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Would you like to get involved
with Region VII? Email Susan
Scanlan at nwpodiatry@aol.com



Region VII APMA 2011 Meeting Will Take Place November 11-13 in Vancouver, British Columbia

**(We previously announced
that the 2011 meeting would
take place in May in Victoria-
NOT HAPPENING!)**

The Vancouver Sheraton is a fabulous property in a great location. This meeting will offer more CME than usual, as we are partnering with the BC Association of Podiatrists (BCAP) and The University of British Columbia Departments of Endocrinology and Dermatology. For those reasons, this is going to be a very special meeting! Friday lectures will take place all day and be Podiatric Medicine specific topics. Topics on Saturday and Sunday will range more and include many lectures in areas of Endocrinology and Dermatology with a focus on patients with diabetes. BCAP has done this in the past with great responses from all.

IT'S NOT TOO EARLY TO MAKE YOUR TRAVEL AND ROOM RESERVATIONS!

Remember, you need a passport or passport card to travel by ground to Canada—passport only to fly. All meeting registration and information will be posted on our website as it becomes available (www.region7apma.org).

Anyone from the Region who is interested in speaking, please contact Susan Scanlan, DPM at nwpodiatry@aol.com.

Here's a list of recent legislative successes which you can use as reasons every member from your state should be contributing:

- EXEMPTION from DMEPOS accreditation requirements
- EXEMPTION from DMEPOS surety bond requirements
- EXEMPTION RED FLAG RULES—being defined as creditors by the FTC. The requirement is scheduled to go into effect January 1, 2011 for other creditors.
- INCLUSION in HIT adoption incentives
- ELIGIBILITY for e-prescribing bonuses
- ELIGIBILITY for PQRI bonuses
- INCLUSION in provider non-discrimination provision in reform legislation

So Are You Using All The Resources Available To You?

Here are a few subjects and links to the information. If you need any help, email me at nwpodiatry@aol.com and I'll help you.

Along with many other things, learn all the details of the eRx program and how to avoid the penalty.

Eligible providers who do not successfully submit at least 10 unique e-prescriptions during the first six months of 2011 may be subject to a one percent penalty in Medicare payments for 2012.

Visit the APMA website to find valuable, informative resources!

ePrescribing in 2011—Why You Must Participate (www.apma.org/ePrescribing). James

R. Christina, DPM, reviews the requirements for participation in the 2011 CMS e-Prescribing (eRx) incentive program. He also explains how participation in the 2011 program will determine whether or not you will receive penalties in your 2012 CMS payments (video; 46:26).

ePrescribing in 2011 (PDF). This is a PDF version of the webinar.

Meaningful Use and EHR Implementation (www.apma.org/EHRImplementation).

APMA's Scientific Affairs Department Director James Christina, DPM, reviews EHR use requirements that qualify as "meaningful use," and explains how to qualify for up to \$44,000 in Medicare EHR incentive payments (video; 45:34). (For more on EHR, also see article on page 4 of this newsletter by Lynn Homisak.)

Meaningful Use and EHR Implementation. (PDF) This is a PDF version of the webinar.

PECOS: Getting the Facts (www.apma.org/PECOSvideo). Content discussed during this webinar includes: a brief background on why CMS is implementing this policy,

what you need to do today to start complying, and how failing to meet the implementation deadline may negatively impact your practice. The material was presented by Paul Kesselman, DPM, and Katherine Sharp on August 3, 2010 (video; 1:05:13).

To view these resources, visit:

www.apma.org/Members/Education/Webinars/Archive-of-Past-Webinars.aspx



Do You Ask What Has APMA Done for You Lately?



Do You Participate In Social Media?

APMA has approached this year's Diabetes Campaign by having a strong and predominately online presence at www.apma.org and www.todayspodiatrist.com. The campaign message is prevention and the critical role



a podiatrist pays in preventative care. The target audiences of this year's campaign will be women ages 35-55 (identified as the health care decision-makers) and medical professionals to make that

connection between podiatry and diabetes. Materials are available for APMA members to use and are located online at the members' site. APMA has created a "Diabetes Resource" web page that is highly interactive. It will be tied into the APMA social media accounts including Twitter, YouTube, and Facebook. You will be an integral part in taking this campaign to your communities and educating those with and at-risk for diabetes about the vital role a podiatrist has in preventing amputation.

Have Your Communications Questions Answered in New Column

Using public relations (PR) to promote your practice and the podiatric profession is a vital tool for success, but is often underused and misunderstood. Now, APMA is giving you a chance to voice your questions and get answers in a national public forum—*APMA News*! The new monthly column is an opportunity for members to find out more about how to work with the media, use APMA-created PR materials, and communicate more effectively. Your PR questions will be answered in the magazine by media-savvy APMA members from across the country, beginning with the January 2011 issue.

Have a question about PR or the media you would like to see answered in the new Q&A column? Email Mike Kulick at mkulick@apma.org with your question today.

Do You Like Working With Students? Now's the Time to Recruit!

APMA is sending nearly 25,000 recruitment letters this month to students who just completed the MCAT. The letter outlines the benefits of a career in podiatric medicine and highlights the new, highly interactive website, www.todayspodiatrist.com/students. Now is the perfect time for you to get involved in the *Today's Podiatrist* student recruitment effort!

Visit www.todayspodiatrist.com/students.

Sign up to be a DPM mentor in your area at apma_assist@apma.org.

Volunteer to give a career presentation at your undergraduate alma mater or local college and explain what *Today's Podiatrist* is all about.



