

Stark Laws

The physician self-referral law is set forth in section 1877 of the Social Security Act. The law prohibits physicians from referring Medicare patients for certain designated health services (DHS) to an entity with which the physicians or a member of the physician's immediate family has a financial relationship-unless an exception applies. It also prohibits an entity from presenting or causing to be presented a bill or claim to anyone for a DHS furnished as a result of a prohibited referral. This presentation will cover Stark Law basics:

- Background of Stark Law
- Who is a physician for Stark purposes
- What is a Designated Health Service
- What is a referral
- Who is a "family member"
- Penalties for violations

Other Topics

Other topics and speakers are available for presentations. For more information, please contact Rebecca Blake, Director, Physician Education and Leadership at 517-336-5729 or rblake@msms.org.

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The MSMS Making the Rounds (MTR) Program is designed to provide pertinent information to physician groups and hospitals during an organized physician meeting. Speakers will present on a specific health care related-issue chosen at no charge. The list of MTR topics follows:

**The Doctors Are In...
 ...in the Capitol, in the Board Room,
 and in the Center of the Discussion**

MSMS and its member physicians are influencing every aspect of health care and are advocating for changes that will benefit patients and their communities. The power to transform health care is in your hands. Learn more about the following critical issues and how you can be a force for change:

- Stable funding for patient care through a permanent fix to the Medicare SGR formula and substantial reform of the Medicaid system
- A level playing field with health plans through fair contracting legislation
- A better health care system through the MSMS Future of Medicine initiative (wellness, quality, value and universal coverage)

If we have overlooked an area of interest, please contact us, and we will do our best to personalize your program.

The Importance of Physician Involvement in the Political Process

Learn how through the Michigan Doctors' Political Action Committee (MDPAC) and the MSMS Doctor of the Day Program, physicians can have a greater impact on the political process. Information covered in this presentation will include:

- What is a Political Action Committee (PAC)?
- What is the Doctor of the Day Program?
- How physicians have utilized these resources to help move legislation
- Scope of practice issues physicians are competing against
- Why nothing can replace grassroots involvement

To arrange for an MTR for your group practice or hospital, contact Pooja Naik, Chief Membership Development at pnaik@msms.org or 517-336-5719.



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LOOK INSIDE FOR FURTHER PROGRAM OFFERINGS.

High-Tech Information for the Efficient Medical Practice

The medical practice of the future will depend on technology to assist in the provision of care. Providing a service in the most efficient manner will allow physicians to assure quality and profitability. Participants will learn about the latest technological tools such as:

- MSMS Connect Single Sign-on Utility
- E-Prescribing
- Electronic Medical Records
- Interactive medical office web sites
- Patient use of portals for personal health records
- Evidence-based care reporting techniques
- Use of a disease registry for continuity of patient care

Physician Contracting and Mediation

During this seminar, participants will gain an understanding of the various types of contracts commonly encountered during employment and how to protect their practice in contracting matters. Ample time will be spent on key legal and business questions posed by common medical practice contracts. Issues covered will include:

- Managed care contracts, billing service agreements and physician management agreements
- Obligation to continue serving managed care enrollees after the contract ends
- Indemnification
- HIPAA
- Termination provisions
- Demonstration and guidelines for mediation

Health Savings Accounts (HSAs) 101

Health Savings Accounts (HSA) are tax-exempt personal savings accounts that can be used in conjunction with qualified high deductible health insurance plans. HSAs offer a truly tax-free investment opportunity and money withdrawn from HSAs is tax-free if used for qualified medical expenses. This session will cover the three "T's" of HSA's: Tax deductible deposits, Tax-free growth, Tax-free withdrawals. Participants will also learn:

- Benefits and highlights of HSAs
- Who is eligible to participate?
- How to contribute
- What are qualified medical expenses?

PCMH: Patient Centered Medical Home

This presentation is designed to provide a forum for physicians and health care professionals to discuss, in depth, the Patient Centered Medical Home (PCMH) model, an approach to providing comprehensive primary care. Issues covered will include:

- Laying the foundation
- The Medicare perspective
- Reimbursement
- Best practices
- Various aspects of PCMH implementation
- How specialists can participate

MSMS Reimbursement Advocate: The Inside Track to Working with Payers

The MSMS Reimbursement Advocate is your ally in addressing emerging reimbursement issues, appropriate coding and legal and regulatory requirements. Learn how utilizing these free member services can help your practice run more efficiently.

Improving Profitability of Your Medical Practice

In this presentation, participants will learn the skills necessary for managing the financial side of a medical practice. Following are key topics that will be addressed:

- Understanding the profit margin of your practice
- Balancing profits against rising costs
- Managing payment/debt collections
- Determining adjustments and write-offs
- Managing accounts receivable
- Understanding which patients contribute the most revenue or profits to your practice
- Increasing practice revenues