



MAINE OSTEOPATHIC  
ASSOCIATION

SUMMER 2009 - VOLUME 35 ISSUE 3

# Maine D.O.

## The 98th Annual Oceanside Convention a Huge Success for the Maine Osteopathic Association

### MOA Elects New President

On Saturday, June 13, 2009 the Maine Osteopathic Association held its annual President's Reception and Awards Ceremony. Dr. Larry Wickless, President-elect of the American Osteopathic Association installed our new President, Joel A. Kase, DO, MPH.



*AOA President-elect, Dr. Larry Wickless installs the new President of the MOA, Joel Kase, DO, MPH*

Dr. Kase graduated from the New York College of Osteopathic Medicine and is board certified in Family Medicine and Neuromusculoskeletal Medicine. He obtained his masters degree in Public Health from Harvard in 2007 and is currently employed at Maine General Medical Center in Waterville, ME as an Emergency Physician.

Dr. Kase is very active at the national level and serves on the AOA Bureau of Emerging State's Concerns, the Bureau of State Government Affairs and is a Maine Delegate to the AOA House of Delegates. Dr. Kase also serves on the Statewide Coordinating Council for Maine's emerging public health infrastructure.

At the President's Reception, the association presented its four most prestigious awards to key osteopathic leaders in Maine. **Congratulations to all of the MOA Award winners!**

### Young Osteopathic Physician of the Year Award

This award is presented to a D.O. who has been in practice for at least one full year and not more than five years, who has demonstrated involvement as a practitioner and member of his or her community, who demonstrates the potential to become a major force in osteopathic medicine in the future. This year's Young Osteopathic Physician Award was presented to Andrew Tenenbaum, DO.



*Andrew Tenenbaum, DO receives the Young Osteopathic Physician Award from Dr. Jorgensen, now the Past-President of the MOA*

### Osteopathic Physician of the Year Award



Dr. Renee Fournier was awarded the MOA Osteopathic Physician of the Year Award. The award is presented to a D.O. who has demonstrated a high quality of practice, a compassionate interest in patients and a commitment to his or her community. Dr.

Fournier embodies the philosophy and spirit of the New England Osteopathic physician. She has served the profession in both internal and external political positions. She has been an active Board Member of the MOA, encouraging state wide participation in the organization. She has chaired the Department of Pediatrics at the Aroostook Medical Center and has served in several Medical Staff officer positions at that institution, always defending and advancing the cause of osteopathic medicine in "The County". Dr. Fournier was not able to attend the ceremony.

*MOA Awards continued on page 3*



Joel Kase, D.O., M.P.H.  
MOA 2009-2011 President

## MOA's President's Message

It is an honor to be elected as President of the Maine Osteopathic Association. I owe a great debt of gratitude to the leaders who have come before me, as they have helped to pave the way for me to be successful in this role. My goals as president are to continue to effectively achieve the mission of the Maine Osteopathic Association, in serving the needs of the osteopathic physicians of Maine, and ultimately attaining the goal of improving the health of the citizens of this great state.

It is indeed exciting times in which we live and practice as professionals. As our nation is about to embark on a journey of pursuing historic changes in health care reform, it is important that we focus on putting the patient first as a priority for change. The last major effort to reform the American Health Care Delivery System was in 1993. Many believe this initiative failed because key stakeholders were excluded from an opportunity to sit at the table. The key is inclusive collaboration, which should permeate both the character of determined effort we undertake, as well as the philosophical and organizational model we pursue.

The current Non-System of American Health Care developed over the past century as numerous isolated sectors, operating independently as silos, without regard for the recognized needs of the patient. It will take great effort to change the culture, the mindset of how we reimburse for patient care and where we place priorities. Our struggles for practice rights and recognition, both past and present, have instilled in us a passion for survival, and the resolve to reach higher for success, particularly in the face of adversity. I believe because of this colorful history, the osteopathic profession is well poised to transcend party lines, to rise above the multifaceted challenges that exist, and work toward a solution that puts patients at the center of the delivery system, and coordinates care in such a way that we focus on the holistic needs of our patients.

As health care providers we focus on the individual patient and their needs. Our current health care system is solely focused on seeking out disease, rather than maintaining health. In changing that culture and that mindset, we need to return to the osteopathic tenets first enunciated by the profession's founder, Andrew Taylor Still, and foster the development of a health care delivery system which at its core, advocates prevention, and a whole person approach to the health of one's body, mind and spirit.

A paradigm shift in our thinking and in our philosophic approach to health care delivery in this country is in order. A.T. Still was searching for something new and different than what the medicine of his day could offer. The dissatisfaction with the established model of medical care in the 19<sup>th</sup> century is what incited the conception and evolution of the philosophy of osteopathic medicine. Our very essence is about transformation, enhancing the practice of medicine, while focusing on the patient and the body's innate ability to heal itself.

Briefly, here are my goals for the Association:

- Increase membership to 75% of licensed D.O.s in Maine.
- Continue to be an educational resource, not only for members, but for our patients and the community at large for the citizens of Maine.
  - As the state's public health infrastructure is being formed, we have a unique opportunity to collaborate with the state governmental structure, as well as Non-Governmental Organizations to augment the way in which care can be delivered to Maine citizens.
  - In September 2009, for the first time, the Maine Osteopathic Association and the Maine Medical Association Presidents will both be clinicians with a Master's degree in Public Health.
- Continue to deliver high quality CME programs and explore new partnerships with other local CME providers such as UNE, MPHA, Maine Chapters of the AAFP and ACOFP.

