A Note from Your President Elect

By Mary M. Maul, MD

Why We Need a Medical Home

It was my privilege as President Elect to attend this year’s Congress of Delegates in San Diego. We can’t avoid politics these days with the upcoming elections and woes of our economy. Attending the Congress gave me a first hand look at the political workings of our Academy. Being in the trenches of patient care, I sometimes have wondered why I am even a member, why I pay dues and how could I find the time to busy myself with our Academy. The answer is hope. The issues brought up at Congress discussed the very things that threaten our survival, decreased reimbursement, 47,000,000 people without health insurance, and the role of the Doctor-Nurse. Questions brought up were how many Academy members KNOW their legislatures. Do they know about how easy our AAFP web site has made it to send a letter on issues? How many have looked into taking the TransforMed Home IQ test? For me, it was an introduction into the process that I thought didn’t make much difference for just me. Talking to our delegates and seeing what they were voting on will make our voice heard on a national level.

When I looked into the Medical Home model, I thought this is utopia, but why can’t we have this? Case in point, my brother Bob has just been diagnosed with recurrent melanoma. We can fix things like high blood pressure and cholesterol, but don’t get cancer. It has hit home for my brother and I having to figure out the best course of action by going to the Internet and looking at the 420 trials of melanoma treatment. Which criteria does he meet, based on HLA testing, previous IL2 therapy/chemotherapy etc. Do you want MDX, T cell infusion, and vaccine therapy?

(Continued on Page 3)
SAVE THE DATE

Join us for the 2nd Annual Southern NAFP Wine Tasting & Silent Auction to benefit the Nevada Academy of Family Physicians and our Foundation!

Thursday, November 13th
6:30pm
Canyon Gate Country Club, Las Vegas
$40 in advance/$50 at the door

Call Barbara Bolling at 702-228-5822 for tickets or purchase online at www.nvafp.com/shop
Most of them have no published outcomes, as they are trials in progress. In summary, my brother doesn’t have a family physician to be his advocate to steer through all the red tape. A family doctor for him would make a difference. We do make a difference. It was mentioned that loss of family medicine in 10-20 years will be detrimental to the American Public. I particularly liked the quote by Franklin Roosevelt, "The only real limits of our dreams of tomorrow are our doubts of today."

Sincerely, Mary Maul. NAFP

UNSOM Update

By Daniel Spogen, MD

During these reports I have always been upbeat and very supportive for education in family medicine. However, this report will take a different tone. This has been a very trying quarter for the University and the Department of Family Medicine. We became aware of a 6% decrease in State funding in the Spring of 2008. This has evolved to a 14-16% decrease in funding. Roughly half of faculty salaries are dependent on state funding to support the educational mission of the school. In addition, the state funding has allowed the University to get loans to pay for faculty salary if clinical revenue was not adequate. Due to the economy, those loans no longer exist. The bottom line is significant faculty salary reductions. We have all taken a 4% decrease in salary and, in addition, cuts up to $20,000 in additional reductions occurred due to lack of clinical support. This has caused at least one of our faculty to take an early retirement.

In July, Ole Thienhaus, MD, was appointed acting dean. He has assumed the responsibility of trying to make our school fiscally responsible. Due to the lack of state funding back-up, his determination is to shut down any departments that are not budget neutral. Since our department has supplied so much faculty time to the school for student education, we are one of the departments scheduled to close, if by July 2009, we are not budget neutral. We are letting MAs go and increasing clinic hours to save our department.

I still have faith that we can turn this around. We can use all of the support we can find. It would be great if any of you would write the dean and express the importance of family medicine to our community. Also writing the school president, Dr. Milton Glick, and our state’s representatives would be prudent. I will be asking the NAFP Board of Directors to write similar letters. Our state government has to come to the aid of education. These extreme cuts in educational funding have hurt every level of education, including medical student education.

In addition, if any of you know of anybody or any organization that would like to help the Department of Family Medicine (including our sports medicine fellowship or obstetrical fellowship), please let me know. Saint Mary’s has already agreed to support our department with a generous stipend. Any and all donations can help soften the blow of decreased state support. There might even be some group that would like to open a permanent endowment for our department.

