



Progress Report



Serving Physicians Practicing in Florida's Postacute Care Continuum

FMDA's 2007 Conference a Huge Success

By Ian Cordes, Executive Director, Florida Medical Directors Association

Best Care Practices in the Geriatrics Continuum 2007, under the able direction of Program Director Dr. Carl Suchar and Committee Chairman Dr. Daniel Fortier, FMDA's CME/Education Committee managed to craft another amazing educational agenda, full of great speakers and cutting-edge topics.



Dr. Carl Suchar (from left) and Dr. Jerry Ciocon present the 2007 Careers in Long-Term Care Award to Dr. Anu Garg during the annual luncheon.



AMDA President Dr. Buzz Baker (right) installs Dr. John Potomski as president and Dr. Victor Gambone (left) as Chairman of the Board.

As most everybody knows, our annual meeting is joint-sponsored by the Florida Medical Directors Association and the American Medical Directors Association in conjunction with the Florida Chapter of the American Society of Consultant Pharmacists, and in collaboration with the American Academy of Home Care Physicians and the Florida Geriatrics Society. This powerful alliance gets stronger every year, thanks to the outstanding cooperation and collaboration that we share.

In addition to CMEs provided for physicians and PAs, our conference also offered contact hours for senior care pharmacists, nurse practitioners, licensed nurses, and nursing home administrators. This format is very unique and has earned a national reputation as a model for other LTC groups.



Newly installed President Dr. John Potomski (right) presents Immediate Past-President Dr. Carl Suchar with a plaque in recognition of his service as president.

In total, more than 425 participants shared another memorable conference in Orlando.

2008 FMDA Membership Contest

Win an Apple iPod nano or **FREE** "Best Care Practices" Registration!

All FMDA members are invited to participate in its 2008 Membership Contest. The rules: refer as many new members to FMDA as possible between now and Oct. 26, 2008, and you could win.

GRAND PRIZE: One lucky FMDA member, with the most new-member referrals, will win either **Free** registration to **FMDA's 2009 Annual Conference** (a \$255 value) or a brand-new, **Apple iPod nano** (with video!).

Also, any member referring two (2) new members or more will receive a one-year free membership to FMDA.

The contest deadline is Sunday, Oct. 26, so act today by going to www.fmda.org/membership.html, download the membership brochure, and e-mail it to all your physician, PA, and nurse practitioner friends and colleagues. Call the business office at (561) 659-5581 for help and support.

The lucky winners will be announced on Sunday, Oct. 26 during FMDA's 17th annual program, "Best Care Practices in the Geriatrics Continuum 2008," at *Disney's Contemporary Resort* in Orlando.

* You do not have to be present to win, but you must be named on the membership application as the referring member.

President's Report



Dear Members:
Here is a summary of FMDA's organizational activity in 2007 and 2008:



1. **Membership:** FMDA now has 325 active members. This is more than a 100 member increase in one year.
2. **Dues:** Were increased in 2007 to \$65 with vendor memberships at \$325.
3. **2007 FMDA Meetings:**
 - a. January 19, 2007 Pensacola
 - Town Meeting
 - CME /Education Committee Meeting
 - FMDA Board Meeting
 - b. January 22–23, 2007
 - Lobbying in Tallahassee with state representatives and senators regarding funding cuts and adverse results regarding Medicaid non-emergent transportation of nursing home and ALF residents.
 - c. February 20, 2007
 - Industry Advisory Board meeting in Tampa
 - d. March 30, 2007 in Hollywood, Fla.
 - at AMDA's Annual Symposium
 - CME /Education Committee Meeting
 - FMDA Board Meeting
 - Florida Chapter Reception
 - e. April 2007
 - FMDA board members met with the Medical Director of Florida's Medicare carrier regarding plans to curtail ALF visits.
 - f. May 25, 2007
 - Met with U.S. Rep. Dave Weldon regarding potential elimination of ALF visits in Florida.
 - g. June 28, 2007
 - Met with Florida Rep. Thad Altman regarding the Medicaid non-emergency transportation issues affecting LTC and ALF residents.

