

MSMS Medigram



Social Media Risks and Rewards.

e-News for Friday, October 11, 2013

Upcoming Events

Tanning Ban, Immunization Rates Top Legislative Activity This Week



(center, at table) Cancer survivor Anne Goulet, Doctor Watnick and Doctor Eide testifying

MSMS Government Relations staff and key physicians have been very busy this week advocating on your behalf to protect teens from skin cancer and to address the problem of falling immunization rates in Michigan.

On Tuesday, dermatologists Kay E. Watnick, MD, and Melody Eide, MD, testified in Lansing, along with skin cancer survivor Anne Goulet, to urge the House Regulatory Reform Committee to support House Bills [4404](#) and [4405](#). The bills, introduced by state Rep. Jim Townsend (D-Royal Oak), collectively would protect Michigan teens from the escalating risk of certain types of cancer (e.g., melanoma, squamous cell carcinoma, ocular melanoma) by prohibiting minors from using indoor tanning facilities. The bills await action in the House Regulatory Reform Committee.

[Take action on HB 4404 and 4405>>](#)

Media coverage:

Patient Centered Medical Home: Coordinated Care, Optimal Outcomes

Tuesday, October 22
Somerset Inn, Troy

Physician-led and rooted in primary care, PCMH emphasizes patient satisfaction by enhancing quality and cost-savings to the health care system. PCMH expert Paul Grundy, MD, MPH, will deliver keynote. Offers two tracks: beginning and advanced.

[Register Now >>](#)

148th Annual Scientific Meeting

Wednesday - Saturday, October 23-26
Somerset Inn, Troy

Hundreds of clinical courses and other educational programs. Up to 32.25 AMA PRA Category 1 Credit(s)TM. Access to national and local experts, and hundreds of your Michigan colleagues. Convenient program times to fit your busy schedule.

--MLive
--Detroit Free Press and Lansing State Journal

On Thursday, MSMS took part in a workgroup discussion with the Senate Health Policy Committee and other health organizations about the increase in immunization opt-outs in Michigan.

Physicians were represented by MSMS member J. Lia Gaggino, MD, FAAP, Kalamazoo County, President, Michigan Chapter of the American Academy of Pediatrics; and Tony Ognjan DO, FACP, an infectious disease specialist and member of the Michigan Osteopathic Association.

Other groups who participated: the Michigan Association of Local Public Health; Michigan Association of School Nurses; Michigan Association of Health Plans; and Michigan Pharmacists Association.

Keep watching *Medigram* for further developments on this issue.

Governor Appoints Board to Oversee Funds from Blue Cross



This week, Gov. Rick Snyder announced the names of individuals he appointed to serve on an

independent board that will oversee millions in funds from Blue Cross Blue Shield of Michigan (BCBSM) targeted to improve the health and wellness of Michigan residents. The Michigan Health Endowment Fund Board was created as part of a Public Act, and includes nine members. The fund is set to receive \$1.56 billion from Blue Cross during the next 18 years.

[Register Now >>](#)

[More Events >>](#)

The advertisement features a green header with the text "FREE to MSMS Members". Below this, the title "A Case Study on Child Obesity Assessment and Management: A Study to Guide Michigan Physicians" is written in red. A photograph of a red apple with a green leaf is on the left. On the right, contact information for Caryl Markzon is provided: "Contact Caryl Markzon: cmarkzon@msms.org (517) 336-7575".

The advertisement features a photograph of a smiling female doctor in a white coat with a stethoscope. To her right, the text reads "Free MSMS Member Benefit!" in green and red. Below this, it says "HIT/EHR Vendor Contracting Checklist" and "Warranties · Licenses · Security · More". At the bottom, it says "Download at msms.org/hit".

Board members: Lynn Alexander, Bloomfield Hills, for a three-year term to represent senior citizens; Tim Damschroder, Ann Arbor, to represent the general public for a four-year term; Cindy Estrada, Whitmore Lake, for a two-year term; Rob Fowler, Haslett, president, Small Business Association of Michigan, for a four-year term to represent the business community; Susan Jandernoa, West Olive, for a two-year term; Jim Murray, Okemos, president, AT&T Michigan, for a three-year term; Keith Pretty, Midland, for a four-year term to represent the general public; Margaret Robinson, Southgate, for a two-year term; and Michael Williams, Westland, to represent minor children for a three-year term.

[Read more>>](#)

State Provides Public Seminars, Other Health Insurance Assistance to Michigan Residents



Consumer questions about the launch of the federal Health Insurance Marketplace have prompted the [Michigan Department of Insurance & Financial Services](#) (DIFS) to step up its outreach efforts. DIFS staff will be presenting information at [public seminars](#) detailing the ACA's effect on seniors, young adults, families, and small businesses.

For those confused about health insurance, DIFS offers a [Health Insurance Consumer Assistance Program \(HICAP\)](#), which provides a Marketplace premium estimator, information about the Health Insurance Marketplace, and an overview of the changes brought forth by the ACA.

Accountable Care Organizations (ACO) Legal Alert

What physicians need to know under the Medicare Shared Savings Program:

- Business Plans & Financial Models
- Corporate Structure
- Governance Structure
- Shared Savings and Losses
- Terms of Participation and More!

Free MSMS member benefit!

[Click here to download](#)

Free MSMS Member Benefit!

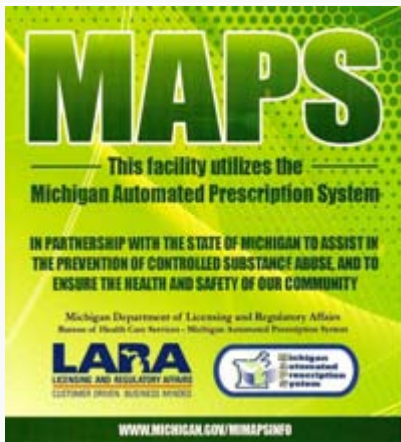
Physicians' Guide to Medical Marihuana Act

State & Federal Law · Obligations
Qualifications · More

Download at msms.org/marihuana

Michigan consumers can also call HICAP toll-free at 877-999-6442.

Hang MAPS Poster to Deter 'Doctor Shoppers'



The Michigan Automated Prescription System (MAPS) has produced a small poster for physicians to hang in their practices to act as a deterrent to drug-seeking patients, also known as

"doctor shoppers."

To request copies, contact Andrew Schepers at MSMS at 517-336-7579 or aschepers@msms.org.

Figure 6 Only one insurance agency
PROTECTS YOUR MEDICAL
PRACTICE, LIFE, HOME...

To view this message as a webpage: [click here](#).

Michigan State Medical Society, 120 West Saginaw Street, East Lansing, MI 48823
(517) 337-1351 | msms@msms.org | www.msms.org