On a positive note, we have more interest in family medicine than ever. We have a near record in UNR students applying for family medicine residency positions. We also have had the highest quality in students (assessed by board scores) apply to the school. This could be our best recruiting season ever.

If you have any questions or possible solutions, please do not hesitate to call or email me. NAFP

Foundation Corner

By C. Brooke Wong

The NAFP Foundation is celebrating this year as the Tar Wars program has reached over 100,000 Students in Nevada. Dr. Ann Marie Campione and Barbara Bolling are to be congratulated in leading us to this amazing milestone. We also couldn’t be successful without the many volunteer Tar Wars instructors that donate their time each year to help educate our children on the benefits of being tobacco free.

(Continued on Page 5)
“The Original and Still the Best”

Nevada Academy of Family Physicians
41st Annual Winter CME Meeting
January 25–29, 2009
Harrah’s Lake Tahoe
Stateline (Lake Tahoe), Nevada

Join us for over 60 Prescribed Credits—Includes Workshops on Sports Medicine, Suturing, Wilderness Medicine, Group Visits, and more!
ALL FOR ONE LOW PRICE!

World-class skiing & snowboarding, raffle drawings,
ski races, trophies and much more...

Exhibit hall, hosted receptions, wine tasting & silent auction,
and Round-the-Clock Fun!!!

Register today at www.nvafp.com or to request a brochure contact Brooke Wong at 775-826-5100 or nafpreno@aol.com. **To qualify for referral bonus, your friend must be a new registrant.
As spring arrives, it will be time to begin presentations again. We already have a long list of schools that are requesting presentations and we don’t want to turn them down. If you are interested in presenting the Tar Wars program, please contact Barbara at 702-228-5822 or 866-TARWARS or email nafplvbb@aol.com.

For those of you that attended the 3rd Annual Wine Tasting and Silent Auction in Reno, you know that it was a huge success. With over 300 attendees and a great auction, our Academy and Foundation made over $20,000. Our Las Vegas event is right around the corner, so we hope you will join us on November 13, 2008 at Canyon Gate Country Club for amazing wine, food, and some of our best ever silent auction items. To purchase tickets, contact the NAFP office or purchase online at http://www.nvafp.com/shop. We hope to see you there.

So, why raise money for the foundation? The foundation is the arm of the NAFP through which we can provide scholarship monies to encourage our medical students and residents to pursue a profession in Family Medicine—they are the future of Family Medicine. The Foundation is also responsible for securing funding to support the Tar Wars program so it can continue to be presented statewide. In short, the vision of the NAFP Foundation is to enhance the health of the people of Nevada and the specialty of Family Medicine. In your dues statement last month, you should have received an insert about donating directly to the NAFP Foundation. We hope you will consider taking the time to donate locally to your Chapter Foundation. Your support is appreciated and helps us continue to promote Family Medicine in Nevada and encourage students to choose family medicine as their Specialty.

If you would like to be involved in our Foundation or donate items for our silent auctions, contact the NAFP offices at 775-826-5100 or 702-228-5822 or email NAPFPreno@aol.com.

Who is Your Board

Mary M. Maul, MD
NAFP President Elect

Medical School and Year of Graduation:
Michigan State University, 1984

Residency Program:
University of Utah, Ogden

Other Training/Experience:
Board Certified in Medical Acupuncture, AAFP Fellow; Fellow with the Board of Medical Acupuncture; Several medical missions to Mexico

Currently working/practicing at:
Harrah’s Health and Wellness (formerly Whole Health), now Take Care at South Lake Tahoe; Saint Mary’s Nell J. Redfield Clinic; Adjunct clinical faculty University of Nevada, School of Medicine; being a mom

Family Info:
Two children, Iain (17) and Sarah (15); Pets, Jake the Springer Spaniel

Enjoys:
Skiing, hiking, kayaking, sewing, and gardening

Hopes family medicine will...
evolve into a more integrated, accessible, preventative health care.

Claim to fame:
One of 85 physicians given the Humanism in Medical Education Award by the Association of Medical Students. Also, Parent of the Year from the University of Nevada, Reno, through the Child and Research Center.

