

practice notes

February 2010

Ultrasound Conference Set for Feb. 26-27

The Sound Imaging Quad-State Ultrasound Conference will be held Feb. 26-27 at Clarion Inn Summit Center in Tupelo.

The conference is targeted to physicians, sonographers and sonography/radiologic technology students. Friday evening's topics include health care of the future, current topics in breast ultrasound and ultrasound of the foot. Saturday's topics include neurosonography, pediatrics, obstetrics, gynecology, vascular, echocardiography and more.

Registration and payment must be made by Feb. 12. For registration and fee information, call Kim Sallee at North Mississippi Medical Center-West Point, (662) 495-2331.

False Claims Update

The False Claims Act (FCA) is a Civil War-era law that penalizes individuals and companies for knowingly sending to the government a false or fraudulent bill. In health care circles, this generally involves improper coding, billing for services that were not rendered, services rendered at a lower level than were billed, and documentation inconsistent with the services actually provided. As always, documentation of services provided is either your best friend or your worst enemy. The good news remains... the choice is yours.

Recent legislation has made it easier for the government to prosecute health care providers. Under this recent change, the government can

argue that retaining identified overpayments is an FCA violation. The penalties associated with FCA violations equal:

Amount Received + 3x Amount Received + Fine of \$5,000 to \$10,000 per claim

This recent change increases the need for greater attention to vendor relationships, physician relationships and the documentation of services properly provided. It also illustrates an increased need to let us know about any questions and concerns you may have. If you have a compliance question and/or concern, you are encouraged to contact us by using any of the methods listed:

- **NMHS Compliance Hotline 1-888-246-2808**
- Jim Stanzell, NMHS Chief Compliance Officer (662) 377-4148 or jim.stanzell@nmhs.net
- Bruce Toppin, NMHS Vice President and General Counsel/Privacy Officer (662) 377-4229 or btoppin@nmhs.net
- Your supervisor, department manager, administrator or service line administrator
- Your local compliance liaison
- Employment Services (662) 377-3506

Your input and participation is valued.

Sports Motion Video Analysis Prevents Injuries

David Washington, DPT, recently went to two area schools to video athletes using the **new Sports Motion video analysis equipment**. Coaches requested that he video their athletes performing sports activities to analyze their technique. Washington went to Itawamba Community College to video the pitching staff of the ICC baseball team. He also analyzed the



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girls power lifting team at Nettleton High School. The athletes were recorded performing their sport, and the video was analyzed by Washington and the coaches to determine if any corrections needed to be made to prevent future injuries. Washington also reported to the Orthopedic Section meeting and allowed the orthopedic surgeons to view firsthand what the equipment and software offer their patients. More school visits are anticipated in coming months.

NMMC Pharmacists Receive Specialty Board Certification

NMMC pharmacists **Wes Pitts** and **Stacie Penkova** were recently board certified in pharmacotherapy. They are the only two pharmacists in north Mississippi to have achieved this certification, and two of only 20 in Mississippi.

Pitts and Penkova are certified by the Board of Pharmaceutical Specialties, an agency whose purpose is to recognize pharmacy specialties and certify pharmacists' knowledge and skills at the advanced practice level.

Pharmacotherapy is the area of pharmacy practice that is responsible for ensuring safe, appropriate and economical use of medicines in patient care. A pharmacotherapy specialist has responsibility for direct patient care, is a member of a multidisciplinary team and is the primary source of drug information for other health care providers.

Tapscott Named to Statewide Office

Marsha Tapscott, director of NMMC's Marketing Department, was recently named president of the Mississippi Hospital Association's Society for Health Care Marketing and Public Relations. She was named president during the society's annual meeting in November and will serve in that role until November 2010.

Asthma Super Saturday

NMMC will host **Asthma Super Saturday** from 9:30-11:30 a.m. Saturday, Feb. 6, at the

NMMC Women's Hospital, 4566 S. Eason Blvd. Registration begins at 9 a.m. Participants will be divided into three groups. Entertainment will be provided for ages 2-5. Asthma education and entertainment will be provided for ages 6-12. Education will also be offered for ages 13 and older, including parents of children with asthma.

The event is free and will also feature light refreshments and door prizes. For more information or to pre-register for Asthma Super Saturday, call (662) 377-4706 or 1-800-THE DESK (1-800-843-3375).

Festival Offers Hope to Local Cancer, Diabetes and Heart Disease Patients

Project Hope invites area families to come out Friday, Feb. 26, and make a difference in the lives of local cancer, diabetes and heart disease patients.

The 11th annual **Festival of Hope** is planned for 6-10 p.m. at Tupelo Furniture Market's Building 5, 1879 N. Coley Rd. With the theme, "Welcome to Hopeville" centered around the classic books of Dr. Seuss, organizers promise good food, entertainment and fun for all ages. Dr. Karl and Bev Crossen are this year's honorary chairs.

Survivors of heart disease, cancer and diabetes will be honored during the opening ceremonies, and a time of remembrance is planned for those who lost their battle against these diseases.

Back by popular demand, local rock band Spunk Monkees will provide the evening's entertainment. Before the Spunk Monkees take the stage, teams will face off in a talent contest, and the Lee County Sheriff's Department will take on the Tupelo Fire Department in the annual "Battle of the Badge."

Hamburger and hot dog plates will be sold for \$5 each to benefit Project Hope. Children's events are planned until 9 p.m., and games and musical entertainment will be ongoing throughout the event. Presenting sponsors are North Mississippi Medical Center and Project Hope.



