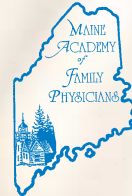


The Pine Tree FP



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Tel.: (207) 938-5005

Fax: (207) 938-5931

E-mail:

maineafp@tdstelme.net

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*SAVE the Date Now
~ Make Plans to
Attend the MAFP
18th Annual Family
Medicine Update ~
May 6 & 7, in
Freeport ~ Watch
Your Mail for Full
Brochure in
February, or Access
All Information at
www.maineafp.org*



*The New Year Is Full
of Resolutions -
Check Out the
President's Column
(page 2) for Some
Family Medicine
Resolutions and the
Rest of This Issue for
Resources to Help
You Keep Them!*

CMS Revises Consultation Services Payment Policy

AAFP News Now 12/23

Effective Jan. 1, Medicare will no longer recognize CPT consultation codes for payment of services provided to Medi Part B beneficiaries. CMS is deleting several consultation codes—99251 to 99255 and 99241 to 99245—and replacing them with the CPT codes noted below. Physician services currently billed as consultations should be reported as initial hospital care or initial nursing facility care (CPT codes 99221 to 99223, or 99304 to 99306) in inpatient settings and as office

or other outpatient E & M services (CPT codes 99201 to 99215) in outpatient settings. CMS published instructions for physicians on the new system in a recent issue of MLN Matters, the agency's online newsletter dedicated to informing participating health care professionals about Medicare news. If physicians admit patients to the hospital after Jan. 1, they will have to append the CPT code for the initial care charges with the newly created "AI"

modifier to indicate that they are the admitting physician. Physicians should note that: 1) Medicare patients cannot be billed for consultation services even when the patient is provided with an advance beneficiary notice 2) Medicare Advantage and Medicaid plans will make their own determinations as to whether they will pay for services reported with consultation codes. The question of how to handle billing when Medicare is the

secondary payer on the claim is addressed in the MLN Matters article beginning on page 5. Physicians should share the article with office staff whose duties include billing, coding or compliance.

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Elisabeth Fowlie Mock, MD, MPH, FAAFP
MAFP President



Let's hear from YOU about your efforts for your patients and your specialty!
What's going on in your corner of the state?

What are you doing to get your name mentioned on the front page of the paper?
Let YOUR Academy know!

How May I Help You?

The MAFP Board works to institute programs we believe will benefit all our members, but sometimes we're just not sure. We hope to embark on a membership survey this spring, to try and meet your needs. We're a relatively small operation, and as such, need to choose carefully where to allocate our resources. We know many of you are working tirelessly to stem the tide and artfully manage chronic disease despite a system that does not value primary care from a monetary standpoint. We know firsthand that there is a significant shortage of primary care providers, particularly in rural areas. We all have hopes for the future, but we'll have to see what that holds.



2010 New Year's Resolutions to Consider:

- I will complete the MAFP survey in Spring 2010
- I will attend the annual update in May in Freeport to learn and connect with peers and residents from around the state
- I will email or call my state and national elected officials at least once this year
- I will be "Doctor of the Day" at the Maine Legislature
- I will give at least \$100 to the FamMedPAC in 2010
- I will consider getting involved with the MAFP organization: volunteer on a committee, request to speak at the annual update, contact a board member with feedback, serve as a liaison to one of many active groups in the state, present Tar Wars in my local school.

Let me thank all those who serve on the MAFP Board of Directors. Their selfless volunteerism embodies all that is good about Family Docs. Thank you, too, to our Chapter Executive, Deborah Halbach, who has managed to keep us going while balancing a lot of family obligations this past year. Here's to 2010—the Future of Family Medicine is now!

Maine Legislature: Doctor of the Day Program 2010

The **only** program that welcomes you to the Maine House of Representatives and the Maine State Senate

~ Your presence at the Maine Legislature is a critical element of the MMA's grassroots contacts program ~

Serving as the "Doctor of the Day," you are greeted enthusiastically by the legislators and you also have the option to enroll your child(ren) to serve as a Page at the same time.

Yes! I would like to sign up for Doctor of the Day!

