



MAINE OSTEOPATHIC
ASSOCIATION

Maine D.O.

MOA Earns Perfect Score on CME Document Survey

Manchester, ME--- The Maine Osteopathic Association earned a perfect score of 100 from the American Osteopathic Association's Council on Continuing Medical Education.

The Maine Osteopathic Association (MOA) based in Manchester, Maine represents nearly 400 osteopathic physicians across Maine as well as additional 500 osteopathic medical students and residents.

Executive Director, Angela Westhoff states "this score is a testament to the hard work and dedication of the MOA's Professional and Public Education Committee chaired by Alex Brazalovich, DO and Lisa Gouldsbrough, DO. This committee is responsible for planning and executing two high quality continuing medical education conference each year."

Dr. Joel Kase, President of the association adds, "The MOA holds the largest CME conferences north of Boston with regular regional attendance from the New England states and beyond. We are very proud of our staff, Angela Westhoff, Executive Director and Dianne Dubord, Event Coordinator, for their hard work and dedication to excellence resulting in outstanding quality designation certificate from the AOA CME Council."

Furthermore, the AOA has awarded the Maine Osteopathic Association additional three year Category 1 CME Sponsor Accreditation.

The MOA has an upcoming CME event being held June 10- 13 at the Samoset Resort, Rockport, ME. For more information, contact the MOA office at 207-623-1101.



MOEF Annual Golf Tournament
Wednesday, August 4, 2010
Spring Meadow Golf Club ~ Gray, Maine
9:00 a.m. Shot Gun

Boyd R. Buser, DO is Honored with The Andrew Taylor Still Medallion of Honor

Colorado Springs, Colorado, March 20, 2010 Boyd R. Buser, DO was presented the Andrew Taylor Still Medallion of Honor by the American Academy of Osteopathy®.



The Andrew Taylor Still Medallion of Honor is the highest award conferred by the Academy and is presented to deserving members of the American Academy of Osteopathy® who have exhibited, among other accomplishments in scientific or professional affairs, an exceptional understanding and application of osteopathic principles and concepts.

Dr. Buser is Vice President and Dean of the Pikeville College School of Osteopathic Medicine in Pikeville, Kentucky, where he also holds the rank of Professor of Osteopathic Principles and Practice. He is a graduate of Des Moines University College of Osteopathic Medicine, is dually board certified in Osteopathic Manipulative Medicine and Family Medicine, and is a Fellow of the American College of Osteopathic Family Physicians. He is currently a member of the Board of Trustees of the American Osteopathic Association (AOA) and the Board of Directors of the Osteopathic International Alliance. He has taught extensively, both nationally and internationally in the field of Osteopathic Manipulative Medicine. Dr. Buser is a past Chairman of the Board of the National Board of Osteopathic Medical Examiners. In 2007, he was elected by the American Medical Association Board of Trustees to a position on the Current Procedural Terminology (CPT) Editorial Panel, the first osteopathic physician to be so elected. In 1995, Dr. Buser served as President of the American Academy of Osteopathy and was named Educator of the Year by the American Osteopathic Association and American Osteopathic Foundation in 1994.

He twice received the Distinguished Service Award from the Maine Osteopathic Association, in 1996 and 2007. Dr. Buser is a member of the Kentucky Institute of Medicine and the Kentucky Board of Medical Licensure.

MOA Annual Membership Dues
Membership dues invoices were mailed on
April 16, 2010 and are due on or before
May 31, 2010

Message from the MOA President

Joel A. Kase, DO, MPH
MOA President 2009-2011

On Thursday, April 29, 2010 a delegation of six physicians and approximately 30 UNECOM students from Maine traveled to Washington DC to meet with our members of Congress. We had a very successful trip and met directly with Senator Snowe, Senator Collins, Representative Michaud and Representative Pingree.

During our visits with the congressional delegates and their staff, we had an opportunity to discuss the flawed Sustainable Growth Rate (SGR) formula for Medicare physician payment. All of our representatives expressed concerns and a willingness to continue to work on a more permanent fix. They agree that the current system is not sustainable and that a more long-term approach needs to be developed and implemented. Our group shared that 2010 marks the eighth consecutive year that physicians have been threatened with reductions in payments. While physician payments have remained static since 2001, practice costs have increased over 25%. We reiterated the fact that congressional action is needed to address this problem.

We also discussed graduate medical education training opportunities as well as student loan debt burden. Our UNECOM students shared their stories about why they choose to pursue a career in medicine as well as hopes for staying to practice in Maine. Many students in our group will have significant student loan debt and were able to articulate their concerns to our elected officials in DC.

The MOA Executive Director Angela Westhoff and five members of the MOA Board of Directors including President-elect Christopher Pezzullo, DO, Kenneth Johnson, DO, Daniel Kary, DO, Anne Jones, DO and I attended the meetings in Washington. The group represented 25% of the MOA leadership, making this one of the most successful DO Day on the Hill events for the Maine contingency in recent years.

In addition, on April 28th, Angela Westhoff participated in a series of visits with members of Congress, Veterans Affairs and the Office of the National Coordinator (ONC) as part of Maine's HealthInfoNet outreach and education at the federal level. Maine is one of a handful of states that has a health information exchange up and running. Recently funding has been made available to expand the scope of the project and also provide technical assistance to physicians wanting to successfully implement electronic medical records and achieve meaningful use.