*President's Message continued on page 6*

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**2009 - 2011 MOA EXECUTIVE COMMITTEE**

**PRESIDENT**

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Douglas J. Jorgensen, D.O., FACOFP  
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Angela Cole Westhoff

Office Manager/Event Coordinator:

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2009 Awards  
continued from page one



**Roswell P. Bates, D.O.  
Public Service Award**

This award is presented for outstanding achievement in public health, political or community service that enhances and demonstrates the Osteopathic profession's commitment to service above and beyond that of direct patient care. Joel Kase, DO, MPH,

pictured on left above, was awarded the 2009 Roswell P. Bates Public Service Award. The award was presented by Bruce Bates, DO, pictured on right above. Dr. Kase has been very involved over the past several years in advancing the public health infrastructure in the State of Maine, serving on the Statewide Coordinating Council that developed and implemented the new 8 public health districts and increased coordination and cooperation across silos in the public health arena. He has written and delivered testimony on a variety of public health bills this legislative session, tirelessly advocating for health promotion and prevention efforts. In addition, he also serves as a physician consultant to the Healthy Maine Partnership in his home town. His commitment to ensuring the public's health is evidenced by his hard work and determination to advance public policy and serve his community.

**The Distinguished Service Award**

This award is presented to a D.O. who has made an immediate significant contribution to the osteopathic profession through a major endeavor for the good of the profession and society and/or who has made a major impact on the osteopathic profession over the course of his/her career. The Maine Osteopathic Association is pleased to announce that the 2009 recipient of the Distinguished Service Award is **Dr. Owen Pickus**, pictured above. Dr. Pickus has been a vocal Board of Trustees member at the University of New England for several years. He has had the courage to consistently support and promote the osteopathic philosophy and strength at that level. He has made possible the construction of the new Biomedical



Research Building at UNE. In the community, Dr. Pickus was an active participant in the Medical staff governance at the Brighton Medical Center and was an early ground breaker for the osteopathic physician membership on the staff of the Southern Maine Medical Center in Biddeford. He has taken an active and visible role in the Portland efforts to treat and control HIV and has written many articles about osteopathic care. Dr. Pickus has served as frequent lecturer at MOA seminars and academic sessions. He has been an active faculty member teaching medical students at UNECOM. He also practices law in Portland, ME. We are proud to honor him as a gentleman, friend, colleague, mentor and as an osteopathic physician - for as doctor A.T. Still stated, "no finer honor can be bestowed upon an individual than that of osteopathic physicians."

**University of New England  
College of Osteopathic Medicine**

On hundred and twenty-three D.O.s received their degrees during UNECOM's 28th annual commencement ceremony held June 6, 2009, at the Merrill Auditorium in Portland City Hall. The commencement address was presented by Bernard Lown, M.D., senior physician at Brigham and Women's Hospital, co-founder of the Physicians for Social Responsibility and co-recipient of the 1985 Noble Peace Prize.



**mpha 25<sup>th</sup>**  
**annual meeting**  
*Portraits of the Past,*  
*Visions of the Future*

You are cordially invited to the 25th annual meeting of the Maine Public Health Association. This year's theme is *Portraits of the Past, Visions of the Future*, and the meeting will honor our past and look toward the future of public health in Maine.

**When:** 8:45am—4:00pm, October 13, 2009  
**Where:** Augusta Civic Center, Augusta, Maine

Featuring **Bob McKinnon, PhD**, from *Yellow Brick Road Communications*, giving the keynote address on public health communications.

Breakout sessions will include:  
***Obesity, Infectious Disease, Mental Health, Emergency Preparedness, Environmental Health, and Worksite Wellness.***

Many special 25th anniversary events will take place, including a special reception and the creation of an MPHA time capsule, to be opened at the 50th anniversary meeting!

***Join us to learn and celebrate in Augusta this fall.  
We hope to see you there!***



**Angela Cole Westhoff**  
Executive Director

## MOA's Executive Director's Update

The national health care debate continues to heat up now that summer recess is over for Congress. The Maine Osteopathic Association has been strategically meeting with Maine's Congressional Delegation to advance our concerns regarding health care reform.

The reform discussion continues to dominate the political landscape and media reports vary widely on the contents of the bill. Congress faces a long road in merging five different bills into what will ultimately be debated on the House and Senate floors. Members of the MOA met with Representative Mike Michaud and Chellie Pingree as well as staffers from Senators Snowe and Collins' office during the last week in August. In addition to AOA staff, the following MOA representatives met with our members of Congress: Dr. Joel Kase, Dr. Bruce Bates, Dr. Alex Brazalovich, Dr. David Rydell, Dr. Lisa Gouldsbrough, Dr. Ken Johnson, Angela Westhoff, Exec. Director and Elizabeth Coviello, OMS II, UNECOM Student Government Assoc. President.

