Family Practice Stories
PG 12

Marian University College of Osteopathic Medicine Update
PG 9

IAFP’s New Strategic Plan
PG 10

IAFP Meets with Indiana Attorney General
PG 14
The more we get together, the happier and healthier we’ll be.

At MMIC, we believe patients get the best care when doctors, staff and administrators are humming the same tune. So we put our energy into creating risk solutions that help everyone feel confident and supported. Solutions such as medical liability insurance, physician well-being, health IT support and patient safety consulting. It’s our own quiet way of revolutionizing health care.

To join the Peace of Mind Movement, give us a call at 1.800.328.5532 or visit MMICgroup.com.
Contents

Features
Marian University College of Osteopathic Medicine Update .................. 9
Family Medicine: Exceptional Physicians, Exceptional Care ............ 10

Extras
IAFP Staff Update ............................................................................. 7
Two Indiana Members Receive AAFP Commission Appointments in 2013 ................................................................. 7
Best of the Best CME Morning and 2014 IAFP Research Day ........ 11
Family Practice Stories: Memories, Reflections, and Stories of Hoosier Family Doctors of the Mid-Twentieth Century .... 12
Fort Wayne Medical Education Program ........................................ 14
Community Hospital East Family Medicine Residency .................... 14
IAFP Meets with Indiana Attorney General to Discuss Pain Management Regulations .................................................. 14

In Every Issue
President’s Message ........................................................................ 6
Mark Your Calendar .......................................................................... 7
Coding and Billing Update ............................................................ 13
Consultants Directory ................................................................... 15

Advertisers
BalanceMD
Franciscan Physician Network
Goodman Campbell Brain and Spine
Hall Render Killian Heath & Lyman
Indiana Vein Specialists
MMIC
Northwest Radiology Network
ProAssurance Group
Simple Spine Surgery?
There’s no such thing.

And yet, we hear it time and time again: I send my “simple spine” one place but my complex cases go to a neurosurgeon.

Every spine surgery involves carefully working around delicate, inflamed nerves. When nerves are involved, a “simple spine” case can turn complex quickly.

Only neurosurgeons have the advanced training to effectively treat these fragile structures that are the root of your patient’s pain.

Simple spine. Complex spine. Choose Goodman Campbell Brain and Spine for all your spine patient needs. We are your nervous system specialists, with nearly 30 neurosurgeons and 3 fellowship-trained interventional pain physicians to give your patients the most options for pain relief.

Use our secure online referral form at: goodmancampbell.com/referrals. Or call (317) 396-1199 or toll free (888) 225-5464.
Our Mission
The mission of the Indiana Academy of Family Physicians is to promote and advance family medicine in order to improve the health of Indiana.

Advocacy
Shape healthcare policy in Indiana through interactions with government, the public, businesses, the healthcare industry and our patients

Membership
Serve as the essential resource for the professional success of family physicians as leaders of the growing primary care workforce

Education
Be the provider of choice for family physician education

Family Medicine: Exceptional Physicians, Exceptional Care

Innovative Publishing
FrontLine Physician is published by Innovative Publishing.
10629 Henning Way, Suite 8 • Louisville, Kentucky 40241
502.423.7272
www.innovativepublishing.com

Innovative Publishing specializes in creating custom magazines for associations. Please direct all inquiries to Aran Jackson, aran@innovativepublishing.com.

Printed March 2014
President’s Message

Ready for Spring!

As we go to press, the thought of doing anything related to spring is a welcome distraction from January’s record cold and disruptive snowfall and the appearance that February is shaping up to be no better. Hopefully, this spring edition finds you warm, dry and energized.

In spite of the weather, your Academy has been staying on top of things and has quite a few things to report. I’ll call a few things out here, with more details inside:

Medical Licensing Board’s Prescribing Rules
Hopefully, we’re all aware of the new guidelines that took effect December 15, 2013, and that members of our organization participated on the task force that created the guidelines. Additionally, IAFP leadership had a cordial meeting with the attorney general to remind him of the important role of family physicians in managing the comprehensive care of many citizens and to confirm the intent of the rule as being to rein in “bad actors” and improve the management of pain across the state.

