



# NEWS

AUGUST 2010  
VOLUME 20 & ISSUE 8

A MONTHLY PUBLICATION OF THE GREATER LOUISVILLE MEDICAL SOCIETY

## GLMS TO SURVEY MEMBERS ABOUT USE OF HIT

During September, GLMS members and practice administrators will be surveyed about the implementation of health information technology and electronic health record systems within their practices. The Emerging Medical Concepts Committee is sponsoring the survey as a way to guide GLMS in providing valuable services and tools to members in this area.

The 16-question survey will contain separate tracks of questions for those physicians whose practices currently do and do not utilize an EHR system. For those who may be seriously considering future EHR implementation, questions regarding future plans and potential barriers will be included. There will also be the opportunity to respond regarding health information exchange (HIE). Furthermore, members will be asked to rate present and potential services being developed by GLMS in these areas.

A report generated from the confidential survey responses will be available in October. In addition to the Emerging Medical Concepts Committee, the analysis will assist the Physician Practice Advocacy

Committee and Quality Improvement and Safety Committee with developing appropriate educational programs and Medical Society Professional Services with considering product endorsements. Also, this report will be useful to individual physicians to judge how their practices fare in comparison to the aggregate results.

**Dottie Hargett**, GLMS professional relations director, said a survey on this topic has not been done in about 10 years. One goal is to understand the decision-making process physicians are using with EHR implementation. "The main emphasis is how we can, as a society, develop services, programs and endorsements to support physicians in that endeavor as they look toward all the health care reform issues," she said.

The Board of Governors approved conducting the survey at its July meeting. Chair **Lynn T. Simon, MD**, said the results will allow GLMS to avoid making assumptions about what would benefit the membership. Instead, the questions will reveal "how we can help you and what would best meet your needs," she said.

## GLMS PHYSICIAN TO BE INSTALLED AS KMA PRESIDENT AT ANNUAL MEETING

"Physicians Still Caring for Kentucky" is the theme for the Kentucky Medical Association Annual Meeting, which also will feature the installation of **Gordon R. Tobin, MD**, as president.

The meeting opens on Monday, Sept. 20, at the Hyatt Regency in Louisville with registration at 7:30 a.m. and concludes with a final specialty group session at 1:30 p.m. on Wednesday, Sept. 22.

The House of Delegates meets on Monday at 11 a.m. and Tuesday at 7 p.m. The GLMS caucus will hold a dinner meeting at 5 p.m. on Tuesday. The Kentucky Physicians Political Action Committee will host a reception at 5:30 p.m. on Monday, followed by the president's installation and awards dinner at 7 p.m.



*Gordon R. Tobin, MD*

The general session programs will put a spotlight on Louisville's efforts to address substance abuse. GLMS member **James T. Jennings, MD**, director of the Kentucky Physicians Health Foundation, will speak about how physicians can recognize substance abuse in health care professionals and the resources available in the recovery process. **Jay P. Davidson**, president and CEO of The Healing Place, will share the story of the successful recovery program for the homeless. During another presentation, **Will W. Ward Jr., MD**, who was involved in the establishment of The Healing Place, will work with THP clients to demonstrate how addicts try to manipulate physicians to prescribe drugs.

Also included in the program will be presentations about how technology is impacting the physician-patient relationship and privacy issues by **Jonathon D. Moreno, PhD**, from the University of Pennsylvania, and **Mark A. Rothstein, JD**, from the University of Louisville's Institute for Bioethics, Health Policy and Law.

For more information, go to [www.kyma.org](http://www.kyma.org).



*Still*  
**PHYSICIANS CARING FOR KENTUCKY**  
2010 KMA ANNUAL MEETING • SEPTEMBER 20-22  
HYATT REGENCY • LOUISVILLE

GLMS News is a monthly publication of the Greater Louisville Medical Society  
101 W. Chestnut Street,  
Louisville, KY 40202  
(502) 589-2001  
Fax (502) 581-9022  
www.glms.org.

GLMS News reserves the right to make the final decision on content and advertisements.

