

MAD NEWS

The Newsletter of the Massachusetts Academy of Dermatology
VOLUME 4 ISSUE 14 SPRING 2008

President's Message

By Kathryn Bowers M.D.

By now you should have received your notice and registration form for our Business Meeting scheduled for Wednesday, May 14th at the Massachusetts Medical Society's Conference Center in Waltham. We have organized a very informative program focusing on issues that affect our daily practice. The meeting notice is included in this Newsletter.

This year's spring meeting is being conducted under new, mandated, stringent rules and regulations for the awarding of CME credits. The Accreditation Council for Continuing Medical Education (ACCME) has tightened requirements for programs to meet their approval policies.

The American Academy of Dermatology will no longer "approve" CME credits for programs conducted outside its own sponsorship. The AAD was the only specialty organization crediting outside CME programs; on review it found that more than 80 percent of previously approved programs did not meet the standards for the AMA PRA credit. They will "recognize" CME credits from programs that are planned and conducted under ACCME standards by others and approved as providing AMA PRA Category 1 Credits.

The practical effect of this change required MAD to enlist an authorized accrediting agency to jointly sponsor our meeting. We chose the ProMutual Group who will provide co-sponsorship, at a reduced rate, as a service for its insured members.

Careful adherence to the ACCME requirements may result in fewer credits being authorized for our meetings than in previous years. **The Business Meeting has been approved for 3.5 AMA PRA Category One credits.** (These may be used for your risk management credits.)

We are fairly confident that the Annual Meeting on Sept. 19th – 21st in Woodstock, VT. will continue to

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How can I help patients – even when I'm not seeing them?

Can I save a life simply by providing information?

The World Wide Web is an ever changing place. Patients and consumers are demanding a more interactive experience and more and more often are using the Web to harvest health information.



A new technology is emerging in the entertainment and social networking world, and the Massachusetts Academy of Dermatology is exploring to see if this technology can be used to help with health education. The Massachusetts Academy of Dermatology (MAD) has partnered with VisualDxHealth and Logical Images, Inc. to bring web widgets to the academy members.

Web widgets are an up-and-coming Web technology that quickly adds value to a visitors experience by providing an interactive format to obtain information.

Visitors to the academy website now have access to web widgets that help individuals recognize early signs of skin cancer. Developed by VisualDxHealth, <http://www.visualdxhealth.com>, a unique online consumer health resource, these interactive widgets are part of the Health 2.0 revolution and promote consumer health knowledge and understanding.

Web widgets are incredibly simple to install and because of this partnership you can take advantage of this technology. Web master for the MAD site, Eli Tepperberg agreed, adding "these widgets were very

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4th Annual Skin Cancer Screening Day at the State House

Senators Resor and Timilty join the MA. Academy of Dermatology and the Melanoma Foundation of New England hosted the event

Drs. Kathryn Bowers, Leera Briceno, Marie France Demierre, Daniel Finn, Karen Rothman and Laura Winterfield conducted a free skin cancer screenings at the State House in Boston on Wednesday, March 12, 2008. Seventy-five legislators and staff, many of whom had never been examined before by a dermatologist or used a face-screening machine, attended the screening.

The free event was hosted by State Senator Pam Resor (D-Acton) and Senator James E. Timilty (D-Walpole) in conjunction with the Melanoma Foundation of New England (www.mfne.org) and Massachusetts Academy of Dermatology.

Deb Girard, Executive Director of the Concord-based Melanoma Foundation of New England said, "Less than one-third of Americans currently examine their skin for signs of melanoma. When treated in its earliest stages, melanoma can be cured. If not treated early, the disease can quickly spread to other parts of the body and can be fatal."

"The key to the successful treatment of skin cancer is early detection and treatment," state Senator Timilty said, "With melanoma, early detection is easy because the signs are visible on the surface of the skin."

Senator Resor continued "I am honored to have been able to host such an important event at the State House. We have received great feedback on this and last year's event from legislators and staff who took advantage of this opportunity to learn more about the dangers associated with melanoma. In fact, the screening detected two melanomas that will be followed up. Lives are saved by this event!"

Kudos to Deb Girard, Trish Signet and the Melanoma Foundation of New England for organizing the screening, Rosalie Adams, Director of Communications, Office of State Senator Pam Resor for promoting the screening at the State House, as well as Steve Cotto and Elizabeth Davis of Putnam Investments for volunteering to handle the registration. A special thank you to Dr. Rothman for chairing the event. Thanks also to the dermatologists for volunteering to participate. And, a big thank you to Priya Joshi, a medical student whose participation was invaluable to the success of the event.



PHOTO (l-r) Dr. Kathryn Bowers, President, Mass. Academy of Dermatology, Dr. Daniel Finn, vice President, Mass. Academy of Dermatology, Dr. Karen Rothman, Chair, State House Skin Screening, Deb Girard, Executive Director, Melanoma Foundation of New England, and Senator James E. Timilty (D-Walpole)

Widget

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simple to add to the MAD homepage, it only took a minute or two and the widget was ready to go for visitors to the site."

VisualDxHealth's widgets combine real medical images and action-oriented content. Available widgets include the ABCs of Melanoma, which guides viewers through the key visual signs of melanoma, and a Skin Cancer Self-Exam which walks individuals through a monthly examination to screen for precancerous moles or skin cancer. Information obtained through these widgets is interactive, engaging, and potentially lifesaving. VisualDxHealth's widgets can easily be added to your Web site to help educate your patients between visits. A representative from Logical Images / VisualDxHealth will be providing more information on this service at the May meeting. In the interim, if you are interested in learning more, you can contact visualdxhealth@logicalimages.com.