Marian University College of Osteopathic Medicine
Indiana’s newest medical school is open and is expected to provide another pipeline of family physicians for the state. We want to build relationships with the students and faculty members alike, and among initiatives to accomplish that is a substantial contribution from the IAFP foundation to support the naming of a portion of the school for the IAFP. We were able to meet with the dean and tour the beautiful facility. A state-of-the-art conference room in the center of its main floor will now bear the name of the Indiana Academy of Family Physicians.

New Board Composition
This year’s Congress of Delegates adopted a substantial overhaul of the IAFP Bylaws, implementing a new streamlined governing board of six directors. We’ve gotten to meet in-person after the annual meeting in July, and, in another innovation, virtually via the Internet, in January. Our directors and officers are performing well as they are adapting to these changes.

Meetings Online
Another initiative of the Academy this year is to use technology effectively. Travel across the state for a meeting (especially this winter) can be a significant barrier to participation. On the other hand, online meetings can be perfunctory and lack the quality of communication you get in person. So we are working to strike the right balance of in-person and virtual meetings to be as effective and efficient as we can be. We’ve been able to hold many of our commission meetings virtually this winter, and we hope that the ease of access will encourage many of our members to participate in the work of the Academy. We have commissions on education and CME, legislation and governmental affairs, membership and communication, and health care services. Your participation is more than welcome — feel free to contact me or the Academy if you have questions or interest in any of these activities.
**Mark Your Calendar**

**IAFP Events**
**Best of the Best CME and 2014 IAFP Research Day**
Thursday, May 8, 2014
Indianapolis
Marriott North

**2014 IAFP Annual Convention**
July 24-27, 2014
Indianapolis
Westin

**Virtual SAM Study Group – Diabetes**
Saturday, September 21, 2014
Online

**AAFP Events**
**Annual Leadership Forum (ALF)**
May 1-3, 2014
Kansas City, Missouri
Sheraton Kansas City Hotel at Crown Center

**NCSC**
May 1-3, 2014
Kansas City, Missouri
Sheraton Kansas City Hotel at Crown Center

**National Conference of Family Medicine Residents and Medical Students**
August 7-9, 2014
Kansas City, Missouri
Kansas City Convention Center

**Congress of Delegates**
October 20-22, 2014
Washington, D.C.
Marriott Marquis

**AAFP Scientific Assembly**
October 21-25, 2014
Washington, D.C.
Walter E. Washington Convention Center

**IAFP Staff Update**

**Joan Carr** is one of two new IAFP employees with responsibility for conference registration, bookkeeping and office management. She comes to us having previously been an office manager in the senior-living and health care equipment and supplies sectors. Prior to that, she was a project manager at the University of Indianapolis and an educational conference planner. Joan is married with two adult children. In her spare time, she enjoys knitting and gardening.

**Emily Schaab** is now on board with the IAFP as our project manager. Emily attended IUPUI in Indianapolis, where she earned a BS degree in criminal justice. She has a strong customer-service background and will be working with our legislative director on advocacy issues and also assisting with our Congress of Delegates this summer. Emily is married and has a stepdaughter.

**Two Indiana Members Receive AAFP Commission Appointments in 2013**

This past December, the AAFP Board of Directors appointed two Indiana members to AAFP Commissions. **Jonathan Hart, MD,** received an appointment to the AAFP Commission on Finance and Insurance, and **Windel Stracener, MD,** was appointed to the AAFP Commission on Membership and Member Services.

Hart graduated from Rush Medical College in 1990 and completed his family medicine residency at Memorial Hospital in South Bend. He has practiced in both rural and large-city communities in both independent and employed practice situations. He is currently the chief medical officer of International Medical Group/Akeso Care Management. He was elected to the IAFP Board of Directors in July 2013 and also serves on the IAFP Commission on Legislation and Governmental Affairs.