## GLMS NEWS STAFF

Lelan Woodmansee, CAE  
Executive Director  
lelan.woodmansee@glms.org

Bert Guinn, MBA  
Communications &  
Membership Director  
bert.guinn@glms.org

Ellen R. Hale  
Communications Associate  
ellen.hale@glms.org

Donna Watts  
Communications Designer  
donna.watts@glms.org

### ADVERTISING:

Cheri K. McGuire  
Director of Marketing  
cheri.mcguire@glms.org

## MEMBERSHIP STATUS

As of July 2010, active GLMS membership numbered 2,043, which is 80 percent of physicians practicing in Jefferson County.

View Additional Photos from GLMS Events:  
www.flickr.com/photos/glms1

Find Kudos about Member Achievements:  
www.glms.org. Click Media, then Kudos.

Follow us on LinkedIn, Facebook, Twitter and YouTube.



# BOARD OF GOVERNORS HIGHLIGHTS

## JULY 9, 2010

- The Board of Governors approved a memorandum of agreement with the Louisville Science Center for the Greater Louisville Medical Society's \$100,000 sponsorship of the Pulse of Surgery program. The educational program allowing middle and high school students to view live heart surgeries will launch during the 2010-11 school year and become a science center program offering for at least five school years.

As part of the sponsorship, GLMS and its members will serve as a resource to ensure the excellence and accuracy of health care messages presented in the program curriculum. In return, the Louisville Science Center will use Pulse of Surgery to help revitalize the GLMS mini-internship program for non-school groups to interact with medical professionals. The logos for GLMS and Medical Society Professional Services will be included in designated program and promotional materials.

- The board approved a recommendation from the Emerging Medical Concepts Committee, formerly the Trends in Medicine Committee, and Medical Society Professional Services to conduct a membership survey about electronic health

records at a cost of \$620 (see article on page 1).

- The board endorsed GLMS membership participation in a Primary Care and Oral Health Needs Assessment and Workforce Study being conducted by the Louisville Primary Care Association (LPCA). GLMS Executive Director **Lelan Woodmansee, CAE**, explained that getCare, a nonprofit providing coordinated care to low-income, uninsured adults in Metro Louisville, officially dissolved in December and gave its remaining assets to LPCA for a workforce assessment. The objectives include: furthering awareness of physician shortage problems, assisting GLMS members in preparing for future primary care demands and, for the first time, documenting segments of Louisville that would qualify as medically underserved areas and health professional shortage areas by the federal government.

Mr. Woodmansee is representing GLMS on LPCA's Workforce Steering Committee. The survey will be administered from September to December, with plans to complete the final report by next June.

## SOS AND BAPTIST EAST MEDICAL STAFF SEND SHIPMENT TO HAITI

Supplies Over Seas and the Baptist Hospital East Medical Staff partnered to send a 40-foot container of donated medical supplies and equipment to Haiti on July 20, about six months after the country's devastating earthquake. It was the fifth shipment from SOS to Haiti since the earthquake.

"There is a dire ongoing need for medical treatment and a lack of adequate resources to take care of the Haitian people," SOS Senior Executive **Allen Montgomery** said. "We are very careful to send supplies that will be effective and responsibly distributed to places in need. Right now, the recipients have expressed a greater need for hospital beds and durable medical equipment to contribute to the rebuilding effort of damaged hospitals and clinics that need to be refurbished."

The container, valued at nearly \$96,000, was filled with close to 17,000 pounds of canes, crutches, exam tables, gurneys, hospital beds and mattresses, IV stands, walkers and wheelchairs. The Baptist East Medical Staff provided \$12,500 to sponsor the container, which was to be distributed to Haitian medical facilities by shipping partner Food For The Poor.

"The Baptist Hospital East Medical Staff has always been supportive of Supplies Over Seas and its efforts," said **Kenneth Anderson, MD**, medical staff president. "We were happy to direct resources to assist in the shipment of critically needed beds and medical equipment to the people of Haiti."

In total, SOS has sent Haiti 18 tons of supplies valued at more than \$430,000 since the earthquake. Additionally, SOS has equipped 12 different medical mission groups traveling to Haiti with 500 pounds of supplies. SOS has obtained sponsorship for a fourth container for Haiti and will continue to explore ways to aid the country as part of its ongoing commitment, Mr. Montgomery said. For more information or to make a donation, go to [www.suppliesoverseas.org](http://www.suppliesoverseas.org).