APMA's CAC - PIAC Meeting

More than 80 members of the Carrier Advisory Committee (CAC) and Private Insurance Advisory Committee (PIAC) gathered in Arlington, VA recently for



the annual CAC-PIAC joint meeting. Attendees participated in a variety of sessions about topics ranging from Medicare policy to health information technology. Among

the most stimulating discussions were the implications of health-care reform, advice for reviewing provider contracts, and Part B Medicare Annual Data. A summary of this information is on APMA's website at <http://apma.org/Members/ReimbursementIssues/CACPIAC.aspx>. Click on "2010 Meeting Information."

Secrets of Success: "A Look at EHR and the Stimulus Program"

By: Lynn Homisak, SOS Healthcare Management Solutions, LLC - www.soshms.com

What is the EHR program? Do I meet the requirements for eligibility? What kinds of incentives are being offered? What do they mean by "meaningful use?" What do I need to do? Is there a timeline? Finally...where can I get more help?

If you've asked yourself any of these questions, here's a very basic look into some of the answers, just to get you started.

What is the EHR program?

Simply put, it is part of the American Recovery and Reinvestment Act of 2009 which was signed into law encouraging the adoption of Electronic Health Records (EHR) by physicians with the aim of improving the quality, safety and cost-effectiveness of healthcare across America. The Medicare incentive program is federally run by CMS, and the Medicaid (voluntary) incentive program is run by individual States.

Am I eligible to participate?

Podiatrists are included in the list of Eligible Professionals (EP), so yes you are, provided you meet the individual requirements of whatever program you enroll in, e.g., Medicare Fee For Service (FFS), Medicare Advantage, or Medicaid (FFS or managed care).

What are the incentives?

Maximum Medicare incentives can reach as high as \$44,000 (front loaded) and distributed over a 5 year period if you start by the end of 2011. The last year you can begin in order to take advantage of the Medicare incentive is 2014 and the last payment year is 2016. For Medicaid, incentive maximum incentives are \$63,750 over 6 years with a first year payment of \$21,250 and \$8,500 each year thereafter. You must

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CLASSIFIEDS

SEEKING POSITION:

I am the Chief resident at one of the PMS-36 Northern California Kaiser Residency Programs and am interested in employment in the Northwest. I have been well trained in all areas of foot and ankle surgery. I am a hard-working, highly motivated individual and am interested in a variety of practice opportunities. CV available upon request.

Please call (510) 205-8747, or e-mail neufej1981@gmail.com.

Thanks,

Jason Neufeld, DPM

begin by 2016, and incentives are available through 2021. EP's of either program are entitled to only one incentive payment per year.

What is Meaningful Use (MU)?

Although the definition is still evolving, it represents certain requirements that each EP must meet when using certified EHR technology. In order to qualify for the incentive programs, you must meet all the specifics of the 3 components of Stage 1: Objectives and Measures Reporting:

1. Use of certified EHR in a "meaningful" manner (such as e-prescribing);
2. Use of certified EHR for the purpose of electronic exchange of medical records with other providers to improve patient quality care;
3. Use of certified EHR to measure clinical quality of care while maintaining the integrity of its functions.

The additional requirements of MU involve completing Core Objectives, Menu Objectives, Alternate Core Objectives and Clinical Quality Measures (CQM's).

What do I need to do?

As an EP, you will first need to register via the EHR Incentive Program website (www.cms.gov/EHRIncentivePrograms), be enrolled in Medicare FFS, Medicare Advantage, or Medicaid (FFS or managed care), have an NPI (National Provider ID) and use certified EHR technology. In addition to the above, registration also involves providing patient volume, licensure, Meaningful Use, certified EHR Technology, business address and phone, Taxpayer ID#, selection of either Medicare or Medicaid, and for Medicaid providers, selection of a State. (**Note:** In an effort to help providers identify "certified" products, authorized certification bodies will post a list of certified EHR's and modules will be posted on the Office of the National Coordinator of Health Information Technology (ONC) website at <http://healthit.hhs.gov>).

Is there a timeline?

- Fall 2010: Certified EHR technology will be found on ONC website.
- January 2011: Registration begins for EHR Program; Medicaid EP's should look for States to launch their individual programs.
- April 2011: Attestation for the Medicare EHR Program begins.
- May 2011: Medicare EHR Incentive payments begin.
- February 2012: Last day for EP's to register and attest to receive an incentive payment for 2011 calendar year..
- 2015: Medicare payment adjustments begin for EP's.
- 2016: Last year to receive a Medicare EHR incentive payment; last year to initiate participation in the Medicaid EHR Incentive Program.
- 2021: Last year to receive Medicaid EHR incentive payment.

Where can I get more help?

Go to www.cms.gov/EHRIncentivePrograms for more detailed info and tip sheets. For provider support about certification and certified EHR's, visit <http://healthit.hhs.gov>.

References

CMS Powerpoint, "Medicare and Medicaid EHR Incentive Program"—Specifics of the program for eligible professionals.

Ms. Homisak, President of SOS Healthcare Management Solutions, has a Certificate in Human Resource Studies from Cornell University School of Industry and Labor Relations. She is the 2010 recipient of Podiatry Management's Lifetime Achievement Award and recently inducted into the PM Hall of Fame. Lynn is also an Editorial Advisor for *Podiatry Management Magazine* and is recognized nationwide as a speaker, writer and expert in staff and human resource management.

"As a podiatry student, I was impressed with PICA's support of students and podiatry schools. Now as a policyholder, I realize its support goes beyond scholarship and sponsorship dollars. PICA truly strives to strengthen and promote podiatric physicians and our profession through its insurance and programs."

—Ralph Esposito, DPM
Policyholder since 2004



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(800) 251-5727.



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Region VII American Podiatric Medical Association

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