For more information about Festival of Hope, call (662) 377-3867 or (662) 377-4143, or visit www.projecthopems.com.

NMMC Announces “Women In Red” Luncheon

North Mississippi Medical Center and the Health Care Foundation of North Mississippi will sponsor a “**Women in Red Luncheon**” at noon Tuesday, Feb. 16, at First Baptist Church Fellowship Hall as part of the Woman’s Place Lunchtime Learning Series.

Cardiologist Barry Bertolet, M.D., of Cardiology Associates of North Mississippi will discuss “Top Ten Tips for a Healthy Heart.”

Participants are encouraged to wear red to raise awareness of heart disease among women. Heart disease is the No. 1 killer of American women, regardless of their race or ethnicity. Free blood pressure and stroke screening will be offered before the luncheon.

Lunch will be provided for \$5 for those who preregister by Wednesday, Feb. 10. To confirm your attendance or to learn more about upcoming lunchtime learning programs, call 1-800-THE DESK (1-800-843-3375).

Acclaim P&T Committee Announces Tier Changes

The following medications were added to Tier 2 at the November meeting:

- Donnatal Extentabs® for irritable bowel syndrome
- Humulin R(U 500)® for diabetes
- Levoxyl® for thyroid
- Lidoderm Patch® for pain
- Multaq® for arrhythmia

In addition, urinary/urological agents will be added to the 90-day supply list.

IRB Approves, Renews Studies

The NMHS Institutional Review Board currently oversees more than 90 biomedical and behavioral studies. The IRB meets monthly and the following studies were approved and renewed at the December meeting.

New Studies

Study: CRYSTAL AF – Cryptogenic Stroke and Underlying AF

Investigators: Keith Kyker, M.D. (PI); Cardiology Associates of North Mississippi and Tupelo Neurology Clinic

Summary: The purpose of this study is to compare the continuous monitoring by the Reveal XT Insertable Cardiac Monitor to standard of care optimal medical treatment in subjects after diagnosis of cryptogenic stroke.

Study: Medtronic Adaptive CRT Clinical Study

Investigators: James Stone, M.D. (PI); Chris Bell, ACNP, Karl Crossen, M.D., Keith Kyker, M.D.

Summary: The purpose of this study is to evaluate clinical composite scores between treatment and control groups, cardiac performance between Adaptive Cardiac Resynchronization Therapy (aCRT) and echo-optimized device settings through aortic velocity time integral, and heart failure complications and inappropriate atrio-ventricular or inter-ventricular delay settings related to the aCRT feature.

Study: A Multicenter, Randomized, Double-blind, Parallel-group Study of the Safety, Remission and Prevention of Structural Joint Damage during Treatment with Tocilizumab (TCZ), as a Monotherapy and in Combination with Methotrexate (MTX), versus Methotrexate in Patients with Early, Moderate to Severe Rheumatoid Arthritis (Protocol – WA19926)

Investigators: Charles King, M.D. (PI); IMA-Tupelo Rheumatology and Osteoporosis Center
Summary: The purpose of this study is to assess the safety, disease remission and prevention of structural joint damage on treatment with tocilizumab as monotherapy or in combination with methotrexate, versus methotrexate in patients with early moderate to severe rheumatoid arthritis.

Study: A Golimumab Phase IIIb, Multicenter, Switch Assessment of Subcutaneous and Intravenous Efficacy in Rheumatoid Arthritis Patients who have Inadequate Disease Control Despite Treatment With Etanercept (ENBREL) or Adalimumab (HUMIRA) (Protocol –



CNTO148ART3002)

Investigators: Charles King, M.D. (PI); IMA-Tupelo Rheumatology and Osteoporosis Center
Summary: The purpose of this study is to assess the effects (good and bad) of golimumab for rheumatoid arthritis in patients previously treated with another tumor necrosis factor (TNF) inhibitor.

Study Renewal

Study: *An Open-label, Long-term Safety Study of Oral Linaclotide Administered to Patients with Chronic Constipation or Irritable Bowel Syndrome with Constipation (MCP-103-305)*

Investigator: Stephen Amann, M.D. (PI);
Digestive Health Specialists

Summary: This study is to assess the long-term safety of linaclotide administered to patients with chronic constipation or irritable bowel syndrome with constipation. Enrollment is open.



Continuing Medical Education

The CME Program is based in the NMMC Education Department and works to provide quality educational programming that will meet general as well as specific professional needs. Please call (662) 377-3826 or the Consult Line at 1-800-952-8101 if you have CME comments and/or suggestions. Select CME programs are by invitation only and are also subject to change. **Please RSVP upon receipt of invitation.** Visit www.nmhs.net/physicians_portal.cme.php for more information.

February 19

Medical Ethics Committee

Is "Do No Harm" Still Important?

Health Care Reform: The Ethical Implications to Hospitals and Health Care

Lee Greer, M.D.

7:30 a.m., NMMC Education Room 21

February 19

Diabetes Foundation of Mississippi Conference

8 a.m., NMMC North Education Center

February 26

Ultrasound Conference – Day 1

6 p.m., Clarion Inn, Summit Center

To register or for more information, call Kim Sallee at (662) 495-2331.

February 27

Ultrasound Conference – Day 2

7 a.m.-4 p.m., Clarion Inn, Summit Center

To register or for more information, call Kim Sallee at (662) 495-2331.

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