Stracener is a graduate of the University of Kentucky College of Medicine and completed his family medicine residency at St. Elizabeth Medical Center in Dayton, Ohio. He is a past president of the IAFP and has served on many of its committees and commissions. Past experience at the AAFP level includes serving as Indiana’s new physician representative to the AAFP National Conference on Special Constituencies and completing a three-year term on the AAFP Commission on Legislation and Governmental Advocacy in 2012.
COMPLETE HEART CARE THROUGHOUT CENTRAL INDIANA

Serving patients and physicians in Indianapolis, Mooresville, Martinsville, Shelbyville and Greensburg.

Since 1978, Indiana Heart Physicians has proudly served the residents of south central Indiana. We diagnose, manage and treat heart and vascular disease including:

- Arrhythmias (pacemaker & defibrillator)
- Atrial Fibrillation
- Coronary artery disease
- Heart failure
- Heart valve disease
- High cholesterol
- Peripheral arterial disease
- Syncope
- Varicose veins

To schedule a patient appointment or refer a patient, call (317) 893-1900 or 800-992-2081.

Franciscan PHYSICIAN NETWORK
INDIANA HEART PHYSICIANS

Do you see patients suffering from:

Dizziness or Vertigo?  Balance Problems?

BalanceMD is a specialty medical clinic dedicated to the diagnosis and treatment of dizziness, vertigo, imbalance and hearing loss.

91% of our patients report a significant improvement or cure of their symptoms.

Most accurate diagnosis
Most effective treatment

BalanceMD
Solutions for Dizziness and Hearing Loss

9106 N. Meridian St., Ste. 200
Indianapolis, IN 46260

3721 Rome Drive, Ste. A
Lafayette, IN 47905

(888) 888-DIZZY (3499) • www.BalanceMD.net

Health Care Is Shifting Ground.
Be Supported by Solid Counsel.

HEALTH LAW IS OUR BUSINESS.

HALL RENDER
KILLIAN HEATH & LITMAN

Learn more from our attorneys at hallrender.com/resources
The interest in our new school has been even higher this year! MU-COM has had more than 3,600 applications to date. We have already completed about 400 of 650 planned interviews, with about 110 seat deposits received to date. We have received a 17 percent increase in applications this year, and the quality of applicants is improved from last year. Our community physicians have been invaluable in helping us in interviews and on our admissions committee in assisting Marian to select its next class.

MU-COM is moving forward successfully in our first year of operations. The DO Class of 2017 has 161 students starting their second term of instruction. Fifty-four percent of the class is from Indiana. Our innovative curriculum is competency-based, using clinical cases from the first year forward to integrate biomedical science principles with clinical concepts of evaluation and management of patients. Courses are based on an organ systems organizational approach. Each system has an introductory clinician-presented “anchor lecture” of an index case, then a faculty-use lecture and a small-group study of basic science principles to explain what is happening in approaching patients. This is followed by another clinical lecture presenting the differential diagnosis, workup (labs and imaging), and management strategies for the case, all with biomedical science learning that is linked to the “what” and the “why.” A clinical experience for our first-year students is built into the curriculum. The result? Our students are being trained to think like doctors from day one. High levels of active engagement and team-based learning are linked to increased levels of student participation at all levels. So far, students have been doing very well. Outcome-based data are being gathered already to measure successes of the program as we progress.

MU-COM’s clinical education network continues to grow for both clerkship rotations and for planning future graduate medical education slots. Potential teaching beds for our hospital partners now exceed 10,000. We have more than 60 hospitals formally affiliated across the state, with St. Vincent Health, Community Health Network and Suburban Health as our primary clinical teaching sites in Indianapolis. Our clerkship network appears to be forming nicely, allowing for quality educational experiences for our students when they start their rotations in 2015.

Local physicians have given clinical lectures at the college with strong student enthusiasm for their contributions. With your continuing help, we hope to build a strong foundation from which to provide exceptional medical education experiences and expand the presence of our new medical school in Indiana in the years to come.
MISSION
The mission of the Indiana Academy of Family Physicians is to promote and advance family medicine in order to improve the health of Indiana.

