

CAPSULES

Bylaws Changes, Hot Topics on Agenda at 2007 HOD

Time is drawing near for the 127th Annual Meeting of the House of Delegates (HOD), which will be held September 27-29 at the Hilton Capitol Center in Baton Rouge.

Forty-one resolutions were received by the August 14th deadline, and they will be submitted to the HOD for consideration and debate. The speaker and vice speaker of the HOD have reviewed the resolutions and are preparing them for mailing to delegates on September 11, 2007.

This year members and delegates are able to preview the resolutions by logging onto the LSMS web site at www.lsms.org. Click on the 127th Annual Meeting of the House of Delegates section.

Some of the topics up for discussion this year include:

- ♦ Pay for Performance
- ♦ Support for the Charity Hospital-VA Hospital Project in New Orleans
- ♦ Restructuring of LSMS Work Groups (Committees/Councils)
- ♦ Health care in Emergency Situations or Disasters
- ♦ The Epidemic of Childhood Obesity in Louisiana
- ♦ Changes in HOD Functions

Also on the HOD agenda, President-Elect Dr. Russell C. Klein of New Orleans will be installed as the 128th President of the LSMS. Visit www.lsms.org for a complete agenda.

2007 Legislative Summary By Dr. Van Culotta, Chair, Council on Legislation

On behalf of the Council on Legislation (COL) and members of the LSMS, I want to extend to each physician and Alliance member who assisted me and the LSMS lobbying staff at the Capitol each week, our most sincere gratitude for your dedication in fighting numerous intrusions against organized medicine. The support garnered by all who responded to E-Advocacy Alerts by contacting the legislators on significant bills was tremendous.

We must now focus our efforts

on the Fall Elections, where a little less than half of the legislators in both chambers are term-limited and are ineligible for reelection. I'm encouraging you to seek out the candidates running in your area and speak with them on issues important to medicine, including but not limited to the Medical Malpractice Act and its cap on damages, inappropriate expansion of scope of practice and quality of care issues, physician education and retention, etc. It's extremely important to share our

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2007 Medicine & Religion Week, October 14-20

Under the provisions of House of Delegates resolution 104-01, the LSMS Committee on Public Relations has declared the 2007 Medicine and Religion Week to be held October 14-20. Even though the Society's official designation of Medicine and Religion Week is in October, nothing precludes local component societies from sponsoring programs of this nature at another time of the year.

In celebration of this week, each year the LSMS Committee on Public Relations hosts the LSMS Medicine

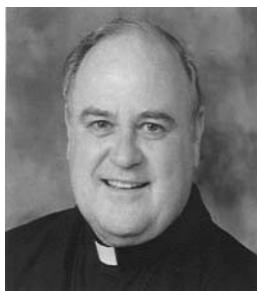
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and Religion Breakfast in conjunction with the LSMS Annual Meeting. The breakfast provides a forum for physicians and representatives of the clergy to discuss and examine the union between faith and healing. LSMS members do not have to be delegates to the LSMS House of Delegates to attend, and all faiths are welcome.



Robert W. Muench
Bishop of Baton Rouge

Baton Rouge Diocese Bishop Robert W. Muench is scheduled as this year's guest speaker. Due to a family emergency and a natural disaster, Bishop Muench was unable to address the group for the past two years.

Please come to welcome Bishop Muench and your fellow LSMS members on Saturday, September 29 at 7 a.m., in the Heidelberg Room at the Hilton Capitol Center in Baton Rouge.

Call the LSMS at 800.375.9508 to reserve your place at the breakfast. The cost is \$15 per person. One CME PRA Credit™ is designated for the event.

Governor Blanco Names Dr. Roxane Townsend Secretary of DHH

According to a news release from Governor Kathleen Babineaux Blanco's press office on August 27, 2007, Dr. Roxane Townsend was named as secretary of the Louisiana Department of Health and Hospitals (DHH). The appointment comes as the current secretary, Dr. Fred Cerise, accepts a position as Louisiana State University System vice president for Health Affairs and Medical Education.

