## BULLETIN



Janardan R. Tallam, MD

President-Elect

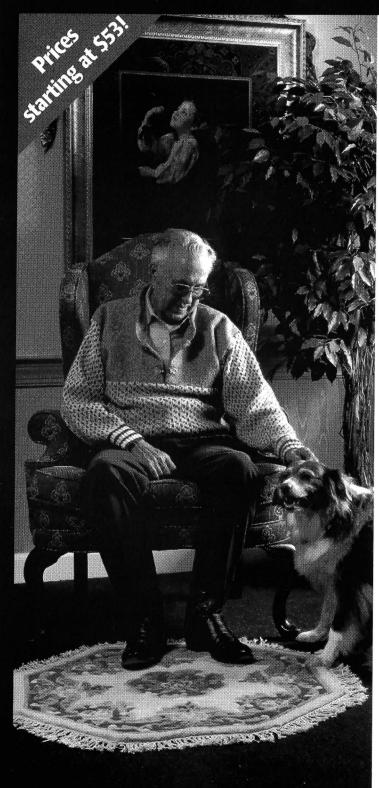


Thomas N. Detesco, MD
President



Denise L. Bobovnyik, MD Immediate Past President

## There Is An Alternate Route To Nursing Home Care.



Karrington
Assisted Living
offers a home-like
quality care
alternative for
seniors.

At Karrington we specialize in compassionate, individualized assistance with activities of daily living such as bathing, dressing and medication supervision.

Three daily meals and snacks, scheduled transportation and a complete activities calendar are provided. And...a separate, secure area is dedicated to individuals with Alzheimer's disease or other types of memory impairment.



ASSISTED LIVING

BY SUNRISE ASSISTED LIVING

Karrington of Poland 335 West McKinley Way Poland, OH 44514

330-707-1313

**Act Now for Lowest Prices and Best Suite Selection!** 

## O M P A C

The Political Action Committee of the Ohio State Medical Association Needs Your Support!

You need OMPAC's active political involvement to protect your practice and patients.

JOIN NOW!

#### **Contribution Levels:**

\$125.00 Physician Sustainer \$10.00 Resident/Student \$200.00 Family Sustainer \$300.00 "300-Club"

Make your personal check payable to **OMPAC** 

or charge your OMPAC membership on your personal MasterCard or Visa.

OMPAC 3401 Mill Run Drive Hilliard, Ohio 43026 (880) 766-6762

#### Bulletin

#### Table of Contents

President's Page 4	Physician's Advisory14
Editor's Page 6	In the News 15
In Memoriam 7	From the Bulletin 16
Dr. Cestone Honored 8	State Medical Board
MCMS December Meeting 9	Hospital News
MCMS January Meeting 10	Classified 22
MCMS New Members 13	

Editor RONALD DWINNELLS, MD Managing Editor ELEANOR PERSHING Editorial Board DENISE L. BOBOVNYIK, MD CHRIS A. KNIGHT, MD

The Bulletin is published four times a year by the Mahoning County Medical Society, 7355 California Avenue, Suite 3, Youngstown, Ohio 44512. Phone (330) 758-1624. Fax (330) 758-1805.

The opinions and conclusions expressed herein do not necessarily represent the views of the editorial staff nor the official view of the Mahoning County Medical Society. Advertisements do not imply sponsorship or endorsement by the Mahoning County Medical Society of products or services advertised.

The Bulletin reserves the right to edit all contributions for clarity and length, as well as to reject any material submitted, including advertisements.

Subscription rate of \$20.00 per year is included in MCMS dues. Correspondence and changes of address should be mailed to the above address.

#### COUNCIL

#### Officers

THOMAS N. DETESCO, MD President JANARDAN R. TALLAM, MD President-Elect RICHARD J. MARINA, MD Secretary/Treasurer DENISE L. BOBOVNYIK, MD Immediate Past President

**AMA Alternate Delegate**DANIEL W. HANDEL, MD

OSMA Sixth District Councilor CHRIS A. KNIGHT, MD

#### **OSMA** Delegates

DENISE L. BOBOVNYIK, MD DANIEL W. HANDEL, MD CHRIS A. KNIGHT, MD CHANDER M. KOHLI, MD RICHARD J. MARINA, MD JANARDAN R. TALLAM, MD

#### **OSMA Alternate Delegates**

THOMAS E. ALBANI, MD THOMAS N. DETESCO, MD JAMES J. ENYEART, MD RONALD A. RHODES, MD MARC S. SAUNDERS, DO RONALD M. YARAB, MD

#### Members-at-Large

CHESTER A. AMEDIA, MD JAMES P. D'APOLITO, MD SUDERSHAN K. GARG, MD KATHIE A. NELSON, MD EUGENE L. PROTESTA, MD SANTUCCIO RICCIARDI, MD

> Editor of Bulletin RONALD DWINNELLS, MD

#### FOUNDATION TRUSTEES

RASHID A. ABDU, MD DAVID J. DUNCH, MD NORTON I. GERMAN, MD PRABHUDAS LAKHANI, MD CHATRCHAI WATANAKUNAKORN, MD C. CONNER WHITE, MD

**Executive Director** ELEANOR PERSHING

#### The Future of Medicine

O IDENTIFY WHAT WILL BE THE KEYS TO THE FUTURE OF MEDICAL PRACTICE, WE MUST BE MINDFUL OF THE SCIENTIFIC AND

technical means, as well as social and economic structure.

The mapping of the genome is hardly the end of the story.

Rather, it will be only the beginning of the relationship between genes and the environment. and the ways disease and health will be affected by this interplay. Immunology, and, of course, neuroscience, may well have the most potential.

Computers will be faster, cheaper, and capable of doing more things, and will have an enormous affect on medicine in the future. Surgery will get progressively less invasive; become faster; and probably get cheaper. Medications will be more targeted, more selective, and, of course, more effective.

The new technologies are going to be expensive, adding a great deal to the cost of medical care. Certain surgeries that we would never attempt now, for example, will become possible on sicker, as well as much older, patients.

All of these will, of course, raise expectations enormously. Good things are brought to the marketplace. But then, people's expectations of what medical care can do rise even faster, so the gap between expectations and delivery is constantly there, and probably getting even wider. This creates problems in and of itself, a major detriment to this increased dependence on technology being an even greater deterioration of the physician-patient relationship.