*SOS volunteers Matthew Goodlett (left) and David Moore push a hospital bed into the container.*



## CLARK > LETS YOU FOCUS ON THE LITTLE THINGS.

At Clark Memorial Hospital, we know that you have better things to do with your free time than worry about the care your patients are receiving while you're away. So nothing matters more to our team than providing your patients with world-class care...care that consistently earns the highest patient satisfaction scores of any hospital on either side of the river — and some of the highest ratings from physicians, too.

We work hard every day to administer the care you prescribe with compassion and attention to detail. We strive to communicate clearly and to be your eyes and ears when you can't be bedside with your patients. Best of all, we do this in ways that continue to bring us high national rankings of every kind. And from advanced imaging and nationally-recognized surgical care through rehabilitation and recovery, Clark has every resource you need to deliver the care your patients need, close to home.

If you treat patients in Indiana — or if you'd like to — call Ann Marker at (812) 285-5910 to join the Clark Memorial medical team. When it comes to having confidence in the care your patients receive, no one lets you focus on the little things like Clark.




**Clark Memorial Hospital**

Jewish Hospital Health Network Partner



*No One Cares Like Clark.*

(812) 282-6631 | [www.clarkmemorial.org](http://www.clarkmemorial.org) | 1220 Missouri Ave., Jeffersonville, IN



# For your most important decisions.

When you need to move large amounts of critical information securely and quickly—our network is up to the task.

With Insight Business, you get a world class, state-of-the-art fiber network that can handle enterprise-level data needs: securely, rapidly and reliably. Whether it's sending critical medical records, transferring financial data or handling millions of customer transactions, Insight Business will deliver.

Call **800-639-9000**,  
or visit [insightbusiness.com](http://insightbusiness.com).  
**Insight. The fiber of business.**

## Enterprise Ethernet Service with Dedicated Internet Access

Easily extend your business network with our  
Metro Ethernet Solution

- Superior reliability with dependable access, speed and security
- Increased productivity no matter where you operate
- Easy implementation and management
- 24/7 local support
- Scalable Ethernet connectivity starting at 5 Mbps up to 10 Gbps



Visit [Insightbusiness.com](http://Insightbusiness.com) for complete terms and conditions. All offers and terms subject to change. Other restrictions apply. May not be compatible with all customer premise equipment. ©2010 Insight Communications Company, Inc. All rights reserved.

# GLMS PARTICIPATES IN PROVIDING FREE MEDICAL CARE IN PIKEVILLE



Medical student **Suzanne McGee** (left), **Timothy S. Brown, MD**, and his fiancée, **Anissa Snyder**, volunteer at the Pikeville clinic.

As part of a two-day medical, dental and vision clinic, a team of GLMS physicians and medical students helped provide free care at Pike County Central High School on June 19-20. The GLMS Foundation's Medical Missions Committee offered the opportunity to volunteer at the event run by Remote Area Medical-Kentucky.



Patients receive dental services at the clinic.

Dr. Brown said. The event also offered breakfasts and lunches for volunteers and patients.

The GLMS volunteers were among 568 people who served 990 patients during the weekend. Practitioners provided medical services to 251 patients, dental services to 606 and optical services to 378. Eyeglasses were given to 317 people. The estimated value of the care provided was more than \$300,000.

**Timothy S. Brown, MD**, chair of the Medical Missions Committee, said patients received general medical care as well as services in cardiology, dermatology, obstetrics and gynecology, physical therapy and podiatry. Blood tests for CBC, lipid profile and blood sugar were also available.

Patients came from neighboring states and some slept in their cars waiting for the opening of the clinic, which ran from 6 a.m. to 6 p.m. each day,

"I was blown away by the response from the people in that area, and I was impressed by the number of practitioners devoting their time to the event," Dr. Brown said. "It was humbling and demonstrated the need that is out there."

University of Louisville medical student **Suzanne McGee** said the patients she treated had been looking forward to getting quality medical care for months. She found it reassuring to know that patients were screened for serious conditions such as hypertension; diabetes; COPD; colorectal, skin, breast and cervical cancer; cardiovascular problems; hypercholesterolemia; and thyroid problems.