Name _____ MD ___ DO ___

Residential Address _____

Street _____ City _____

Mailing Address (if different from above):

Daytime Phone _____

Email _____

Preferred Day(s) of the Week _____

Best Dates, January to April _____

I practice medicine at (hospital(s)/practice):

Specialty: _____

___ My child(ren) would like to serve as page(s)
(Age 7 or above)

Name / Age / School

Please direct questions and return form to:

Maine Medical Association
30 Association Drive, PO Box 190
Manchester, ME 04351 207-622-3374
207-622-3332 (fax)
docoftheday@mainemed.com



YOUR Pictures!

Please Help!

The MAFP is in need of pictures for our new website—pictures of Family Physicians from around the state—in medical practice and leisure activities. We want to be able to showcase the incredible diversity of Family Medicine and our great Family Docs here in Maine!

(All pictures must be .jpg format, please—email Deborah at: maineafp@tdstelme.net for specific information)

Residents & New Physicians

***The AAFP Resources for YOU
-Go to: WWW.AAFP.ORG and
Select the Residents Tab***

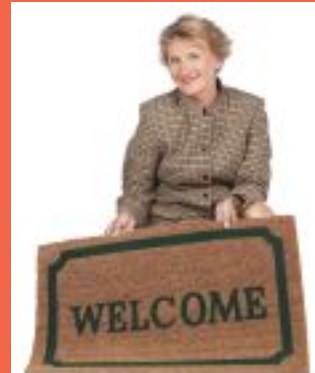
**MAFP Announces its
1st Annual FM Resident Poster Session**

**Calling all Family Medicine Residents
Highlight your
Research or
Community Service
Project**



**Poster Session, May 5th, 5:00-6:00pm
at the MAFP Family Medicine Update**

Ca\$h awards for top placement!



New Student Members

**Univ. of New England
College of
Osteopathic
Medicine**

Erik Clauson
Julia McDonald
Mehwish Muktader
Michael Ross

~~~~~

**Univ. of Vermont  
College of Medicine**  
Cortney Haynes

~~~~~



**Students - Join
AAFP's Online FMIG
Community**

Its Simple - go to:
www.aafp.org, and select
Students tab

CME Opportunities

2010 STFM NorthEast Region meeting -
Date: Oct. 28–31, 2010
Location: Hershey Lodge and Convention Center,
Hershey, PA
(the meeting concludes on Sunday, Oct. 29;
Sunday evening is Halloween) Special family
events: Hershey Park is open all weekend.

2011 STFM NorthEast Region meeting -
Date: Oct. 20–23, 2011
Location: Crowne Plaza Boston North Shore (&
CoCo Key Indoor Water Resort), Boston



WELCOME TO OUR NEW ACTIVE MEMBERS

**Morgen Buehner MD, So. Portland
Amethyst Hamlin DO, Bangor
Nathan Harmon DO, Augusta
Nidhi Jain MD, Augusta
Thomas Morrione MD, Portland
John Pagonis MD, MPH, Brooks
David Rawcliffe DO, Bangor
Elisabeth Rothe MD, Portland
Marc Winiecki DO, Augusta**



Milestone in Medicine

African-American cardiologist Daniel Hale Williams performed the first successful open-heart surgery July 9, 1893, at Provident Hospital in Chicago.



13301 Granada Lane • Dyerest Park, MS 39211
Telephone: (601) 754-4000 • www.illustratus.com



Get Organized

Jan. 5 is

ORGANIZE YOUR HOME DAY!

(Why not start with your Medical Home?)



- Treat your staff with respect and trust.
- Learn to give constructive feedback.
- Recognize their good work publicly.
- Praise positive change.
- Thank each staff member individually for their help and contribution.

(from Colorado AFP Medical Home Muse)



BE WATCHING

The MAFP will be premiering its new website design sometime in January—check us out at: www.maineafp.org.

If you have any suggestions, please don't hesitate to contact the IT Committee at maineafp@tdstelme.net.

Some Tips for Getting Your "Medical Home" in Order:

Give Thanks

Your staff is your greatest asset, and motivated employees take responsibility, improve performance, work hard and reduce your stress.

- Improve your communication with daily huddles.

Resources For Implementing PCMH:

See MAFP's website—

www.maineafp.org—for links to many PCMH resources including: Readiness checklist, FREE MHIQP program, *Real Life Practice Transformation* BLOG, and many other resources.