The Maine Osteopathic Association (MOA) strongly supports comprehensive health care reforms that will establish a health care delivery system that places a greater emphasis on the patient-physician relationship through a robust primary care system, such as the patient-centered medical home.

As the debate continues on how to enact meaningful reforms to the current health care system, the MOA strongly urged Congress to include five key aspects in health care reform and we highlighted these points in our meetings with our Senators and Representatives. Our health care reform agenda includes the following points:

### **#1. Create a fair and equitable Medicare physician payment policy**

- Eliminate the flawed sustainable growth rate formula.
- Provide bonus payments to primary care physicians and general surgeons.
- Eliminate geographic discrepancies in Medicare payments.

### **#2. Ensure access to affordable health coverage for every American**

- Maintain employer-based coverage.
- Allow small businesses to pool resources to provide coverage to their employees.
- Create a requirement that every individual have health insurance.
- Ensure that individuals eligible for existing federal health care programs are enrolled – specifically, children eligible for the Children's Health Insurance program (CHIP).

### **#3. Create a health care system that promotes the patient-physician relationship**

- Promote the patient-centered medical home.
- Ensure that individuals do not face restrictive policies such as pre-existing conditions, age, race, sex, and employment that prevent them from securing health insurance.

### **#4. Secure the future physician workforce**

- Increase the number of Medicare funded graduate medical education positions by 15 percent.
- Create loan programs to establish new teaching programs in community and rural hospitals.
- Provide increased payments for primary care and general surgery residency positions.
- Eliminate restrictive regulations that discourage training in non-hospital settings.
- Create new programs that encourage training opportunities in community-based settings such as community health centers, rural health clinics, and physician offices.

### **#5. Implement meaningful medical liability reforms**

- The medical liability crisis in our country is driving up the cost of health care and does nothing to ensure quality. Congress needs to address this issue in any meaningful health care reform.

In addition, the MOA supports offering promising incentives to enable individuals to take personal responsibility for their healthcare and urge congress to continue to support public health and prevention efforts. Given the vast population of uninsured and underinsured in the U.S., we believe that everyone must play a role in working toward universal coverage, including government, businesses and individuals.

The MOA will continue to update its membership as the healthcare debate unfolds and will issue legislative advocacy alerts when we need you to contact members of congress. Thank you for all you do to advocate for your patients and your profession.



## Introducing the MOA Multiple Employer Plan for Retirement Savings You've Got Questions: We've Got Answers!

By Paul J. Smith, Regional Vice President – Transamerica Retirement Services

Many thanks to those of you that joined us at the Samoset Resort event, it was a pleasure introducing ourselves to the group for the first time, and

getting to know so many members.

As some of you are aware, I am responsible for Transamerica's 401(k) business in northern New England. We have been working with Angela Westhoff, MOA Executive Director and the Board of Directors to put the Maine Osteopathic Association Multiple Employer Plan (MEP) in place. It's an exciting new member benefit that we anticipate will be well received.

An MEP Plan is a tremendous member benefit, but at first glance, may seem confusing. An effective way of outlining the benefits is within a question and answer format, which I have done below. For additional information and pricing of your group's adoption of the Plan, please call, (866) 393-8967 ext. 1, or email me directly at [paul.j.smith@transamerica.com](mailto:paul.j.smith@transamerica.com).

Thanks again for your support. This program was designed for your benefit, and we look forward to helping you make it a success for your practice and employees.

**Question:** **What is a Multiple Employer Plan?**  
**Answer:** A Multiple Employer Plan (MEP) is a retirement plan that covers employers that typically have a common interest, but that are not commonly owned. These employers become "Adopting Employers" when they elect to join the MEP. The Plan is a fully Qualified Plan according to the IRS, and allows for the maximum annual contributions of \$49,000 (\$54,500 for those over 55) for the 2009 Plan year.

**Question:** **Is offering a retirement plan expensive?**  
**Answer:** By joining a MEP, you will receive the economies of scale that have generally been reserved for large businesses. Services and features of a MEP are generally less expensive than what a small business typically pays on their own from a retirement plan provider or TPA. There is no set up fee, and annual administration for a ten participant group utilizing New Comparability (tiered profit sharing) is less than \$400.00.

**Question:** **What potential cost savings are there?**  
**Answer:** Audit Costs, document preparation costs, plan design and consulting costs, compliance testing costs, Form 5500 preparation and filing costs, quarterly participant statement costs, and others.

**Question:** **If my business offers a retirement plan, will our staff be buried in administrative paperwork?**

**Answer:** By participating in a MEP, virtually all administrative tasks can be offloaded from you to Transamerica Retirement Services<sup>1</sup> ("Transamerica"):

- Tracking Contribution Limits
- Tracking Catch-Up Contributions
- Process Hardship Requests
- Process Distributions Upon Termination
- Nondiscrimination Testing Support
- Processing Participant Loan Requests

**Question:** **As far as plan design, what will I be able to control within my retirement plan?**

**Answer:** The Adopting Employer controls the vesting, eligibility requirements, matching contributions, automatic enrollment, and general plan design, including New Comparability design, allowing for different profit sharing contributions to different classes of employees.

