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No Bones About It

Health care: At the Table or on the Menu

WVOS President Greg Krivchenia, M.D.

With President Obama's recent speeches and activity in Congress, the path to solving our health care "crisis" is still unclear. The new mantra of "pay to play" (mandatory insurance for all) still does not solve the major problem of who is going to pay for this new entitlement. Paying for it via ridding "fraud, waste, and abuse" from Medicare and Medicaid will fall well short of underwriting health care reform. One solution to truly solving our health care problems is through education and individual responsibility. If the taxpayers are paying the tab, then the taxpayers should have a say in how this money is spent. For example, as orthopaedists in West Virginia we regularly see injuries to young children

from riding on ATVs, yet the parents have no way or plans to pay for their injured children. There is something truly wrong with this picture.

The demagoguery on both sides of this debate is doing nothing to solve this issue. Compromise is essential if we are to move forward and avoid this upcoming financial burden that we are about to give to future generations.

Now is the time for orthopaedists across this state and the nation to get involved in the health care debate. You have a choice of either being at the table giving your input, or being an appetizer for the government, lawyers, and other special interests. We need to be an active

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Members answer AAOS survey

Members expressed their views on services needed from and available through WVOS.

The 2009 State Society Membership Survey was developed by the AAOS Office of Government Relations, State Society & Legislative Affairs, in conjunction with the Department of Research and Scientific Affairs to determine what services AAOS members expect from their orthopaedic state societies. The results of this evaluation will help the West Virginia Orthopaedic Society (WVOS) to better meet the needs of orthopaedic surgeons.

The survey had a 12% response rate, including eight responses in West Virginia, yielding 95% confidence intervals (CIs) for data reported.

Six respondents, 75%, indicated they were WVOS members. Reasons for joining included: keeping abreast of legislative issues; having some influence on state laws; relationships; and providing support for state medical reform.

The most valued benefits or services were: networking at MidWinter Meeting; legislative and other alerts; coordination with state medical society; and keeping abreast of legislative issues.

Two-thirds of respondents felt they were familiar with WVOS activities, while three-quarters found WVOS

relevant to the practice of orthopaedic surgeons.

The most important services WVOS can provide were listed, in order of importance, as data/information, news updates, lobbying, practice administration issues, education and meetings.

They felt best informed on meetings, education, news updates, data/information, lobbying and practice administration issues, in that order.

Two-thirds of respondents said they don't regularly attend WVOS meetings. Reasons for not attending were listed as having call and not being convenient to location and/or schedule.

Half of all respondents felt they were made aware of opportunities for WVOS involvement. Half agreed or strongly agreed that WVOS understood and addressed the day-to-day practice issues faced by members and was effective in helping the bottom line of their practice.

Asked how WVOS could best meet their needs, respondents cited keeping them informed and educated on practice management and medicolegal issues for PT, MRI and surgical centers and work on advocacy issues.

Thanks, respondents.

WVOS.org honored by PR group

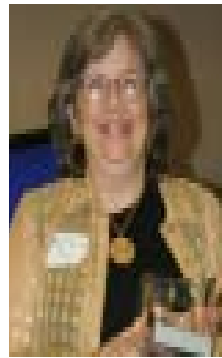
When the West Virginia Chapter of the Public Relations Society of America honored the top public relations work in West Virginia in 2008 during the Crystal Awards Gala in Charleston, the web site of the West Virginia Orthopaedic Society was among the honorees.

The 2009 Crystal Awards competition drew nearly 80 entries, representing work conducted by or for more than 50 organizations.

The West Virginia Orthopaedic Society (WVOS), one of the smallest orthopaedic societies in the country, offers many services

found in larger societies, a number of them through the web site. The site saw a 28% increase in hits from 2007 to 2008.

The site design and maintenance are the responsibility of Diane Slaughter, owner of Homestead Communications and WVOS executive director.



WVOS Executive Director Diane Slaughter, owner of Homestead Communications, accepted the Crystal Award on behalf of WVOS.

WVOS, one of the smaller state societies, was honored for its web site and members-only services.

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stakeholder in helping our patients receive the best care possible. It is extremely important that our response to this issue be patient centered. In placing the patient first, we can help frame the discussion around having the individual (the patient) take an active role in their health care decisions. As physicians we can make this happen.

The current debate is extremely dynamic and shifting daily. As of this writing, even the once extremely crucial provision of the "public option" has just passed the U.S. House

of Representatives. With or without (pick one) this government option, we need to enlighten our representatives with face to face interaction, emails, letters, etc. To show our concerns. To help one further in the dissemination of information, I recommend the AAOS and WVSMA web sites for talking points. This information should be shared with your patients, peers, hospital personnel, and politicians.

