



ON YOUR BEHALF..

What can the Physician Practice Advocate do for you?



Scott Warner

CMS visits Norwegian-American Hospital community health fair

Norwegian-American Hospital recently hosted its annual health fair, offering free screenings to residents of the Humboldt Park community. Shown, from left, are: a patient; Eloy Moscoso, MD, event organizer; Mrs. Richard (Patricia) Geline; another patient; Hector Bustamante, MD; and Richard A. Geline, MD, president-elect, CMS.

“LOW-BALLING” TACTICS IN THE MALPRACTICE insurance industry have resulted in dangerously low reserves and painfully steep prices.

These were the conclusions of an article published last summer in *Medical Economics* that attributed most of the blame to certain “bargain” insurance companies that have held premium rates artificially low for years to gain market advantage.

But, fortunately, some companies have continued to provide Cook County and greater Illinois physicians with a sound product at a reasonable price, despite market pressure to do otherwise.

The Illinois State Medical Inter-Insurance Exchange is one such company, and is endorsed by CMS.

ISMIE maintains its ongoing viability through a consistent approach to policy rating; its steadfastness ensures that it can meet its responsibilities to policyholders.

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We hear you: CMS membership survey results are in

OVER THE SUMMER, CMS MAILED more than 7,000 surveys to the entire membership asking for members’ opinions on how well we serve you. More than 900 physicians responded. Here are the results:

- Members value the education and advocacy CMS conducts on their behalf. These activities are considered the main benefits of membership. The relationships that CMS is building with such organizations as the Civic Coalition, Chicago Public Schools, Chicago Department of Public Health, and the Chicago Bar Association are highly re-

garded by members—they recommend that we continue to pursue these relationships.

- About half of all respondents listed ISMIE insurance as their professional liability insurer. (For those members who are not aware of CMS’ expanding relationship with ISMIE—we have endorsed the insurer in exchange for a royalty that will allow additional CMS services. As part of that agreement, CMS has hired a Physician Practice Advocate to work closely with members. See page 5 for more details.)

- Fifty-seven percent of respondents said they prefer not to receive information by e-mail.

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How is this relevant to your day-to-day practice? Medical malpractice insurance is one of the largest overhead expenses a practice faces. In addition, a physician's reputation has become increasingly crucial to patients.

CMS is concerned about all issues, including liability insurance, that affect our members. That is why your Society has hired the new Physician Practice Advocate, Katherine Brown, to work with you on problems you might have.

Your CMS advocate will act as your liaison between CMS and ISMIE to assure that member policyholders receive the right product and rating for their professional insurance needs, based on their own unique practice and loss circumstances.

CMS intervention has already benefited two groups of CMS members.

Forward your inquiries and suggestions to Katherine Brown at (312) 670-2550, ext. 328; or e-mail kbrown@cmsdocs.org

**CMS social event --
There's a doctor in the kitchen!**

THE PHYSICIAN ART COMMITTEE OF the Chicago Medical Society is inviting all members to attend a gala social event on Thursday, Nov. 1, beginning at 6:30 p.m. at Kendall College in Evanston. The program, "There's A Doctor in the Kitchen!" will be presented by John La Puma, MD, co-author, *The RealAge Diet: Make Yourself Younger with*

What You Eat. The program includes a brief lecture and cooking demonstration by Dr. La Puma, a recipe sampling, special gifts from Fox & Obel Food Market, wines, tax and gratuity--and free parking, all for only \$30 per person.

A multifaceted teacher, Dr. La Puma has taught nutrition at Kendall and internal medicine and medical ethics at The University of Chicago. He also graduated with high honors in professional cooking from the Cooking and Hospitality Institute of Chicago. He then cooked at Topolobampo under renowned Chicago chef Rick Bayless for nearly four years while maintaining his medical practice.

Dr. La Puma was recruited by Michael Roizen, MD, formerly of the University of Chicago and now Medical School Dean at the State University of New York in Syracuse, to co-author the *RealAge Diet*. The book reached #12 on the *New York Times* best seller list within three weeks of its release this spring.

Currently the director of CHEF Clinic (www.CHEFClinic.com), Dr. La Puma is relocating with his medical practice and nutrition consulting group to Santa Barbara, CA, after 16 years in Chicago.

For more information on the program, and to register, please turn to the form at right.

**Members: You may be eligible
for luncheon raffle**

RENEW YOUR 2002 CMS/ISMS MEMBERSHIP by Dec. 31, 2001, and we will enter your name into a raffle to win a catered lunch for you and your staff compliments of CMS. Any questions, please contact the Membership Dept. at (312) 670-2550.

(While we respect their wishes, we would encourage members to consider how e-mail reduces the cost and time required to communicate important information. We also encourage members to share their e-mail addresses with us and remind them that we never give their addresses to anyone without permission.)

● Members rely on CMS for a variety of programs and services such as billing & coding, computer services, dealing with insurance companies on reimbursement

issues, OSHA, office management, and financial advice/investments. *(These answers help CMS to identify services needed and to improve the services we currently offer.)*

- Thirty-four percent wanted to participate in the Physician Referral service. *(This public service is also a good way to market your practice.)*
- Over 600 members consider the CMS publications a good tool to communicate with members and to learn about the activities of the Society. Some would like to see the magazine go quarterly or bimonthly.

CMS HOSTS RUSSIAN DOCS

Visitors ask about public health and America's medical education



Seated at the head of the table, Clair Callan, MD, AMA vice president and former ISMS president, discusses public health issues, including youth and violence before the group of visiting Russian physicians.