More than \$4.5 million will go to HealthInfoNet (HIN), Maine's independent, nonprofit statewide health information exchange. The funds, made available through last year's American Recovery and Reinvestment Act, will be used to help transition HealthInfoNet later this year from a two-year Demonstration Phase toward statewide implementation. HealthInfoNet expects to add up to seven more hospitals to the statewide health information exchange over the next year, bringing the total number of participating hospitals to 22. By 2015, HIN plans to include all of the state's hospitals and approximately 80 percent of Maine's physician practices. More information about HealthInfoNet can be found at: www.hinonet.org

As always, your Maine Osteopathic Association is committed to representing the osteopathic profession at the local, state and federal level. We have been successful in our legislative advocacy efforts over the past year. We will continue to maintain active communication with our state and federal elected officials to ensure the needs of physicians and patients are heard and addressed.

If you have questions or concerns or would like to get involved in the MOA's Professional Advocacy and Legislative Committee, please contact Angela Westhoff at awesthoff@mainedo.org or Christopher Pezzullo, DO, Chair of the Committee at cpezzullo@une.edu.

Osteopathically Yours,



Joel A. Kase, DO, MPH, President MOA

Maine D.O.



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2009 – 2011 MOA EXECUTIVE COMMITTEE

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PRESIDENT ELECT

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Boyd R. Buser, D.O. (Chair)
Alex Brazalovich, D.O., FACOFP (Alternate)
Thomas J. DeLuca, D.O. (Delegate)
Kenneth Johnson, D.O. (Delegate)
Daniel Kary, D.O. (Unfunded Alternate)
Joel A. Kase, D.O., M.P.H. (Delegate)
Merideth Norris, D.O., FACOFP
(Funded Alternate)

STAFF

Executive Director:

Angela Cole Westhoff

Office Manager/Event Coordinator:

Dianne Dubord

Maine D.O. is the official publication of the Maine Osteopathic Association. It is published four times each year. Items for publications should be forwarded to the MOA office in Manchester, Maine (address above). Publication of an advertisement is not to be considered an endorsement or approval by the Association for the service or product presented. All rights reserved. For current advertising rates, please contact the MOA office at 207-623-1101 or email info@mainedo.org. Information in this newsletter is intended to provide information and guidance, not legal advice.

Executive Director's Report



Angela Cole Westhoff
Executive Director, MOA

The Maine Osteopathic Association has been very busy this spring wrapping up the legislative session and preparing for the June convention. The MOA is pleased to announce the passing of **LD 1408: An Act to Establish the Universal Childhood Immunization Program**. After several years of work, this bill passed both chambers of the Maine State Legislature and there will be a ceremonial bill signing by Governor Baldacci in early May.

A result of a truly public-private partnership, LD 1408 doesn't cost the taxpayers another penny and stands to save health plans and premium payers on the per capita costs of immunization while increasing the numbers of kids protected and further reducing health costs due to the avoidance of vaccine-preventable disease.

This landmark public health legislation means that children in Maine won't face the barrier of gaining access to life-saving vaccine. No longer will parents have to worry about whether or not to vaccinate out of concern for what is or isn't subject to their policy's deductible. Maine's primary care providers can now spend more time on patient care and less on administrative hassles. It also means that the Maine CDC will be able to reduce vaccine wastage through the administrative simplification offered through a singular universal approach to childhood vaccine. This landmark legislation means greater choice of vaccine not just for the private pay but for all children vaccinated, translating to fewer total needle sticks and greater on-time immunization rates. Finally, this legislation signifies a renewed collaborative effort in forming our state's approach to childhood vaccination so that we can again lead the nation in our childhood immunization rates.

There have been many people involved to bring us to this point of claiming this crucial public policy victory for public health and the health of our state's children. First and foremost has been our Legislative Champion, Representative Gary Connor featured in the photo with Governor Baldacci and Angela Westhoff. Many organizations played a vital role in the passing of this legislation including the Maine Primary Care Association, the Maine Center for Disease Control and Prevention, the Maine Medical Association, the American Academy of Pediatrics – Maine Chapter, the Maine Association of Health Plans, the Maine Chamber of Commerce, the Maine Children's Alliance, the Maine Public Health Association, and your Maine Osteopathic Association.

In an era of bitter partisan divide over health care policy in our country, we can be very proud of this achievement which demonstrates how we can work together for the common good, and particularly for those whose voice is not heard often enough.

I would also like to add that the MOA is the lead organizer for the Maine D.O.

third annual statewide Health Care Quality Symposium to be held on June 10, 2010 at the Samoset Resort. This one day conference will be held in conjunction with the MOA's annual summer convention June 11- 13, 2010. I can assure you both program have a line up of fantastic speakers and topics and I highly encourage you all to attend!

I look forward to seeing many of you in June!

Best wishes,

Angela Westhoff, Executive Director



Governor Issues Executive Order Establishing Office of the State Coordinator for HIT

On April 6th, Governor Baldacci signed an Executive Order creating the Office of the State Coordinator for Health Information Technology (OSC) within the Governor's Office of Health Policy & Finance and the Health Information Technology Steering Committee. The Steering Committee will serve in an advisory role as the State pursues compliance with federal HIT compliance requirements. You can find the Executive Order on the web at: <http://www.maine.gov/tools/whatsnew/index.php?topic=Portal+News&id=95308&v=article-2008>. Jim Leonard is the Director of the Office of the State Coordinator for HIT.

Also, a working group involving the Governor's Office of Health Policy & Finance, the OSC, HealthInfoNet, and consultants has drafted and submitted to the Office of the National Coordinator, the *Maine Statewide Health Information Exchange Strategic & Operational Plans*. This document is required for states to obtain certain HIT funding and Maine apparently is one of the first states to submit it. You can find the plan on the Governor's Office of Health Policy & Finance web site: http://www.maine.gov/governor/baldacci/cabinet/health_policy.html.

