



# Simply Stated

Members Only

August 2006

## The Academy's Focus On Students And Residents

As president of the Georgia Academy of Family Physicians, I am writing to invite you to participate in a new Academy task force with a two-fold mission that we all share:

To increase student interest in family medicine; and to enhance selection of Georgia family medicine residency

### A Note From The President

By Susan C. Margletta, MD

programs by medical students.

By combining the work force and resources of the Academy, the state medical schools and the state residency programs, we can accomplish more for family medicine in Georgia than any of us could accomplish alone.

The Task Force on Student and Resident Affairs will have its first meeting on Saturday, Oct. 14, at 11 a.m. at the GAFFP headquarters in Tucker. Subsequently, there will be

three meetings per year held in conjunction with the Academy's quarterly Board of Directors meetings, as is customary for GAFFP.

It is my intent to recommend to the Bylaws Committee that the Task Force on Student and Resident Affairs become a standing committee of the Georgia Academy. I welcome your attendance at this meeting. Please contact the GAFFP office at (404) 321-7445 or by e-mail at [gafp@gafp.org](mailto:gafp@gafp.org) if you can attend.



Sincerely,  
Susan C. Margletta, MD  
President

## Annual Meeting Set For Cobb Galleria Centre

By Leonard Reeves, MD  
Education Committee Chair

We on the Education Committee are excited about the 58th Annual Scientific Assembly, which is scheduled for Nov. 8 through Nov. 11, 2006. We believe we have planned some interesting educational lectures and workshops for all of you, and we look forward to a very successful event.

Once again the meeting will be held at the Cobb Galleria Convention Centre in Atlanta. The reason we continue to hold the event at this facility is because it is the only location in Georgia that is both large enough for our group and has adequate hotel space for our attendees. The Georgia World Congress Center is too vast, and the other large facilities, mainly the Gwinnett Convention Center and the Georgia International Convention Center, do not yet have the hotel infrastructure in the immediate vicinity to host our group.

More than 10 years ago, we held the meeting in hotels, but we are proud to say that we have outgrown them. Because

*(Continued On Page 2)*



### Tar Wars Presentation

When the Foundation of the GAFFP was invited to give a Tar Wars presentation at the South Douglas Elementary School's Career Day just before the summer break, Marissa C. Natelson, a medical student at Emory School of Medicine, through the efforts of medical student Rachel Bengtzen, under the supervision of Dr. Joanne Williams, answered the call. She was terrific! The 150 energetic kids she spoke to loved her and the Foundation has been invited back next year. We would like to thank Daral Glick-Spencer, counselor; Casey Duffey, principal; and Paul Spence, assistant principal; for an excellent platform to present Tar Wars to so many students. Volunteer presenters are needed when school resumes in the fall. If you are interested, contact Jacquelyn Butts at (404) 321-7445 or [jbutts@gafp.org](mailto:jbutts@gafp.org).

# Georgia Academy Reaches Out To Local Hospitals On Credentialing

Earlier this year, the AAFP sent all U.S. hospitals a legal opinion reviewing credentialing and denial of privileges. The Board of Directors of the Georgia Academy believes it is important to resend it to all Georgia hospitals under the GAFFP president's signature.

The letter to the Georgia hospital CEOs said, in part:

*The attached legal opinion emphasizes that the law clearly states that credentialing decisions and granting of privileges may lawfully be based only on the demonstrated competency, experience and training of the physician.*

*Based on the current status of the law, this opinion discloses the following:*

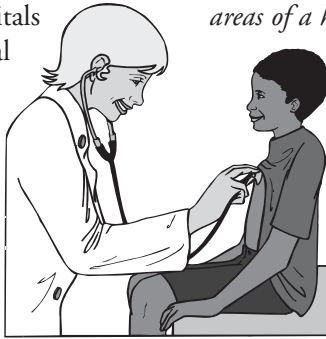
**1. Hospitals and peer review participants risk liability if they base decisions to grant or deny privileges on factors other than the demonstrated experience, training and competence of the family physician;**

**2. No evidence was discovered that would support the assertion that only board-certified gastroenterologists are qualified to perform endoscopic procedures;**

**3. Hospitals and peer review participants risk loss of federal and state immunity from liability by basing credentialing decisions solely on whether or not a physician has obtained specialty certification;**

**4. Physicians who join together, directly or indirectly, through medical staff actions or otherwise, (i) to refuse to provide surgical or other backup to family physicians or (ii) to exclude family physicians from practice may be engaged in a group boycott constituting a violation of antitrust laws.**