Thomas N. Detesco, MD



Turning our attention to the social and economic principles, we must realize that we have an aging society. At the beginning of this century, there were ten Americans under the age of 18 for every one over the age of 65. By 1960, that ratio of 10:1 had fallen to 4:1. By 1990, it had fallen to 2:1 and is still falling. That is a tremendous transformation of the nature of any society. For those of us who are not in the business of pediatrics or obstetrics, most of our patients and revenue in the future will come from patients age 65 and older. That's where the market is and that's where it's going to be.

Also, it is clear that we are a very litigious society, a situation which appears to be getting worse, rather than better. What we have done is taken a very good idea - that is, that we are a nation of laws, rather than a nation of men and we have pushed it to what I believe are unreasonable lengths. This is particularly dangerous for health care. Not only do we have the private enforcement of law, through malpractice suits, but we have the strange notion that any problem arising in health care can be solved by simply passing a law.

One of the great dangers we currently face is the idea of medical care that is designed in Columbus or Washington. We face the possibility of the worst of two possible worlds: on the one hand, we have this notion that we are going to have a competitive market-driven medical care system; on the other hand, we have the notion that we are going to have government regulation make sure that the competitive marketplace works the way people think it should.

What we are losing sight of is that there has always been a third control in medical care: the element of "professional norms" of a relationship between a health professional and a patient. This relationship is not governed either by a purely competitive business market or solely by regulation, law, and fear of malpractice suits.

Economic factors are also important. First, we have the looming failure of the "pay-as-yougo" system for financing medical care for the elderly and for financing Social Security. The replacement rate for our workers has been below the expected norm in 24 of the past 25 years. The current system will not work under those

continued on page 8

## Health Insurance Headaches?

Medical Savings Accounts now available! Call for details.

# Take two aspirin and call OSMA in the morning

You have enough headaches as a provider of healthcare. Count on the OSMA Insurance Agency to relieve your headaches as a consumer of healthcare. In fact, we have just what the doctor ordered.

OSMA-sponsored group health insurance from Medical Mutual of Ohio offers you choices. Plus, low stable rates you can count on, high benefit levels, superior service and quick claims turn around. Vision and dental plans are available too. Whatever plan you choose, you'll save on health insurance for yourself, your family, and your staff.

OSMA...your prescription for health insurance savings!

To find out how you can qualify for these savings, call the OSMA Insurance Agency today.

1-800-860-4525



OSMA Insurance Agency 3401 Mill Run Drive Hilliard, Ohio 43026



#### Why Did We Become Doctors?

UMMAGING THROUGH MY DESK DRAW-ERS SEVERAL WEEKS AGO, IN A FAILING ATTEMPT TO BATTLE THE NEVER-ENDING

clutter and disorganization, a folded sheet of notebook paper fell onto the floor. Curiosity forced me to peruse the contents

> before tossing it into the trash. In a child's uneven printing, that included misspelled words, random use of upper and lower case letters, and incorrect punctuation, the note read:

Dear Dr. DwInnells, thank you For making me FEEL BettEr You always make me feel better Your Pation, Tara.

When the note was first given to me by the seven-year-old, probably two or three years ago, I recalled how it brought forth a sense of fulfillment. But, my busy schedule did not allow me to contemplate or enjoy it for very long. It was hurriedly folded and placed into the desk drawer, soon to be forgotten.

Upon rediscovering this treasure and reading it once again, a humbleness and sense of purpose renewed. The question of why I had chosen to become a physician pranced through my mind. Was it not to become a healer of mankind? To mend wounds and rid the body of dis-

maintaining health and wellness? Was this not the purpose of our prolonged education and training?

With the advent of managed care and the

eases? To educate our fellow human beings on

With the advent of managed care and the endless stream of insurance organizations, not to mention the incessant rules and regulations just to get reimbursed for our services; hospital systems jockeying for the most opportune financial situations; the constant threat of liability issues; and the ongoing political pressures of lowering healthcare costs; it has become considerably more difficult to practice medicine without becoming distracted. We seem to spend a significant amount of time dealing with the above-mentioned issues in order to survive, and it's easy to lose sight of why we became doctors.

The practice of medicine has certainly seemed to evolve into a matter of control. Who controls our medical practices? Is it the insurance companies? Is it the hospitals? Or, are the lawyers in charge? The politicians, perhaps? It certainly doesn't appear to be the physicians or the patients – the two primary components of this art.

Medicine is unquestionably an art. To analogize, how can these external groups force "artists" (physicians) to paint the same "picture" (the delivery of medical care such as types of medication used, number of hospital days allowed for an illness or procedure, approval or disapproval of the use of consultants, etc.) for uniquely different individuals (patients)? Their argument is that control of physicians' methods of healthcare delivery is the most cost-effective way to provide medical services. Maybe, but is it providing the highest quality? Definitely not.

Perhaps this attempt to conduct medical services in a so-called cost-effective manner actually creates a greater expense for our society, because we are not allowed to concentrate fully on the task of patient care. Sometimes, all the extraneous burdens that we must deal with on a day-to-day basis cause us to lose perspective on why we became physicians. It also takes us away from the primary purpose of our profession, which is to care for an individual's health.

So that leads us back to the question - why

Ronald Dwinnells, MD



R Dumille

continued on page 15

### In Memoriam

#### RICHARD W. JUVANCIC, SR., MD

November 15, 1920 February 21, 1999

#### RADIOLOGY CONSULTANTS INC.

#### SOUTHWOODS X-RAY AND IMAGING

250 DeBartolo Place, #2560 Youngstown, Ohio 44512 **Phone:** (330) 726-2595

Fax: (330) 726-2349

#### POLAND X-RAY AND IMAGING

3300 Stones Throw Avenue Poland, Ohio 44514

Phone: (330) 757-2554 Fax: (330) 757-1433

## DIAGNOSTIC X-RAY • BONE DENSITY TESTING CAT SCAN • ULTRASOUND • MAMMOGRAPHY ACCREDITED BY ACR & MEDICARE

All Board Certified Radiologists and ARRT Registered Technologists

J.J. Lee, M.D. • W.L. Crawford, M.D. • M. Soleimanpour, M.D. • W.P. Burick, M.D. A. Azarvan, M.D. • D.L. Laufman, M.D. • J. Jacques, M.D. S. Aubel, M.D. • R.G. Barr, M.D., Ph.D. • R. Krishnan, M.D.