On Wednesday, April 28th, Angela Westhoff, MOA Executive Director joined a group of Maine leaders from the Office of the State Coordinator, HealthInfoNet, Maine Medical Association, Maine Hospital Association, and the AARP who traveled to Washington to meet with Maine's Congressional Delegates about the importance of health information exchange infrastructure and to outline Maine's strategic HIE plan.

The MOA has also been the lead partner in organizing the 3rd Annual Statewide Quality Symposium to be held on June 10th in conjunction with this year's Annual Oceanside Convention at the Samoset Resort. The theme of this year's event is "*Using Health Information Technology to Advance Quality: Through Meaningful Use to Meaningful Improvement.*" The keynote speaker will be Joshua J. Seidman, PhD, Acting Director, Meaningful Use Division, Office of Provider Adoption Support, HHS/ONC.

To register for this statewide symposium on Health Information Technology, please contact the MOA at 207-623-1101 or register on line at www.mainedo.org

UNECOM Student Update

Liz Coviello, OMS-II



Greetings All!

This will be my last official update. Our new SGA President and MOA board member, Tyler O'Sullivan will be taking over at the June board meeting!

We have been extremely busy this year—especially out in the community. I am proud to announce that the first- and second- year students completed more than **4200** hours of community service this year!!! We have also raised a ton of money for various organizations. Recently we held the hairiest event of the year, Osteostache. Students let their whiskers grow for a month before styling them for the 'fashion show.' Interesting themes this year: the typical 'Mainer,' the ever-popular Mario and Luigi and Italian hit men straight out of the North End in Boston. This year, we raised more than \$1,600 to donate to Caring Unlimited, a local women's shelter. This is double last year's donation! Last weekend about 30 UNECOM students teamed up to run the AMSA 44 Mile. The AMSA 44 is a 44-mile race to signify the average distance people in third-world countries walk to seek health care. This year the AMSA 44 Mile raised about \$3,000 for Doctors Without Borders. This week we'll be celebrating Cinco de Mayo with the Culinary Doctor with proceeds going to the Biddford Free Clinic.

Students have been busy advocating for the profession as well. Just last week, we sent about 35 students to Washington DC to lobby on Capitol Hill for D.O. Day on the Hill. We also had a very successful National Osteopathic Appreciation Week in April featuring Richard Jadick, DO, author of "On Call in Hell: A Doctor's Iraq War Story" and called 'Hero M.D.' on Newsweek's cover. He gave a riveting lunchtime lecture to an over flowing lecture hall that concluded with a standing ovation.

Academically, first-years are wrapping up their first year course work as second-years are preparing for boards in June. We just started our new transitional clinical clerkship course to replace the previous CAPSTONE program.

Thanks to the MOA for all the support the UNECOM community has received this year. We look forward to working with you again next year!

Liz Coviello, OMS-(almost!)III

*University of New England
Commencement Exercises
May 22, 2010 ~ 10:30 a.m.
Cumberland County Civic Center, Portland, Maine*

*UNECOM
Physician Hooding and Awards Ceremony
May 22, 2010 ~ 4:30 p.m.
Merrill Auditorium, Portland, Maine*

Congratulations to the Class of 2010

MOEF Donates \$5,000

The Maine Osteopathic Educational Foundation presented a check in the amount of \$5,000 to the University of New England to support the Doctors for Maine's Future Scholarship Program.

The "Doctors for Maine's Future" scholarship challenge exists to increase the number of physicians who practice in primary care, underserved specialties or underserved areas of the state, the "Doctors for Maine's Future Scholarship" will provide \$25,000 scholarships to support College of Osteopathic Medicine students with Maine roots. Scholarships from the state will be provided for up to five students and matched by donations to double the impact to ten medical students.



The donated funds were the proceeds from the 2010 Mid Winter Conference Silent Auction. The MOEF and the MOA wishes to thank the many members who supported the silent auction!

Featured in the photo is Dr. Joel Kase, President of the Maine Osteopathic Association and Erin Yarema, UNE Advancement Officer.



MOA Member Wins Travel Contest!

Congratulations to Dr. Stephanie Waecker who won Hurley Travel Experts' Getaway to the Portland Harbor Hotel with an overnight stay, dinner at Eve's at the Garden and a private car and chauffeur with D&P Associated Limo Service!

Hurley Travel Experts is proud to be a Preferred Business Partner and the preferred travel agency for the Maine Osteopathic Association. We provide cost savings and travel management solutions for business and group travel. We are also the leader in experiential and lifestyle vacation travel.

What this means for you is:

- 24/7 worldwide emergency assistance in over 60 countries ensuring peace of mind
- Access to specially negotiated air, car and hotel programs with value added amenities
- Experienced travel advisors who create extraordinary travel experiences and memories for you
- Complimentary subscriptions to travel publications and specials

Please contact us for your travel plans:

Hurley Travel Experts
The Thos. Moser Building
415 Cumberland Avenue, Portland, ME 04101
207.874.7400 or travel@travelexperts.com
www.hurleytravelexperts.com

See Our Travel Promotion on Page 11

Historian's Corner

By Gay Marks, Archivist NEOHC

Building The History

Early medical instruments and devices are fascinating and often in an unorthodox way—many times their purpose and/or application elude the viewer. The New England Osteopathic Heritage Center (NEOHC) has a variety of earlier versions of some of today's medical instruments—an early 20th century stethoscope, a 1910 microscope, early sphygmomanometers— showing that in one hundred years, through innovation and engineering, enormous strides have been achieved to improve these critical and essential tools of the medical profession.