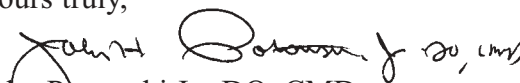
- h. August 25, 2007 in Tampa
 - Town Meeting
 - CME /Education Committee Meeting
 - FMDA Board Meeting
- i. October 25–28, 2007: FMDA's 16th Annual Conference in Orlando
 - "Best Care Practices in the Geriatric Continuum 2008"
- j. November 14, 2007
 - Co-sponsor of Brevard County Medical Directors 18th Annual Long-Term Care Symposium, held in Melbourne, with 24 exhibitors and 500 people in attendance. Three hours of continuing education were provided to eligible attendees. This is becoming an AMDA initiative to promote grass root organizations within the larger states.

4. 2008 FMDA Events

- a. February 9, 2008 in Fort Myers
 - Town Meeting
 - CME /Education Committee Meeting
 - FMDA Board Meeting
- b. February 15, 2008: We met with Dr. Nolan Allen, president of the Florida Dental Association, to discuss a project that may improve access to dental care and oral hygiene for Florida's frail seniors, including those residing in nursing homes and assisted living.
- c. March 7, 2008 AMDA Annual Symposium
 - CME /Education Committee Meeting
 - FMDA Board Meeting
 - Florida Chapter Reception
- d. October 23–26, 2008: FMDA's 17th Annual Conference in Orlando
- e. November 19, 2008: 19th Annual Brevard County Long-Term Care Symposium

FMDA is a great organization and as you can see, we are devoted to our profession and to your patients. We hope you will consider volunteering your time to FMDA in an area that interests you.... We really need you.

Yours truly,


John Potomski Jr., DO, CMD
President

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Challenges with Medicare Part C and SNFs

Steven Selznick, DO, FAAFP, CMD

As many of you know, most community physicians do not provide services to their patients in LTC/skilled rehab. centers (SNF). When a Medicare Part C recipient goes into a SNF for 1-100 days, we are able to obtain an authorization (under the nursing home's authorization) to care for the medical needs of the resident. We bill under codes 99304-6, 99307-10 (nursing facility care codes) and the HMO pays for the services.

However, at whatever point the Medicare Part C recipient no longer needs "skilled" care, he or she is appropriately discharged from the facility's Part A status, yet some of the residents may still require continued "custodial" or long-term care. This is where the problem begins.

The HMOs, medicare replacement plans (Humana, United, Wellcare, Cigna, etc.) DO NOT cover the medical care if the patient is residing in a nursing facility (listed as place of service).

If the patient resided in the ALF and the doctor went to the ALF, services would be covered by the HMO using codes 99324-8, 99334-7 (Domiciliary, Rest Home, Custodial Care Services Codes).

If the patient went to the doctors office, the medical services would be covered by the HMO using codes 99201-5, 99211-5 (office or other outpatient services codes).

If the physician uses codes 99304-6 or 99307-10 and the place of service is nursing home, it is denied. We have heard from a United medical director to use the Domiciliary, Rest Home or Custodial Care Service codes 99324-8, 99334-7. The definition states "the following codes are used to report E/M services in a facility which provides room, board and other personal assistance services, generally under a long-term care basis. They are also used to report E/M services in an assisted living facility." This would seem appropriate based on the definition, however there is a disconnect between these codes and the Place of Service.

The HMO feels the patient only lives at the nursing home and should go to their PCP's office. This is impossible since all would require transportation which is not covered by the HMO. In my opinion, the HMO is not offering equal or even similar "physician medical services" when it comes to nursing home place of service.

As the medical director of numerous facilities, I am required to be the attending physician when no one else

will care for the resident. The resident has a "community" PCP assigned by the HMO. The PCP will not come into nursing homes. The state and federal regulations state that a custodial resident MUST be seen a minimum of once every 60 days. Since these regulations must be met to keep the facility in compliance, it is the medical director who becomes responsible to see the patient. Obviously this is not a good situation nor is it good medical care. Certainly it is not equal nor nearly equal to the care Medicare Part B residents receive. The sickest, frailest elderly (those requiring 24 hour nursing care) are receiving an injustice by the Part C plans.

We would hope that the Medicare Part C plans pay for codes 99304-6 or 99307-10 just as they would for an office or Domiciliary code.

