have a 15-day period, from Aug. 28 to Sept. 11, to submit dispute corrections. CMS plans to

release physicians' financial data to the public by Sept. 30. Watch AMA Wire™ for more information about how to review and dispute data.

The agency has updated its [Open Payments user guide](#) and [Quick Reference Guide](#) with new information about how to register in the system.

Visit the AMA's [Sunshine Act Web page](#) to learn more about the kinds of financial interactions that will be reported and access resources to help you prepare for reviewing data and challenging any false, inaccurate or misleading reports.

No Bones About It
is published four times a year by the
West Virginia Orthopaedic Society (WVOS).
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