During the first inspection of a recent gift transferred to the Center, I sensed that I should



be able to identify the “mystery” device which at some point in time was made up of the parts I was viewing. Lifting the lid of the long wooden box, two glass containers occupied the box's

lower half, the larger one cylindrical, covered with a nickel plating, and the second glass container, smaller and fitted with a lid to which connecting hoses could be attached. In addition the lid of the box obviously held another, but now missing, part of the unidentified apparatus. Fortunately the cover also contains a paper label, providing both a diagram and instructions for operating the device, and equally significant, its name, “Vaporizing Atomizer,” and its manufacturer, Codman & Shurtleff, Surgical and Dental Instrument Makers. Using the Internet to search the company's name I learned it was founded by a Mr. Codman before the Civil War. A few decades later, it made its reputation by responding to the demand for atomizers to treat respiratory diseases in the last quarter of the 19th century. (And now, a century later, physicians have substituted the contents of this wooden box used to deliver a medicated vaporized solution — with hand-held, plastic inhalers.)



By comparing the parts still in the box to the diagram, it's obvious the missing part would have been a hand-operated air pump which supplied compressed air to the metallic cylinder, aka air chamber, via tubing. Additional tubing would then carry the compressed air to the smaller clear glass jar containing medication in solution, creating a vapor which would either be directly inhaled by the patient via a tube with an attached mouthpiece or a tube inserted into the nasal passages.

Although this and other collection artifacts in NEOHC are not exclusive to osteopathic medicine, almost all of these instruments came to the Center through osteopathic physicians. The Center serves an important role in documenting the on-going progress made by osteopathic physicians as they serve their patients and their communities.

EMHS Awarded \$12.7 Million for Healthcare IT

(Brewer, Maine)- Tuesday, May 4th, Vice President Joseph Biden and



US Health and Human Services Secretary Kathleen Sebelius, pictured left, announced that EMHS is one of 15 communities nationwide included in the Beacon Communities program for healthcare information technology. Accord-

ing to a news release from the White House, EMHS will receive \$12,749,740 to, “Expand community connectivity, including long-term care, primary care and specialist providers, to existing Health Information Exchange and promote the use of telemedicine and patient self-management in order to improve care for elderly patients and individuals needing long-term or home care.”

EMHS president and CEO, M. Michelle Hood, FACHE, said the funds will allow EMHS to build on our solid foundation of collaboration and innovation throughout the northeast, and will be especially helpful in our ability to connect smaller hospitals and other health providers in greater Bangor to technology that they otherwise wouldn't be able to afford. Hood added that, “advancing the adoption of electronic health records and expanding connection to Maine's statewide health information exchange will benefit a range of health providers that ultimately will make our healthcare delivery system more cost efficient and improve care for patients, especially those with chronic disease.”

“EMHS has already invested heavily in research and healthcare information technology, and we are eager to help advance both in Maine,” Hood said. She also credited the many collaborators who helped to develop the program and expressed great enthusiasm for getting started.

Participating clinical care sites include The Acadia Hospital, Eastern Maine Medical Center, Eastern Maine HomeCare, Community Health and Counseling Services, Ross Manor, Stillwater Health Care, Penobscot Community Healthcare, and St. Joseph Healthcare. Eastern Maine Community College will develop an innovative program to train health information staff to sustain the program in the future. HealthInfoNet (HIN), Maine's health information exchange, will also play a key role as a goal of the program is to expand the number of providers sending and accessing HIN's patient data. Multiple statewide leaders have committed to supporting the efforts of the project—including Maine Quality Forum, Quality Counts, the Office of the State Coordinator, Maine Primary Care Association, Maine Health Management Coalition, Maine Hospital Association, and others including the Maine Osteopathic Association.





Hospital Based Rx Assistance Programs

Patients risk their health when they do without prescribed but unaffordable medicines. This medication noncompliance may result in ER and inpatient care, greater bad debt and charity costs.

Many needy patients qualify for free or low cost drugs from brand name and generic patient assistance programs (PAPS), co-pay foundations, retail discount programs, and state and federal programs. They and their medical practitioners, however, seldom have the time or skills needed to manage the complex and burdensome medication access process.

Hospitals have credibility with their medical staff members, are visible within their communities and are convenient for doctors and patients. A hospital managed prescription assistance program can help physicians ensure patient compliance with drug therapy, perform public and professional outreach, and identify the best sources of help for each patient. A centralized hospital-managed prescription assistance program with only a \$30,000 annual budget can obtain as much as \$1 million worth of free medicines for the patients or numerous medical practices.

Fifteen Maine hospitals now have such prescription assistance programs. With MedHelp Maine's program development guidance and start-up funding, six of them together processed 11,500 drug company applications and obtained \$4.5 million in free meds during just their two-year start-up period.

MedHelp Maine remains available to assist hospitals that either have not yet developed a prescription assistance program or that wish to increase the value of their existing resources. For more information contact MedHelp Maine at 207-793-4462.

Douglas J. Jorgensen, DO, FACOFP Re-elected as Governor of the American Academy of Osteopathy®

Colorado Springs, Colorado, March 18, 2010 - Douglas J.



Jorgensen, DO has re-assumed the office of Governor of the American Academy of Osteopathy® (AAO).

