



FMDA Holds 12th Annual Industry Advisory Board Meeting in Orlando

By: Matthew Reese; FMDA, Education and Communications Manager

West Palm Beach, Fla. – Steve Selznick, DO, CMD, Chair of the Industry Advisory Board (IAB) and Co-Chair Jaynie Christenson, Regional Account Manager for Abbott Laboratories, were thrilled with the level of discussion and quality of this year's meeting. Many pertinent topics were discussed that directly affect the long-term care industry such as, unintended consequences of the “Pill Mill Bill”, the Sunshine Act and its effect on pharma, healthcare professionals, and health care organizations, new requirements for reimbursement for Hospice and Home Care, and other challenges facing long-term care organizations, pharma companies, and companies with ties to long-term care. The turn-out of about 28 invitees were able to share their experiences and give solid insight into each of these issues and how the IAB can overcome some of these challenges to benefit the health of Florida’s most vulnerable population.

Probably the most major topic that has unveiled itself through the passage of Bill HB7095 “The Pill Mill Bill”, which requires physician’s to follow a strict set of guidelines when prescribing controlled substances to their patient’s, is the unintended negative consequences of the bill that affect the physician and the patient. The extra burden placed on physicians has caused patient’s to suffer because they are not receiving their pain meds in a timely manner. Doctors are afraid to prescribe some of these medications in fear of harsh penalties that could be doled out to them, including heavy fines and even jail time. It is a known fact that skilled nursing facilities and hospice are some of the most highly-controlled and regulated environments. There is a critical need for an amendment to the law that exempts skilled nursing and hospice physicians from the requirements of this bill. The overwhelming consensus from the IAB was that something needs to be done, and that this law is creating unintended harm to our elderly patients. FMDA and other related organizations will continue to fight for the rights of physicians and their ability to properly care for their patients.

Another topic of discussion at this year's IAB was the Sunshine Act which requires health care manufacturers to track payments and transfers of value made to certain health care professionals (HCPs) and health care organizations (HCOs). The Sunshine Act became federal law in 2010 as part of health care reform. The purpose of the Sunshine Act is to provide greater transparency into interactions between the health care industry and health care professionals. Physicians and Teaching Hospitals must report payments and transfers of value that are provided directly to them, and the companies that provide these payments must keep track of them. The law considers meals, consulting/speaker fees, travel, educational items, such as textbooks, grants and charitable donations, clinical trial payments, research fees, and royalties and license payments, as expenditures that must be tracked and reported. Once the government releases final regulations of the law, tracking of these expenditures will begin, and they will be available to the public on a searchable, downloadable website. This will create the transparency that this law is intended to provide.

Lastly, there was discussion from each invited organization concerning issues or challenges that they are facing. Budget cuts and funding were touted as the biggest problem facing each organization. With the ever changing landscape of long-term care and the health care industry it is impossible to predict how these budget cuts will affect providers and their patients, but it is quite obvious that the impact will be a negative one. Health care organizations must constantly evolve and embrace change so that they can do what's best for their provider's and the patient's they treat.

Chair Dr. Steve Selznick was very pleased with the high-level of discussion and topical information presented at the meeting, "I consider this year's IAB to be one of the best meetings in recent years due to the quality of discussion and the input that was given and received by all parties. Meetings such as this will undoubtedly bring us closer together in the fight for our rights and our patients."

The IAB was established in 1999 as a way for the Florida Medical Directors Association and other interested organizations to enhance lines of communication and to work together to become part of the process to develop solutions for our common problems. Membership is on an annual basis and is limited to a select few pharma and non-pharma companies. Members have

provided valuable input into planning the annual program and trade show and in supporting FMDA in other areas of mutual interest. The IAB meets once a year and is by invitation only.

For more information concerning the Industry Advisory Board, please contact Ian Cordes, executive director, FMDA at (561) 659-5581, or via e-mail at icordes@fmda.org.

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The Florida Medical Directors Association represents nearly 250 medical directors, attending physicians, physician assistants, and advanced registered nurse practitioners in Florida's postacute care continuum including subacute care, hospice, skilled nursing, and assisted living facilities, as well as in continuing care retirement communities. The mission of FMDA is to promote the highest quality care in the postacute care continuum by providing leadership, professional education, and advocacy.

FMDA is the official state chapter of the American Medical Directors Association and a Specialty Society of the Florida Medical Association. It is based in West Palm Beach, Florida.