As Mark Twain said, "Always do right. This will gratify some people and astonish the rest."

WVOS newsletter now has a name

It's Named: No Bones About It

**No Bones
About It needs
your articles
and input.**

In our inaugural issue of this newsletter, earlier this year, members were asked to suggest names for the quarterly newsletter.

During the August meeting of the board of directors and membership, a number of names were suggested. One name, suggested by Joe Prud'homme, MD, Morgantown, got everyone's attention and approval.

With the agreement of those in attendance, our

newsletter will now be called "No Bones About It."

The newsletter will continue to be published exclusively online, and we hope to create four issues a year for the next year or so. We are working to solicit advertising to help offset our creative costs for "No Bones About It." We will continue to need your suggestions for topics and advertisers and your articles to make this a publication of interest to WVOS and WVAOE.

WVOS President Greg Krivchenia, M.D.

AAOS gives membership grant

**WVOS and
WVAOE will
be hosting
meetings
in Beckley,
Wheeling and
Martinsburg in
November.**

At the fall meeting of the AAOS, the WVOS was awarded a \$2,000 grant by the State Societies Committee to be used for member outreach in the southern part of West Virginia, as well as in the northern and eastern panhandle areas.

WVOS Executive Director Diane Slaughter serves as one of three state society executive directors on that committee.

The funds will be used to develop a PowerPoint presentation outlining the benefits of WVOS and WVAOE membership for orthopaedic practices, and to host dinner meetings in Beckley, Wheeling and Martinsburg this fall.

Early indications show that WVOS will be hosting approximately 10 members and orthopaedic executives at each event. As WVOS President, I will be joined at each meeting by the WVAOE President David Proctor or Secretary Clint Welch and by Executive Director Diane Slaughter.

The goal of these meetings is to encourage orthopaedists and their orthopaedic executives, or practice managers, to join and become active in the WVOS and WVAOE, to participate in the upcoming benchmark study and to become more engaged in advocacy efforts at the state and national levels.

WVAOE brings practice benefits

The West Virginia Association of Orthopaedic Executives (WVAOE) was created to help the administrator improve the effectiveness and efficiency of his or her orthopaedic practice. By educating members through peer-to-peer interaction and timely resources, the WVAOE helps administrators deal with issues specific to West Virginia orthopaedic practices.

Our first eighteen months have been exciting. We have had several well attended meetings that featured prominent speakers along with a joint physician/administrator coding workshop.

Moving forward, we have several exciting projects lined up for 2010. With funding secured from the AAOS, we plan to implement a WV specific benchmark study to help administrators analyze their practice's strengths and weaknesses through relevant data. Also, administrators will be able to analyze the prices they are paying for medical supplies, office supplies, and injectibles.

This cohesive organization helps administrators develop organizational relationships and provides updates on current issues and

legislation. By working together, we can stay one step ahead of insurance companies, suppliers, and government regulations.

We encourage all physicians to have your administrator or designated member of your staff to join our association. Everyone has a voice and it doesn't matter your practice size because this organization is for everyone. Join and help us build a strong active organization that will benefit the orthopedic practices of West Virginia.

Dues are just \$100 per year. The founding members, those who joined in 2009, actually recouped the full cost of their dues (and more) by program discounts available to WVAOE members. Member discounts for the 2010 MidWinter Meeting will once again help offset the cost of annual dues.

Information of interest to WVAOE members can be found at www.wvos.org/wvaoe and includes legislative information, news updates and members-only information available throughout the site.

To join WVAOE, contact Executive Director Diane Slaughter at 304.984.0308 or wvaoe@wvos.org for a membership application.

**Those
who joined
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2009 actually
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full cost of
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more, through
discounted
program fees.**

AAOS PAC represents YOU in DC

**Our PAC
is the ONLY
entity that
represent
OUR cause in
Washington.**

The American Academy of Orthopedic Surgeons Government Relations Office promotes and represents the viewpoint of the orthopedic community before federal and state legislative, regulatory, and executive agencies. It is based in Washington, DC, but includes staff from AAOS headquarters in Rosemont, IL. This office directs the health policy activities and initiatives of the AAOS, as developed by the Advocacy Council currently chaired by Peter Mandell, MD.

The Orthopedic Political Action Committee is organized under a separate organization: the American Association of Orthopedic Surgeons. A PAC is organized for the purpose of raising and spending money to elect and defeat candidates. Our Orthopedic PAC was established in 1986 by the AAOS Board of Councilors.