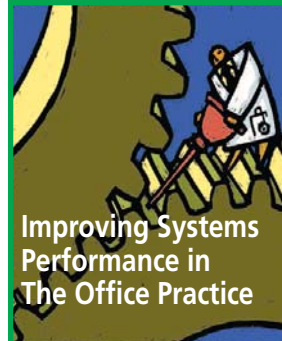
Dr. Jorgensen is a board certified, osteopathic physician in central Maine practicing pain management and osteopathic manipulative medicine, certified in NMM/OMM and re-

certified in FP/OMT. In addition to his practice, he is a certified professional coder through the American Academy of Professional Coders in Salt Lake City, Utah. As a consultant and speaker, he lectures nationally on billing and coding issues as well as authoring numerous peer reviewed articles, two books and several academic chapters in varying topics from osteopathic medicine, pain management and medical economics. A graduate of Bowdoin College in Brunswick, Maine, the University of Health Sciences College of Osteopathic Medicine in Kansas City, Missouri and the Maine-Dartmouth Family Practice Residency in Augusta Maine, he is currently president of the Payor-Payee Relations Committee for

Maine D.O.

Dr. Jorgensen continued

the Maine Osteopathic Association. He is the immediate past president of the Maine-Osteopathic Association and is on clinical faculty at Dartmouth Medical School and the University of New England. Dr. Jorgensen is a lifetime member of the AAO and served on the Academy's Board of Trustees.



Improving Systems Performance in The Office Practice

Marriott Sable Oaks
June 29, 2010
Noon to 4 pm

A Medical Mutual Practice Manager Seminar

Managers of practices insured by Medical Mutual:
Save the date for this free afternoon seminar, which takes a closer look at test tracking and appointment management systems, as well as Liability and the EMR.

Medical Mutual
Insurance Company of MAINE



Medical Care Development

improving the health of Maine and the developing world

Save the Date

Infectious Disease Annual Conference

November 9, 2010 from 8:00 am – 4:00 pm.
Augusta Civic Center, Augusta, Maine

Since 1983, the Division of Infectious Disease, Maine Center for Disease Control and Prevention has organized an annual infectious disease conference targeting public health issues of emerging concern. Health care practitioners, laboratorians, and public health partners are invited to receive current information on surveillance, clinical management and diagnosis, and disease control interventions. The conference will feature Cases of Interest – Epidemiology Presentations – and Clinical Updates.

Who should attend: Health Care Practitioners, Laboratorians, and Public Health Partners. Click on the following link for more information and to register online:

<http://mcdregistration.org/RELATED/Save%20the%20date.pdf>

For more information please contact
Dot Seigars, Medical Care Development
dseigars@mcd.org or
207-622-7566, ext. 232.



Are You Ready to Help your Family in an Emergency?



Get ME Ready 2010

IT TAKES MORE THAN DUCT TAPE

Mainers are known for being ready for anything. Let's make sure we are.

An emergency or illness can keep you home - sometimes without power, heat, or clean water. There are a few simple steps you can take to help your children, your pets, and the older adults you care for be safe during emergencies or illness.

Get a Kit. Make a Plan. Be informed. Go to www.getMEready.org to learn more.

Flooding. Ice Storms. The Flu. Get Ready to help your family. Get ready for the unexpected by creating a kit of the essentials, including food, water, medicine, and safety supplies. Make a plan for how you and your family will respond to the situation, and stay informed of potential illness and emergencies and what are the best things to do if they happen.

Visit www.getmeready.org to watch Dr. Dora Ann Mills, Director of the Maine CDC, talk about getting ready for illness or an emergency.

How ready are you? At www.getMEready.org you can take a short survey, then learn more about how easy it is to build a kit, make a plan, and be informed.

In Maine we like to be independent. When you're ready for an emergency, you won't need help from emergency professionals. That will let them focus on others needing assistance. And when you and your family are ready, you can help your neighbors and others in need.

What goes in my kit? Go to www.getMEready.org and find out what you need, what you've already got, and how to build your kit without spending a lot of extra money. You can also enter a drawing for a free kit to be sent to you!

Mainers are known for being ready for anything. Let's make sure we are! Go to www.getMEready.org and start Getting Ready today! Get ME Ready 2010 is a project of the Maine Public Health Association.

Get a Kit. Make a Plan. Be Informed. Go to www.getMEready.org to learn more.



Your Participation in MaineCare Survey Critical to HIT Incentives

The ARRA Health Information Technology Act (HITECH) provides Medicaid incentive funding for providers adopting, implementing, or updating electronic health records and health information technology. Physicians, physician organizations, and qualified professionals may be eligible for funding up to \$63,750 per professional over a five year period. Ongoing funding requires that providers demonstrate "meaningful use" of HIT as defined by CMS. Physicians may be eligible for either Medicare or Medicaid funding but may not participate in both. Hospitals are also eligible for Medicaid HIT funding but hospital employed physicians are not. The pertinent CMS rulemaking can be found at <http://www.cms.hhs.gov/Recovery/Downloads/CMS-2009-0117-0002.pdf>. Physician practice organizations are eligible for funding for up to ten providers.

Similar incentives will be administered by Medicare. Hospitals are eligible to receive both Medicare and Medicaid funding, while physicians eligible for both Medicare and Medicaid funding must choose which program to participate in.

MaineCare is in the planning phase of HIT incentives. CMS requires Medicaid agencies to assess the current state of technology development in the provider community and to create a vision for the future (2015) state of HIT/HIE in Maine. The State will use an electronic survey tool administered by the Muskie Institute to compile the assessment of current technology.

It is very important that every physician, whether eligible or not, participates in the survey. The survey is not an application for funding, but a tool to assess the "as is" state as required by CMS.

Funding to providers will begin in January of 2011. The implementation phase of the project including provider funding applications begins next fall.

By now, you should have received an email containing the survey link from MaineCare. Please take the time to complete the on line survey. If you have any questions, please contact Dawn Gallagher of MaineCare by phone at (207)287-9366 or by email at dawn.r.gallagher@maine.gov.