Dr. Roxane Townsend is currently deputy secretary for DHH, overseeing all program offices including the Office of Mental Health, Office of Public Health, Office of Citizens with Developmental Disabilities, Office for Addictive Disorders and the Office of Aging and Adult Services. Dr. Townsend previously served as the agency's medical director for the Medicaid program. Prior to joining DHH, she served as both the chief operating officer and interim chief executive officer at Earl K. Long Medical Center in Baton Rouge.

Both Dr. Townsend's appointment and Dr. Cerise's new position are effective September 15. For more information, go to www.gov.state.la.us.

2007 Legislative Summary continued from page 1...

concerns with those legislators currently in office and those seeking election on medicine's major issues. Once elected, several constituent physicians should be positioned to be both a medical resource to each legislator and, also, be an established contact that each legislator knows personally and who will readily receive messages soliciting support on the many medical and health issues imperative to our patients and our profession.

*Van Culotta, MD
Chair, COL*

A list of medically related legislation acted upon during the 2007 Regular Session is available on the LSMS website at www.lsms.org. Click on Members Only and log into the site. The information is listed under Official Documents. To search any legislation during the 2007 Regular Session, visit the state website at <http://legis.state.la.us>. Should you have any questions regarding these bills, please contact the Department of Governmental Affairs at govaffairs@lsms.org or 800.375.9508.

CAPSULES

September/October 2007

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Partial Reinstatement of Dually Eligible Medicaid Benefits for the Louisiana Disability Medicaid Program with State Determination

Effective April 20, 2007, Medicaid of Louisiana implemented Medicaid-only coverage for disabled, blind, or aged individuals who meet all eligibility requirements in the Supplemental Security Income (SSI) Program for dates of service beginning April 1, 2007. This option enables applicants/enrollees who have limited income and resources to have a Medicaid-only determination made by Medicaid of Louisiana without first having a SSI determination made by the Social Security Administration (SSA).

Louisiana may make a disability determination when one of the following occurs:

1. The applicant applies for Medicaid-only and either:
 - i) has not applied to SSA for SSI cash benefits, or
 - ii) applies for Medicaid and has applied to SSA for SSI and has been found ineligible for reasons other than disability (excess income, alien status, or transfer of assets);
2. The applicant applies to both SSA (for SSI) and the state Medicaid, but SSA has not made an SSI disability determination;
3. The applicant applies for Medicaid-only and alleges a disabling condition different from or in addition to that considered by SSA in making a disability determination;
4. The applicant applies for Medicaid-only and alleges more than twelve (12) months after the most recent SSA determination denying disability that his

condition has changed or deteriorated since that SSA determination and alleges a new period of disability which meets the durational requirements of the Act; or

5. The applicant applies for Medicaid-only and alleges i) less than 12 months have passed since the last SSA determination denying disability, and ii) the condition has changed or deteriorated, and iii) a new period of disability meets the durational requirements, and iv) has applied to SSA for reconsideration/reopening, but SSA refuses to consider the new allegations; and/or v) the applicant no longer meets the non-disability requirements for SSI, but may meet the state's non-disability requirements for Medicaid eligibility.

Louisiana shall not make a disability determination when an individual:

1. Only applies with SSA;
2. SSA has made a disability determination within 12 months on the same issues presented in the Medicaid application; or
3. has an appeal pending with SSA on the same condition/issue.

For additional information and guidance, visit www.cms.hhs.gov.

Doctor Shopping Bill Now Effective in Louisiana

As of August 14, 2007, the "Doctor Shopping Bill" makes it illegal to seek or obtain a controlled dangerous substance from a health care practitioner without disclosing the information. In a combined effort among pharmacists, doctors and law enforcement agencies, the state of the art program will allow medical providers to track a patient's immediate medical history. According to an article by Victoria Hartley Ellender published in the *Southwest Daily News* on August 15, 2007, State Representative Ronnie Johns and District Attorney John DeRosier announced the enactment of Louisiana Act 287, also known as the "Doctor Shopping Bill." Authored by Johns, the legislation provides penalties for doctor shopping of prescriptions and controlled substances.