2014 STRATEGIC PLAN: OBJECTIVES

ADVOCACY
Shape healthcare policy in Indiana through interactions with government, the public, businesses, the healthcare industry, and our patients

Strategic
Enhance reputation as the recognized expert on issues impacting primary care
Initiative: Host legislative event
Initiative: Participate in AAFP State Legislative Conference
Initiative: Participate in AAFP Family Medicine Congressional Conference

Strategic: Partner with affiliate organizations to promote the advancement of primary care
Initiative: Host lobbyist meeting during annual convention
Initiative: Develop a list of affiliated organizations which may be appropriate for us to develop a relationship with (business leaders, physician employers, hospital systems) and create a plan for meeting with those organizations

Strategic: Increase donations to the IAFP Political Action Committee (PAC) to $20,000
Initiative: Identify IAFP PAC physician champion

MEMBERSHIP
Serve as the essential resource for the professional success of family physicians as leaders of the growing primary care workforce

Strategic: Optimize the infrastructure of the association in anticipation of changes in the healthcare environment
Initiative: Develop commission and committee charges that more accurately reflect the changing healthcare environment and maximize the new governance structure
Initiative: Assess the value of the current Congress of Delegates model

EDUCATION
Be the provider of choice for family medicine education

Initiative: Explore additional communication tools for use during commission and committee meetings and in disseminating information to the membership

Strategic: Prepare and enable members for leadership opportunities within the Academy, healthcare teams, organized medicine, and their communities
Initiative: Explore opportunities for a leadership academy for students, residents and new physicians

Strategic: Work with students at all levels of education to enhance the primary care workforce
Initiative: Create list of existing opportunities to connect with students at all levels
Initiative: Work with Indiana University School of Medicine (IUSM) and Marian University College of Osteopathic Medicine (MU-COM) to establish or support a new student interest group at MU-COM; or, open up IUSM student interest group activities to MU-COM students
**BEST OF THE BEST CME MORNING AND 2014 IAFP RESEARCH DAY**

**Date:** Thursday, May 8, 2014  
**Time:** 8 a.m.-5 p.m.  
**Location:** Marriott North, 3645 River Crossing Parkway, Indianapolis, IN 46240

**Best-of-the-Best CME**  
8-11:45 a.m.  
Presented by faculty members from Indiana University School of Medicine Department of Family Medicine in Indianapolis. These activities have been selected from the Department of Family Medicine’s ongoing program of hot topic didactic CME activities.

**Presentation topics:** Abnormal Uterine Bleeding, Developmental Pediatrics in Primary Care, Hyperlipidemia Guideline Update and Hypertension Guideline Update. View the full agenda at our website.

**Invited faculty:** Morhaf Al Achkar, MD; Jeffrey Kons, MD; Deanna Willis, MD; and Bonnie Wong, MBBS

**2014 IAFP Research Day**  
1-5 p.m.  
The IAFP’s popular Research Day takes place every May with more than 100 IAFP members in attendance. IAFP members from across the state are invited to make 10- to 15-minute presentations and display posters detailing their original research projects and performance improvement initiatives. We also hear several case presentations about patients who have presented with unusual and/or rare diseases. A panel of judges awards cash prizes at the end of the day.

**Location:** The Marriott North is located in the heart of the action in Indianapolis’ popular Keystone at the Crossing area. The hotel is located right next to the fashion mall. The Indianapolis Marriott North hotel is simple to find and offers easy access to major highways and attractions like the Indianapolis Motor Speedway, the new Lucas Oil Stadium, Monon Trail, Connor Prairie, The Children’s Museum and more.

Cost for IAFP members is $75 for the whole day, including syllabus materials, breakfast, lunch and refreshment breaks. Visit www.in-afp.org, and look under Events to register.

**CME credit:** Application will be made to the American Academy of Family Physicians for a minimum of 6.25 Live Prescribed Credits. Updated credit certificates will be available on site.
Today, the concepts and core values of the discipline of family medicine are incorporated into standardized formal residency training and board certification. But no family medicine residency programs existed in those earlier days. The principles of comprehensive and continuous personalized patient care came to general practitioners of this generation by experience and sensitivity to the needs of their patients. They knew their patients well and were committed to their communities. Especially in small towns, they were among the most respected individuals and were considered as trusted friends by their patients.