*Family physicians should have access to their patients in all*



*areas of a health care facility, including areas of high technological care, through appropriate privileging. Patients should have access to family physicians in all these areas. The Georgia Academy strongly believes that all medical staff members should recognize that overlap occurs between many specialties and that no one department "owns" or has exclusive rights to any particular privileges. Family physicians are integral to a hospital's pipeline to its patients and should seek to ensure that patients have access to the continuity of care that family medicine provides.*

*The Georgia Academy urges you to resist efforts to cause an unwarranted exclusion of qualified family physicians from caring for their patients at your facilities.*

A copy of the legal opinion is on the AAFP Web site at [www.aafp.org/online/en/home/practicemgt/privileges/position-papers/colonoscopy/response.html](http://www.aafp.org/online/en/home/practicemgt/privileges/position-papers/colonoscopy/response.html). If you want to have a copy sent to you, call the GAFFP office at (404) 321-7445.

## Annual Meeting

Continued From Page 1

we want to bring you a wide variety of simultaneous CME, we need several large lecture halls and breakout rooms at the same time, and we found that the hotels just do not have this type of space.

We will be happy to consider other locations down the road as situations change, and, from time to time, we submit the event for bid just to see what is happening with the competition.

We encourage your suggestions if you have ideas about other locations. Please forward them to Alesa McArthur at [amcarthur@gafp.org](mailto:amcarthur@gafp.org) or Leonard Reeves, MD, at [lreeves@floyd.org](mailto:lreeves@floyd.org).

Once again I am excited about the upcoming 58th Annual Scientific Assembly. Start making plans now to attend, learn and network with your friends and colleagues in our exciting field of family medicine. I certainly believe we are in the Renaissance of Family Medicine.

## Simply Stated

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GAFFP Mission:

To promote the specialty of family medicine through the education of and service to family physicians in Georgia.

# AAFP Seeks To Fill Key Contact Positions In Georgia

The American Academy of Family Physicians Board of Directors has placed a high priority on obtaining a federal key contact for every member of Congress. The following members of the Georgia congressional delegation still need a family physician key contact:

**Rep. Jim Marshall** • District 3 • mostly rural district covering 31 counties in middle Georgia.

**Rep. Cynthia McKinney** • District 4 • portions of DeKalb and Gwinnett counties.

**Rep. John Lewis** • District 5 • Atlanta and a portion of Fulton and DeKalb counties.

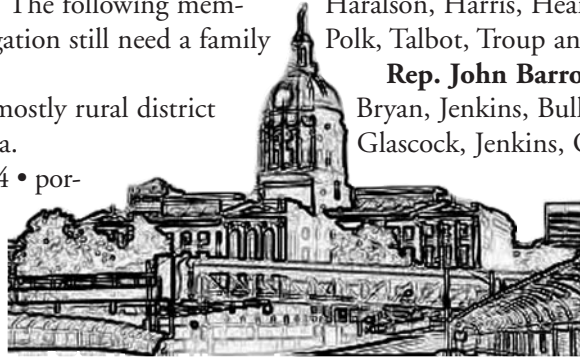
**Rep. Tom Price, MD** • District 6 • Cherokee, Cobb and Fulton counties.

**Rep. John Linder** • District 7 • Bartow, Cherokee, Forsyth, Gwinnett and Paulding counties.

**Rep. Phil Gingrey, MD** • District 11 • portions of Bartow, Carroll, Chattooga, Cobb, Coweta, Douglas, Floyd, Haralson, Harris, Heard, Meriwether, Muscogee, Paulding, Polk, Talbot, Troup and Upson counties.

**Rep. John Barrow** • District 12 • Clarke, Jefferson, Bryan, Jenkins, Bulloch, Burke, Chatham, Effingham, Glascock, Jenkins, Oglethorpe, Richmond, Screven, Taliaferro and Warren counties.

**Rep. David Scott** • District 13 • portions of Clayton, Fulton, Gwinnett, DeKalb, Rockdale, Henry, Newton, Walton, Fayette, Butts and Spalding counties.



A key contact must be a constituent of the legislator. Please contact Fay Brown at [fbrown@gafp.org](mailto:fbrown@gafp.org) or (404) 321-7445 if you are willing to serve.