NAFP

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www.pinnaclepainmedicine.com
Awards and Recognition

Congratulations to our 2008 Family Physicians of the Year!
Herve Bezard, MD
John H. Hess, MD
Robin L. Titus, MD

And congratulations to our 2008 Consultants of the Year!
Janet L. Albright, MD
Alan H. Greenberg, MD
Gilbert M. Nyamuswa, MD

Congratulations to Madison Thompson, Nevada Tar Wars Poster Winner for 2008!

Mark your calendars for the 41st Annual NAFP Winter CME Meeting!
Join us for up to 60 CME Credits including Workshops in Sports Medicine, Suturing, Wilderness Medicine, Group Visits, and more.

January 25–29, 2009 at Harrah’s Lake Tahoe in South Lake Tahoe, NV

Register online today at http://www.nvafp.com/shop/

Congratulations to Kate E. Martin, MD for winning the 2008 AAFP Bristol Myers Squibb Award for Excellence in Graduate Medical Education!

Upcoming NAFP Membership Meetings:

Nov. 20, 2008—Las Vegas
Practical Methods for Treating Type II Diabetes – A Frontline Perspective

November 20, 2008—Reno
Bright Futures Well-Child Care

December 2, 2008—Reno
Male Osteoporosis

NAFP

Senator Harry Reid and Madison Thompson
Jeffrey S. Nugent, M.D.
F.A.C.P., F.A.A.A.I., F.A.C.A.A.I.
American Board of Internal Medicine
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• Anaphylaxis
• Stinging insect hypersensitivity
• Allergen Immunotherapy, individualized treatment
• Adult and Pediatric Patients

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I would like to extend a very sincere thank you to the NAFP for their generous donation to our trip to Kansas City in August for the AAFP national conference. We had 14 students attend and we really learned a lot about Family medicine. Thank you. There has been a lot of interest in the Family Medicine interest group among first and second year medical students this year. Many of the students attended the Annual Wine Tasting and Silent Auction.

We also recently held an introductory luncheon at which Dr. Daniel Spogen and Dr. Suraj Verma spoke to a group of 80 students about Family medicine as a career. There are also many exciting events coming up for FMIG. We are planning on holding a meeting on the importance of primary care and family medicine during primary care week. We also hope to hold a meeting on the topic of sports medicine and a suture workshop before this semester is over. We are really looking forward to these activities and again appreciate all of your support.

This is always a fun time of year at the UNR Family Medicine Residency. The new interns are diving head first into being a doctor with all the responsibilities that go along with that. New intern Helen Gray says that "It is fun finally putting my training to use while still learning a lot." The second years are experiencing the autonomy of not having a senior resident look over their shoulders for the first time. Second year resident Judd Anders says "It's great to have survived intern year! I like having more decision making responsibility." The third years, meanwhile, are looking forward to having real jobs in the near future! Most of us are out looking for jobs, some here in Nevada, while others are looking as far away as Wisconsin.

At the same time, this is when we start looking for that next batch of interns to come take over. The recruitment committee is looking forward to a successful recruitment season producing a great crop of "newbies!" They will be joining a department that was recognized by the UNR med students as department of the year again! Our newest faculty member, Dr. Brian Passalacqua, notes that "it is nice to be recognized by the students, as teaching them is an extremely rewarding part of my job."
You Benefit From the Lowest Malpractice Rates in Nevada if You Qualify
You Have Direct Access to Legal Counsel Anytime
No Time-Consuming Patient Arbitration Agreements
Average Time to Close Claim-3 Months
Lowest Average Cost to Close Your Claim In Nevada
You Profit As a Real Shareholder
You Pay Nothing For Risk Management Activities
We Represent You at All Depositions Without Penalty

Write to Us & Your Colleagues

We would like to encourage all of our NAFP members to Submit Letters and/or Articles for our upcoming issues. Letters are a great way to make your voice heard, raising awareness on the issues you care about most. A great way to rant- or to praise. Make a difference in your world. Discuss, participate, change minds, and express your views. The NAFP Newsletter is distributed quarterly to all members, preferably via e-mail to save $$$.