#### Dr. Cestone Honored

R. PATRICK B. CESTONE IS THE POSTHU-MOUS RECIPIENT OF THE MCMS's 1998 DISTINGUISHED PHYSICIAN OF THE

Year award. Since 1978 this award has been presented each year to a Society member who has distinguished himself in

the field of medicine, as well as in the community. A well respected general surgeon, Dr. Cestone served the community for more than 40 years, before his retirement in 1993.

Born in Youngstown, Dr. Cestone began his practice in the Youngstown area in 1952. As a surgeon, he was known for his quick decision-making and speed in the surgery room. He was also a great humanitarian who was known for his compassionate care and generosity to the indigent of the Mahoning Valley.

A graduate of the Rayen School, Dr. Cestone received his B.S. degree from Westminster College. He graduated from the University of St. Louis School of Medicine in 1943, after which he served an internship and residency at St.



Dr. Patrick B. Cestone

Elizabeth Hospital in Youngstown. He then comcontinued on page 9

#### President's Page

continued from pg. 4

circumstances; therefore, we must devise new methods of financing medical care for the elderly. This will also include the necessity of some increase in the amount of savings, so that the elderly can participate in the innovative technology, which will, of course, be at a cost.

Next, let us direct our attention to the persistence of managed care. First of all, I don't believe that much will happen to discourage its relentless presence. At the same time, I don't believe the "merger mania" of the last few years is here to stay. Many of the acquisitions and mergers, especially the very large ones, were not driven by either sound economics or sound medicine. They were happening for other reasons, including the stock market, the desire to show and perpetuate growth, and the desire to obtain market share.

For most medical care, there are not vast economies of scale as there might be in the manufacturing industry, nor is there the likelihood of developing a standardized product that would require a large-scale organization. Most medical care, of course, is locally produced and locally delivered.

In the future, there will be enormous pressure to slow the growth of healthcare costs, especially to the elderly. If we take the trends of the last two decades and extrapolate them out to the year 2020, you will find that the expenditures per person for the elderly would be \$27,000

per year (in 1999 dollars), compared to \$11,000 in 1999. Healthcare expenditures for those over 65 will make up 10% of the gross national product. That is as much as, if not more than, most countries spend on health care for their entire population.

These changes would imply huge tax increases since the government pays for at least two-thirds of the health care of the elderly. It would also mean that the elderly will have less money (that is to say, less real dollars) in the year 2020 for other goods and services than they actually have today. Consequently, living standards would actually decrease if these trends were to continue.

All the legislative attempts at regulating the increase in healthcare costs will be to no avail when the new medications and innovations in technology come down the pike. There will be a clamor for access, and an increased pressure placed on the growth in technology. This is where the argument for rationing, either on the access or demand side, comes in.

Walton Hamilton wrote the following:

"Here is the heart of the problem in the organization of medicine. A profession has fallen into a world of business. The older order of private practice is being transformed into a system of competitive enterprise, which interferes with the great social task which medicine used to be able to perform."

When would you guess this was written? The answer is 1932.

#### MCMS December Meeting

HE ANNUAL ELECTION OF COUNCIL AND FOUNDATION TRUSTEES TOOK PLACE AT THE MCMS DECEMBER 15, 1998 MEETING held at the Youngstown Club. President Dr. Denise Bobovnyik presided over the business meeting, and Dr. Chris Knight,

Chairperson of the nominations committee, conducted the election. The slate of candidates as presented to the Society was elected by acclamation.



L to R: Dr. Bertram Katz, Dr. Chris Knight, Dr. Henry Holden, Dr. Robert Fisher.

OSMA Sixth District Councilor, Dr. Knight, presented members, Drs. Robert R. Fisher, Henry Holden and Bertram Katz with that organization's Fifty-Year award. Also honored were Drs. Ulrich Boening and Joseph Campolito who were unable to attend.

Continuing a 20year tradition of honoring excellence in medi-

cine, the Society posthumously presented the 1998 Distinguished Physician of the Year award to Dr. Patrick B. Cestone. Dr. Brian Cestone accepted the award on behalf of his father.

New members acknowledged included Drs. Virginia Banks, David Coy and Walter Paladino. Also in attendance was Ben Reynolds, OSMA Field Representative.

The product display was provided by TAP Pharmaceuticals representatives Marie Fryda and Karen Herubin.



Dr. Brian Cestone and Dr. Denise Bobovnyik

#### SLATE OF CANDIDATES FOR 1999

President-elect	Janardan Tallam
Secretary/Treasurer	Richard Marina
Delegates to the OSMA.	Daniel Handel
(Three to Elect)	Richard Marina
	Janardan Tallam
Alternate Delegates	Thomas Detesco
(Four to Elect)	Ronald Rhodes
	Marc Saunders
	Ronald Yarab
Council Members-at-Large	ge James D'Apolito
(Three to Elect)	Santuccio Ricciardi
	Eugene Potesta
Foundation Trustees	Rashid Abdu
(Two to Elect)	C. Conner White

#### Distinguished Physician Award continued from pg. 8

pleted a three year surgical residency at New York Polyclinic in New York City. Dr. Cestone was on active staff at St. Elizabeth Hospital and on courtesy staff at Youngstown Hospital Association.

A Fellow of the American College of Surgery and a diplomat of the American Board of Surgery, Dr. Cestone served as chief of surgery at St. Elizabeth's. He was the first general surgeon to pass the Board of Surgery examination at St. Elizabeth Hospital, and was instrumental in securing the first certification approval for the

hospital's general surgical residency program.

Dr. Cestone served as a Captain in the U.S. Medical Corps in World War II and was chief of surgery at the 248th General Hospital in Manila, Philippines.

He had many interests. Among them were antiques, gemology, and the art form of sculpture in stone and marble. As an avid amateur carpenter, Dr. Cestone made the Society's President's gavel for many years.

Dr. Cestone, who passed away in 1998, was the father of six children. A son Brian is completing a residency in radiology at St. Elizabeth Hospital.

#### MCMS January Meeting

HE MAHONING COUNTY MEDICAL SOCIETY HELD ITS INSTALLATION OF OFFICERS JANUARY 26TH AT THE YOUNGSTOWN Club. The business meeting was conducted by Sixth District Councilor and past president Dr. Chris Knight on

behalf of outgoing president Dr. Denise Bobovnyik, who was unable to attend. Among those installed was Dr. Thomas N. Detesco, the society's 127th president. Pfizer Labs, represented by Joseph Simko and David Delida, provided a product display.



L to R: C. Watanakunakorn, P. Lakhani, N. German, E. Potesta, R. Yarab, D. Handel, T. Detesco, J. D'Apolito, C. Knight.