"The reality is that there is no need to travel abroad to find people who are in dire need of medical care," she said.

# NEW RESIDENTS JOIN GLMS AT ORIENTATION

During a day of orientation before beginning their training, University of Louisville residents heard about the benefits of being involved in organized medicine on June 30. One hundred residents took advantage of the one-time fee covering their entire residency and became members of both the Greater Louisville Medical Society and the Kentucky Medical Association.

"Medicine in this country in this day and age is under significant stress," said **John L. Roberts, MD**, U of L's associate dean of graduate medical education. "It is often the feeling of physicians that things happen to them. Yet there are opportunities for physicians to be proactive and make the world the way we would like to make it."

**Willie Mae Jackson, MD**, a resident involved in KMA's Resident and Student Section, said that her participation has allowed her to be aware of current events in medicine beyond her clinical training. "This is a crucial time for physicians and their patients,"

she said. "The impact of health reform on your future professional career is tremendous and highlights the need to get involved early in your training."

GLMS President **Kimberly A. Alumbaugh, MD**, invited the residents to participate in "one of the most active and productive medical societies." She encouraged the physicians in training to join GLMS committees and be part of new programs such as Pulse of Surgery, educating students visiting the Louisville Science Center, and a leadership training program designed particularly for young physicians.

"You all are the presidents of the KMA and the presidents of the AMA of tomorrow," she said. "You just need to know the pathway."

As residents later turned in their GLMS membership forms, many were greeted by the chair of the Leadership and Program Development Committee, **Erica D. Williams, MD**, who answered questions and provided encouragement to the young doctors in training.



**Nicholas Kramer, MD**, checks out the GLMS Annual Pictorial Roster.



**Lena Sandifer, MD**, completes her GLMS membership application. At the table are **Bert Guinn, MBA**, GLMS communications and membership director, and **Aimee Smith**, credentialing specialist.



GLMS President **Kimberly A. Alumbaugh, MD**, shares the benefits of membership with new residents.



GLMS Leadership and Program Development Committee Chair **Erica Williams, MD**, greets **Jyothi Gogineni, MD**, (center) and **Tarsheen Sethi, MD**.

Welcome Douglas R. Lotz, MD



**FAMILY**  
Allergy & Asthma  
*Breathe Right... Live Well.*

Douglas R. Lotz, MD

A Louisville native, Dr. Lotz grew up in the St. Matthews area of Louisville. A graduate of Centre College and UofL School of Medicine, Dr. Lotz completed his residency in Internal Medicine/Pediatrics at the University of Cincinnati. He then moved on to specialize in Allergy and Immunology, completing his Fellowship at St. Louis University School of Medicine.

*Proud to announce the opening of our 19th office in FERN CREEK*  
429-8585 or 1-800-999-1249 - [www.familyallergy.com](http://www.familyallergy.com)

**FINANCING OPTIONS THAT MAKE SENSE FOR YOUR PRACTICE.**



**Special Electronic Health Records Leasing Program for your practice!**

*Why choose Republic Bank for equipment leasing?*

- Fast, simple and local lease approval process
- 3 or 6 month deferred and flexible payment schedules
- Other practice assets NOT required as collateral
- Closing and funding process simplified to work with your busy schedule

**REPUBLIC BANK**

[www.republicbank.com](http://www.republicbank.com)  
Member FDIC

For more information, contact:

**Aaron Metten, Private Banking Officer**  
502-394-4493

We were here for you yesterday.

We are here for you today.

We will be here for you tomorrow.®



*"The SBA 504 loan program is just what the doctor ordered!"*

- SYMPTOM:** Financing for fixed asset needs.  
**PRESCRIPTION:** Take one SBA 504 loan and rest.  
**PROGNOSIS:** Saving \$\$\$\$\$\$  
**RESULT:** Long term loan with fixed rate of interest  
 As little as 10% equity injection required  
 Better cash flow  
 Financial stress relief

Contact Capital Access Corporation-Kentucky today and see what benefits you can realize by discussing your fixed asset loan requirements with the #1 SBA lender in Kentuckiana.

