

New benefit for Medical Society members



"The customer is everything"

Physician Sales & Service, Inc. was founded in 1983 with a mission to fulfill the inventory needs of office-based physicians by providing unique and innovative services. Based in Jacksonville, FL, PSS has grown into the country's largest provider of medical supplies to the physician market through its commitment to fast service and the belief that "The customer is everything." Our team of over 750 sales consultants is dedicated to getting physicians the medical products they need faster than anyone else can. With 33 PSS service centers distributing medical supplies to approximately 100,000 offices in all 50 states, we're able

to process and deliver any order with next day service and same day emergency service.

Physician Sales and Service (PSS) is pleased to announce a working relationship the Medical Society of the County of Erie. PSS is a national distributor of medical supplies and services. PSS provides the ability to access national GPO's (group purchasing organizations) while providing the physician community with local service and next day delivery.

Some reasons you may want to look at PSS for you supply needs are as follows:

- * We offer a full line of indictable and medical supplies.
- * Free next day shipping (also free same day shipping for emergency orders).
- * Our drivers will aid in the unpacking and storage of your order.

* PSS will stock product in our Rochester warehouse to help eliminate stocking at your facility.

* No minimum order fees.

* PSS administers and offers national contracts (Novation, Premier, Broadlane, Medigroup ...).

* We offer a free price comparison between the contracts to help maintain the best pricing and service for our accounts.

* Online ordering including our barcode system called Smartscan.

As a member of the Medical Society of the County of Erie, you are entitled to all the benefits of PSS including a free barcode scanner (non-member price is \$400). Please contact your local sales representatives Brian Smith (716-563-1975) or John Norris (716-860-0826) with any questions.

Give it to me straight...

By: William Pallsano; President, Lincoln Archives



"Give it to me straight, Doc. Am I gonna make it?"

Doctor: "Yes, with an aggressive regiment of treatment, you'll make it. And I (with-

out my knowledge) am about to share all

details as well as your complete medical history with complete strangers, many of whom have no right or reason to have this information. So, let's get started."

Sure, right Bill, that'll never happen. Well it has and still does happen. Here are a few of the more extreme examples of what I've seen in fifteen years of working with med-

ical professionals:

- Medical charts in boxes marked "RECYCLE" left on shipping docks and in common areas at medical facilities.
- Boxes of charts and x-ray films lined up in access hallways to waiting areas, because the file room is too packed or re-file personnel are behind.
- Loose medical files lying on top of properly locked file cabinets, because they won't fit inside (re-file staff is behind in purging).
- Caged in storage areas with no locks, or lock present but not on.
- Prescription bottles thrown in regular trash.
- Self storage units w/ PHI boxes mixed w/ financial or operational records, furniture, equipment, being accessed by maintenance guys, movers, etc.
- And the one that really hit home. I was once meeting w/ a HIM at his office. His file room office was extremely cramped, so we "borrowed" an unoccupied doctor's office (the doctor was either on vacation or at another facility, that day). During the meeting, the phone rings. My contact answers it, starts looking at

continued on page 17

MEDICAL OFFICE SUITE
for sublease
FULLY FURNISHED & OPERATIONAL
Sheridan Dr., Amherst, NY
Conveniently Located off I-290

Add a new location to your practice with NO effort!

Rental Includes:

- Up to 6 exam rooms and procedure area
- All office and medical supplies
- Computer access to Kaleida Health Network
- Medical Assistant
- All taxes, utilities and CAM
- Free parking
- Lab on premises

Rent as little as 1/2 day per month!

Contact: Brenda at 716-831-8242
Or e-mail pmbear@aol.com




Give it to me straight

Continued from Page 16

an open file on the desk and says "Yes, file XYYYZZ is right here, yes, patient name is Tracey Palisano," and looks at me bewildered. This was my wife's medical file, open, on a desk, in an unlocked office, adjacent to a very busy waiting room! I don't remember if the door was originally closed or open, but it was definitely unlocked. I get the feeling (and have experienced many such incidences of "borrowing" an office) that offices are frequently "borrowed" by staff to have a small meeting, have a private conversation or use a phone in a quiet environment.

Granted, the above examples are some of the more extreme, and it was a freak occurrence (that my wife's file was laying on the desk), but how often is information left out in areas where cleaning companies, maintenance/repair personnel, and IT/Phone and other vendors are doing their jobs, unsupervised?