Louisiana is the first state in the nation to enact this kind of bill. District Attorney John DeRosier said his goal is to eradicate substance abuse problems among young people. With the law in place, both DeRosier and Johns said they predict a significant drop in substance abuse in Louisiana. They contributed the success of the bill to several organizations including the Southwest Louisiana Delegation and the **Louisiana State Medical Society**. For the article in its entirety, visit www.lsms.org and click on the title under News and Information.

AMA Practice Tip: Helping Patients Understand their Payment Responsibilities

Physicians and office staff are encouraged to involve and educate patients about medical treatment decisions, as well as payer payment policies and procedures. Industry trends indicate that both payers and employers are shifting more of the responsibility and cost of health care treatment and payment to the patient. In response to this shift, physicians and office staff need to consider proactively either establishing or revising their practice's payment and collection policies accordingly.

Visit the American Medical Association (AMA) Private Sector Advocacy (PSA) web site at www.ama-assn.org/gp/psatools to access educational resources, such as "Helping your patients understand their billing and payment responsibilities" and "Understanding your health insurance policy and payment practices." These resources were developed by the AMA-PSA unit and the Kentucky Medical Association.

Sermo Provides Physicians Only Online Community Story by Cara Blackledge

Sermo, an online community, is providing a meeting place for physicians across the nation to gain insights from each other. Sermo allows collaborative discussions between physicians, encouraging them to share observations made from their daily practice. Day-to-day postings are made, discussing different aspects of the medical field. Some of the most recent top postings include screening patients for ocular melanoma, treating Meniere's Disease, and dealing with stage IV of lung cancer. Besides posting questions concerning patients' care, physicians are addressing topics concerning their practices, such as consulting with pharmaceutical representatives, leaving solo practices to join hospital systems, and negotiating fee schedules with insurance carriers.

Physicians are encouraged to vote on the topics' level of interest, as well as answer multiple-choice questions about their opinions on questions posed by other doctors. Sermo also enables physicians to be financially rewarded for their observations and insights that are considered highly relevant and valuable.

The American Medical Association (AMA) recently announced their partnership with Sermo. Membership with the AMA is not required to join Sermo. This relationship will create a direct line of communication between AMA leadership and physicians. The AMA's web page will include a "Discuss on Sermo" link, allowing physicians to discuss, survey, and corroborate opinions about the latest news in healthcare.

There is no cost to participate. Membership is open only to physicians who are licensed to practice in the United States. Financial institutions, healthcare companies, and government agencies can pay a subscription fee to post questions to the online community. These clients create financial support used to generate, sustain, and support physician participation. Sermo has no advertising, or pharmaceutical promotions to avoid conflict of interest. Visit www.sermo.com for more information or to join the Sermo community.

Is your medical staff represented?

Make your voice heard at the
2007 AMA-OMSS Interim Assembly
Hawaii Convention Center, Honolulu

The American Medical Association (AMA), through its Organized Medical Staff Section (OMSS), is the only advocate and representative body at the national level for hospital medical staff and other physician organizations. A unifying force and effective agent for change, the AMA-OMSS advocates for self-governance, the patient-physician relationship, physician autonomy in medical decision-making and other issues facing medical staffs.

Share your voice. Take action. Present and discuss ideas and concerns by submitting resolutions, testifying at hearings and caucusing with your colleagues. Vote on issues such as hospital-owned ancillary service companies, guidelines for physician-hospital engagement, changing physician-hospital relationships and their effect on credentialing, and more.

Increase your knowledge. Participate in education programs that offer insight and perspective on topics such as: medication reconciliation and patient safety, the Physician Consortium for Performance Improvement®, medical staff leadership, legislative affairs, and others.

Create positive change. Through the AMA-OMSS, influence patient care, health care systems, public policy, legislative and regulatory action, accreditation standards, and more.