*Servicing Kentucky and Southern Indiana*

**CAPITAL ACCESS CORPORATION-KENTUCKY**

401 W Main Street, Suite 2010 • Louisville, KY 40202

502.584.2175

[www.cac-ky.org](http://www.cac-ky.org)



**Hire with Confidence**



**Staffing All Industries**

Administrative • Sales • Managerial • Health Care

**We Provide:**

- Direct placement
- Temporary placement
- Temp to hire

**We Guarantee:**

- Criminal background checks
- Reference checks
- Credit checks
- Drug screening
- Skills testing

Serving greater Louisville and southern Indiana with a 60-year track record of quality and dedication. Call **Ludmilla Plenty**, employment director, at 502-736-6342 or visit us at [www.glms.org](http://www.glms.org).



A Greater Louisville Medical Society Company



Did your current Visa/MasterCard processing rates recently go up?  
**Our MSPS program rates didn't!**

### GLMS Member Benefits:

- Local, Healthcare Solutions Specialist to assist you with your electronic acceptance needs
- Cut costs with low Visa/MasterCard/ Discover "cost plus" pricing
- Provide patient convenience by accepting HRA, HSA, & FSA cards
- Process payments through you PC or terminal, saving time & counter-space
- FREE NSF Check Recovery to cover costs of bad checks
- Accept checks electronically & guarantee your deposits
- Immediate Working Capital for your cash flow needs
- Improve efficiency with recurring billing schedules
- Online reporting for easy reconciliation

*"We will realize over \$2,000 per year in savings on processing fees. This is about a 41% reduction in our costs. Over and above the savings on credit card processing, the check guarantee program alone will save our practice much staff time and effort spent on collecting bad checks."*

*Divya Cantor, M.D.  
 Louisville, KY  
 NPC Customer since 2008*

**NPC, endorsed by GLMS, has been able to save many GLMS Members hundreds, and in some cases, thousands of dollars!**

Contact Michelle Willis, Healthcare Payments Specialist!

**502.961.5200** ext 2749

Fax: 877.277.1975 | [healthcare@npc.net](mailto:healthcare@npc.net)



**NPC**

National Processing Company is a registered RAMP of First National Bank of Omaha, Omaha, NE



A Crossroads In Medical Society Company

## PROVIDERS EXCHANGE IDEAS WITH UNITEDHEALTHCARE

GLMS members heard about new initiatives from UnitedHealthcare representatives and expressed ideas about how the insurer can improve during a roundtable meeting on July 8 at The Old Medical School Building. The event was the third in a series of five such meetings this year that allow for dialogue among providers and members of the Insurance Issues Resolution Committees that meet quarterly with the region's major carriers.

"We are excited to be able to open this up to you at least once a year, but you always participate in



*(Left to right) UnitedHealthcare representatives Matthew Holbrook, Ryan Miller and Rick Buono listen to GLMS member questions.*

these meetings if you are submitting information to us," GLMS Professional Relations Director **Dottie Hargett** told the audience. "What we are wanting to do is to facilitate communication and resolution of the problems you are encountering."

**Ryan Miller**, UHC's physician lead for Kentucky and Indiana, said a new cardiac notification program will take effect on Oct. 1. This will require the physician performing certain scheduled cardiac procedures to notify UHC beforehand. Mr. Miller also said UHC plans to hire two provider advocates to work in Kentucky beginning this fall. They will be an important resource for practices encountering difficulties with claims or other processes and help "get to the root causes in a more timely fashion," said **Rick Buono**, vice president of network management. He said he expects the provider advocates to attend the quarterly IIRC meetings, chaired by **Kenneth M. Hodge, MD**.

Among other items discussed during the meeting, the UHC representatives addressed a customer service problem submitted by an allergy practice. Mr. Miller said that any time providers encounter a communication barrier with a call center work-



*(Left to right) Trudi L. Rash, MD, is co-chair of the GLMS Physician Practice Advocacy Committee. Kenneth M. Hodge, MD, is chair of Insurance Issues Resolution Committee working with UnitedHealthcare. Holly Bracco is the LKMGMA representative on the UnitedHealthcare IIRC.*

er, they should ask for the tracking number of the call and work with him or GLMS staff to resolve the issue. Several audience members also offered ideas on how UHC can effectively communicate changes related to certain specialties.