THE CHICAGO MEDICAL SOCIETY RECENTLY hosted physician members of the Russian Health Ministry who met with leaders of the AMA and organizations that oversee medical research and education. These organizations included

the American Council on Graduate Medical Education and the Liaison Committee on Medical Education.

The meeting, held in the CMS building was arranged by George B. Beranek, MD, a CMS trustee.

Scott Warner



AMA Deputy Vice President Robert Gilmore, MD, second from left, described the importance of medical organizations in influencing improvements in health care and public health. With Dr. Gilmore is James R. Tarrant, CMS executive director (left), and two of the Russian physicians who attended the meeting in the CMS Building.

Mark your calendar for Branch and Specialty Society meetings

Friday- Sunday, Oct. 5-7, 2001

*Chicago Dermatological Society
Centennial Meeting*

Wednesday, Oct. 11, 2001

Student Branch

Tuesday, Oct. 16, 2001

Chicago Pediatrics Society

Wednesday, Oct. 17, 2001

Chicago Gynecological Society

Wednesday, Oct. 17, 2001

West Side Branch

Thursday, Oct. 18, 2001

Southwest Branch

Thursday, Oct. 18, 2001

Student Branch

Friday, Oct. 26, 2001

Aux Plaines Branch

Tuesday, Oct. 30, 2001

Chicago Neurological Society

Wednesday, Oct. 31, 2001

North Shore Branch

The above meeting dates, current at press time, are subject to change. Please refer to your mailed meeting notice for full details (i.e., cost, date, time, topic, location, etc.) and to confirm dates; or visit our web site at www.cmsdocs.org. Detailed listings also appear in Chicago Medicine.

LEGISLATION

Patients' rights conference committee underway

Senate bill is best plan for Americans

OVER THE COMING MONTHS CONGRESS will face the challenge of negotiating the differences between the House and Senate versions of the patients' bill of rights. The AMA and ISMS strongly support the bill passed by the Senate and adamantly oppose the House bill containing an amendment championed by Rep. Charles Norwood (R-Ga).

The AMA has prepared detailed comparisons of the legislation that make clear why the Senate-passed bill is far superior. Furthermore, the AMA is working hard to ensure that Congress, physicians and patients know just what those differences are. The Senate bill:

- Protects existing state accountability and external medical review laws.
- Enables patients to hold their HMO accountable in state court when the health plan makes medical decisions that cause injury or death.

- Ensures that patients and health plans are on equal ground during a court review of an HMO's medical decision.

- Preserves emerging case law protecting patients.

- Protects physicians and other health-care professionals from new liability in state and federal courts.

The two bills are the same with regard to provisions for access to emergency services, specialists, obstetrician-gynecologists, and pediatric care. Both would guarantee continuity of care, the point of service option and both would ban physician-patient gag clauses.

In the AMA's analysis of differences between the two bills (see chart on page at right), the Norwood amendment preempts state liability and external review laws, contains severability clauses that could invalidate all patient remedies in the bill, prohibits RICO class action lawsuits and exposes physicians to new liability in state and federal courts.

Excerpted and reprinted with permission from the Aug. 22 edition of the AMA Federation News.

TOWARDS CLINICAL EXCELLENCE

Demonstration project seeks physician volunteers

Program to pilot test measurement tools

PHYSICIANS CAN MAINTAIN CLINICAL excellence through the Physician Consortium for Performance Improvement (the Consortium), a physician-led initiative convened by the AMA.

The Consortium aims to provide evidence-based clinical performance measures and outcomes reporting tools to practicing physicians.

The Consortium is currently working with volunteer physicians to pilot test measurement tools for adult diabetes, chronic stable coronary artery disease, and prenatal testing.

Performance measures are not clinical guidelines; rather, they are *derived* from evidence-based clinical guidelines and indicate whether or how often a process of care or outcome of care occurs (e.g., how many and which patients with diabetes

In the wake of terrorist attacks, AMA compiles list of physician volunteers

Less than 24 hours after the AMA and medical societies across the country asked, thousands of physicians volunteered to help victims of the World Trade Center and Pentagon attacks. The names were compiled and shared with authorities on the East Coast.

received a dilated eye exam last year?)

The Consortium includes physician representatives from over 50 national medical specialty societies as well as experts in methodology and data collection from physicians' offices.

Any physician interested in volunteering to participate in future demonstration projects using the Consortium's tools should contact James Tarrant at CMS (312) 670-2550, ext. 322; or e-mail jtarrant@cmsdocs.org

CMS-SPONSORED PROGRAMS

OSHA 2001 Training

OSHA Training (1.0 CME Credit Hour, Category 1)

Schedule for the remainder of the year:

- Wednesday, Oct. 10, at 10 a.m. (AMA Bldg.)
- Wednesday, Nov. 7, at 3 p.m. (AMA Bldg.)

Fees

\$25 members and staff

\$80 nonmembers and staff

All health-care workers are required by the U.S. Department of Labor Occupational Safety and Health Administration to participate in annual training on bloodborne pathogens and use of personal protective equipment. Our OSHA training is an easy and affordable update to help you and your office staff comply with federal regulations.

For registration information, contact Elvia Rubio at CMS: (312) 670-2550, ext. 338; or by e-mail at erubio@cmsdocs.org

On-Site Training – CMS will hold this OSHA pro-

gram in the convenience of your own facility. Please contact Cecilia Merino: (312) 670-2550, ext. 339; or by e-mail at cmerino@cmsdocs.org

Find us online at CMS Internet address www.cmsdocs.org



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