Visit www.ama-assn.org/go/omss or call (800) 262-3211, ext. 4761, for information.
Attendees will be staying at the Hilton Hawaiian Village, Honolulu.



Summary of the Actions of the Board of Governors

The Board of Governors met on August 15, 2007, and took the following actions: (This is a description of the actions taken by the Board of Governors and does not reflect the exact language of motions acted upon at the meetings).

1. Received a report on three proposals to create a new LSMS website and after additional staff analysis directed the Executive Committee to make a final selection by September 1, 2007.
2. Selected the recipient of the 2007 LSMS Community Service Award to be presented at the 2007 Annual Meeting.
3. Reviewed Your Personal Physician is Your Best Healthcare Advocate revised by the Public Relations Committee and provisionally approved its distribution after it has been checked to ensure it conforms to LSMS policy(s).
4. Approved a revised draft budget for 2008 of \$2,031,268 with up to \$107,268 to be drawn from reserves if necessary, and directed it be forwarded to the House of Delegates.
5. Approved the following recommendations from the Budget and Finance Committee:
 - a) The non-deductible portion of LSMS dues for lobbying activities be 19% in 2008.
 - b) The LSMS participate in the AMA's 2008 Partnership for Growth agreement and each component society participating in the program receive 80% of commissions on dues they collect through the program.
 - c) Rebates for component societies that participate in the 2008 LSMS Electronic Dues Deposit Program (EDDP) be \$9.00 per active dues paying member on dues received by 12/31/2007 and \$6.00 per active dues paying member for dues received from 1/1/2008 to 1/16/2008.
 - d) Rebates for component societies that do not participate in the 2008 EDDP be \$6.00 per active dues paying member on dues received by 12/31/2007 and \$4.00 per active dues paying member for dues received from 1/1/2008 to 1/16/2008.
 - e) Approved a \$5000 donation to support the Public Affairs Research Council's newly created Health Care Policy Research Position.
6. Received a report on and reviewed the process for filing a claim from the settlement of the national class action lawsuit against Blue Cross and Blue Shield.
7. Approved a resolution to the House of Delegates to change the position of Chair of the Council on Legislation to an at-large position elected by the House.
8. Approved a resolution to the House of Delegates recommending changes to the existing structure of LSMS workgroups.
9. Approved membership in Blueprint Louisiana, a citizen driven effort to identify and implement essential changes to fundamentally improve Louisiana including the health care system, with a donation of \$7500.
10. Reviewed the results of a statewide poll conducted by Harris, DeVille, and Associates on behalf of the LSMS concerning issues related to health care reform in Louisiana.
11. Reviewed and accepted the report of the Task Force on the House of Delegates and approved the submission of resolutions incorporating three of the Task Force's recommendations.
 - ◆ The Speakers develop a pre-meeting process to review resolutions to the HOD to provide suggestions or recommendations to authors as to how their issues can be addressed through existing component society/LSMS mechanisms without the need for action by the HOD
 - ◆ The LSMS initiate an effort to educate the membership, component societies and HOD delegates on the purpose of the HOD as a legislative and policy-making body and on mechanisms to address concerns and issues instead of submitting them to the HOD.
 - ◆ Create an ad hoc committee to evaluate the categories of delegates to the House and the method by which they are selected.
12. Approved a request from the Physician/Patient Advocacy Committee to send a letter to the Centers for Medicare & Medicaid Services in support of the state's current Medicare Part B carrier, Pinnacle BSI (formerly Arkansas Louisiana-Arkansas Blue Cross) and Pinnacle BSI's bidding for the contract to also be Louisiana's Medicare Part A carrier.

Member Profiles

Dr. Justin M. Ardoin of Jennings was selected Intern of the Year for 2007 at the University Medical Center in Lafayette. He also served as the Master of Ceremonies at the graduation exercises of three-year residents and one-year interns.

Dr. Guido DeJesus of Baton Rouge was awarded the Allen A. Copping Award for Medicine by the Hospice of Baton Rouge. The prestigious award is presented to a faculty member who exhibits excellence in teaching.