"We want to work with you," Mr. Buono said. "That's the purpose of this dialogue."

To view a "year in review" document detailing the accomplishments of the UHC IIRC, go to [www.glms.org](http://www.glms.org) and click on **Advocacy**, then **Practice Advocacy Initiatives**. Also available on the website is a hassle report form that members can use to document problems and report them to the GLMS professional relations staff.

# PRACTICES SHARE TIPS FOR OBTAINING MEDICARE INCENTIVES

With Medicare's Physician Quality Reporting Initiative in its fourth year, GLMS members who have successfully participated in the program and received financial incentives shared their experiences as part of a panel discussion on June 29 in The Old Medical School Building.

The PQRI program requires physicians who choose to participate to select a group of quality measures to track in Medicare patients with certain diagnoses. They are eligible to earn an incentive of 2 percent of their total Medicare Part B allowable charges for the reporting period. A similar incentive is available through Medicare's Electronic Prescribing Incentive Program, also known as eRx or e-prescribing.

**Sean F. Murphy, MD**, and **John C. Meyer, MD**, from the Eye Care Institute, along with practice administrator **Mark Prussian**, discussed their participation in both PQRI and e-prescribing. For PQRI, they track measures on patients with diabetes, glaucoma and macular degeneration. "As a physician, it's a no-brainer thing to do," Dr. Murphy said.



*Participating in the panel discussion are (left to right) Terri Christian, office administrator with Endocrine and Diabetes Associates, Dale Haller Jr., MD, of Louisville Pulmonary Care, and Jonathan W. Wilding, MD, medical director of Norton Community Medical Associates.*

**Jonathan W. Wilding, MD**, an internist and medical director of Norton Community Medical Associates, also began working on PQRI in 2007. About 95 percent of the 135 Norton primary care physicians have been successful each year, he said.

"It's taken a tremendous amount of effort and work to do that," Dr. Wilding said. The Norton physicians have been focusing on diabetes through PQRI, and he shared the latest form that his team requires to track measures for any Medicare patient that's being billed for diabetes at an office visit. "PQRI is an effort to improve quality and decrease costs by increasing outcomes," he added. "It's important to do this in preparation for pay-for-performance if indeed that becomes an issue down the road."

**Dale Haller Jr., MD**, with Louisville Pulmonary Care, encouraged physicians to pursue PQRI incentives even if it is challenging, like it was for him, to find measures to track that match their specialty



*(Left to right) Sean F. Murphy, MD, John C. Meyer, MD, and practice administrator Mark Prussian explain how they document for PQRI and e-prescribing at the Eye Care Institute.*

and patient population. **Terri Christian**, office administrator with Endocrine and Diabetes Associates, said her practice submitted measures for 2007 but did not qualify for an incentive payment. However, her team tried again in 2008 and found success.

Representatives from National Government Services – **Michael Davis, Carolyn Henson, Nathan Kennedy, Lindy Lady, Donna Morton, Chris Obergfel** and **Tom Wells** of the Provider Outreach and Education Team for Kentucky and Indiana – were also on hand to answer questions from GLMS members in the audience.

GLMS Professional Relations Director **Dottie Hargett** reminded the audience that the Physicians Take AIM at Diabetes Program, which is supported by grant funding, currently includes assistance with PQRI reporting. The program supports family practitioners, internists and endocrinologists with meeting the standards of the National Committee for Quality Assurance's Diabetes Recognition Program distinguishing them as providers of quality care to diabetes patients. GLMS members interested in the Take AIM program can call Ms. Hargett at 736-6348 or e-mail [dottie.hargett@glms.org](mailto:dottie.hargett@glms.org).

The current PQRI reporting period is from July 1 to Dec. 31. Information about getting started can be found at [www.cms.gov/pqri](http://www.cms.gov/pqri).

MedX12, endorsed by Medical Society Professional Services, sponsored the panel discussion event.



*(Left to right) National Government Services representatives Lindy Lady, Donna Morton and Nathan Kennedy offer tips on Medicare incentive programs.*

RUDY J. ELLIS, M.D.  
WALTER E. BADENHAUSEN, JR., M.D.  
R. JOHN ELLIS, JR., M.D.  
MARK E. PETRIK, M.D.



**Matthew R. Price, M.D.**

Dr. Price earned his Doctor of Medicine and completed his Orthopaedic Residency from the University of Louisville. He has just completed his fellowship training in adult reconstruction from Vanderbilt University. Dr. Price's clinical focus is providing his patients with the latest techniques in orthopaedic care, with an emphasis in total joint replacement of the hip and knee.

Dr. Price started with our practice on **August 3, 2010.**

LAWRENCE A. SCHAPER, M.D.  
MARK G. SMITH, M.D.  
G. JEFFREY POPHAM, M.D.  
AKBAR NAWAB, M.D.



## PRACTICE ANNOUNCEMENT!

### Ellis & Badenhause Orthopaedics, P.S.C.

is pleased to announce the addition of

### Matthew R. Price, M.D. and Daniel E. Rueff, M.D.

Our two new physicians were born and raised in the Louisville Metro Area and we are excited to have them join our practice.

They both will be seeing patients at both of our area locations at the Eastpoint Business Center & Southend Medical Center.

MICHAEL L. SALAMON, M.D.  
MATTHEW R. PRICE, M.D.  
DANIEL E. RUEFF, M.D.  
ERIN M. GISH, PA-C

ORTHOPAEDIC SURGERY  
FRACTURES  
JOINT REPLACEMENT  
SPORTS MEDICINE



**Daniel E. Rueff, M.D.**

Dr. Rueff earned his Doctor of Medicine from the University of Louisville. He completed his Orthopaedic Residency from the University of Florida. He has just completed his fellowship training in Arthroscopy and Sports Medicine at the University of Kentucky. Dr. Rueff's clinical focus is providing his patients with the latest techniques in orthopaedic care, with an emphasis in Arthroscopy to joints and sports medicine.

Dr. Rueff started with our practice on **August 23, 2010.**

EASTPOINT OFFICE  
13151 MAGISTERIAL DRIVE, SUITE 200  
LOUISVILLE, KENTUCKY 40223  
TELEPHONE 502-587-1236  
FAX 502-587-0126

BOOKKEEPING DEPARTMENT  
3934 DIXIE HIGHWAY, SUITE 410  
LOUISVILLE, KENTUCKY 40215  
TELEPHONE 502-587-7269  
FAX 502-587-0318

SOUTHEND MEDICAL CENTER  
5129 DIXIE HIGHWAY, SUITE 301  
LOUISVILLE, KENTUCKY 40216  
TELEPHONE 502-449-3277  
FAX 502-449-3277



A division of Medical Staff S.O.S., Inc.

Join us for our 10th Annual  
National CEU Conference

*"Think Pink"*

Survive the Challenges of Healthcare in 2010

**KEY NOTE SPEAKER:**

Jarrod Little, MD

Breast Reconstructive Surgeon  
James Graham Brown Cancer Center

The Olmsted

3701 Frankfort Avenue • Louisville, Kentucky 40206

October 7, 2010

7:30 a.m. – 5:30 p.m.

Visit us at [www.PHIA.com](http://www.PHIA.com) for more information  
or contact [karen@phia.com](mailto:karen@phia.com).

Do you have a physician  
who will be joining  
your practice?

Do you plan an  
office relocation?

WE OFFER A  
PROFESSIONAL  
ANNOUNCEMENT  
PACKAGE SERVICE

CALL OR EMAIL  
FOR MORE INFORMATION  
CHERI K. MCGUIRE  
DIRECTOR OF MARKETING  
GREATER LOUISVILLE  
MEDICAL SOCIETY  
502.736.6336 OR  
[CHERI.MCGUIRE@GLMS.ORG](mailto:CHERI.MCGUIRE@GLMS.ORG)

A SERVICE PROVIDED BY  
MEDICAL SOCIETY  
PROFESSIONAL SERVICES





WE TAKE  
THE PAIN  
-OUT OF-  
FINANCIAL  
PLANNING



**Commonwealth**  
Bank & Trust Company

*Like having a banker in the family*

*Commonwealth Bank & Trust has put together a team that's dedicated to taking care of your financial needs. We offer comprehensive investment, trust and wealth management services with one goal in mind – to foster a long-term relationship with you as we build your assets. Discover how the Medical Banking Group through CB&T can help you achieve financial success.*

*Visit us at [cbandt.com](http://cbandt.com) or contact Courtney Giesel at 502.259.2464.*

## Free CME by e-mail

Subscribe to MedNews Plus today to receive free, peer-reviewed and accredited continuing medical education, as well as the latest information on medical conferences from around the country.