May NAFP be your “soap box”, upon which you can write and editorialize.

Send your masterpieces to nafreno@aol.com Attention: NAFP Editor
UNSOM Student Outreach Clinic Update
By Derek Covington, MSI

The Student Outreach Clinic (SOC) at the University of Nevada School of Medicine continued to make its presence felt in the community this past summer. In addition to successfully coordinating three general clinics, the SOC partnered with Renown's Healing Arts program to organize the fundraiser Rockin Docs at Wolf Run golf course. As part of Reno's Artown celebration, the event offered live music from local physicians, food, and beverages. It also raised more than $4,000 for the SOC. With the end of summer and the beginning of another school year, the SOC has resumed its normal clinic schedule and has begun to integrate the Class of 2012 into its activities.

This fall the SOC will offer three clinics per month. The general and pediatric clinics will be held from 8am—12pm on Saturdays. The dates for the general clinics are October 4th, November 1st, and December 6th, while the pediatric clinics will be held on October 25th and November 8th. The women's clinics will run from 5-9pm on the Monday evenings of October 13th, November 17th, and December 15th.

The SOC currently provides patients with lab services, immunizations, digital x-rays, PAP smears, and ultrasounds. All clinics are located within the Family Medical Center on University of Nevada-Reno campus.

The number of patients and medical students associated with the SOC continues to grow. Consequently, there is an escalating need for more physician volunteers. If you are interested in volunteering, please contact Sean Lindstedt at slindstedt@medicine.nevada.edu. Finally, as the clinic is strictly funded by grants and donations, it is always grateful to accept contributions of medical equipment, monetary donations, or supplies. Please contact Derek Beenfeldt at dbeenfeldt@medicine.nevada.edu or call the clinic at 775/682-8646 to make a donation.

For more information about the clinic and its events, please visit our website at http://www.medicine.nevada.edu/studentoutreachclinic

Hello From Your Executive Director
By C. Brooke Wong

Summer flew by for me this year and before I knew it, our 3rd Annual Wine Tasting and Silent Auction took place in Reno. This year the event was held on September 5th and we had nearly 300 attendees. We were fortunate to have an amazing group of sponsors and local businesses that contributed to our silent auction. It is always great to see our members and supporters step out to support our Academy and Foundation. We also had many of our Residents in attendance including our 2 chief Residents in Reno, Drs. Amanda Casey and Suraj Verma. In addition to our Residents, we had over 60 medical students attend. The event made over $20,000 for the Academy and the Foundation.

Our Wine Tasting in Las Vegas is right around the corner, so I hope you will join us at Canyon Gate Country Club on Thursday, November 13th for a great evening of fine wine, food, an amazing silent auction and good company. This is one opportunity for you to catch up with fellow members but also support our Academy and Foundation in funding programs and grants. For those of you that have not been able to attend one of our events to benefit our Foundation, I encourage you to donate directly to our Foundation.

(Continued on Page 13)
LOCATIONS

RENO HEART PHYSICIANS

ELM STREET OFFICE
343 Elm Street, Suite 400
Reno, NV  89503 (775) 323-6700

RENEW HEALTH
Center for Advanced Medicine “B”
1500 East 2nd Street, Suite 411
Reno, NV  89502 (775) 323-6700

WINNEMUCCA
Humboldt General Hospital
Cardiopulmonary Dept.
118 East Haskell
Winnemucca, NV  89445
(775) 623-5222

CARSON HEART PHYSICIANS
(An affiliate of Reno Heart Physicians)
2874 N. Carson Street, Suite 120
Carson City, NV  89706
(775) 841-6700

FALLON
Banner Churchill Community Hospital
801 E. Williams Avenue
Fallon, NV  89406
(775) 428-2716

MINDEN
Merry Medical Team
1649 Lucerne Street
Minden, NV  89423
(775) 782-1603

TESTING

• Computed Tomography Angiography (CTA)
• Electrocardiogram
• Exercise Treadmill Test
• Echocardiogram
• Stress Echocardiogram
• Exercise Myocardial Perfusion Scan
• Persantine Myocardial Perfusion Scan
  (Thallium Study)
• Holter Monitoring
• Enhanced External Counterpulsation (EECP)
• Cardiac Catheterization
• Coronary Intervention
• Peripheral Ultrasound
• Carotid Ultrasound
• Vascular Ultrasound
In this year's dues statements, we included an insert with information to donate to our Nevada Foundation. I hope you will each take a moment to make a small donation to help support family medicine in Nevada. We had the highest percentage of students select family medicine this year and this is something to be proud of and continue to support.