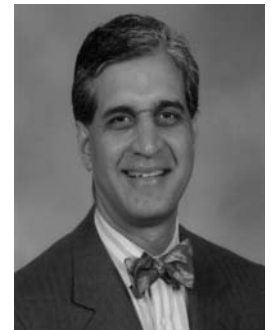
Dr. Ward Bellard of Church Point was honored for his many years of medical service during the 40th anniversary of the Acadia-St. Landry Hospital held on Saturday, June 30.

Dr. Michael Fleming of Shreveport was elected president of the Louisiana Health Care Quality Forum. The forum was formed to help lead efforts to improve the quality of healthcare for all Louisiana residents.

Dr. Glynn A. Granger of Opelousas has been appointed as a member of the American Society of Breast Surgeons. He was recognized for his work in improving the practice and standards of breast care and breast surgery through his medical practice.

Dr. Phillip A. Rozeman of Shreveport has been selected for inclusion in the Consumer Research Council's "Guide to American's Top Physicians." He was selected based on training, experience, professional affiliations and board certification after being nominated by his peers.

Dr. Anil Nanda of Shreveport was a featured speaker at the Society of University Neurosurgeons Annual Meeting held in London June 26-29. The organization celebrated the 150th anniversary of Sir Victor Horsely, one of the founders of neurosurgery, with commemorative talks and visits to the Royal College of Surgeons. Dr. Nanda is part of the University of Neurosurgery, which has five locations and six-highly qualified neurosurgeons.



Anil Nanda, MD, FACS
Professor and Chairman,
Department of Neurosurgery
at LSUHSC-Shreveport

Dr. John Fleming, Jr. of Minden was awarded the title of the Louisiana Family Doctor of the Year by the Louisiana Academy of Family Physicians at their annual assembly and luncheon in New Orleans. This award qualified him for the National American Academy of Family Physicians', Family Doctor of the Year Award. Dr. Fleming was also selected as one of "American's Top Family Doctors" by the Consumer's Research Council of America.

Dr. William Harkrider of New Iberia was inducted as a fellow by the Society for Vascular Ultrasound (SVU) during the annual conference in Baltimore. He was also given the Distinguished Service Award for his six years of service as the physician representative to the SVU Board.

Physician Recognition Awards

Recognizing physicians for participating in continuing medical education, the American Medical Association (AMA) honors qualified physicians with the Physician's Recognition Award (PRA). Physicians must show documentation of obtaining 50 credits or more per year of AMA PRA category 1 and 2 Credit™ and of having read at least two credits per week of "authoritative" medical literature. The most recent recipients of the PRA are:

M. Badi Asbahi, MD
Barbara L. Beard, MD
M. Jane Clayton, MD
Degan J. Dansereau, MD
Calvin B. Folds, MD
Jyoti B. Ganji, MD
Dayne D. Hassell, MD
Patrick G. Jones, MD

James E. Kerl, MD
Jeanne A. King, MD
Thomas E. LeBeau, MD
Dale M. MacCurdy, MD
Prem K. Menon, MD
Anthony J. Palazzo, MD
Muhammad T. Qayyum, MD
Charles E. Reed, MD

Allen C. Richert, MD
Samir A. Salama, MD
Robert L. Savory, MD
Charles Simonson, MD
James R. Stenhouse, MD
Askin Uysal, MD
Neill Wolfson, MD

Dr. Jack Perry Strong, Boyd Professor and Chairman of Pathology at LSU Health Sciences Center New Orleans' School of Medicine, has been selected as the 2008 recipient of the President's Award by the United States and Canadian Academy of Pathology. Dr. Strong is a long-time LSMS member, a founding member of JPMS, and serves on the editorial board for the *Journal of the LSMS*. View the full announcement at www.lsms.org and click on the article under News and Information.

Dr. Larry H. Hollier of New Orleans was honored by the Mayo Clinic in Rochester, MN, one of the most highly regarded academic medical centers in the world, by the establishment of the Larry H. