



On Friday, January 8, 2010  
Volume 24, No. 1

**Your Opinion is Important**  
**Please Complete**  
**2010 SSVMS Membership Survey**

On January 19, active status members of SSVMS will be asked to complete a Membership Survey containing about 30 questions. Members will receive an email or a fax (absent an email address) containing a hyperlink to our online survey. Pretesting tells us that the survey takes about 10 minutes. Your opinions on a number of issues will help staff and the Board of Directors evaluate our services and gather opinions on important issues. Please assist us in this important task by completing the survey as soon as possible. A separate survey will be sent to medical students.

**Make Your Reservation**  
**For the Annual Dinner**

Be there or be square for our 2010 Annual Awards and Installation Dinner in conjunction with the SSVMS Alliance on Friday, January 22, 6:00 p.m., at the Hyatt Regency Hotel, Grand Ballroom. **Jane O'Green Koenig, MD**, will receive the Golden Stethoscope Award. **Joanne Berkowitz, MD** will receive the Medical Honor Award and **CommuniCare Health Centers** will receive the Medical Community Service Award. The Alliance will present the Dorothy Dozier Helping Hands Award to **Celeste Chin**, and **Katie White** will receive the CMA-Alliance Dedicated County Member Award.

Entertainment? You bet! **Dr. Tim Lee**, magna cum laude, UC San Diego and PhD from UC Davis, has discovered that there is life other than his former job of developing simulation and analytic models of population dynamics. When he tried comedy for the first time, his bored to death tears went away. A PowerPoint presentation draws heavily on his science background to twist abstract theory into thought provoking comedy. Reserve your seats or a table by **January 19**. Call 916.452.2671.

**Interested in Serving on a CMA Council or Committee?** CMA is currently seeking nominations to the following: Council on Ethical Affairs, Council on Information Technology, Council on Judicial Affairs, Council on Legislation, Committee on Medical Services, Committee on Quality Care and the Committee on Professional Liability. Councils and committees generally meet 1 to 4 times a year. If you are interested in pursuing a nomination through SSVMS, please contact Chris Stincelli at 916.456.2018. The deadline for submitting nominations to the CMA is May 22.

**Sacramento Magazine** published its "Top Docs" issue in December 2009. They put this list together every two years after tabulating the results of a mailed ballot that is distributed to all members and non-members of SSVMS. SSVMS has traditionally provided the mailing list labels to the magazine, but we are not part of the balloting or selection process. In fact, we did not see the list this time until it was published. Aside from the fact that the process is not scientific, there are divided opinions on whether such a list is a good thing or not. However, we have remained involved and many of our suggestions regarding editorial content have been included in the introduction and side bar articles in that issue and other issues. In this last issue, we were pleased to see that members of SSVMS were highlighted and a link to our online membership directory was included. We are mentioning this because a number of members have told us that they never received a ballot. We were assured that all the ballots were mailed, but we were never told how many votes were cast. Direct mail marketing like this does not typically get much of a response. We have made suggestions to **Sacramento Magazine** to increase balloting response.

**MBC Address of Record.** For many years, the public has had access to [www.medbd.ca.gov](http://www.medbd.ca.gov) which is the Medical Board of California's public website. Sometime last year, significant changes and additions of new information about each licensed physician were included. The information that is presented comes from the survey that you complete each time you renew your license. Now, by clicking on your "Address of Record" the viewer can see a map to that address in street, satellite or hybrid view. If your home address is your address of record, you might find this very troublesome and may want to make a change.

**Thanks to the AMA and a campaign** by many others, the Federal Trade Commission has delayed its enforcement date on the "Red Flag" rule until June 1, 2010. This rule would require certain businesses (including physician offices) to develop identity theft prevention and detection programs. Both the AMA and CMA have materials that you can use to easily adopt a policy and plan.

**It will never happen to me!** In the last 30 days, two members have been the victims of one form or another of identity theft. One member's information was compromised by a mega insurance company who lost a laptop with thousands of physician records. The information obtained from the theft was then used to gain access to personal information leading to a run up of credit card charges. Another physician's retired DEA number was used by someone in Massachusetts to buy OxyContin. *Your worst fear happened in a local office.* The file server and PCs were stolen and desks broken into. The HIPAA requirements and steps that must be taken as a result of the theft are significant in both time and money to protect PHI and to notify patients, insurance companies and others.

**Here are a few recommendations to consider to keep your data secure:**

- **Passwords may help but many hackers can get around password protection. Encryption programs help, too.**
- **Don't put passwords where anyone can find them.**

- **Change passwords frequently and consider purchasing an encrypted password and account information program that can work with your PC and smart phone.**
- **Discuss even more significant computer security options such as password generating fobs and fingerprint scanners with your service provider.**
- **Always backup data and store your backups off site or remotely.**

**Save some money!** What is it that the gecko at GEICO knows? The secret is out - shop! Unless you have had some claims with your home, auto or office insurance package, you can probably save money by shopping yourself or using a broker. Workers' Compensation is a perfect example. If you have had either few or no claims, you can save quite a bit. If you would like to shop your current business and even health package, ask your broker, or contact our CMA-sponsored broker, Marsh Affinity at 1.800.842.3761.

**Join a CMA Webinar, Consultation Code Crosswalk: How to Bill Medicare in 2010.** The 2010 Medicare payment rule eliminates payments for inpatient and outpatient consultation codes and requires physicians to bill for either new or established office visits or initial hospital stays. In this timely webinar, Arthur Lurvey, MD, Medical Director for Palmetto GBA, will discuss what this means for physicians and how to bill for these services in 2010 and beyond. The webinar will be held on Wednesday, January 20, 2010, 12:15 - 1:15 p.m. Make your reservation at <https://www2.gotomeeting.com/register/401282867>

**We've done it! For 20 plus years, On Friday** has been printed and mailed at an ever increasing cost. So, we are going green (and electronic too) with this issue. We are hopeful that it won't end up in spam and email junk boxes and your staff will have an opportunity to review it. I hope you will continue to receive some benefit from this newsletter.

**Happy New Year and thank you for being a member!**

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