An initiative of the Indiana Academy of Family Physicians and the Indiana Academy of Family Physicians Foundation, *Family Practice Stories* is a collection of tales told by, and about, Hoosier family doctors practicing in the middle of the 20th century. The stories celebrate that time in America considered by many to be the golden age of generalism in medicine — a time that conjures up Norman Rockwell’s familiar archetypal images of the country family doctor and a time when the art of healing was at its zenith.

The book is divided into two sections. The first is a collection of reflective essays on various subjects, some written by individuals who participated in interviewing these older doctors, some by invited essayists, and others the perspectives of the doctors themselves concerning medicine and their careers. The second part contains a large collection of stories from Hoosier family physicians that practiced in this era. The stories are specific episodes in their careers and reveal much about how these family doctors touched the lives of their patients and their influence on their communities.

The book was written by Richard Feldman, MD, program director at Franciscan St. Francis Health Family Medicine Residency Program in Indianapolis. Dr. Feldman says: “I am proud of this work. Creating this book was an important endeavor to accomplish. Primarily an oral history, it preserves the golden age of generalism through story telling. It captures these stories about our founding fathers, our specialty’s elder statesmen, before they are lost forever. The book enables our membership, the medical community and the public to understand the essence of that era in medicine. And from these doctors and their collective wisdom, there are lessons to be learned for all of us and for future family physicians.

“I hope that this book becomes a tangible source of pride and inspiration for our specialty and portray to the public who we are, our values, and the traditions from which we come. Writing this book and creating a remembrance of the lives of this Greatest Generation of family doctors has been an inspiring journey.

“Family physicians, indeed, have a story to tell.”
2014 Medicare Fee Schedule

In December, President Obama signed the Pathway to SGR Reform Act of 2011. This law prevented the 20.1 percent reduction in the Medicare Physician Fee Schedule and replaced the reduction with a 0.5 percent positive update to the conversion factor. This change is only for services rendered January 1, 2014, through March 31, 2014.

If Congress does not act on the pending bills to replace the Sustainable Growth Rate (SGR) with a new mechanism to determine the Medicare Physician Fee Schedule, the original 20.1 percent reduction in the fee schedule will become effective April 1, 2014. The following fees show what will happen to the fees for services rendered on or after April 2, 2014.

### Eligible and Able to Participate
The following professionals are eligible to participate in PQRS:

1. **Medicare physicians**
   - Doctor of medicine
   - Doctor of osteopathy
   - Doctor of podiatric medicine
   - Doctor of optometry
   - Doctor of oral surgery
   - Doctor of dental medicine
   - Doctor of chiropractic

2. **Practitioners**
   - Physician assistant
   - Nurse practitioner*
   - Clinical nurse specialist*
   - Certified registered nurse anesthetist* (and anesthesiologist assistant)
   - Certified nurse midwife*
   - Clinical social worker
   - Clinical psychologist
   - Registered dietician
   - Nutrition professional
   - Audiologists
     "Includes advanced practice registered nurse (APRN)

3. **Therapists**
   - Physical therapist
   - Occupational therapist
   - Qualified speech-language therapist

To read the rest of this article, please visit our website (www.in-afp.org) and click on “Education & Practice Management,” and then “Coding and Billing Updates.” Please note that we have password-protected certain sections of our website so that they are accessible to members only. If you have not received the login information in your IAFP Today email newsletter, please contact us at iafp@in-afp.org or call 317.237.4237.
Fort Wayne Medical Education Program

Fort Wayne Medical Education Program received National Committee for Quality Assurance Level 3 Patient-Centered Medical Home Recognition on October 28, 2013.

Dr. Zachry L. Waterson, DO, FAAFP, received the Degree of Fellow of the American Academy of Family Physicians on September 28, 2013, during the AAFP’s annual meeting in San Diego, California. Dr. Waterson is the program director at Fort Wayne Medical Education Program.

Dr. Greg Eigner, MD, a faculty member with FWMEP, will be completing his NIPDD fellowship (National Institution for Program Director Development) in April 2014. NIPDD is sponsored by the AAFP and The Association of Family Medicine Residency Directors. Dr. Eigner is one of four faculty members at FWMEP with this training. Other fellows include Dr. James Buchanan, MD, Dr. Steve Schwieiterman, MD, and Dr. Zach Waterson, DO, FAAFP.