Following the installation, Dr. Knight presented the president's gavel to Dr. Detesco. Dr. Knight then received the president's plaque and pin from Dr. Detesco, on behalf of Dr. Bobovnyik, and presented a brief recap of Dr. Bobovnyik's year in office.

A moment of silence was observed in remembrance of the following members who

had passed away during 1998: Drs. Patrick B. Cestone, Samuel D. Goldberg, John S. Goldcamp, Kenneth J. Hovanic, Bruce L. Lipton, John J. McDonough, James A. Patrick, Cornelius W. Stone, and Donald D. Um.

The Society acknowledged the following past presidents who were in attendance: Drs. Jane Butterworth, Gabriel DeCicco, Andrew Detesco, Daniel Handel, Robert Jenkins, Chris Knight, and Hai-Shiuh Wang. Dr. Butterworth was also acknowledged for being an outgoing member of council. The membership recognized Dolly Handel and Florence Wang as past presidents of the Alliance in attendance.

Contributors to the *Bulletin* were acknowledged, including Dr. Ronald Yarab, editor, Drs. Robert Fisher and Anand Garg, columnists; and Dr. Robert and Mary Jane Jenkins, photographers.

Sixth District Councilor Dr. Knight reported on the OSMA Council, while Dr. Dan Handel provided an update on OMPAC mem-

bership. Dr. Norton German, chairperson of the Society's Foundation, announced that loans totaling \$11,000 had been granted to two NEOUCOM students. The Foundation has granted 102 loans since its creation in 1966.

The membership voted to change the date of the Society/Alliance dinner meeting at the Maronite Center to March 24, 1999.

Newly-installed president Dr. Detesco spoke on the "Future of Medicine", and following some additional announcements the meeting was adjourned.

New officers and members-at-large for 1999 are as follows:

Officers	
President	Thomas N.
	Detesco, MD
President-Elect	
	Tallam, MD
Secretary/Treasurer	
	Marina, MD
Immediate Past President	
	Bobovnyik, MD

OSMA	OSMA
Delegates	Alt. Delegates
D.L. Bobovnyik, MD	T.E. Albani, MD
D.W. Handel, MD	T.N. Detesco, MD
C.A. Knight, MD	J.J. Enyeart, MD
C.M. Kohli, MD	R.A. Rhodes, MD
R.J. Marina, MD	M.S. Saunders, DO
J.R. Tallam, MD	R.M. Yarab, MD

#### Council Members-at-Large

Chester A. Amedia, MD James P. D'Apolito, MD Sudershan K. Garg, MD Kathie A. Nelson, MD Eugene L. Potesta, MD Santuccio Ricciardi, MD

Editor of Bulletin Ronald Dwinnells, MD

Foundation Trustees Rashid A. Abdu, MD David J. Dunch, MD Norton I. German, MD

Prabhudas Lakhani, MD Chatrchai Watanakunakorn, MD

C. Conner White, MD

#### Dr. Detesco Welcomed as New President

Dr. Thomas N. Detesco, a native of Youngstown, received his bachelor's degree from John Carroll University and his medical degree from Autonomous University of Guadalajara (Mexico).

After completing his internship and residency with the Youngstown Hospital Association, he began a private practice of internal medicine in Youngstown in 1976.

He is an instructor in internal medicine for the Northeastern Ohio Universities College of Medicine, and a member of the teaching faculty for the Western Reserve Care System department of internal medicine. Dr. Detesco has been a medical advisor to Youngstown State University's Medical Assisting Technology Program since 1995, and an adjunct clinical associate to the Kent State University School of Nursing since 1996.

Dr. Detesco served as a member of the Medical Executive Committee, WRCS, and also was chairman of the Bylaws Committee for the staff there. In 1998 he served as a delegate to the Organized Medical Staff Section of the AMA.

As a Board member of the Lake to River Health Care Coalition of Eastern Ohio, Dr. Detesco has the distinction of being the only physician member of this otherwise business-directed healthcare coalition. He has represented the MCMS on this Board for the past two years, and has been instrumental in sharing new perspectives with the business leaders of the community.

As part of the Society, Dr. Detesco is Managed Care Education Committee chairperson, and serves as an alternate delegate to the Ohio State Medical Association.

As a member of the OSMA, Dr. Detesco was one of five physicians selected to engage in a series of negotiations with members of the Ohio Association of Health Plans. This work ultimately resulted in the passage and implementation of the Physician Health Plan Partnership Act in October of 1998. This has proven to be a model piece of legislation, looked upon by a number of states throughout the country as a guide to their own legislative initiatives in health care.

Currently he remains on active clinical staff, department of internal medicine, at Forum Health and St. Elizabeth Health Center.



Clockwise from top: Gloria Detesco, Dr. Tom Detesco, Virginia Detesco and Dr. Andrew Detesco.

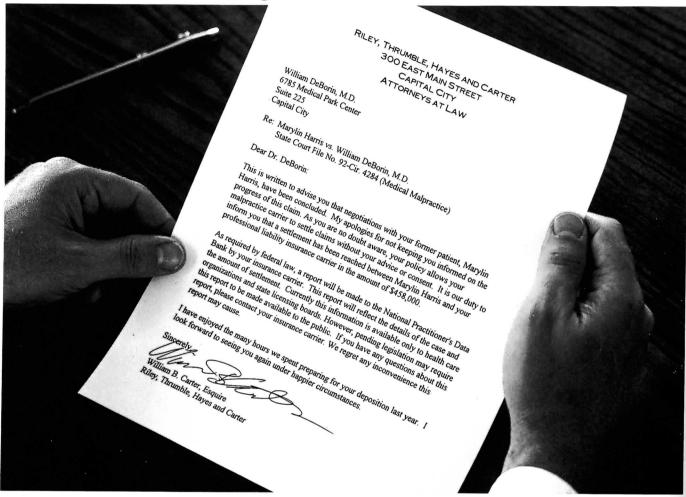
Dr. Detesco is the founder and managing partner of First Medical Health Center, which was the area's first attempt at a privately owned and operated integrated healthcare cooperative. Over the years, First Medical Health Center has included a variety of specialty physicians and practices. They have been leaders in the establishment of physician practices and ancillary services, which have become a fixture in the southeastern part of Boardman Township.

He is the father of four children, Jennifer, Thomas, Maria, and John, all of whom are either working in or preparing for a career in healthcare-related activities. He and his wife, Gloria, reside in Poland.