Fall is always a busy time for me. In September I headed south to San Diego for Congress of Delegates and the Scientific Assembly and then a trip to Oregon for the Western Executives Retreat. In San Diego, the major focus of this year's Congress was the Patient Centered Medical Home Initiative, our broken healthcare system, and reimbursement. We are fortunate to have Drs. Daniel R. Spogen and David S. Hoskins representing our Academy as Delegates to the AAFP. We also had 2 new Alternate Delegates attend the meeting this year, Drs. Colleen Lyons and Robert Shreck.

Upon my return back home, I was pleased to be at both of our membership meetings in Reno and Las Vegas to present our Family Physicians of the Year and Consultants of the Year Awards. We had a great response from members this year and actually had a few ties for our award winners. Congratulations to Drs. Robin Titus and John Hess for being awarded our Northern Nevada Family Physician of the Year Award. I would also like to congratulate Dr. Janet Albright for being awarded the Northern Nevada Consultant of the Year Award and Drs. Gilbert M. Nyamuswa and Alan H. Greenberg for being named our Southern Nevada Consultants of the Year.

Mid-October I joined the Executive Directors from the 10 Western States for a retreat in Sun River, Oregon. I always look forward to this trip as there is such an incredible amount of knowledge within this group. Some of the major issues addressed in our meeting were assisting our members with implementing a medical home, a possible change in the activities associated with running candidates for AAFP office, the future of CME and commercial support, health reform efforts, and recruitment of students into Family Medicine. We also discussed non-dues revenue which is always a major topic of discussion. Our Wine Tasting event has become quite popular and is now being duplicated by many chapters.

So, after my October travels began the Winter Meeting planning. This year is our 41st Annual Winter/Ski CME Meeting. We have a great meeting planned this year and will again offer Local's Day on Sunday. The meeting will take place January 25–29, 2009. You should have received your brochure, so register today! This year we have several hands-on workshops that we feel will be valuable to our members. While many programs charge up to $300-$400 for these workshops, ALL of our workshops will be included in the registration fee. We also have many Evidence-Based lectures and expect to be approved for up to 60 hours of CME. This year we are starting a referral program, so bring a co-worker or friend from residency that hasn't attended before and we will offer both of you an amazing discount. Call or email the NAFP office for more details. If you can't join us for the entire meeting or on Sunday for Local's Day, come up on one of the other days and take advantage. Each day will provide 10–12 hours of excellent CME and we have receptions or dinner programs every evening. Thanks to the generous support of Sierra Nevada Cardiology Associates and Sierra Heart Institute, we will again have a Wine Tasting and Silent Auction at the Winter/Ski Meeting on Local's Day. If you are interested in donating an item for the silent auction, please let me know. Register today for the meeting online at http://www.nvafp.com.

We have had a great 2008 so far and I am proud of the work of our Academy. I hope to see all of you at the Las Vegas Wine tasting and at our other CME events. We have some wonderful programs planned for the rest of this year and on into 2009. I look forward to seeing all of you throughout the year. Don't miss out on all of our Academy programs and events.

(Continued on Page 15)
One Hour = Healthier Kids

Present the tobacco-free message at a local school.

In just one hour, you can give kids in your community the gift of longer, healthier lives.

How? Volunteer to be a Tar Wars presenter.
The experience is rewarding!

Make a positive impact in your community.

Contact Barbara at nafplvbb@aol.com for more info

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Remember that we exist because of you and need your commitment to continue all of our great activities. Please contact me if you have any Academy questions or would like to be more involved in any of our Academy activities. NAFP

Editor’s Two Cents

By Collen C. Lyons, MD

Solar Power is HOT!