Stuart Weinstein, MD is the Chairman of the AAOS PAC. He is an extremely effective representative for our orthopedic causes. He, along with the Advocacy Council and AAOS Government Relations Office, has succeeded in preventing the proposed cuts in Medicare reimbursement for THA (21%), TKA (10%)

and hip fractures (19%). They continue to work to fend off the proposed 21% plus cuts planned for 2010

The success of the PAC is predicated on access to the decision makers, i.e. "having a seat at the table." This is accomplished by donating to congressional campaign committees and helping candidates raise money. "Hard dollars" in the form of personal checks can be used for political advocacy, while corporate checks cannot.

The PAC supports candidates from all parties who support our issues. The PAC does not become involved in the Presidential election or state elections.

In the 2003-2004 election cycle there was 13.6% involvement by the membership equaling \$909K. In the 2005-2006 cycle, participation increased to 25.7%, totaling \$2.75 million. The numbers decreased in the 2007-2008 period to 18.74 % and \$1.7 million.

We trail Trial Lawyers (largest PAC \$), Anesthesiologists, the AMA-PAC, and Dentists in terms of participation and dollars.

Our PAC is the ONLY entity that represents OUR cause in Washington, DC. We need to participate in

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Red Flags Rule delayed again

Implementation of the Federal Trade Commission's (FTC) Red Flags Rule has once again been delayed.

At the request of Members of Congress, the Federal Trade Commission is delaying enforcement of the "Red Flags" Rule until June 1, 2010, for financial institutions and creditors subject to enforcement by the FTC.

The Rule was promulgated under the Fair and Accurate Credit Transactions Act, in which Congress directed the Commission and other agencies to develop regulations requiring "creditors" and "financial institutions" to address the risk of identity theft. The resulting Red Flags Rule requires all such entities that have "covered accounts" to develop and implement

written identity theft prevention programs to help identify, detect, and respond to patterns, practices, or specific activities – known as "red flags" – that could indicate identity theft.

To help entities that have a low risk of identity theft, the FTC has created a guided four-step process available at <http://www.ftc.gov/bcp/edu/microsites/redflagsrule/get-started.shtm>. This simple template can save you numerous headaches in trying to develop a policy. You can type in the information and print out a copy for your office files.

To understand what types of entities are covered, and how they might develop their identity theft prevention programs, visit www.ftc.gov/bcp/edu/pubs/business/alerts/alt050.shtm.

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numbers and as possible in dollars. Our influence will increase as the number of Academy members in the PAC increase. The amount of money donated is not as important as the number of PAC members. A donation of any amount (even \$10.00) will do.

Go to the AAOS web site Government Relations link on the top bar then hit on the Ortho PAC link. You can then join on-line or contact Diane Slaughter who can see to it you receive a donation envelope. It would sure be a feather in the cap of the WVOS if we could have 50% or greater participation of our membership.

The Red
Flags Rule
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2010.

“Joints Don’t Jump” updated

Radio and television PSAs aired in WV during 2009 have an equivalent cash value of \$202,526.

The American Academy of Orthopaedic Surgeons selected a theme of “Joints Don’t Jump” for the 2009 public service campaign.

The public service announcements (PSAs) were distributed to 69 radio and television stations throughout West Virginia. These stations were asked to air the PSAs at no charge to either the WVOS or AAOS.

News outlets were contacted in the following towns and cities: Beckley; Bluefield; Bridgeport; Buckhannon; Charleston; Clarksburg; Dunmore; Elkins; Fairmont; Fort Gay; Ghent; Huntington; Hurricane; Lewisburg; Martinsburg; Matewan; Morgantown; Mount Clare; Oak Hill; Parkersburg; Philippi; Salem; St. Albans; St. Marys; Summersville; Weirton; Wheeling; and White Sulphur Springs.

Radio stations WFGH-FM in Fort Gay and WEIR-AM in Weirton aired the public service announcements 366 times, for an equivalent paid value of \$41,468.

Three television stations used the PSAs during this campaign. CBS affiliate WDTV and FOX affiliate WVFX in Bridgeport and NBC affiliate WSAZ in Huntington have aired the

PSAs 550 times this year for an equivalent paid value of \$168,058.

If you know folks at the radio stations in Weirton or Fort Gay, or at the television stations in Bridgeport and Huntington, please thank them for sharing this valuable information with area residents. Encourage them to continue this effort in 2010.

If you have patients, family members, friends, neighbors or know of anyone who work at a radio or television station in the other locations, please encourage them to run the “Joints Don’t Jump” public service announcements. If they can’t include them in the 2009 schedule, please ask them to save room starting in February 2010 for the next promotional effort.

Nationally, PSAs were run in 87 markets for local and cable television, radio, magazines and newspapers. A total of 801 stations or outlets made use of the PSAs. They were aired on radio or TV a total of 41,556 and reached a magazine and newspaper circulation of 26,777,609. This nationwide effort, including West Virginia, had an equivalent cash value of \$7,885,355.