With his recent installation, Dr. Detesco carries on a family tradition. His father, Dr. Andrew Detesco, was president of the MCMS in 1958. Fifty-three years ago, the senior Dr. Detesco began the group practice First Medical Associates, which remains in operation to this day. This practice includes Dr. Thomas Detesco, Dr. Patricia Miller, Dr. Maged Awadalla, and nurse practitioner Lori Grenich.

Dr. Detesco has pioneered the aggregation of physicians in group practice for well over 20 years. He is grateful for the cooperation and support of the colleagues in his practice, which permit him the opportunity to direct his time and efforts toward matters of organized medicine.

#### Medical Protective Policyowners <u>NEVER</u> get letters like this!



Any allegation of malpractice against a doctor is serious business. If you are insured by The Medical Protective Company, be confident that in any malpractice claim you are an active partner in analyzing and preparing your case. We seek your advice and counsel in the beginning, in the middle, and at the end of your case. In fact, unless restricted by state law, every individual Medical Protective professional liability policy guarantees the doctor's right to consent to any settlement-no strings attached! In an era of frivolous suits, changing government attitudes about the confidentiality of the National Practitioner's Data Bank and increased scrutiny by credentialing committees, shouldn't you have The Medical Protective Company as your professional liability insurer? Call your local General Agent for more information about how you can have more control in defense of your professional reputation. Also available through select Independent Agents.

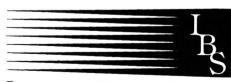
#### MEDIGAL PROTECTURE COMPANY

FORT WAYNE DYDUANA

Professional Protection Exclusively since 1899

800/344-1899

A+ (Superior) A. M. Best AA (Excellent) Standard & Poor's Formerly Gluck Insurance Agency



**Insurance Buyers Service** 

4790 Market Street • Youngstown OH 44512 • Phone: 330-788-6577 • Toll Free: 800-362-6577

#### MCMS New Members



Virginia D. Banks-Bright, MD
Infectious Disease
540 Parmalee Ave., #610; Ph. 744-4369
Med. Ed: Case Western Reserve Univ., Cleveland, OH
Int: Cleveland Clinic, Cleveland, OH
Redoy: University Hospital, Cleveland, OH
Fellow: University Hospital, Cleveland, OH
Sponsored By: Thomas N. Detesco, MD; Daniel W.
Handel, MD; Richard J. Marina, MD



Timothy P. Domer, DO
Pediatric Orthopedic Surgery
7067 Tiffany Blvd.; Ph. 965-0442
Med. Ed: Ohio Univ. Col. of Osteopathic Med., Athens, OH
Int: Youngstown Osteopathic Hosp., Youngstown, OH
Pedby: St. Joseph Health Center, Warren, OH
Fellow: Alfred I. DuPont Institute, Wilmington, DE
Sponsored By: Thomas N. Detesco, MD; Richard J.
Marina, MD; Ronald M. Yarab, MD



Wahoub M. Hout, MD
Cardiovascular Diseases
Ohio Heart Institute, 1001 Belmont Ave.; Ph. 747-6446
Med. Ed: American Univ. of Beirut, Beirut, Lebanon
Redoy: University Hospitals, Cleveland, OH
Fellow: Univ. of Pittsburgh Med. Ctr., Pittsburgh, PA
Fellow: Allegheny General Hospital, Pittsburgh, PA
Sponsored By: Shawki N. Habib, MD; Elias T. Saadi, MD; Paul
Wright, MD



Timothy J. Hunter, MD
Cardiothoracic Surgery
500 Gypsy Lane, #200; Ph. 740-5790
Med. Ed: Brown University Medical School, Providence, RI
Redsy. Swedish Hospital Medical Center, Seattle, WA
Redsy. Allegheny General Hospital, Pittsburgh, PA
Fellow: Allegheny/Singer Research, Pittsburgh, PA
Sponsored By: Mark K. Hirko, MD; John J. Turner, MD; Karl
F. Wieneke, MD



Stephen R. Kaufman, MD; Ophthalmology, Retina-Vitrenus
Vitreo Retinal Consultants, Inc.,
3695 Bdmn-Canfield Rd., #200; Ph. 533-8851
Med. Ed: Case Western Reserve, Cleveland, OH
Int: Harlem Hospital Center, New York, NY
Redby. New York University, New York, NY
Fellow: Manhattan Eye, Ear, Throat, New York, NY
Sponsored By: Thomas N. Detesco, MD; Kong T. Oh, MD;
Gerald S. Sevachko, MD



Anthony S. Lattanzio, MD
Family Practice
1570 S. Canfield-Niles Rd.; Ph. 792-5283
Med. Ed: Ohio Univ. Col. of Osteopathic Med., Athens, OH
Redby. Forum Health, Youngstown, OH
Sponsored By: James C. Dewar, MD; Thomas J. Traikoff, DO;
C. Conner White, MD



Walter P. Paladino, MD
Cardiovascular Disease
540 Parmalee Ave., #600; Ph. 744-2883
Med. Ed: Albert Einstein College, New York, NY
Int: Darmouth Affiliated Hospitals, Hanover, NH
Redby: Moniefiore Hospital, Bronx, NY
Fellow: St. Elizabeth Hospital, Boston, MA
Fellow: Univ. of Michigan, Ann Arbor, MI
Sponsored By: Steven L. Ballas, MD; Larry A. Woods, MD;

Gary A. Young, MD



Walter J. Passarello, DO
Family Practice
Poland Family Practice, 3057 Center Rd.; Ph. 757-7888
Med. Ed: Ohio Univ. Col. of Osteopathic Med., Athens, OH
Int: St. Elizabeth Health Center, Youngstown, OH
Redby: St. Elizabeth Health Center, Youngstown, OH
Sponsored By: Arthur W. Duran, DO; Sandy P. Naples, DO;
Michael B. Evan, MD



Pyongsoo D. Yoon, MID
Cardiothoracic Surgery
500 Gypsy Lane, #200; Ph. 740-5790
Med. Ed: Medical College of Virginia, Richmond, VA
Int: Eastern Virginia School of Medicine, Norfolk, VA
Redby. Eastern Virginia School of Medicine, Norfolk, VA
Fellow: Allegheny General Hospital, Pittsburgh, PA
Sponsored By. Mark K. Hirko, MID; John J. Turner, MID; Karl
F. Wieneke, MID

#### Lessons Learned in Medicare/Medicaid Audits

Treat any audit carefully, for it may involve huge civil penalties and even criminal exposure

OU'VE UNDOUBTEDLY READ AND HEARD ABOUT MULTIMILLION-DOLLAR SETTLE-MENTS STEMMING FROM FEDERAL AUDITS of physicians' and hospitals' billing activities. Given HCFA's expressed commitment to root out what it considers

Medicare/Medicaid fraud, including millions of dollars and hundreds of investigators, don't think you are immune from audit. Cleveland, OH, attorneys Michael Coyne and Amy Woodhall\* have helped physician clients through enough such audits to offer important advice.

#### Nothing Is 'Routine'

Watch out for what appear to be routine audits of patient records. Sometimes they begin in hospitals and nursing homes, based on the facility's release of medical records without the physician's knowledge. Woohall says her firm has had several cases where the Medicare carrier referred an audit to both criminal prosecutors and the OIG\*\* before giving audit results to the provider and offering an opportunity to respond. Such referrals give a one-sided view of the issue without input as to clinical factors the doctor may have encountered.

The OIG work plan for fiscal year 1999, a good predicter of enforcement initiatives, includes the following partial list of physician-related projects:

- E&M visit coding
- Physicians at teaching hospitals (PATH)
- Physicians with excessive nursing home visits
- Automated coding software
- Billing service agreements
- Reassignment of physician benefits
- Duplicate billings for patients covered by Medicare managed care plans
- Mutually exclusive medical procedures

Having seen most of these issues already come under audit scrutiny, Coyne and Woodhall-say, "There is no question that an adverse audit can lead to referral to the OIG. The risk of enormous penalties increases if OIG determines the rules have not been met." From those experiences, they share these three "lessons learned":

1 Don't rely just on giving verbal answers. The carriers maintain written logs of telephone conversations that often subjectively comment on the doctor's truthfulness. So be sure to put everything in writing yourself.

2 Take every opportunity to promptly present both the physician's and the patient's perspective, even if you are not asked to do so. Your written response may be a key document preventing escalation of the issue and referral to an enforcement agency.

Don't consider any audit "routine." Seek legal guidance if an audit letter says you know or should have known the rules or if the carrier makes an overpayment demand.

#### Civil Investigations

A number of audits have resulted in settlements representing as much as three times the estimated overpayments. Two factors tend to influence the multiplier used to settle cases. First is how clearly the local carrier notified physicians of the rules, but Woodhall tells us that the feds tend to consider carrier instructions quite clear.

The second factor is the extent to which the physician(s) followed carrier guidelines and self-reported any documentation problems *before* the investigation started. Thus, if you perform your own internal audit and discover problems, you'll probably be best served by promptly reporting them to your carrier.

continued on page 15

<sup>\*</sup>Contact Coyne and Woodhall at the law firm of Waldheger-Coyne; phone (440) 835-0600; fax (440) 835-1511; e-mail amy@healthlaw.com.

<sup>\*\*</sup>The OIG is HCFA's Office of Inspector General, which is charged with enforcing the Medicare and Medicaid payment rules. You do not want to deal with OIG agents without your lawyer.

#### In The News

Dr. Anand Garg was re-elected to a second term as secretary of the State Medical Board of ohio. As secretary, he serves as the Board's chief enforcement officer. A past president and vice-president of the medical Board, Dr. Garg is active on the Board's managed Care, pain Management, Prescribing and Education committees. He is the immediate past Chair of the Board's Quality Assurance Committee.

Dr. Karl Wieneke was among those inducted into the Cardinal Mooney High School Athletic Hall of Fame at the annual scholarship dinner held February 21st at Mr. Anthony's in Boardman. Dr. Wieneke, who has served as Cardinal mooney's team physician for the past 26 years, was honored for having made significant contributions to the school during that time. Dr. Wieneke, who has served as Cardinal Mooney's team physician for the past 26 years, was honored for having made significant contributions to the school during taht time. Dr. Wieneke is a past (1993) recipient of the Ohio Outstanding Team Physician Award presented by the Ohio High School Athletic Association.

#### Physician's Advisory

continued from pg. 14

#### Criminal Exposure, Too

You may be subject to a criminal investigation, too, without your even knowing it, say Coyne and Woodhall. Government agents sometimes contact physicians or employees seeking background information for criminal investigations. Though they have broad subpoena powers under recent law, investigators don't always need those powers to get information from you or your employees.

Again, create written reports of all contacts with federal investigators. Doing so can help contain the agents' subjective assessment of what

you understood or knew, making your statements less subject to misinterpretation and placing them in the correct context.

Editorial Note: We acknowledge the cooperation of Leif Beck, who has granted reprint rights for topics which have appeared in his regular monthly publication, The Physician's Advisory. His organization, The Health Care Group, with offices in Plymouth Meeting, PA, is a group of leading national consultants and attorneys specializing in medical practice organization and management.

#### From the Desk of the Editor

continued from pg. 6

did we become physicians? Was is for monetary gain? To acquire prestige and status? Was it so that we could understand the insurance business better? Or perhaps prepare us for a political career? Or, did we truly have a desire to attain more knowledge about the human mind and body so that we may help our fellow man in times of illness? And what really is our reward?

I'd like to think that a simple statement saying "thank you for making me feel better,"

would be among the greatest compensations a physician could reap. For me, the simple note composed by the little girl has an effect analogous to the Hippocratic Oath. We, as physicians, have been afforded the unique opportunity to make differences in people's lives. To improve their health! Indeed, this is why we have chosen to become healers of the sick and promoters of health. This is why we are doctors.

#### A Look Back...

Sixty Years Ago Jan.-Mar. 1939 Officers were: William M. Skipp, president; R.B. Poling, president-



elect; John Noll, secretary; Elmer H. Nagel, treasurer; and H.E. Patrick, editor of Bulletin.

Fifty Years Ago Jan.-Mar. 1949 Officers were: John N. Mc-Cann, president; G.G. Nelson,



president-elect; V.L. Goodwin, secretary; and L.H. Getty, treasurer. Editor of the *Bulletin* was C.A. Gustafson, while F.S. Coombs was co-editor.

When I entered the practice of medicine as a radiologist, at the south unit of the YHA in 1962, I met and worked with each of the doctors mentioned above. They were all powerful men and active in medical activities. New members at that time were: D.T. Yoder, A.F. Rappaport, J. Patrick, C.W. Stertzbach, and F.J. Gambriel.