**Question:** **What is plan design?**

**Answer:** Plan design is the process of developing a plan (and its provisions) to suit each company's owner and employee needs. A New Comparability approach allows the employees and Partners to be broken into classes, with different profit sharing contribution (percentages of pay) going to different groups. Questions to consider in plan design: Are there many highly-paid individuals at my company? What are the general ages of my employees? Do I want to offer a matching contribution? Do I want to offer a profit sharing contribution? Adopting Employers don't lose any critical plan design alternatives—in fact, a Multiple Employer Plan enables each Adopting Employer to take advantage of the plan efficiency, and not sacrifice the myriad of plan design alternatives.

**Question:** **What type of investment choices will I have?**  
**Answer:** The Association and Financial Advisor have gone through a prudent and detailed process to select a single investment menu for all Adopting Employers. In addition, Transamerica will provide information regarding its proprietary process to monitor each and every investment choice made available.

*Multiple Employer Plan continued on page 6*



## Multiple Employer Plan continued form page 5

**Question: What fiduciary support will I receive?**

**Answer:** The fiduciary responsibility to select and monitor the plan's investments is managed through the Association and through the relationship with Transamerica and. The Financial Advisor will assist the Association in managing their fiduciary responsibility by meeting with trustees regularly to review fund performance and other plan or investment related items. Transamerica Investment Monitor (TIM) is a proprietary comprehensive due diligence process for selecting and monitoring the investment choices offered for your retirement plan. TIM helps you fulfill your fiduciary duty to select investment choices for your plan that have a reasonable expectation to perform well over the long term.<sup>3</sup>

Many small- to mid-size companies may not have the resources to manage their retirement plans from a fiduciary standpoint. The MEP Sponsor assumes a fair amount of fiduciary liability on their behalf. Transamerica offers a Fiduciary Management Program<sup>SM</sup> along with a Fiduciary Warranty.\*

**Question: Is employee education available?**

**Answer:** Enrollment / educational workshops are included at no charge for groups of 10 or more, and kits are made available as needed. Enrollment via Teleconference is available at no charge, regardless of group's size.

<sup>1</sup>Transamerica Retirement Services ("Transamerica"), a marketing unit of Transamerica Financial Life Insurance Company ("TFLIC"), 4 Manhattanville Road, Purchase, New York 10577, and other of its affiliates, specializes in the promotion of retirement plan products and services. This product is available from Transamerica Retirement Services under contract form number TA-AP-2001-CONT, a group variable annuity contract underwritten by TFLIC. TFLIC is not authorized and does not do business in the following jurisdictions: Guam, Puerto Rico, and the U.S. Virgin Islands. Fees and charges may apply. For complete information, contact your Transamerica representative.

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## Please join us in welcoming the following new MOA Members:

### April 2009

Samuel M. DiCapua, D.O.	Wells, Maine
Mathew G. Pyenta, D.O.	Lewiston, Maine
Denise M. Anderson, D.O.	Fort Kent, Maine

### June 2009

Andrew Tenenbaum, D.O.	Biddeford, Maine
Craig Schiff, D.O.	Presque Isle, Maine
Amy Rodgers, D.O.	Saco, Maine

## President's message-- Goals for the Association Continued from page 2

- Find innovative solutions to financial challenges to assure long term sustainability of the organization. Specifically, I propose that we consider, as part of our strategic planning, the formation of a new committee structure to include a Finance and Development Committee whose purpose would be to improve transparency and accountability in our financial transactions, and to take ownership for the creation and oversight of our endowment activities.
- Remain engaged and proactive in the legislative process, both in Augusta and in Washington, to ensure that our elected representatives understand our priority of putting the patient first. While this is an area where we already exceed the efforts of many other small state societies, I believe that we can continue to strive to improve how we do what we do.
- Increase physician participation on the Payor/Payee Committee and to engage dialogue with third party payers and governmental regulators. If you are frustrated with continually having to fight to get reimbursed for your work, here is an opportunity for you to have an impact.
- Complete a strategic planning process with the MOA Board of Directors that will result in a five-year strategic plan that will guide the organization to continued growth and success.

As part of our organizational strategic planning, we will reexamine the role of Board Members in moving an organization forward. We will also plan to focus on how to redefine the direction of the organization to meet the needs of our members and patients in the context of the emerging healthcare landscape.

Thank you for your faith in my ability to lead this great association. I look forward to working with our Board and our Executive Director, as we transform challenges into opportunities, in charting a course for the organization to be successful in exceeding its ambitious goals.

Dr. Joel Kase, D.O., M.P.H.

September 3, 2009

Dear Clinicians Who Provide Health Care for Pregnant Women:

**H1N1 Letter From  
The Maine CDC**



**Dora Anne Mills, MD, MPH  
Maine Public Health Director**

This letter has important information. We need your help to prevent serious illness and save lives among your patients. As you may know, pregnant women and infants are being disproportionately affected by novel H1N1 influenza virus. Reports indicate that one-third of pregnant women with novel H1N1 influenza virus are so ill, mostly with severe respiratory distress, that they require hospitalization (Lancet, July 29, 2009). Deaths of otherwise healthy pregnant women are also being reported. Severe disease among pregnant women was reported from past pandemics, such as the one in 1918.

We expect an escalation of H1N1 infection this fall as well as the arrival of seasonal influenza. Therefore, your patients may more likely encounter H1N1, and their ability to recover may be compromised if they also encounter seasonal influenza.