Massachusetts Medical Society Hassle Factor Form

Help dealing with claims problems, red tape, and unnecessary claims denials.

http://www.massacademyofdermatology.org/Files/HassleFactor_Form.pdf

The Massachusetts Medical Society to Sue Group Insurance Commission Over Tiering Program

By Paul Wetzel, MAD Executive Director

The Massachusetts Medical Society recently announced its intention to bring legal action against the Group Insurance Commission (GIC) with regard to its Clinical Performance Improvement (CPI) initiative. The CPI is the program GIC uses to rank physicians according to cost and quality measures.

In a statement announcing the action the MMS said: "We believe their CPI program lacks the reliability, accuracy, and validity to give patients a true picture of physician measurements."

The MMS noted it has worked with the GIC and its health plans to persuade them to fix the problems in their program and produce a system that helps doctors provide better and cost effective care. However, more and more doctors are reporting significant errors in their profiles from the plans causing them to be ranked in the wrong tiers.

"We are convinced that the upcoming version of the CPI, set to take effect on July 1st will be more harmful than what we have seen in the past two years," the statement said. MMS also has a bill pending in the Legislature that would address tiering issues calling for more transparency and outside oversight of the insurance plans' programs.

Meanwhile, the MMS continues to encourage physicians to contact the plans they have contracts with and inquire about how your tier was determined. Comprehensive information on the tiering and contacts at various plans is available on the front page of the MMS website: mms.org.

Dr. Alice Gottlieb from the New England Medical Center will be discussing the entire topic of physician tiering at our May 14th meeting.

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qualify for 12 CME credits but will not know for sure until the program has been reviewed and approved by Pro Mutual.

Speaking of that meeting, our agenda is almost complete. We have a diverse program of clinical presentations that includes local and nationally known speakers on a variety of topics. Mark your calendar and plan to attend. Early fall in Woodstock is a beautiful place to spend a weekend.

Over the past year we have discussed the issues related to physician rating or "tiering" programs being enacted by the insurance plans. This complicated and controversial issue continues to occupy the forefront of problems facing physicians and their practice of medicine throughout the country. Dr. Alice Gottlieb from the New England Medical Center, who is as knowledgeable as anyone on this subject, will give us an update at our May 14th meeting.

Meanwhile, the Massachusetts Medical Society has filed suit against the Group Insurance Commission over its implementation of a tiering program. I encourage you to read the article elsewhere in this Newsletter and make calls to some of the plans you contract with and inquire about your rating and the basis for the tier you have been assigned. Doctors through out the state have been reporting to the MMS that they have been evaluated on procedures that they don't perform and patients they have never seen; if you have had similar issues they want to hear from you.

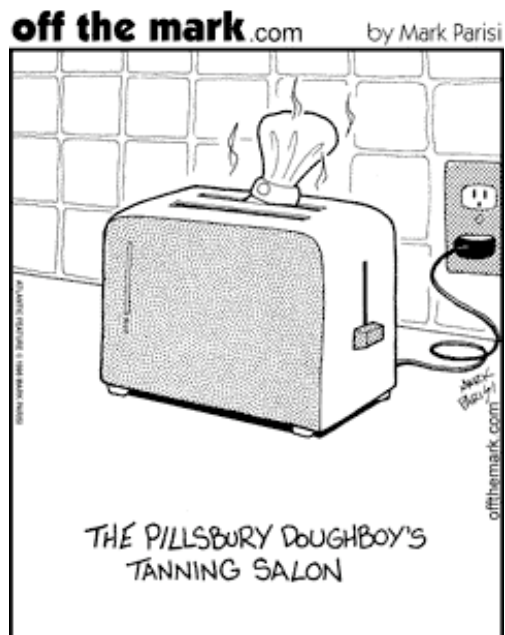
I look forward to seeing you at our Business Meeting on May 14th

SAVE THE DATE

Massachusetts Academy of
Dermatology Annual Meeting
September 19-21, 2008 • Woodstock
Inn, Woodstock, VT

FOR MORE INFO

www.massacademyofdermatology.org



**Massachusetts Academy of Dermatology
Spring Business Meeting
May 14, 2008
Mass Medical Society, Waltham, MA**

9:00 - 9:30

Registration

9:30 - 9:35

Kathryn Bowers, MD, President, Massachusetts Academy of Dermatology

9:35 - 10:15

Dirk Elston, MD, Geisinger Medical Center, Danville, PA
10 Coding Mistakes to Avoid*

10:15 - 10:30

BREAK

10:30 - 11:15

Alice Gottlieb, MD, Chair, Dermatology, Tufts Medical Center
Tiering Programs and Problems

11:15 - 12:15

Dirk Elston, MD, Geisinger Medical Center, Danville, PA
What You Should Know About E&M Coding*

12:15 - 1:15

LUNCH

Kathryn Bowers, MD, President, Massachusetts Academy of Dermatology

MAD Business Meeting & Visual Health Widget Presentation

1:30 - 2:30

Nancy Achin Audesse, Executive Director,
Board of Registration in Medicine
MediSpa Task Force *

2:30 - 3:15

Jan Cook, MD, Blue Cross Blue Shield of Massachusetts
Alternative Quality Contract

3:15 - 4:00

Alexa Kimball, MD, Vice Chair - Dept. of Dermatology,
Massachusetts General Hospital
**The Dermatology Workforce and Its Implications
for the Future***

ProMutual Group designates this educational activity for a maximum of *3.5 AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity is jointly sponsored by ProMutual Group and the Massachusetts Academy of Dermatology. This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of ProMutual Group and the Massachusetts Academy of Dermatology. ProMutual Group is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

This activity meets the criteria of the Massachusetts Board of Registration in Medicine for risk management study.



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