Provided by Norton Healthcare in partnership with Private Health News, MedNews Plus brings physicians throughout Greater Louisville and beyond the latest medical information from more than 30 specialties. Subscribers receive links to articles from their areas of interest by e-mail. After reading a short article – usually about 500 words – and completing a short quiz, .25 credits per article are added to the subscriber's account.

To take advantage of this opportunity, visit [Norton.MedNewsPlus.com](http://Norton.MedNewsPlus.com) to register. Contact Norton Healthcare Physician Development at (502) 629-2969 with questions.



Real people. Remarkable care.

## THE HEALING PLACE TO UNVEIL NEW FACILITY

GLMS physicians can join other supporters of The Healing Place in touring the new Women and Children's Community facility as part of grand opening and dedication festivities on Sept. 14 beginning at 1:30 p.m. Kentucky First Lady **Jane Beshear** will be in attendance at the event, which marks an expansion of the services provided by the state's leading shelter recovery program.

The \$19 million capital campaign to build the state-of-the-art facility with a capacity of 240 is nearly complete. The Healing Place is seeking to raise \$1.2 million in donations and pledges by Dec. 1 to qualify for a matching grant of \$800,000 from the Kresge Foundation that will wrap up the campaign.

"Physician involvement has been critical to the success and growth of The Healing Place over 20 years," said **Jay P. Davidson**, president and CEO. "We've already doubled the number of women we serve, and we invite you to visit soon to see this marvelous new facility. Your financial support right now, to help us complete the capital campaign, will ensure that we can provide for

homeless women and their children for many years to come."

The Women and Children's Community is located at 1503 S. 15th St. Clients who are peer mentors will offer tours at the grand opening event.

For more information on the capital campaign, please call **Jay Graham**, vice president for development and communications, at 585-4848 ext. 205 or e-mail [jay.graham@thehealingplace.org](mailto:jay.graham@thehealingplace.org).

Also in September, The Healing Place will pres-

ent Patriot Game VIII on Sept. 9 at the Kentucky International Convention Center. The fundraiser honors police officers, firefighters and other first responders and commemorates the anniversary of those who died in the Sept. 11 terrorist attacks. The annual basketball game between the Louisville Metro Police and the Louisville Fire Department will tip off at 7 p.m. Doors open at 3:30 p.m. for pre-game events, including a basketball clinic for children. Visit the event's website at [www.patriotgame.com](http://www.patriotgame.com).



# NEW FAX REFERRAL FORM FOR KENTUCKY TOBACCO QUITLINE AVAILABLE

GLMS News  
101 W. Chestnut  
Louisville, KY 40202-1881

Change Services Requested

Non-Profit Org.  
U.S. Postage  
PAID  
Louisville, KY  
Permit No. 504

The new form and fax number that health care providers can use to refer patients to Kentucky's Tobacco Quitline have been posted at [www.glms.org](http://www.glms.org). Counselors are available at 1-800-QUIT-NOW daily from 8 a.m. to 1 a.m. Eastern time to offer one-on-one instruction for tobacco users who are ready to quit. The quitline is a free statewide service.



**LOCAL SERVICE • NATIONAL PRESENCE • GLOBAL POWER**

- ▶ State of the art Practice Management System
- ▶ Qualify for up to \$44,000 per physician
- ▶ EHR is guaranteed to meet meaningful use criteria for ARRA stimulus money
- ▶ Complimentary ROI on EHR & Practice Management for your business
- ▶ Free EHR Readiness Assessment (limited time only) by certified Medical Practice Executive

**— DEMO DAY —**

**Thursday, September 9 • 6:00 pm**

10200 Forest Green Blvd (lower level)

**Beat the deadline for 2010 meaningful use!**

*Call for reservation limited seating • Drinks and appetizers provided*

**Call today! 502 339-7175 ext. 221**