Medical firms can no longer be so cavalier about safeguarding PHI. Since HIPAA has matured, I have seen great improvements in how PHI is treated and protected. Instances like above are fewer and farther in between. But, some of the examples are as current as within the last year. Sure, there are fines for breaches via HIPAA and other laws. But if you are not careful, I think a fine will be the least of your worries. Now this is purely my opinion, and not necessarily that of my company or its' other owners, but... You are painfully aware (and maybe numb to) the industries of medical malpractice lawsuits, personal injury lawsuits and now even nursing home neglect/negligence, to name a few. What will be the next legal lawsuit jackpot? How about unauthorized PHI release? Think about it. The medical privacy laws are already in place. You have a big fat insurance policy. We are in an ever increasing litigious society. There seems to be no shortage in legal representation. Etc., etc.

So, take a look at your operation. Most firms I meet with run a 'tight ship' with their informa-

tion controls. A bit of tweaking here or there may be all you need. But, if you are being stretched by increasing business and/or facility constraints, talk with a professional records and information services management company. Most can provide multiple solutions to your information needs. You may want to scan documents and destroy the hard copies, purge and destroy hard copies to fit your facility's constraints, or consider storing off-site. Don't forget to get your backup tapes off-site, as well. With the EMR and huge increase in scanning, your servers must be backed up and tapes must go off-site to really protect your firm. Most professional records and information services management companies have high security restricted facilities, climate controlled storage vaults, stringent screening and background investigated employees, bar coded online tracking of all files, and live satellite tracking of vehicles, servicing clients 24x7, 365 days per year.

Remember, "An ounce of prevention is worth a pound of cure." Benjamin Franklin

Capital Gains

Continued from Page 13

² Department of the Treasury, Office of Tax Analysis, "Historical Capital Gains and Taxes", Nov. 2004 via www.taxpolicycenter.org

³ www.fairmark.com "Conferees Finally Agree on Tax Legislation", May 2006

⁴ www.heritage.org "Make the Dividend and Capital

Gains Tax Rate Permanent to Keep the Economy Going", Feb. 2006

⁵ www.heritage.org "Make the Dividend and Capital Gains Tax Rate Permanent to Keep the Economy Going", Feb. 2006

⁶ www.worldbook.com "Capital Gains Tax" Dec. 2004

⁷ Department of the Treasury, Office of Tax Analysis,

"Historical Capital Gains and Taxes", November 2004 via www.taxpolicycenter.org

⁸ Deloitte Development Tax News & Views "Democratic Resurgence Signals Possible Shift in 110th Congress", Nov. 6 2006 v.7, No. 42 p1 (Special Edition)

⁹ www.inc.com "Most Business Owners Plan to Sell Within Three Years", Sept. 2006 p5

Executive Director

Continued from Page 3

bers that their websites were problematic due to their use of patient testimonials. Upon review of NY State Education Law §6530, professional misconduct is defined in a statement among which is: "advertising or soliciting for patronage that is not in the public interest". Furthermore the section of this law also provides that "advertising or soliciting not in the public interests shall include.....uses testimonials". For a complete definition of professional misconduct, see <http://www.op.nysed.gov/article131-a.htm>.

Insurer Problems?

Are you experiencing problems due to excessive hold time when phoning carriers, denial of claims, payment and pre-authorizations? If this is happening to you, you have a quick online option available to you. First, log onto the MSSNY website, www.mssny.org. Then point and click to Practice Resources, and follow through to Payer Relations (SME). The online **Hassle Factor Form** may be utilized to report insurance administrative and claims processing concerns including settlement disputes.

To access the **Provider Prompt Payment Claim Form** which is for all Provider (Prompt Pay), No-Fault (injuries from Motor Vehicle accident) and Workers Compensation related complaints log onto the New York State Insurance website, www.ins.state.ny.us. Click on Helpful Resources, follow with clicking on Consumer Complaints and Health Care Providers or Attorneys Filing

www.eriemds.org

Complaints on Behalf of Health Care Providers and that will lead you into the pdf format of this form.

Upcoming Events

Within the next few months, the MSCE will be co-sponsoring a number of events which you and/or members of your staff may be interested in attending. Some of the programs currently scheduled include:

- **April 2** - Spring Membership Meeting
Health Information Technology Seminar
5:30pm; Creekside Banquet Facility.
- **April 5** - Defensive Driving Course
8:00am - 2:00pm; St. Joseph's Hospital Community Room.
- **April 9** - Practice Matters Matter
7:00am - 10:00am; Millard Fillmore Gates, Webster Hall.
- **May 8** - Annual Meeting
5:30pm; Adams Mark Hotel.
- **May 17** - Duty to Disclose; CME/CLE program
7:00am - 1:30pm; Millennium Hotel.
- **May 22** - Hear Come the Judges
5:30pm; Harry's Harborside Restaurant.

If you would like further information, contact Pam Zwolinski at 852-1811 ext 105.

www.chautdocs.org