June 10-11, 2010, 20th Annual Maine Geriatric Conference, Bar Harbor Regency Hotel, Bar Harbor, ME

University of New England College of Osteopathic Medicine, Biddeford, ME, sponsoring this event at the Bar Harbor Regency Hotel, Bar Harbor, ME. CME/CE credit: Up to 11.5 AOA Category 2A, *Category 1 AMA PRA Credits™* and ANA-Maine Nursing Credits. Other credits may apply. Contact Marolyn Bissonnette, CME Office: 207-602-2589, cme@une.edu or www.une.edu/com/cme/events.asp, FAX: 207-602-5957.

Medical Mutual Insurance Company of Maine: Risk Management Practice Tip Faxing Patient Information

Maintaining the confidentiality of patient information is the responsibility of all healthcare entities. Communication of patient information occurs through many different mediums including traditional paper and electronic faxing. When faxing is used, a policy should be in place to assure that the confidentiality of the information is protected.

Policy

The following elements should be considered for inclusion in a policy.

I. Location

- Assure the fax machine or computer (if faxing electronically) is located in a secure area, not accessible to unauthorized persons.

II. Faxing Documents

- Cover sheet should display:
- Date and time of transmission
- Sender facility name, address and sender's name if relevant
- Patient's name
- Receiving facility's name, telephone number, fax number
- Authorized receiver's name
- Number of pages transmitted
- Statement addressing redisclosure of information
- Instructions to verify receipt of documents
- Verify availability of receiver before beginning transmittal.
- Request authorized receiver to acknowledge the receipt of the documents.
- Document the receiver's acknowledgment in the patient's medical record.

III. Receiving Fax

- Paper method
- Identify one individual to monitor the fax machine.
- Remove the documents from the tray immediately upon completion of the transaction.
- Count the number of pages to assure the correct number was received.
- Read cover letter and follow the instructions for acknowledgement of the transmission.
- Deliver or send the documents electronically to the intended receiver.

IV. Misdirected Fax

- If a fax transmission fails to reach recipient, check internal logging system of the fax machine (for paper faxes) to obtain recipients fax number or retrieve through the software program, the fax number to which an electronic fax was sent.
- Fax a request to the recipient, using the incorrect fax number, explaining the misdirection and asking that all received documents be immediately returned via mail. Note that electronic faxes may be able to be rerouted to the sender.
- Notify the sending physician of the error and the corrective action taken.
- Keep a log of misdirected faxes, identify causes/trends and implement procedural changes to prevent a reoccurrence.

V. Faxes should not be used:

- As the sole notification method of abnormal test results
- To communicate urgent requests

VI. Faxing Prescriptions

- Laws and regulations for faxing prescriptions must be followed and may vary by state. For Schedule II Controlled Substances and III-V Substances please refer to the Drug Enforcement Administration (DEA) website or access the latest version of the [Drug Enforcement Administration Practitioner's Manual](#) also found online.

Summary

Implementation of the above recommendations will assist in minimizing the risk of unauthorized access and the breach of patient confidentiality. While utilizing either method to fax patient information is acceptable, electronic faxing may offer greater security. Faxing directly from a software program allows faxes to be directed from the privacy of the user's computer. Incoming faxes can be password protected and can be directed only to specified individuals, thereby, assuring tighter security. The electronic option prevents access by unauthorized individuals and the potential misplacement or loss of a paper document.

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.

July 23-25, 2010 OMM at UNECOM
University of New England College of Osteopathic Medicine,
Manual Medicine – An Osteopathic Approach: Introduction
and Lumbar Spine, UNECOM, Biddeford, ME. Fri. 8-5, Sat.
8-5, Sun. 8-12. CME credit: 20 AOA Category 1A, OMM/
NMM Specialty, *Category 1 AMA PRA Credits™* and
Prescribed AAFP anticipated. Contact Marolyn Bissonnette,
CME Office: 207-602-2589, cme@une.edu or
www.une.edu/com/cme/events.asp, FAX: 207-602-5957.

MOA Urges Physicians to Take Action on Medicare Physician Payment (SGR) Problem



As efforts continue in Washington to find a permanent solution to the Medicare payment/SGR problem, it is important for Maine physicians and their staffs to continue their advocacy by communicating with Maine's congressional delegation. The MOA sent a delegation to Washington on April 29th as part of the national DO Day on the Hill and expressed our concerns to Senators Snowe and Collins as well as Representatives

Michaud and Pingree and their staff members.

Medicare payment rates for physicians have increased 1% since 2001 while practice expenses have increased over 27%. Don't stand for Congress continuing its month to month failure to address the long-term issue. The 21.3% cut has been delayed only until May 31 and the current expectation is that the rampant partisanship in Congress will prevent legislators from fixing the problem before the temporary delay expires next month. Physicians need to tell Congress that enough is enough.

Here's what you can do to help:

1. Communicate with Maine's congressional delegation (Senators Snowe & Collins, in particular).
2. Show your support for the enactment of meaningful physician payment reforms by signing a petition sponsored by the American Osteopathic Association. You can sign the petition at: <http://www.ipetitions.com/petition/everypatientcounts/> After you sign the petition, urge your patients, colleagues, family, and friends to do the same. Together, we can send a clear and convincing message to Congress that health care coverage is not access to health care. Congress must follow through on the promise of Medicare, Medicaid, and the recently enacted health care reform legislation and ensure that all patients have access to physicians.

Senator Olympia Snowe
154 Russell Senate Office Building
Washington, DC 20510-0001
(202) 224-5344 or (800) 432-1599
Fax: (202) 224-1946

<http://snowe.senate.gov>

Email: <http://snowe.senate.gov/public/index.cfm?FuseAction=ContactSenatorSnowe.Email>

Senator Susan Collins
413 Dirksen Senate Office Bldg.
Washington, DC 20510
(202) 224-2523
Fax: (202) 224-2693

<http://collins.senate.gov>

Email: <http://collins.senate.gov/publiccontinue.cfm?FuseAction=ContactSenatorCollins.Email>

Representative Michael Michaud
1724 Longworth House Office Building
Washington, DC 20515
Phone: (202) 225-6306
Fax: (202) 225-2943

<http://michaud.house.gov>

Email: https://forms.house.gov/michaud/webforms/issue_subscribe.htm

Representative Chellie Pingree
1037 Longworth House Office Building
Washington, D.C. 20515
Phone: (202) 225-6116
Fax: (202) 225-5590

<http://pingree.house.gov/>

Email: <https://forms.house.gov/pingree/contact-form.shtml>

Third Annual Statewide Quality Symposium

*Using Health Information Technology to Advance Quality:
Through Meaningful Use to Meaningful Improvement*
Thursday, June 10th Samoset Resort
220 Warrenton Street Rockport, ME
8:00 am - 3:30 pm ~ 5.5 CME



Featured Key Note Speaker: Joshua J. Seidman, PhD, Acting Director,

Meaningful Use Division, Office of Provider Adoption Support, HHS/ONC.

Dr. Seidman is the current Acting Director for the Meaningful Use Division of the Office of Provider Adoption Support at the ONC. The ONC (Office of the National Coordinator for Health Information Technology) is at the forefront of the administration's health IT efforts and is a resource to the entire health system to support the adoption of health information technology and the promotion of nationwide health information exchange to improve health care.

ONC is organizationally located within the Office of the Secretary for the U.S. Department of Health and Human Services.

Presented by:

Maine Osteopathic Association, Maine Medical Association, and Maine Hospital Association



For additional information and registration information, please see enclosed flyer.
If you have questions, please contact the MOA at 207-623-1101.

Technology Corner

Jack Forbush, DO

Chair of the Technology and Communications Committee



As chair of the MOA's Technology and Communications Committee, it is my honor to extend an invitation to all of you to attend this year's Health care Quality Symposium on June 10, 2010 at the Samoset Resort.

The theme of this year's Quality Symposium is "Using Health Information Technology to Advance Quality: Through Meaningful Use to Meaningful Improvement." The keynote speaker will be Joshua J. Seidman, PhD, Acting Director, Meaningful Use Division, Office of Provider Adoption Support, HHS/ONC.

The MOA is planning this conference in collaboration with the Maine Medical Association and the Maine Hospital Association. This event will focus on the key updates from both federal and state Health Information Technology leaders including Maine's newly created Office of the State Coordinator for HIT as well as HealthInfoNet, Maine's health information exchange.

Now that Maine has become the nation's third operational health information exchange, providers will be well positioned to secure substantial new federal payments and other funding. By attending this conference, physicians will learn more about how to meet new "meaningful user" criteria that will be used by CMS to increase payments and other reimbursement.

Maine has received significant funding through the American Recovery and Reinvestment Act (ARRA). This funding will help HealthInfoNet transition from its current 24-month demonstration phase to statewide implementation. In addition, as Maine's Regional Extension Center or REC, HealthInfoNet also will make it possible for providers to secure federal funding to offset some of the costs associated with EMR implementation. To learn more about the REC and the technical assistance it will offer physicians with the selection and installation of EMRs, you won't want to miss this key event!

We have also organized several key panel discussions from physicians and chief information officers to tell success stories and lessons learned from the field on the topic of EMR adoption as well as resources and options to consider when utilizing technology to enhance the quality of practice. Finally, the day will conclude with an open forum to hear from each of you what your questions and concerns are with respect to HIT or information exchange.

To register for this statewide symposium on Health Information Technology, please contact the MOA at 207-623-1101 or register on line at www.mainedo.org

Golf Committee Volunteers Needed The MOEF Golf Tournament ~ August 4, 2010

Spring Meadows Golf Club at Cole Farms, Gray, Maine
If interested, please contact Dianne at the MOA office-
207-623-1101 or by email at ddbord@mainedo.org

University of New England College of Osteopathic Medicine Recognized in *US News & World Reports* 2011 Rankings of Nation's Best Graduate Schools

BIDDEFORD, Maine – *US News & World Report* (USNWR) has released its annual report ranking professional graduate school disciplines, including medicine and its various specialties. University of New England's College of Osteopathic Medicine (UNE-COM) was recognized as sixth

in the nation for its leadership in primary care training, as well as its rural medicine and geriatrics programs, both earning top-20 honors.

Since its founding in 1978, UNE-COM has graduated nearly 2,400 physician alumni. Of all licensed physicians in Maine, more have graduated from UNECOM than any other medical school in the world. UNE's commitment to the education of primary care physicians is unmatched by any other medical school in New England, and the USNWR ranking now places it among the best in the nation.

The overall rankings include 20 accredited schools of osteopathic (DO granting) medicine, as well as 126 accredited allopathic (MD granting) programs. The rankings are based on expert opinions about program quality and statistical indicators that measure the quality of a school's faculty, research, and students. Highlights of the 2011 graduate school rankings are published in the May print issue of *U.S. News & World Report*.

Primary care resident training: UNE ranked 6th

UNE-COM's mission of educating the nation's primary care leaders is reflected in the *US News* rankings, which rank the College as sixth in the nation for schools that turn out the most graduates entering primary care residency training programs. These programs include family medicine, general internal medicine and pediatrics. This ranking is borne out by the following statistics:

- 10 percent of all practicing physicians in the state of Maine, and 15 percent of Maine's primary care physician workforce, are UNE-COM graduates.
- More than 60 percent of UNE-COM graduates practice in a primary care specialty (family medicine, internal medicine, pediatrics), where Maine's needs are the greatest.