One of the most important and immediate steps you can take is to register to receive H1N1 vaccine from Maine CDC. As a health care provider for pregnant women, we want to assure you and your patients have early access to this vaccine.

Maine CDC will be hosting a conference call for health care providers who care for pregnant women on Thursday September 17<sup>th</sup> 12 noon – 1 pm. The call in number is: 1-800-914-3396 and the pass code is: 473623. The purpose of the call will be to review the recommendations below and to take your questions.

Maine CDC Recommendations for Clinicians Providing Health Care for Pregnant Women:

**Vaccinate:**

- Recommend and offer H1N1 novel influenza vaccine for pregnant women and their appropriate family members as soon as it arrives, which we expect to be in mid-October.
- **Register to receive H1N1 vaccine from the Maine CDC. This requires you to fill out and submit a Provider Agreement for H1N1 Vaccine, which can be found at: <http://www.maine.gov/dhhs/boh/maineflu/h1n1/provider-agreement-2009-2010.shtml>. The H1N1 vaccine is free, will come with some supplies, and you will be able to bill for vaccine administration.** We expect to have some thimerosal-free H1N1 vaccine available for pregnant women. Up to date CDC guidance on H1N1 influenza vaccine can be found at: <http://www.cdc.gov/h1n1flu/vaccination>.
- Recommend and offer seasonal influenza vaccine for pregnant women and their appropriate family members now. To order or find out information on obtaining seasonal influenza vaccine contact the Maine CDC's Immunization Program (287-3746) or the Immunization Action Coalition's website at <http://www.preventinfluenza.org/ivats>. Maine CDC has some thimerosal-free seasonal influenza vaccine available for pregnant women and young children.

**Prevent:**

- Educate and inform your patients.
  - Prepare your office for H1N1: <http://www.maine.gov/tools/whatsnew/attach.php?id=76279&an=2>
  - All pregnant women need to know the symptoms of influenza and to report to a health care provider such symptoms immediately.
  - All pregnant women and their families need to know how to prevent H1N1 (frequent hand washing, covering coughs and sneezes with tissue or sleeve, and staying away from others who are sick).
  - If a friend or family member is ill, the pregnant woman should arrange for someone else to care for those who are sick.
  - Post the enclosed posters. If you would like to receive additional copies, they can be downloaded at <http://www.maine.gov/dhhs/boh/Flu%20Posters.htm> or requested by emailing at [disease.reporting@maine.gov](mailto:disease.reporting@maine.gov).

**Antiviral Medications:**

- We ask that pregnant women who have suspected novel H1N1 influenza A virus be tested for influenza.
- Pregnant women who have symptoms consistent with influenza illness should receive antiviral treatment as early as possible after illness onset. Clinicians should not wait for test results to initiate treatment.
- Symptoms of influenza like illness are a fever (100 degrees or greater) and a sore throat or cough, in the absence of another cause such as strep throat. If novel H1N1 is prevalent in your area of the state (as it has been in southern Maine much of the past 4 months), then these symptoms should be considered to be influenza.
- Prophylaxis with an antiviral medication should be considered for pregnant women who have been in contact with someone with novel H1N1.
- Keep updated with the latest treatment guidelines for pregnant women: [http://www.cdc.gov/h1n1flu/clinician\\_pregnant.htm](http://www.cdc.gov/h1n1flu/clinician_pregnant.htm).

**Report:**

- Clinicians should call Maine CDC (1-800-821-5821) to report pregnant women requiring hospitalization related to H1N1 or any outbreak of H1N1.

**H1N1 Continued on page 10**

# Risk Management

## “Practice Tip”

### This Month’s Topic: Missed Appointments

#### No Shows & Canceled Appointments

The implementation of a missed/canceled appointment policy should assist the physician office practice in ensuring that patients return for follow-up appointments. The policy should reflect the following:

- During the patient’s initial visit, the patient should be advised of the importance of keeping scheduled appointments.
- Every patient who misses (no shows) or cancels an appointment and does not reschedule should be contacted. This is done as a courtesy and to maintain continuity of patient care. Contact may be made by telephone, card or letter and should be documented in the patients’ record.
- The physician should be notified or provided with a list of patients who missed or canceled an appointment. This allows him/her to direct any additional follow-up activity.
- When additional follow-up with the patient is directed by the physician, at least three contact attempts should be made.
  - The initial attempt would be the courtesy contact mentioned above.
  - The second contact attempt may be the same as used in the initial attempt, i.e., phone call, card or a letter. It is not uncommon, however, for the first attempt to be made by telephone and the second attempt made by a letter sent first class US mail.
  - The third attempt should be a letter sent certified mail request return receipt, restricted delivery.
  - For missed or canceled appointments where serious consequences could arise as a result of lack of follow-up, the letter sent in the third attempt should outline the possible medical issues that may arise from not having a medical professional evaluate their condition. Again, this should be sent certified mail request return receipt, restricted delivery.
  - If a patient refuses a certified letter:
    - Note the refusal in the patient’s record.
    - Place the unaccepted letter in the envelope in the chart with the refusal receipt.
    - Make a copy of the letter.
    - Send the copy back to the patient in a plain envelope with no office practice identifiers.
- Documentation should occur in the medical record and reflect:
  - Each contact or attempt to contact the patient including telephone contact or letters sent to the patient.
  - The date of the missed or cancelled appointment and the date of the rescheduled appointment.
  - The reason why an appointment is no longer necessary (when applicable).
  - Refusal of the certified letter as discussed above.
- Referral Patients:
  - When a referred patient neglects to schedule an initial appointment or fails to keep their initial consultative appointment, a letter should be sent to the referring physician within a reasonable timeframe, e.g., 30 days, notifying them that the patient never scheduled or did not show for the initial appointment. Any patient information that had been received from the referring physician, e.g., a copy of the medical record, should be sent back to the referring physician with the letter.
  - A copy of the notification letter should be kept for the same number of years medical records are retained, i.e., 6-10 years.