## Georgia Family Medicine PAC

During the 2006 legislative session that concluded in April, GAFP members received nine legislative updates, the Legislative Committee met 10 times, the Executive Committee met four times and more than 50 members participated in the Primary Care Physicians' Day at the Capitol. This year's session was a struggle, and things looked bleak at the midway point, but by the end of the session family physicians could be confident that legislation that was passed will help their patients.

GAFP and its members did not win these hard-fought battles alone. A multitude of legislators worked tirelessly on our behalf to ensure that our patients and our profession were protected. We have depleted our Political Action Campaign coffers and need to replenish them so we can appropriately thank the legislators who helped us and are

### UPDATE

now campaigning for re-election.

The Congress of Delegates has passed policy seeking to raise our annual giving to the PAC by up to \$30,000 annually. We are seeking a minimum contribution of \$100 per family physician, \$25 per resident and \$15 per medical student. Contributors will have special opportunities to deliver PAC checks and receive special election-related mailings.

Remember: the cost of having a successful legislative session ... priceless.

The GAFPPAC is the political arm of the Georgia Academy of Family Physicians. GAFPPAC supports candidates who are sympathetic to the cause of promoting quality health care and family medicine and provides education to candidates and potential candidates who seek public office.

Thank you to the following members who have contributed to the PAC in 2006: (as of June 30)

Catherine Andrews, MD

Laura Beaty, MD

George Brown, MD

William Cornwell, MD

Ed Flournoy, MD

Samuel Gilbert, MD

James Hagler, MD

Donna Haney, MD

Wayne Hoffman, MD

Alice House, MD

Steven House, MD

Tong Huynh, MD

Bruce LeClair, MD

Joseph Lewis, MD

Michael Manning, MD

Samuel Palmer, MD

Ralph Peeler, MD

Rick Pierzchajlo, MD

J.B. Polhill, MD

Thad Riley, MD

Tammy Robinson, MD

Tracy Rosenbaum, DO

Michael Sein, DO

George Shannon, MD

David Sowell, MD

Roslyn Taylor, MD

Rosa Urrutia-Morell, MD

Rick Wherry, MD

## Residents And Students Earn Scholarships To Conference In Kansas City

Congratulations to the following individuals, who have earned scholarships from the Georgia Academy of Family Physicians and the American Academy of Family Physicians to attend the 2006 National Conference of Family Medicine Residents and Medical Students, scheduled for Aug. 2 through Aug. 5 in Kansas City, Mo.

### GAFP Scholarships:

**Peggy Sue Cavitt** - MCG Student Delegete  
**Srikanta Banerjee** - MCG  
**Kaya Jones** - Morehouse Student Delegate (alternate)  
**Daniel Ketterer** - MCG  
**Christopher Coppeans** - MCG  
**Malcom Floyd** - MCG

### AAFP Scholarships:

**Julie Braddy-Roberts** - First-time Student Attendee Award, Morehouse  
**Amanda Sloan** - First-time Student Attendee Award, MCG  
**Corey Brown** - Minority Scholarship Program for Medical Students, Morehouse  
**Melissa Quiros** - Minority Scholarship Program for Medical Students, Morehouse

## Medical Fair Set For September In Atlanta

The State Medical Education Board will host the 28th Annual Georgia Medical Fair for medical and dental students, residents, physicians and dentists Sept. 7 through Sept. 9 at the Westin Atlanta Airport Hotel in Atlanta.

At the Medical Fair, 35 rural

Georgia communities will be present to meet with providers regarding practice opportunities in their respective communities. The Medical Fair is the perfect chance to meet with communities and develop relationships that will last throughout the job search process for

students and residents seeking to practice in rural Georgia.

For more information about the Annual Georgia Medical Fair, contact Kim Jackson, State Medical Education Board of Georgia, at (404) 206-5420, or visit [www.smeb.georgia.gov](http://www.smeb.georgia.gov).

## GAFP's Annual Financial Report

Under Internal Revenue Code section 6104, tax-exempt entities must make their tax returns available to the public at the organization's principal office. The public is free to review the 2003, 2004 and 2005 tax filings for both the Georgia Academy and the Foundation of the GAFP during regular business hours – Monday through Friday from 8 a.m. to 4:45 p.m. Copied versions can be mailed for \$10 each. For more information, contact the GAFP office at (404) 321-7445 or [gafp@gafp.org](mailto:gafp@gafp.org). (Changes to fund balance year ending Dec. 31, 2005, and compared to prior years.