Resolve to Organize

Whether you go to the office or work at home, National Clean-Off-Your-Desk Day (annually the second Monday in January) is the perfect time to clean up your workspace and develop new systems to keep yourself organized all year.



2010 Maine Family Physician of the Year

Award will be presented at the 18th Annual Family Medicine Update during the MAFP Annual Meeting, May 6 & 7, 2010

****Deadline for receipt of nomination packets by March 15, 2010****

Send To: Maine Academy of Family Physicians, PO Box 424, Hartland, ME 04943

**** Candidates nominated in previous years may be re-nominated by patients or colleagues**

Please call the MAFP office at 207-938-5005 for details. **

Nominations can be accepted from anyone such as family, colleagues, acquaintances or patients

The qualities for which we search include:

- Provides his/her community with compassionate, comprehensive and caring medical services on a continuing basis
- Is directly and effectively involved in community affairs and activities that enhance the quality of life of his/her home area
- Provides a credible role model as a healer and human being to his/her community, and as a professional in the science and art of medicine to colleagues, other health professionals and especially to physicians in training and medical students
- Nominee must be a member in good standing of the American Academy of Family Physicians and the Maine Chapter

Nomination Packets Must Include:

Cover nominating letter

Current curriculum vitae

Current 5x7 photo

Supporting material such as: letter(s) from patient(s), colleagues, preceptee, town government official, letter showing community service, and published articles



Contact Your Legislators on Issues That Concern Family Medicine

AAFP's Speak Out:

<http://capitol.aafp.org/aafp/home/>

Speak Out allows you to look up and contact your individual state and federal representatives and senators. There are form letters you may use or personalize on the current "hot topics."

FAMMEDPAC

www.aafp.org/online/en/home/policy/fammedpac

FamMedPAC

is the AAFP's federal political action committee. Its purpose is to help elect candidates to the U.S. Congress who support AAFP's legislative goals and objectives.

MAFP Leadership

Contact YOUR MAFP Leadership With Issues of Concern

(Contact information on cover of this issue of the Pine Tree.)



Physician Opening

Androscoggin Home Care & Hospice Seeks Physician(s) for Its Home Care and Hospice Programs

AHCH, located in west-central Maine, is the largest and only independent home care and hospice program in the state. The overall hospice census is about 140, and we have a lovely 14-bed inpatient hospice facility.

We offer a full range of opportunities (including administrative responsibilities and/or Hospice House clinical direct care) for physicians wishing to join us. We can offer part-time or full-time hours depending on the candidate's interests.

Requirements include:

- Board Certified/Board Eligible in Hospice and Palliative Care
- General Medical or Geriatric experience
- Demonstrated interest in end of life care and pain management
- Potential interest in administrative oversight of Home Care as well

Please submit CV and cover letter to:

Ann M. Weaver

Director of Human Resources

Androscoggin Home Care & Hospice

15 Strawberry Avenue, PO Box 819

Lewiston, ME 04243-0819

Ph: 207-795-9419 Fax: 207-795-9542

annweaver@ahch.org

(more CMS) developed prior to the Congressional action and therefore inaccurately suggests that payments may still be cut on Jan. 21. The AMA is concerned that the announcement will prove confusing to physicians and has asked CMS to update and clarify the notice. If they do, we will forward it to the Federation.

CMS to Hold Claims for 10 Business Days and Extends Participation Deadline

This past week, Congress acted to avert the 21.2% Medicare physician payment cut and on Dec. 19, the President signed into law the Department of Defense Appropriations Bill (H.R. 3326) which will stop the cuts until March 1, 2010. Other changes reflected in the 2010 Medicare Physician Fee Schedule final rule will still take effect on Jan. 1, 2010 and may have a slight impact on the conversion factor used for the first two months of 2010. Similar to other years, since Congress acted so late in the year to avert the cut, the Center for Medicare and Medicaid Services CMS will hold claims for the first 10 business days of January (Jan. 1 through Jan. 15) for 2010 dates of service to allow its contractors time to update their systems and pay claims based on the updated rates. CMS does not anticipate any cash flow problems for

physicians since by law no claims are paid prior to 14 days after receipt anyway.