Dr. Ryan Singerman, DO (PGY-3), was selected to present his research project at the ACOFP National Conference in Philadelphia, Pennsylvania, in March 2014.

Community Hospital East Family Medicine Residency

Community Hospital East Family Medicine Residency announced its new program director, Dr. Tricia Hern, in October 2013. Dr. Hern has been with the program since 2008. Dr. Mark Lisby was recently named associate director and medical director of the Family Medicine Center, and Dr. Rachel Shockley is now the associate director of education. The residency’s Family Medicine Center was awarded Level 3 Patient-Centered Medical Home recognition by the National Committee for Quality Assurance in September 2013. The program has also expanded its class size from eight residents per year to a class size of 10.

IAFP Meets with Indiana Attorney General to Discuss Pain Management Regulations

by Phillip Scott, DO, IAFP President

In light of the new chronic, nonterminal pain management regulations that became effective on December 15, a team from the IAFP, including myself, Executive Vice President Kevin Speer, and Legislative & Health Policy Director Allison Taylor, met with Attorney General Greg Zoeller in December to discuss the regulations’ impact on family physicians and the communities they serve.

We shared that, while IAFP generally supports the regulations, family physicians are concerned about the extra burdens that these regulations may place on already-strained physician practices. I additionally explained that some physicians are contemplating no longer treating patients’ chronic pain, for fear of increased scrutiny related to opioid prescribing practices.

To be clear — Mr. Zoeller indicated that prescription drug abuse is at epidemic proportions, and his office will prosecute the prescribers who are bad actors. But he also encouraged family physicians to make good-faith efforts to meet the reforms found in the regulations. He is very much committed to encouraging physicians to continue treating pain appropriately — this is evidenced by his commitment to education through the AG’s Rx Drug Abuse Task Force. You might recall that the IAFP staff recently partnered with the attorney general’s office to provide a live CME webinar on the regulations.

We believe this meeting was very productive. The IAFP looks forward to continuing to work with the attorney general on policies that may impact family physicians and the communities they serve.

Many valuable resources may be found on our website under the “Opioid Prescribing Resources” section. To log in, the username is “inafp,” and the password is “family55.”

Residency Program News
Consultants Directory

VENOUS DISEASE/PHLEBOLOGY

Indiana Vein Specialists
Jeffery P. Schoonover, MD
11876 Olio Rd., Ste. 700
Fishers, IN 46037
317-348-3023
www.indyveins.com

Want to Increase Your Referrals?

With more than 12 million patient visits per year, FrontLine Physician reaches the majority of all family physicians practicing in Indiana. GROW YOUR PRACTICE with a listing in the special Consultants Directory for just 55 cents a day!

Just contact Bob Sales at 502.423.7272 or bob@innovativepublishing.com.

STRENGTH IN NUMBERS

To be successful in any organization, you need the right kind of help. Let us help you create a magazine that your association can be proud of.

To find out how your association can have its own magazine, contact Aran Jackson at 502.423.7272 or aran@innovativepublishing.com.

INNOVATIVE PUBLISHING
www.innovativepublishing.com
Now Available In Indianapolis!
PET-CT Tracer to Help Diagnose Alzheimer’s Disease ...

and Memory Disturbances

Negative Scan
A negative Amyvid scan indicates that a person has few or no amyloid plaques – consistent with no presence of Alzheimer’s Disease.

Positive Scan
Arrows indicate Amyloid Neuritic Plaques
A positive scan indicates moderate to frequent amyloid plaques – consistent with a pathological diagnosis of AD. However, this amount of plaque can also present in other neurological conditions as well as in older adults with normal mental functioning.

The first and only FDA-approved PET-CT tracer, Amyvid, is now available for use in testing patients being evaluated for Alzheimer’s Disease and other causes of cognitive decline.

To schedule a scan or for more information, call 317-XRAY NOW (972-9669), or toll-free 800-400-9729.