

The Academy of Medicine Cleveland/Northern Ohio Medical Association
The VOICE of NE Ohio Physicians for more than 180 Years

Highlights of 2005-06 Advocacy on Behalf of Our Members and their Patients

Legislative Activities — Crafted and participated in debate to create a mandatory arbitration pilot program resolving NE Ohio medical liability cases — which passes Ohio Senate after more than two years of work by the AMC/NOMA and its supporters hoping to positively impact the still-looming liability crisis in our region.

Testified in support of and submitted amici curiae brief on behalf of Anesthesiologist Assistants to Ohio Supreme Court.

Supported and helped achieve Congressional regulation of cosmetic contact lens use.

Board Initiatives — Adopted policy on Pay-for-Performance programs holding that any such policy be fair and ethical, patient-centered and assess physician performance with evidence-based measures.

Developed policy on the Conscience Clause issue stating our support that a patient's access to legally prescribed medications be made available to them should a pharmacist conscientiously object to dispensing it.

Adopted directives to the FDA relative to enhanced physician access to the agency's drug safety/trials data.

Raised concerns in several missives to the Ohio Department of Health, the State Medical Board and participating corporations on the issue of state-wide implementation of medical services in a retail setting, or quick clinics, with serious questions on continuity of patient care.

Strenuously objected in letters twice to the Ohio State Medical Board outlining serious concerns on their proposed rules over terminating the physician-patient relationship and sexual misconduct.

Participation in the NEORHIO project, the region-wide Health IT collaborative, by committing funding toward its business plan development.

Requested OSMB review of expert witness testimony in medical liability cases by physicians.

Medicare Cuts Reversed — Thanks to national physician associations and local groups such as the AMC/NOMA, Congress reversed the 4.4 percent cut in physician's Medicare reimbursement rates and froze fees at the 2005 level. We continue to advocate (including our June 26 press release) overturning the SGR, the source of potential rate cuts for the next several years.

Media Coverage — *Cleveland Connection* radio program interviewed Dr. John Bastulli on legislation aimed at reducing liability premium burdens on NE Ohio physicians. George Kikano, MD, participated in a radio panel on direct-to-consumer advertising of prescription medications and the implications on the physician/patient relationship on WCPN's 90.3 at 9. AMC/NOMA's "Pollen Line" was featured as a great community resource by the *Plain Dealer* and *The News-Herald* at the start of allergy season. Dr. Ronald Savrin was interviewed by Jim McIntyre of WDOK 102.1 FM on the services and benefits the AMC/NOMA offers as was Richard Fratianne, MD, on his work at MetroHealth Medical Center. William Seitz Jr., MD, was featured on the nationally-broadcast *All Things Considered* NPR program for his specialization in a bone-lengthening technique. Dr. Thomas Steinemann was interviewed several times by the *Plain Dealer* on the issue of federally regulating cosmetic contact lenses. Several AMC/NOMA letters to the editor were printed in *Crain's Cleveland Business* and the *Plain Dealer* on subjects ranging from medical liability and retail "quick clinics" to improving patient care through better communication strategies. And Paul Janicki, MD, was featured in *Crain's Cleveland Business* and the *Plain Dealer* when installed as AMC/NOMA president.

Community Efforts — Conducted widely successful Vote & Vaccinate event on Election Day offering flu and pneumonia immunizations in underserved areas. Acted as initiative partner to SmokeFreeOhio campaign in their efforts to legislate workplace safety from secondhand smoke across the state. Hosted 21st annual Mini-Internship Program that allows community members to shadow AMC/NOMA physicians over two days.

Scholarships — Academy of Medicine Education Foundation awarded four \$5,000 scholarships to local third and fourth year medical school students based on scholastic merit and interest in the advancement of organized medicine.

Annual Seminar — Hosted well-attended and topical CME seminar addressing pay-for-performance, quality measurement, electronic health records and health IT as they begin to impact the practice of medicine in our region.

Benefits of Membership in the AMC/NOMA

- Renowned Physician Referral Service
- Representation at the Statehouse through McDonald Hopkins, Co. LPA
- Specialty Listing in Member Directory & Community Resource Guide
- Practice Promotion via Healthlines radio program
- Reimbursement Ombudsman
- CME Seminars
- Peer Review
- Speaker's Bureau opportunities
- Insurance/Financial Services
- Weekly, quarterly and bimonthly publications offering healthcare news and practice guidance
- Member Discounts including Worker's Comp, Practice Management Classes at Tri-C and so much more!

Is YOUR Voice Being Heard?

Already an AMC/NOMA member? Now is the time to renew your commitment to organized medicine that makes a real difference in your practice and our region. Look for a 2007 dues billing in your mail soon!

Not yet a Member? Now more than ever is the time to join the only regional medical association tirelessly working in the best interest of you—the NE Ohio Physician. Call our membership department at (216) 520.1000 ext. 309 for details on all the benefits and services available exclusively to our members.