*Medical Mutual’s “Practice Tips” are offered as reference information only and are not intended to establish practice standards or serve as legal advice. MMIC recommends you obtain a legal opinion from a qualified attorney for any specific application to your practice.*

## Spotlight on Preferred Vendors:

### Money Concepts Financial Planning Center



Jerry Butts, formerly of J.D. Stewart Financial is pleased to announce that he has opened two new franchised offices for MONEY CONCEPTS, the first two in Maine. They have over 700 Financial Centers worldwide, and are a full service financial services company. MONEY CONCEPTS can be found on the web at: [www.moneyconcepts.com](http://www.moneyconcepts.com).

Jerry and Jon plan to expand with other offices throughout Maine. They are independent of any insurance or mutual fund company and have greatly expanded their ability to offer more products and services with much more up to date technology. Jerry's office is located at 685 US Route One, Scarborough, ME 04074. His phone number is still 207-883-4524. His partner, Jon, is located at 74 Beach Street, Saco, ME 04072.

Jerry remains the MOA Preferred Vendor for Financial Planning.

### Maine Health Information Center Joins MOA Preferred Vendor Program

The Maine Health Information Center (MHIC) is an independent, nonprofit health data organization launched in 1976 by Maine's leading healthcare data providers and users. It is committed to promoting informed decision making by designing and managing high-quality, integrated healthcare databases and providing related analytic services.

MHIC has been a front runner nationally in the development of all-payor claims databases and much of its recent growth has been in the implementation of these systems for states across the country and for business or other stakeholder coalitions.

MHIC has an experienced and growing team of programmers, analysts and health data specialists focused on providing expert information services in the management and use of healthcare data and in-depth analysis around healthcare use, quality and cost. It has offices in Manchester and Portland, Maine and Concord, New Hampshire. For more information, consult their website at: [www.mhic.org](http://www.mhic.org).



Prescription  
Monitoring  
Program

### Maine's Prescription Monitoring Program: Another Tool for the Physician

Maine's Prescription Monitoring Program (PMP) is a tool created to prevent and detect prescription drug misuse and diversion. PMP maintains a database of all transactions for controlled substances dispensed in the State of Maine. This database is available online to prescribers and dispensers. A free service of the Office of Substance Abuse (OSA) in the Maine Department of Health and Human Services, the PMP database is quickly becoming a standard tool for clinicians to provide better care to their patients throughout the state.

Anyone with a DEA number is encouraged to register to request patient reports. These patient reports, and the automatically sent threshold reports, enhance the ability of health care providers to coordinate care. The database is searchable on line at: <http://www.maineppmp.org>

The PMP is available anywhere one has Internet access. Clinicians can use the program to check the history of a new patient and to monitor on-going treatment. PMP is another tool clinicians can add to their toolkit for preventing and intervening against misuse and diversion of prescription drugs.

### Monthly Health Observances September 2009

- ➔ Ovarian Cancer Awareness Month United States
- ➔ National Cholesterol Education Month
- ➔ Gynecologic Cancer Awareness Month
- ➔ Reye's Syndrome Awareness
- ➔ Children's Eye Health and Safety Month United States
- ➔ National Alcohol and Drug Addiction Recovery Month
- ➔ Leukemia and Lymphoma Awareness Month

### Office Space for Rent



The Maine Osteopathic Association located at 693 Western Avenue in Manchester, ME has two office spaces for rent available immediately. Each unit is approximately 400 square feet. Heat, electricity, snow and trash

removal included. Use of conference room included. For more information, please contact Angela Westhoff, MOA Executive Director at 207-623-1101 or [awesthoff@mainedo.org](mailto:awesthoff@mainedo.org)