Forty Years Ago Jan.-Mar. 1959 Officers were: M.W. Neidus, president; F.G. Schlecht, presi-



dent-elect; A.K. Phillips, secretary; C.W. Stertzbach, treasurer; and L.O. Gregg, editor of the *Bulletin*. Harvard Rempes was wlecomed as the first executive secretary. There were approximately 10 physicians and wives on the St. E's Staff at the annual pilgrimage to the Ohio State-Michigan Football game. John N. McCann was reappointed to the Board of Governors of the Ohio State Medical Society for a third consecutive seven-year term.

**G.E. DeCicco** was elected president of the Medical Dental Bureau.

Thirty Years Ago Jan.-Mar. 1969 Officers were: J.W. Tandatnick, president; Robert L. Jenkins, Jr.,



president-elect; R.R. Fisher, immediate past president; Henry Holden, secretary; M.C. Raupple, treasurer; and D.J. Dallas, editor of the *Bulletin*. Leonard P. Caccamo, chairman of the Medical School Committee announced the successful conclusion of a \$30,000 fund-raising drive for a feasibility study for a medical school in Youngstown.

Twenty Years Ago Jan.-Mar. 1979 Officers were: Y.T. Chiu, Jr., president; B.P. Brucoli, vice-



president; G.H. Dietz, immediate past president; J.W. Tandatnick, secretary; J.A. Ruiz, treasurer; and H.S. Wang, editor of the Bulletin. Henri Schmid stepped down as director of the Youngstown Venereal Disease Clinic after many years of devoted service. He was one of a group of doctors called syphiologists. Dr. Schmid donated his early generation x-ray machine to the medical museum in Youngstown. German service men initially were imported for its installation from Germany. It was originally in New York City, then shipped years later to Youngstown.

Ten Years Ago Jan.-Mar. 1989 Officers were: Karl F. Wieneke, president; James A. Lambert, vice-president;



Kimbroe J. Carter, secretary; Danny Chung, treasurer; Hai-Shiuh Wang, immediate past president; and Brian S. Gordon, editor of the Bulletin. Steven W. Ondash and G.E. DeCicco received the "Doctor of the Year" Award. A basic and clinical cancer research fund was established by friends and colleagues to honor Raymond S. Lupse, retired chief of obstetrics and gynecology. J.J. Anderson announced that he is completing his seventh and final year as Sixth District Councilor.

John C. Melnick, MD



John Melnick, m.o.

#### State Medical Board

#### Training Certificate Needed

Y THIS SUMMER, RESIDENTS & CLINICAL FELLOWS WILL NEED TRAINING CERTIFICATES IF THEY ARE TO PARTICIPATE IN hospital training programs. Such registration has been optional in the past. Now, the State Medical Board of Ohio requires the certificates.

To new residents, this means possible background checks.

Residents will now be required to answer questions about their backgrounds, which was not required prior to HB 606, which became law last year. This will enable staff members of the State Medical Board of Ohio to perform background checks on applicants. If a resident trained in more than one location, or holds an ECFMG

certificate, backgrounds likely will be checked.

The same grounds the board uses to deny a full license to a physician will now be applicable to the training certificate as well.

If a resident wishes to moonlight, the training certificate will not be enough. He or she will still need a full license.

The board is looking at July 1, when many training programs kick off, as the target date for implementing the change.

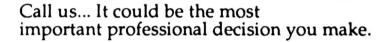
#### Hospital News

- The St. Elizabeth Wound Care Center®, under the direction of Dr. Felix Pesa, is now seeing patients at its temporary location in St. Elizabeth's Ambulatory Care Center. This center was developed to help patients who (due to diabetes, poor blood circulation, or other causes) suffer from non-healing wounds. Non-healing wounds are defined as wounds that have not healed over a period of eight weeks, or demonstrated notable improvement after four weeks.
- Humility of Mary Health Partners is the new name for the local Catholic Healthcare Partners region formerly known as HM Health Services, which consists of St. Elizabeth Health Center, St. Joseph Health Center, HM Home Care and Home Therapies, and The Assumption Village. The new name, which was made official during ceremonies held February 10th, more clearly reflects the healthcare organization's association with the foundation sponsoring Sisters of the Humility of Mary, and also serves to emphasize its partnership with the people of the Mahoning Valley in servicing their health needs.
- Specialty Hospital of the Mahoning Valley, the region's first long-term acute care hospital, will begin accepting patients in April. This 45-bed, not-for-profit hospital, which will be one of the first tenants at the former Southside Medical Campus currently being redeveloped by the Southside Community Development Corporation, will provide transitional, specialized, intensive care for medically-complex patients.
- Forum Health's Northside Medical Center, Tod Children's Hospital and its Transitional Care Unit, together with the Ohio Nurses Association, have been selected to participate in a nationwide research project benchmarking nursing care in this country. Forum Health has become only the seventh hospital system to receive this \$10,000 grant from the American Nurses Association. Over the next year, Forum Health will work as a team with its 827 registered nurses, to measure "nurse sensitive" quality indicators.

## Professional Decisions.

It is an important decision as to who will administer your insurance needs. Let Stillson and Donahay make that decision easier for you to make.

We are professionals, locally owned and operated with over 60 years in the Mahoning Valley; endorsed by the Mahoning County Medical Society for over 40 years.

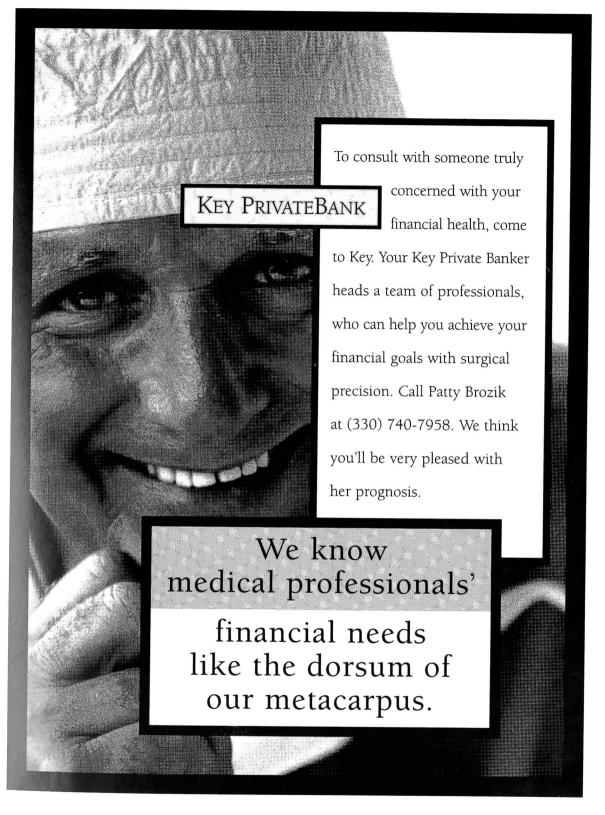


Life, Disability and other Health Insurance



John Fouse • Lloyd Peck

Bank One Building • 30 North Main Street Poland, OH 44514 • Phone: (330) 757-3726