In addition, CMS has extended the 2010 Annual Participation Enrollment Program end date from Jan. 31, 2010, to March 17, 2010. Physicians still have time to consider their participation options with the Medicare program. Additional information can be found on the AMA's web site <http://www.ama-assn.org/ama1/pub/upload/mm/399/med-par-options.pdf>.

The effective date for any participation status change during this extension remains Jan. 1, 2010, and will be in force for the entire year. Medicare contractors will accept and process any participation elections or withdrawals made during the extended enrollment period that are received or post-marked on or before March 17, 2010.

CMS announced the claims processing delay and extended participation enrollment period Dec. 21 communication that was



(cont. from Tar Wars pg. 7) the school and the community. I know because I've made the presentation several times myself, sometimes in front of my own kids' classes, sometimes accompanied by a medical student preceptee. I had a blast each time. Before each presentation, I spent about half an hour reviewing the Tar Wars materials and then walked into the school well prepared to be an expert for those students. For months afterward, kids and their parents would mention the presentation when I met them in the community.

Quantitative and qualitative research confirms that Tar Wars presentations can be an effective part of a school's comprehensive tobacco prevention education plan. A recent study found that youngsters had a significant improvement in correct responses on the post-test after a Tar Wars presentation, compared with their answers on the pre-test. Focus groups and telephone interviews show that students, presenters and teachers agreed they liked the Tar Wars presentations and that new learning occurred. The Tar Wars impact doesn't end after your

presentation, either. Afterward, kids are encouraged to create tobacco-free posters and enter them in the Tar Wars poster contest at their school, which can lead to the state and national poster contests and attendance at the annual Tar Wars National Conference in Washington, D.C. I attended the conference for the past two years, and it was truly amazing.

The bottom line is that Tar Wars is primary prevention at its best. As chair of the Tar Wars Program Advisers panel, I appreciate your support of Tar Wars and encourage you to learn more about it, and then to do two things:

Get involved: Make a Tar Wars presentation at a local grade school. Contact the MAFP office to get started, get the online program guide (www.tarwars.org – Classroom Presentations). The updated 2010 version makes presenting easier than ever before. A recent member survey shows that about 30% of members have participated in Tar Wars, most often as presenters. Just think of how many kids could be reached if every member participated.

Support Tar Wars Financially: Currently,

My Donation:

\$500 \$250
 \$100 \$50
 \$25

Other amount: \$ _____

Please list me as:

___ MD ___ DO

Other: _____

on any published roster of contributors. Please direct my contribution to the following:

MAFP Foundation, use where need is greatest

Tar Wars in Maine

Student Externship

(Name(s) please print)

(Street)

(City)

(State/Zip)

MAKE A DIFFERENCE BY DONATING TODAY!



To Volunteer One Hour of Your Time to Be a Tar Wars Presenter

Contact Deborah at the MAFP Office, 207-938-5005, or by Email: Maineafp@tdstelme.net

the AAFP/F & the Campaign for Tobacco-Free Kids provide the national Tar Wars program with some financial support, but the program's budget is cut to the bone nationally and here in Maine. The AAFP/F is working to secure the ideal long-term funding solution: a large gift endowment to support Tar Wars and the AAFP's other tobacco-related programs. Until that occurs, however, member donations are crucial—and Tar Wars needs more donations than it's been getting.

While members often voice strong support for Tar Wars, less than 3% of respondents reported donating to the national Tar Wars program. Please put your money where your heart is, and help us raise that percentage!

It's also vital to support Tar Wars at the chapter level, but in a member survey, only 15% of reported donating to their chapter's Tar Wars effort. Talk to our state coordinator about making a donation. (Ron Blum MD, Patten, Maine, is chair of Tar Wars Program Advisers panel and a member of the AAFP Commission on Health of the Public & Science.)