For the *US News* specialty rankings, medical school deans and senior faculty selected the best programs using peer assessment surveys. Two UNE-COM programs made the top-20 list:

Specialty rankings: Rural Medicine: UNE ranked 17th

The substantial shortage of primary care physicians nation wide is more significant in underserved areas and among vulnerable

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in Maine by requiring clinical training for students in rural and populations. Through a partnership with the Maine Area Health Education Center (AHEC) Network, headquartered on the UNE campus, UNE-COM reinforces its commitment to rural primary care underserved areas. Consequently, many graduates choose to remain in rural areas after graduation, as recognized in the *US News* ranking. Moreover:

- 25 percent of physicians practicing in Maine’s rural areas are UNE-COM graduates.
- 17 percent of UNE-COM graduates are practicing in medically underserved areas of New England.

Specialty rankings: Geriatrics: UNE ranked 20th

In the Best Medical Schools specialty ranking for geriatrics, UNE-COM’s Geriatric Medicine program was ranked 20th nationwide. Its innovative curriculum includes the nationally recognized “Learning by Living” program, which places medical students in area nursing homes to live the lives of a resident; and U-ExCEL, a fitness program that was recently awarded the Maine Governor’s Council on Physical Activity 2010 Maine Fitness Award in the Special Populations Category.

The survey data also showed that UNE-COM students bear some of the highest debt in the nation. Dean of the College of Osteopathic Medicine and Senior Vice President for Health Affairs, Marc B. Hahn, DO announced a strategic plan for UNE-COM in January 2010 which includes a plan to address student debt through planned strategic growth in class size and an increase in mission-specific activities.

Dr. Hahn also stated: “UNE-COM’s Patient-First Curriculum focuses on creating outstanding physicians who are health care leaders that advance primary care and community health. I am pleased by the *US News & World Report* rankings and our peer recognition, which demonstrate not only the effectiveness of UNE-COM’s mission with regard to primary care education, but also our leadership in rural practice and geriatric medicine.”

For more information, visit www.une.edu.

May 21-24, 2010
Biodynamics of Osteopathy: Phase I
Biddeford, ME
 University of New England College of Osteopathic Medicine, Biddeford, ME. CME credit: Up to 22 Category 1 AAOA credits, OMM/NMM Specialty credits anticipated. Contact Joan Hankinson at ohmjh@aol.com or (207) 781-7900 or go to osteopathichealthcareofmaine.com to register or for more information.



The Yachts of Seabourn

They say life looks better from the deck of a yacht and guests aboard The Yachts of Seabourn agree. Start 2011 with a European or Asian cruise and enjoy fantastic savings aboard what Travel + Leisure magazine calls, "The World's Best Small-Ship Cruise Line." Book by July 31st and enjoy 2-for-1 cruise fares and reduced round-trip air options from forty select gateways in North America. Only The Yachts of Seabourn sail



the world's waters with an unmatched sense of style, elegance and grace and every passenger's desire is met with a welcoming smile. You'll also be treated to all-suite accommodations and award-winning cuisine by celebrity chef, Charlie Palmer. Contact Hurley Travel Experts at 874.7400 or travel@travelexperts.com and mention promotion code # 25019 to book your cruise special today!

Half Moon, Jamaica

Did you miss the chance for a family getaway during Spring Break? Well, you won't find a more family-friendly island escape than the amazing Half Moon in Montego Bay, Jamaica. In fact, this beautiful resort was the winner of the 2009 Virtuoso Best Family Program Award. And until the end of the year, up to two children, twelve and under can share a parent's room for FREE, including complimentary breakfast. You'll also want to take



advantage of four hours of daily free nanny service for the little ones - good for up to four nights during your stay. From championship golf to water sports, to a 68,000 square foot spa -

Half Moon is the perfect family vacation. Rates start at just \$250. Contact Hurley Travel Experts at 874.7400 or travel@travelexperts.com and mention promotion code # 25013 to book your tropical paradise today!

Please contact us for your travel plans:
Hurley Travel Experts
The Thos. Moser Building
 415 Cumberland Avenue, Portland, ME 04101
 207.874.7400 or travel@travelexperts.com
www.hurleytravelexperts.com



Maine Osteopathic Association

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Mark Your Calendar

May 2010

American Stroke Month

- 3 Melanoma Monday
- 6 National Cancer Survivors Day
- 7-9 ISIS Intensive Anatomy/Imaging & Injection Workshop
UNECOM
- 9 Mother's Day
- 14-16 OMM at UNECOM
- 19 National Employee Health & Fitness day
- 21-24 Biodynamics of Osteopathy: Phase I, UNECOM
- 31 Memorial Day - MOA office Closed
- 31 World No Tobacco Day

June 2010

Home Safety Month

- 10 3rd Annual Statewide Quality Symposium, Samoset Resort
- 10 MOA Board Meeting, Samoset Resort
- 10-11 20th Annual Maine Geriatric Conference, Bar Harbor
- 11-13 99th Annual Oceanside Convention, Somoset Resort

Register Now

Third Annual Statewide

Healthcare Quality Symposium

June 10, 2010 ~ Samoset Resort, Rockport, Maine

Sponsored by the MOA, MMA and MHA

Maine Osteopathic Association

Annual Oceanside Convention

June 11-13, 2010

Samoset Resort, Rockport, Maine

For More information call the MOA office at

207-623-1101 or register on line at

www.mainedo.org