Key. For a new America.<sup>™</sup>

#### For Your Patient Needs:

Skilled Nursing

I.V. Therapy

Psychiatric Nursing

Rehabilitative Therapy

Home Health Aide

Accreditation
With Commendation



Joint Commission

on Accreditation of Healthcare Organizations





518 E. INDIANOLA • YOUNGSTOWN

782-5606



Area's Only

#### 24 Hour Drive-Thru Prescription Service

3307 Canfield Road ● Youngstown, OH 44511 (330) 797-1515

#### OTHER DRIVE-THRU LOCATIONS OPENED 9:00 A.M. TO 6:00 P.M.

7136 Brookwood Drive Brookfield, OH 44403 (330) 448-4100 3695 Boardman-Canfield Road Canfield, OH 44406

(330) 533-7258

4300 Belmont Avenue Youngstown, OH 44505 (330) 759-3200



Ph: 330/758-1143 Fax: 330/758-2361

6470 Tippecanoe Rd. Ph: 330/758-8548

#### Hermitage

900 N. Hermitage Rd. Ph: 724/981-5775

1834 S. Lincoln Ave. Ph: 330/332-0050

#### Warren

8028 E. Market St. Ph: 330/856-6990

The area's most complete Orthotic, Prosthetic, Mastectomy, and Pedorthic facility, (orthopedic bracing, artificial limbs, breast prostheses, arch supports and custom shoes). Services are provided to patients by referral only from licensed physicians.

All patients are seen by full-time Certified Practitioners offering the latest concepts and technology in their respective fields. ABi is accredited by the American Board of Certification and is also a member of the American Orthotic and Prosthetic Association.

#### PROFESSIONAL STAFF: **ORTHOTICS**

William W. DeToro, CO Joseph W. Whiteside, CO Anthony L. DiBenedetto, CPO James D. Mancini, CO Cynthia A. Wertz, CO. Sandra M. Bukovinsky Ralph A. DeToro, Jr. William A. DeToro Sean N. Kratzer

#### PROSTHETICS

Kevin E. Hawkins, CP Richard A. Riffle, CP Anthony L. DiBenedetto, CPO James M. DeCapita Glenn B. Lyda

#### PEDORTHICS

Aaron J. Kent, CPed Mark E. Delisio, CPed

#### MASTECTOMY

Carol B. Carr Bobbie Io Mosa

#### YOUNGSTOWN ASSOCIATES IN RADIOLOGY

#### GENESIS BREAST CENTER HITCHCOCK CAT SCAN

Diagnostic X-Ray • Mammography Nuclear medicine • Ultrasound CAT Scan • Bone Densitometry

Two locations to serve you:

#### HITCHCOCK X-RAY

7250 West Blvd. Boardman, Ohio 44512 758-0851

#### CRESTWOOD X-RAY

25 N. Canfield-Niles Rd. Austintown, Ohio 44515 793-5547

Ernesto Angtuaco, M.D. • Terry Cohen, M.D. Abdul Hafiz, M.D. B.N. Krishna-Setty, M.D. • Michael Mader, M.D. Vikram Raval, M.D. • Sam Stuhlmiller, M.D. • Sanford Weiss, M.D.

f Accredited for mammography by the American College of Radiology and certified by the FDA

#### OFFICE SPACE

Broadway Medical Center, located at the corner of Belmont and Broadway near St. Elizabeth Health Center.

800 - 2,200 sq. ft. available. Competitive price. Variable lease length.

793-8123 or 792-0084

#### OFFICE SPACE FOR LEASE

47 W. McK inley Way (US224), Town One Square, Poland Village.

1000 square feet, 4 exam rooms, large waiting area, private office.

Contact John Scotford, Jr. at (330) 757-3761.



## **DeBald** and Company, Inc.

**OFFICE SUPPLIES** 

1300 Wick Avenue P.O. Box 6085 Youngstown, Ohio 44501 746-0597

FAX No. 746-4114

#### **Delinquent Account Collection**

#### MILLSTONE & KANNENSOHN

Attorneys-at-Law

OVER 30 YEARS' EXPERIENCE IN FULL SERVICE MEDICAL COLLECTIONS

3660 Stutz Drive • Canfield, Ohio 44406 • (330) 702-2100

#### Advertising list

ABi21	Millstone & Kannensohn	22
Classified		
Conva-Med		
DeBald		
Insurance Buyers Service	Stillson & Donahay	18
Kerrington South	Visiting Nurse	20
Key Bank	Youngstown Associates in Radiology	21
Medical Dental		

## optioncare

#### Infusion Services

- QUALITY
- SERVICE
   EXPERIENCE

### The Name You Know, The People You Trust.

- Total Parenteral Therapy
   Dobutamine Therapy
- Total Enteral Therapy
   Hydration Therapy

- Chemotherapy

- Pain Management
   Immunoglobulin Therapy
- Antibiotic Therapy
   HIV/AIDS Therapy
  - PICC Line Insertion



#### **AVAILABLE 24 HOURS A DAY**

We Accept New Patients on Weekends and Holidays 397 Churchill-Hubbard Rd., Youngstown, OH 44505

330-759-1332 • 800-733-3762 • FAX 330-759-1104



The Medical-Dental Bureau provides the Physician and Dental community with much needed office services. Since we understand your needs, we provide the best dollar value in the tri-county area.

#### Services provided:

#### **Telephone Answering**

- Targeted to the needs of the Medical community.
- Numerous line services available for your particular needs.

#### Collections:

- · Collect past due accounts.
- Individualize attention to each account so as to maximize dollars collected.
- · Fee based on collection.

For complete details please telephone your

#### Medical-Dental Bureau, Inc.

901 Home Savings & Loan Bldg. 275 Federal Plaza West Youngstown, Ohio 44503

(330) 744-4040

Judy Bloomberg, Manager