I predict that within the next five years, primary care comprehensivists who run their practices as a Patient Centered Medical Home (PCMH) will be able to take home to their families 30-50% more than they presently do, up to an extra $100,000 per year, per physician. Starting with E-Prescribing at 2% extra for 2009 and 2010 on Medicare patients followed rapidly by programs like Bridges to Excellence (BTE) pay for performance clinical measures and then the just established National Committee for Quality Assurance (NCQA) medical home certification. Employers in Nevada are on the brink of demanding insurance products that more fully and appropriately compensate primary care physicians who demonstrate quality with office systems, teams and programs that have already been proven to decrease costs and improve health outcomes. Those paying premiums want results. They want the Six Sigma Toyota Management Model that produces quality at a better price. This model reimburses quality, not volume.

To take advantage of the monies to be paid to medical homes across the country, begin preparations to confirm you head and efficiently manage a complete medical home.

Check out these resources:

1. Joint Principles of the Patient Centered Medical Home @ www.aafp.org/pcmh/principles.pdf. These principles were developed by AAP, AAFP, ACP and AOA, representing 333,000 US physicians.

2. See the BIG Picture at www.transforMED.com under “PDF diagram of the Medical Home Model 2.2.”

3. Perform a practice assessment of the current quality of the medical home you provide your patients at www.transformed.com/MHIQ/welcome.cfm.

4. NCQA Patient Centered Medical Home Recognition Program @ www.ncqa.org. The aforementioned physician organizations have worked with NCQA to create this certification program. Additionally the CMS/RUC committee has already done research that documents the considerable value and cost savings to employers, Medicare and Medicaid that medical homes provide and has attached actual dollars per member per month in addition to the usual fee for service reimbursements to compensate physician practices providing medical homes for their patients.

Get ready to Rock-N-Roll! The sun is just beginning to rise on Nevada Medical Homes and solar power is HOT, HOT, HOT! Invest in medical home remodeling and see significant returns on your investment. NAFP
Five Deadliest Errors that Doctors Make Buying Malpractice Insurance

1. You assume that Malpractice Insurance is a commodity and should be shopped by price. Your Malpractice insurance is not just another commodity like sugar, flour or even automotive insurance. It is much more like the tires that you put on your car. There is a tremendous difference in the amount and quality of underwriting discretion, risk management, claims administration, legal defense, and excessive overhead which you pay for with your premium dollars. Your insurer may consider your $100,000 case a nuisance and just want to settle it! NDM RRG recognizes that such a “small” claim being settled against you and your Billion Dollar Company may bar you from many hospital memberships and insurance panels leaving you penniless! Your long term cost of ownership is what really counts.

2. You hope that Binding Arbitration is your solution to your insurance challenges. Binding arbitration is favorable to complicated, emotion-charged injuries. If you are non-surgical physician, then these are not the situations that you want to submit to Binding Arbitration. Coupled with the overhead of one to two staff providing explanations to your patients, your cost of insurance is drastically increased with employee overhead. Furthermore, if the arbitration agreement is improperly executed, it can easily be set aside, leaving you with nothing but the expense of administering it. NDM RRG does not burden you with this overhead!

3. You believe that each time you change malpractice carriers you need to buy “tail” coverage. Generally, when you change from one carrier to another, no tail coverage payment would be required! Your prior practice is covered by your new insurer. Over 99% of our newly transferred members have paid no tail to join with us.

4. You believe that all physician-owned insurance companies are essentially the same. Most of those companies, even some Risk Retention Groups have the bulk of their ownership vested with a few individuals. It is important for you to have a substantial interest in your insurer so that you have a say in its operations and policies. Commercial companies primarily seek quantity and not quality of members. With NDM RRG you provide insight into who we insure because you have a substantial interest in our success.

5. You believe that every Malpractice Insurer tries to run the most efficient and cost effective organization to benefit their insureds. Although many insurers are quite responsible in their operations, their primary responsibility is to pay their owners and officers. NDM RRG has NO Head Count—we only use contracted providers operating at the lowest industry rates so that you, our owners receive the lowest possible cost of coverage!