What would you do if you discovered the Golden Egg?

Visit the CareerCenters at

www.fmda.org, www.fadona.org,

and www.fhcswa.net

These are the official online CareerCenters of the

Florida Medical Directors Association,

Florida Association Directors of

Nursing Administration, and

Florida Health Care Social Workers Association.

These CareerCenters are a treasured new online resource designed to connect long-term care industry employers with the largest, most qualified audience of nurses, nurse administrators, directors of nursing, nurse practitioners, medical directors, physicians, physician assistants, social workers, social service designees, and directors of social services in Florida.

Job Seekers may post their résumés (it's FREE) — confidentially, if preferred — so employers can actively search for you.

Let these CareerCenters help you make your next employment connection!

Eighth Annual Industry Advisory Board Meeting Held

Another successful Industry Advisory Board meeting was hosted by FMDA in Tampa on Feb. 5, 2007.

Chaired by Dr. Malcolm Fraser and Al Henry, this annual event featured informative presentations from Dr. John Potomski, Dr. Victor Gambone, Dr. Dennis Stone, and Ken Tuell.

Some of the topics covered included a Medicare reimbursement update, risk adjustment payment methodology for Medicare Senior Advantage Plans, the state of Medicare Part D, update on FMDA and its mission.



Meeting Participants (front row from left): Scott Petersen, Forest Laboratories, Forest Senior Care; Mark Pozatek, Associate Director, Senior Care for Florida, Watson Pharma; Dr. Dennis Stone, Chief Medical Officer, Signature Health Care; IAB Chairman Dr. Malcolm Fraser, Bay Geriatrics; and Dr. Victor Gambone, Chairman of the Board. Back row: Jake McDowell, Regional Account Executive, Eli Lilly; Ken Tuell, Manager, LTC-Clinical Guidance Organization, Humana; Jaynie Christenson, S.E. Reg. Account Manager, Neuroscience, Abbott Laboratories; Herb Grigg, Boehringer Ingelheim; Dr. Keith Guest, South Carolina Chapter of AMDA; Stephanie Guest, South Carolina Chapter of AMDA; Robert Mahler, Medical Groups, GlaxoSmithKline; Marci McAlister, Regional Sales Director, Senior Care Southeast, GlaxoSmithKline; Sam Daniel, Senior Care Regional Segment Manager, Amgen; Dr. John Potomski, President, FMDA; IAB Chairman Al Henry, Executive Director, Senior Care, Watson Pharma; Wayne Morrow, Director LTC Account Management, Novartis; and Kimberly Young, Sucampo

Ouslander Relocates to South Florida

Joseph Ouslander recently relocated from his position as professor of medicine and nursing, and director of the Division of Geriatric & Gerontology at Emory University in Atlanta, to become the founding director of the Boca Institute for Quality Aging in Boca Raton, Fla.

The Boca Institute for Quality Aging is Based at the Boca Raton Community Hospital, which is in its planning phase to build the Charles E. Schmidt Medical Center, a new teaching hospital on the campus of Florida Atlantic University.

The Institute will collaborate with the Hospital, the University of Miami Miller School of Medicine, and Florida Atlantic University, and conduct research, teaching, quality improvement, and clinical programs. These programs will have a central focus on quality of life and quality of care issues for our aging society. A centerpiece of the Institute's programs will be the Boca Longitudinal Study of Quality Aging, which will enroll a diverse range of individuals from South Florida, in cutting-edge research projects over the next several years. The Institute will also conduct research on improving the quality of long-term care in collaboration with the Stein Gerontological Institute based in Miami, and MorseLife's Loring Institute for Geriatric Research & Education, which is based in West Palm Beach.

In addition to directing the Institute for Quality Aging, Dr. Ouslander will be a faculty member in the University of Miami Miller School of Medicine, Department of Medicine, Division of Gerontology and Geriatric Medicine, as well as in the Colleges of Life Sciences and Nursing at Florida Atlantic University. He will serve in a leadership role in the newly established University of Miami Miller School of Medicine at Florida Atlantic University, and work with multidisciplinary faculty to integrate Geriatric Medicine into the curriculum of this school, which has a major focus on community medicine and chronic illness care.