	2005	2004	2003
<b>Current assets:</b>			
Cash	\$944,994	\$775,158	\$584,552
Investments	546,428	518,934	484,751
Due from trust fund			
Due from other funds			
Total current assets	1,491,422	1,294,092	1,069,303
<b>Building and equipment:</b>			
Building	245,747	245,747	245,747
Equipment	120,500	111,920	111,920
Automobile	21,814	17,576	17,576
Less accumulated depreciation	(229,322)	(228,492)	(214,114)
<b>Other assets:</b>			
Investments in stocks			
Total assets recognized	\$1,650,161	\$1,440,843	\$1,230,432
<b>Liabilities:</b>			
Payroll taxes payable			
Due to the Foundation			10,000
<b>Net assets:</b>			
Unrestricted			
Undesignated	1,474,457	1,293,106	1,106,364
Board-designated			
District	25,351	25,160	25,076
Campaign	79,053	64,776	49,213
Legal assistance	63,353	49,504	34,428
Temporarily restricted			
Legislative PAC	7,947	8,297	5,351
<b>Total net assets</b>	<b>\$1,650,161</b>	<b>\$1,440,843</b>	<b>\$1,230,432</b>

# GAFP Needs Your Input

As a member of the Georgia Academy of Family Physicians, we ask for your participation in policy-making decisions.

Once a year, the Congress of Delegates meets to discuss and vote on resolutions that have been introduced by the membership that set GAFP's policy agenda for the upcoming year. The membership selects representatives from the active membership, family medicine residents and students from all medical schools in Georgia. You will receive your ballot to elect your representatives in the next few weeks.

Here are two examples of resolutions that were introduced last year:

## **Example 1:**

*Recommendation from the Emory Family Medicine Residency Program:*

*In accordance with the Federation's rec-*

*ommendations, we ask that the GAFP dedicate resources to the strategic planning of how to attract high school and college students to our discipline, especially students in the state of Georgia. The Federation continues to develop a PowerPoint presentation that can be used at this level. Dedicating resources at the medical student level should continue at its present level; however, we should realize that the cat is usually out of the bag, the horse is out of the barn, etc. ... when we are attempting to influence medical students. Our gem students and residents are the ones who already have their minds set on family medicine when they enter medical school.*

## **Example 2:**

*Resolution by Roslyn Taylor, MD*

*Be it resolved that the GAFP approach the Academies of Louisiana, Mississippi and Alabama, offering our help to other*

*organizations in cooperative efforts deemed acceptable and feasible by both parties (the GAFP and each state AFP).*

We are soliciting your ideas and leadership in proposing resolutions for this year's Congress of Delegates, which meets Nov. 11 and Nov. 12 in conjunction with GAFP's Annual Meeting in Atlanta.

If you are not sure how to write a resolution, we will be happy to help you.

The deadline to submit resolutions is Sept. 21, 2006. If you have any questions, do not hesitate to contact GAFP Director of Member Services Jacquelyn Butts at (404) 321-7445 or [jbutts@gafp.org](mailto:jbutts@gafp.org).

Thank you for your active participation in protecting family medicine and our patients.

## **AAFP Members Can Log Health Care Complaints Online**

The American Academy of Family Physicians has established an online health plan complaint form that gives members a way to report hassles with insurance companies.

Members wanted AAFP to have its own health plan clearinghouse where they could log their complaints concerning health plans. Members who visit the site will need their AAFP ID number. They will be asked to supply health plan information and then provide details on specific complaints about issues such as customer service, claims processing and coding. Their privacy will be maintained.

The AAFP won't report individual complaints to insurance companies, but the system will help AAFP track trends to align its advocacy efforts with members' needs.

For more information and to access the complaint form, visit the AAFP Web site at [www.aafp.org/x7293.xml](http://www.aafp.org/x7293.xml).

## **Call For Delegates And Alternate Delegates**

Notices have been mailed to all district delegates and alternate delegates who have another year to serve at the 2006 GAFP Congress of

Delegates. The Congress of Delegates will act on the reports of officers and committee chairs, as well as member resolutions.