**H1N1 Continued from page 7**

**Keep Informed:**

- Clinicians can call Maine CDC 24 hours a day for clinical consultation such as questions on testing or treatment: 1-800-821-5821.
- Keep educated:
  - US CDC H1N1 Clinicians' Guidance for Pregnant Women [http://www.cdc.gov/h1n1flu/clinician\\_pregnant.htm](http://www.cdc.gov/h1n1flu/clinician_pregnant.htm)
- Patient resources:
  - US CDC H1N1 Resources for Pregnant Women <http://www.cdc.gov/h1n1flu/pregnancy>
  - US CDC H1N1 Resources for Parents <http://www.cdc.gov/h1n1flu/parents/>
- Keep informed:
  - Check the **Maine CDC H1N1 Website:** [www.maineclu.gov](http://www.maineclu.gov)
  - **Check the Weekly H1N1 Updates:** Check the weekly updates on H1N1 in Maine on Maine's H1N1 website: [www.maineclu.gov](http://www.maineclu.gov). You can subscribe to these updates via their RSS feed.
  - **Sign Up to Receive Health Advisories:** Sign up to receive urgent updates from Maine CDC's Health Alert Network (HAN). The easiest and quickest way is to sign up is through the HAN Alert RSS feed at [www.maineclu.gov](http://www.maineclu.gov) (midway down the center of the homepage).
  - **Follow Maine CDC's Updates and Other Information on:**
    - Facebook (search for "Maine CDC"),
    - Twitter (<http://twitter.com/MEPublicHealth>),
 phone line for health care providers at: 1-800-821-5821.
    - General Public Call-in Number for Questions: 1-888-257-0990
    - NextTalk (deaf/hard of hearing) - (207)629-5751
    - Monday - Friday 9am - 5pm
    - Email Us Your Questions at: [Sue.Dowdy@maine.gov](mailto:Sue.Dowdy@maine.gov)

Thank you very much for your attention to protecting your patients from the severe effects of novel H1N1 influenza! Feel free to call or email us if you have any questions or concerns, and join us on the September 17<sup>th</sup> conference call.

Sincerely,



Dora Anne Mills, MD, MPH, FAAP, Director, Maine CDC/DHHS  
 State Health Officer

**Monthly Health Observances October 2009**

- ➔ National Liver Awareness Month
- ➔ Celiac Awareness Month
- ➔ National Breast Cancer Awareness Month
- ➔ Healthy Lung Month
- ➔ National Orthodontic Health Month
- ➔ National Down Syndrome Awareness Month
- ➔ National Brain Injury Awareness Month
- ➔ National Spina Bifida Awareness Month
- ➔ Lupus Awareness Month

**Maine Osteopathic Educational Foundation's 13th Annual "Andy" Golf Tournament Results-\$8,083 Net Profit!**

Due to the participation of our sponsors, golfers and volunteers, staff members from Dr. Jorgenson's office, the 13th Annual Golf Tournament was an overwhelming success. Even the weather was unbeatable!

All funds raised benefited the Maine Osteopathic Educational Foundation (MOEF), a 501(3)c non-profit, whose mission is "to advance the educational activities that promote the osteopathic profession throughout the State of Maine."



Close to 40 golfers enjoyed the Golf Tournament with the Central Maine team, as pictured right, Bill Cripe, Daniel Pierce, DO, Chester Suske, DO, and Mark Paine, taking home the First Place Winners Trophy and prizes.

This year's event showcased a \$25,000 Cash Hole-N-One sponsored by the MOEF. Although all golfers were trying hard, not one golfer was able to sink a Hole-N-One on the 13th hole! However, Dr. Kathleen Thibault son Matt came very close! Congrats to all the golfers who participated!

Donated raffles items included a Nike Golf Jacket donated by Advanced Collection Services, Logo wear by the MOA, Black Sheep Gift Basket, Dr. James Kneebone, One dozen Maine Lobsters from Glenn Rogers, Beauty Control Gift Basket from Angela Westhoff, and a round of golf for two donated by Spring Meadows Golf Club at Cole Farms.

**The MOA thanks the above raffle donors and the following sponsors for assisting in making the tournament an overwhelming success:**

**Tournament Sponsors**

UNECOM

Medical Mutual Insurance Company of Maine

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Boyd Buser, D.O.

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Joel Kase, DO ~ Bill Kiley, D.O.

Lisa Gouldsbrough, D.O. and Beth Delprete, D.O.

Karl Liebreemann, D.O.

Manchester Osteopathic Healthcare ~ Merideth Norris, D.O.

Osteopathic Healthcare of Maine ~ George Pasquarello, D.O.

Quality Copy ~ Rumford Hospital ~ SMOG

**In the Rough Sponsor** ~ Transamerica Retirement Services  
**Breakfast and Course Refreshments** ~ Bridgton Hospital

**Contest Sponsors**

**Longest Drive Hole# 17** ~ Southern Maine Medical Center & PFBF

**Closest to the Pin Hole# 4** ~ Inland Hospital

**Closest to the Pin Hole# 13** ~ Advanced Collection Services

**Hole-N-One-Hole #6** ~ MOEF

# UNIVERSITY OF NEW ENGLAND NAMES NEW DEAN FOR THE COLLEGE OF OSTEOPATHIC MEDICINE



**Marc B. Hahn, DO**  
UNECOM Dean

Biddeford, Maine – The University of New England announced that a search committee has named Marc B. Hahn, DO, as the new Dean of the College of Osteopathic Medicine, located in Biddeford. He will begin his work as Dean on September 11, 2009.

Dr. Hahn served as the Senior Vice President for Health Affairs for the University of North Texas Health Science Center at Fort Worth and the Dean of the Texas College of Osteopathic Medicine from 2001 through

2008. As Dean, he oversaw tremendous growth in the academic programs, bio-medical research, clinical and administrative aspects of both the medical school and the physician assistant studies program. As the Senior Vice President for Health Affairs he was charged with facilitating hospital, professional society agency and community relations to enhance clinical practice, academic, research and health policy activities.