Please Call 702.215.4894 to find out your many additional benefits of ownership!
To start an application, go to our website at www.nvdocs.com
Are You Getting the Most Out of Your Electronic Health Record (EHR)?
By Anna Nibley Baker, MPH

Is your practice using its EHR to its full capacity? According to the CDC, only one in ten practices using an EHR reported using all of its basic functions. Even fewer use their EHR system for population care management.

Maximize your EHR’s potential and improve your practice’s preventative care management processes! HealthInsight, the Medicare Quality Improvement Organization (QIO) for Nevada, is seeking to partner with a select group of solo or group primary care practices to use their existing EHR to implement care management processes that improve the quality of care on a select set of preventative measures:

- Cancer Screenings (breast and colorectal cancer)
- Immunization Rates (influenza and pneumococcal vaccines)

In addition, HealthInsight is seeking to partner with practices to improve chronic kidney disease detection and treatment (timely testing for diabetics, ACE Inhibitor/ARB prescription, and AV fistula placement).

Benefits of participation:

- Understand how to fully utilize your EHR to get the highest return on your investment
- Ensure that your patients receive optimal care by providing reminders about screenings and immunizations
- Maximize your EHR to provide appropriate drug safety reminders to ensure your patients receive optimal care
- Learn how to use internal reports to assist with population care management
- Receive free consultation on care management techniques, workflow and process redesign, and electronic data reporting
- Learn how to maximize your EHR to prepare for future pay-for-performance initiatives
- Receive local and national recognition
- Become eligible to receive a joint quality award sponsored by HealthInsight and the American Cancer Society

Requirements of participation:

- Have a CCHIT-certified EHR in place as of 10/31/2008
- Complete a letter of commitment indicating your practice’s commitment to actively participate in the project
- Implement care management processes using your EHR for the targeted topic areas
- Complete an assessment of your EHR’s capabilities and care processes
- Electronically report your practice’s data on cancer screening and immunization rates to the National Clinical Data Warehouse
- Complete at least two hours of training on improving the care your practice provides
- Participate in a customer survey to assess your satisfaction with the assistance received from HealthInsight

There is no cost to participate and space is limited.

For more information, contact Kevin Kennedy at 702-933-7311 or kkennedy@healthinsight.org.

This material was prepared by HealthInsight, the Medicare Quality Improvement Organization for Utah and Nevada, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services. The contents presented do not necessarily reflect CMS policy.

NAPF
Consultant Directory
This specialty referral section is a service to our members. All names and organizations are paid listings and should not be considered endorsement by the NAFP. Appearance in this guide does not mean the NAFP certifies these physicians as board certified specialists in their area of practice. We appreciate the participation of these other specialty physicians and health care providers who have supported family practice through this project.

Las Vegas

**Allergy Immunology**
Joram S Seggev, MD
3150 N Tenaya Way, #515
Las Vegas, NV 89128
702-822-2444
http://www.stopwheeze.yourmd.com

**Cardiovascular Surgery**
Cardiovascular Surgery of Southern Nevada
VC Smith, MD, FACS
JE Martin, Jr, MD, FACS
Nancy A Donahoe, MD, FACS
Demetrios Mavroidis, MD
Neel Dhudshia, MD
3131 LaCanada, #217
Las Vegas, NV 89109
702-737-3808
http://www.cvsurgnv.com

**General Surgery**
Las Vegas General Surgery
Ronald Hofflander, MD
3201 S Maryland Parkway, Ste 601
Las Vegas, NV 89109
702-894-4440

**Interventional Pain**
McKenna Pain Specialists
Michael J McKenna, MD
Daniel M Lorenzo, MD
Mark Knutson, PA-C
Leslie Rowens, PA-C
6070 S Fort Apache Rd, Suite 100
Las Vegas, NV 89148
702-307-7700
http://www.painmds.com

**Medical Oncology**
Comprehensive Cancer Centers of Nevada
http://www.cccnevada.com
Heather J. Allen, MD, FACP
Mika Cline-Burkhardt, MD
Matthew D. Galsky, MD
Edwin C. Kingsley, MD
Gregory Obara, MD
Joseph Quagliana, MD
3730 S Eastern Ave., Las Vegas, NV 89169
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