### ***District Delegate Confirmations:*** (as of July 15)

**District 3** • Jason Matthew Fish, MD, Fortson; George W. Shannon, MD, Columbus

**District 4** • Susan H. Boyle, MD, Duluth

**District 5** • Catherine Andrews, MD, Kennesaw; David Boaz, MD, Alpharetta; Bernard M. Cohen, MD, Alpharetta

**District 6** • Anthony Alford, MD, Kathleen; Bonnie L. Brinson, MD, Perry

**District 9** • William D. Breedlove, MD, Blairsville

**District 10** • Paul Forney, MD, Augusta; Cathleen Quillian-Carr, DO, Watkinsville

**District 11** • Rose Fuchs, MD, Sharpsburg; Emily Jean Herndon, MD, Atlanta

# Bridges To Excellence Program Will Reward Doctors Who Care For Patients With Diabetes

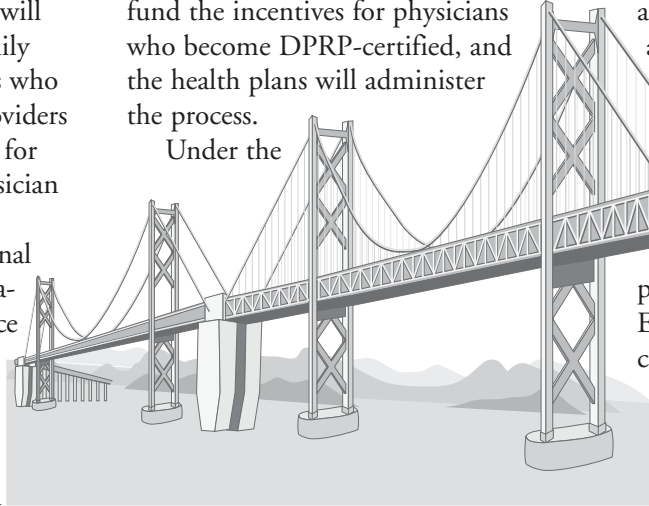
Bridges to Excellence, a unique program being launched in Georgia, will provide bonuses to internists, family practitioners and endocrinologists who become certified diabetes care providers through the National Committee for Quality Assurance's Diabetes Physician Recognition Program.

Bridges to Excellence is a national non-profit coalition-based organization created to significantly enhance quality of care by recognizing and rewarding health care providers who become certified diabetes care physicians. The program works with large employers, health plans, providers and a wide range of organizations that have a shared goal of improving quality and patient outcomes.

The Georgia Bridges to Excellence program, being coordinated by the Center for Health Transformation as part of its Healthy Georgia Diabetes and Obesity Project, is the result of an unprecedented coalition of large employers, including Atlanta Gas Light, BellSouth, ChoicePoint, Cingular, General Electric, IBM, International Paper, Marriott, Southern Company, UPS, Xerox and the state of Georgia, and seven insurers – Aetna, Blue Cross Blue Shield of Alabama, Blue Cross Blue Shield of Georgia, CIGNA, Humana, Kaiser and United. Additional employers are being added to

the roster regularly. The employers will fund the incentives for physicians who become DPRP-certified, and the health plans will administer the process.

Under the



Georgia program, DPRP-certified physicians are eligible for annual incentive payments of \$61 per year for a diabetic patient who is 18 or older, not eligible for Medicare, covered by one of the participating health plans and works for or is a dependent of someone who works for a participating employer. The program will be in effect for three years and will provide an opportunity for doctors to receive payments of up to \$50,000 more than what they now receive for professional services for these patients. Physicians may apply for certification and recognition through the NCQA's Web site at [www.ncqa.org/dprp/](http://www.ncqa.org/dprp/), and resources are available at no cost to assist physicians with the certification process.

In addition to financial rewards,

DPRP certification provides physicians another important benefit: improved access to diabetic patients seeking a physician. DPRP physicians will receive recognition on the NCQA Web site, one of the foremost sources used by consumers looking for qualified physicians. Additional recognition will be provided on the health plans' Web sites and on the Bridges to Excellence Web site at [www.bridgestoexcellence.org/bte](http://www.bridgestoexcellence.org/bte).

In addition, employees will communicate with their employees about the advantages of receiving care from DPRP-certified physicians.

The Georgia Bridges to Excellence program is about paying more money to physicians who choose to become certified diabetes providers and about encouraging patients to see those physicians in order to improve their quality of life and avoid the long-term complications that often accompany this disease. In the process, physicians receive funding that helps compensate them for the time it takes to provide high-quality care to people with diabetes, their patients with diabetes become healthier and employers save money.

More details are available on the Bridges to Excellence Georgia Web site at [www.bridgestoexcellence.org/bte/market\\_specific/Georgia/Georgia-market.htm](http://www.bridgestoexcellence.org/bte/market_specific/Georgia/Georgia-market.htm).

## Foundation Seeks Research Poster Presentations

The Foundation of the GAFFP is currently seeking submissions for the Annual Research Poster Presentations, to be held Nov. 10 at the Cobb Galleria Centre in Atlanta during GAFFP's 58th Annual Scientific Assembly.