Dr. Hahn was a 1998-1999 Robert Wood Johnson Health Policy Fellow at the Institute of Medicine of the National Academy of Sciences in Washington, District of Columbia. In that capacity, he served as a Health Advisor to the United States Senate Committee on Finance. He was involved with legislative issues pertaining to the federal Medicare program, quality in healthcare, and graduate medical education funding.

“We are fortunate to have the opportunity to bring someone of Dr. Hahn’s vision and capabilities to UNE when the need for our medical school graduates is critical to the health of the communities we serve in the region,” said UNE President Danielle Ripich, Ph.D. “He will serve a critical role in preparing students, faculty and staff for excellence and innovation in osteopathic education and public service.”

Dr. Hahn currently holds a unique joint appointment as a Scholar-in-Residence with both the American Association of Colleges of Osteopathic Medicine (AACOM) in Chevy Chase, MD and the Association of American Medical Colleges (AAMC) in Washington, DC. In this capacity he is examining intra-professional (MD and DO) issues related to undergraduate medical education, graduate medical education, accreditation, assessment of competencies and the supply of physicians.

“Dr. Hahn has demonstrated his leadership in many ways in osteopathic medicine and in medical education in general,” said Stephen C. Shannon, D.O., M.P.H., President of the American Association of Colleges of Osteopathic Medicine. “He has developed an outstanding medical school in Texas, and I believe is the ideal Maine D.O.

person to take the reins at the University of New England’s College of Osteopathic Medicine at this time.”

Dr. Hahn received his undergraduate (Bachelor of Science) degree from Syracuse University in Biology and his medical degree (Doctor of Osteopathic Medicine) from Des Moines University. He completed an internship and residency in Anesthesiology at the Walter Reed Army Medical Center in Washington, DC. He then completed a fellowship in Pain Management through both Georgetown University and the Clinical Center of the National Institutes of Health. Dr. Hahn is board certified in anesthesiology by both the American Board of Anesthesiology and the American Osteopathic Board of Anesthesiology. He also holds sub-specialty board certification in pain medicine by both the American Board of Anesthesiology and the American Board of Pain Medicine.

Named one of the best regional universities in America by *U.S. News & World Report*, UNE is a leader in health sciences education and biomedical research, offering student-centered, interdisciplinary programs in the College of

Osteopathic Medicine, College of Health Professions, College of Arts and Sciences and newly established College of Pharmacy. For more information, call 207-283-0171 or visit [www.une.edu](http://www.une.edu).



## 2009 UNECOM ALUMNI REUNION & FALL CME WEEKEND

October 9-10, 2009 ~ Holiday Inn By the Bay  
Portland, Maine

The annual Fall CME Weekend is the result of a collaboration between the University of New England College of Osteopathic Medicine, the UNE College of Osteopathic Medicine Alumni Association, and the New England Osteopathic Association. Together, these three partners have created a weekend that offers high quality, affordable Primary Care CME, as well as opportunities for collegial and social activities. The net proceeds from the CME program go toward Alumni Association scholarships and NEOA no-interest loans for the medical students of the UNE College of Osteopathic Medicine. Individual donations may also be made directly to these funds. Contact the UNE College of Osteopathic Medicine CME Office for more information at 602-2125.

## Monthly Health Observances November 2009

- ➔ American Diabetes Month
- ➔ National Hospice Month
- ➔ Diabetic Eye Disease Month
- ➔ National Healthy Skin Month
- ➔ Prematurity Awareness Month
- ➔ National Epilepsy Month
- ➔ Great American Smoke-out - November 19th
- ➔ Pancreatic Cancer Awareness Month
- ➔ National Alzheimer’s Disease Awareness Month
- ➔ Pulmonary Hypertension Awareness Month



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**Unpaid MOA membership dues are resulting in a \$27,000 short fall for the organization to date..... Membership dues should have been paid on June 1, 2009.... if you have not paid your MOA membership dues, please do so immediately!!**

***Mark Your Calendar***

**September 2009**

- 4-7 MOA Office Closed for the Holiday Weekend
- 25-26 MOA Board meeting & Strategic Planning Session

**October 2009**

- 2-5 Biodynamics of Osteopathy, Phase I - UNECOM
- 9-10 UNECOM Fall Alumni Reunion & CME Weekend
- 12 Columbus Day
- 16-18 Sutherland Cranial Teaching Foundation - UNECOM
- 19-20 Symposium on Pharmaceuticals - UNECOM
- 31 Halloween

**November 2009**

- 1-5 AOA/ACOF 114th Annual Convention & Scientific Seminar ~ New Orleans, Louisiana
- 6-8 OMM at UNECOM
- 26 Thanksgiving Day
- 26-29 MOA office closed for Thanksgiving weekend

***2010 MOA Midwinter Conference***

*February 12-14, 2010*  
*Eastland Park Hotel, Portland, Maine*

***2010 Quality Symposium***

*June 10, 2010*  
*Samoset Resort, Rockport, Maine*

***2010 Annual Oceanside Convention***

*June 11-13, 2010*  
*Samoset Resort, Rockport, Maine*