Tar Wars: Reaching Kids Before That First Cigarette

Guest Opinion, by Ron Blum MD (reprinted from AAFP
News Now)

This year, the AAFP Congress of Delegates once again affirmed the importance of the Academy's Tar Wars tobacco-free education program and directed the AAFP to continue seeking outside funding to further the program's growth. The AAFP Congress of Delegates has grappled with this issue three times this decade, and each time, it definitively voted to support Tar Wars. It's easy to explain why the program deserves the "yes" votes it has received, and why its continued growth would benefit communities and the family physicians who serve them. As family physicians, we know how hard it is for tobacco users to quit—and how often they die from tobacco-related conditions. I'm sure you'll agree that the best approach with tobacco is to avoid using the substance in the first place.

To be effective, however, we have to reach potential users early in life. More than 14 percent of students who responded to the 2007 National Youth Risk Behavior Survey reported they smoked a whole cigarette for the first time before age 13. Kids need to hear from you before someone offers them that first cigarette, because once they become tobacco users, they find it just as hard to quit as do adults. An analysis of data from the 2007 survey found that more than 60 percent of students who had ever been daily smokers tried to quit, but only 12 percent were successful.

What's the best way to reach preteens with a tobacco-free message that sticks? That's where Tar Wars comes in. It gives you the materials you need to make a memorable, interactive presentation to fourth- and fifth-grade students in your local schools. Tar Wars is the only program of its type currently offered by a medical specialty society, and it is consistent with the CDC's guidelines for school health programs to prevent tobacco use. The Tar Wars Program ...

- currently reaches about 400,000 students each year with its tobacco-free message
- has touched the lives of more than 8 million children worldwide since 1988, the year of its inception
- has been active in 50 states, the District of Columbia, Guam, the Uniformed Services and Canada
- has had an international presence, with Tar Wars presentations made in a number of countries, including Australia, Germany, India, Japan and Nigeria
- has presentation materials available in Spanish, as well as English. Tar Wars is now on Facebook.

Even more important, making a Tar Wars presentation is easy and satisfying for you, effective for kids and fun for everyone. It helps students learn about the short-term, image-based effects of tobacco use and encourages critical thinking about tobacco advertising. In addition, making the presentation enhances your practice's reputation as a supporter of kids, (cont. *Tar Wars* pg. 6)

Some Inspiring Insights for 2010

from Jody Urquhart

(Keynote Speaker, Author, Syndicated Columnist
for more from Jody, go to: idoinspire.com)

- Make Your Life a Grudge-Free Zone**
- Live Today with Wisdom, Power & Self Expression**
- Delight in the Mystery of Tomorrow**
- Care with Character**
- Love Deeply**
- Grasp a Deeper Understanding of the Role You Play in the World**
- Know You're Beautiful**
- Reflect on Life**
- Know You Can Confront Anything**
- Life's Joys and Sorrows Provide Us with an Opportunity to Decide how These Experiences Will Shape Our Lives**
- Discover Your Gifts**
- Be Clumsy**
- Have Flexible Plans**
- Embrace Your Inner Fool**
- Get Back to Nature**
- Celebrate the Simple**
- Be Intrigued with Everything**
- Appreciate**
- Recognize the Good in the Bad**
- Say Hello to Humor & Goodbye to Burnout**
- Be a Good Parent**
- Take Action Today for a Better Tomorrow**
- Reveal a Powerful Strong Point**
- Embrace Your Faults Be Straight Up**
- Follow a Hunch**
- Forget Perfection**
- Laugh ... at Yourself**
- Pretend to Love the Worst Part of Your Work**
- Act with Courage & Conviction**
- Be Shockingly Focused**
- Smile When You're Blue**
- How Are People Better Having Known You?**
- Recognize What part of Your Life Is Flat and Colorless**
- Marvel at Your Spouse**
- Recognize This Moment Is Rich & Rewarding**
- Remember Your Biggest Impact Comes from the Little Things**
- Observe ... Yourself**
- Decide What Is Your Work Ethic?**
- Don't Drag Your Feet**
- Have Fun. Have Purpose**
- Be Brutally Honest**
- Help a Stranger**
- Be Proud of Your Work**
- What Are You Strong-Willed About and Deeply Committed to?**
- Abandon Your TV**



SAVE THE DATES

May 6 & 7, 2010

MAFP 18th Annual

Family Medicine Update



*and
experience
anew*

*the Way Healthcare
Should Be*

The Pine Tree FP



PO Box 424
Hartland, ME 04943



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12345 Sample Address
City, ST 00000