Posters may include research results, case reports, summer projects or educational projects that address any topic relevant to family medicine. They must be original work not published or presented at regional or national meetings.

Projects previously presented at medical schools or student research days will be admitted. Concurrent submissions to other conferences, such as NAPCRG and STFM, are consid-

ered legitimate and are, in fact, encouraged.

Submissions are due Oct. 10, 2006. Practicing physicians, fellows, residents and students are welcome to enter posters. An entry form is available on the GAFFP Web site at [www.gaffp.org](http://www.gaffp.org).

Awards, given to promote research, are reserved for entries of exceptional quality. One award of \$500 will be given for the best poster presentation in each of the following categories: Students, Residents/Fellows and Practicing Physicians. Judging will be held on Friday during the morning exhibit hall hours.

For more information, contact Jacquelyn Butts at (404) 321-7445 or [jbutts@gaffp.org](mailto:jbutts@gaffp.org).

# APS Healthcare

APS Healthcare has been awarded a contract to provide Disease Management services for the metro Atlanta and north Georgia area. We expect to engage up to 53,000 recipients of Medicaid and provide members with health coaching and support in conjunction with the recipient's primary care physician and family support system.

An effective DM program provides clinical assistance, support and education to both the patient and their provider system(s), so patients can better manage chronic illness, with improved functioning and greater self-management. Disease Management promotes patient education and positive behaviors to improve outcomes for those with chronic illness, facilitating improved quality of life, improved overall health, and decreased healthcare expenditures. Disease Management integrates preventive activities and self care into standard clinical and medical care.

APS Healthcare provides each patient with chronic illness a personalized health advocate called a "health coach." We improve teamwork between patients and their healthcare providers. Coaches provide patients with education, reminders and clinical insights to better understand their disease and their care plan. Health Coaches also provide a "concierge" service to patients and providers and enable patients to take more initiative in their own care. Providers benefit from better patient monitoring and more frequent observations only possible with such intense monitoring and personal relationships. This results in better care, support to the patients and better informed providers.

The Georgia Department of Community Health completed an in-depth study of cost drivers within the Georgia Medicaid program. This analysis revealed that eighty-four (84%) percent of the highest cost recipients were in the Aged, Blind and Disabled category. Illnesses such as heart disease, hypertension and respiratory illnesses emerged in the top diagnosis categories. These Medicaid recipients are well suited for inclusion in disease management programs that can address and provide support for their chronic conditions and disabilities. These patients experience more frequent acute episodes, hospitalization and specialized support needs related to their chronic illnesses.

At this time, the Georgia Department of Community Health (DCH) is utilizing a two-pronged approach to cost and care management. DCH has chosen Care Management Organizations (CMO's) to provide prior authorization and concurrent reviews for the service delivery of the majority of the Medicaid population. In contrast, for the aged, blind and disabled, two disease management vendors have been identified to serve the northern and southern regions of the state, respectively. Chronic illnesses typically supported under Disease Management services include asthma, diabetes, COPD, CHF, CAD. Other disease states may be added, depending upon prevalence of illnesses and the population that is served. The illnesses specifically chosen for intensified management by the Department of Community Health for inclusion in their Disease Management Program are diabetes, asthma, COPD, CAD, CHF, schizophrenia and hemophilia. For more information about the Georgia Enhanced Care Program, contact our Provider and Community Outreach Department at **(866) 779-3870**.

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The Mission of the Georgia Academy of Family Physicians is to promote the specialty of family medicine through the education of and service to family physicians in Georgia.

## Physicians' Alliance Members Tell the Story!

**"Physician's Alliance has shown its value"**

M.J.K., MD, President, Primary Care Network

**"We have saved a significant amount... and receive superior service..."**

N.B., Practice Administrator

**HELPING THOUSANDS OF DOCTORS SAVE MILLIONS OF DOLLARS!**

**"I'm not sure why anyone wouldn't join Physicians' Alliance"**

J. V. H., Practice Manager

**"We realized cost containment, cost reduction and increased profit margin"**

S.G., Chief Financial Officer

Physicians' Alliance is a non profit group purchasing organization founded by doctors for doctors to help reduce practices' operating costs. Membership is free and participation is voluntary.

[www.physiciansalliance.org](http://www.physiciansalliance.org) • [physall@aol.com](mailto:physall@aol.com) • 1-866-348-9780

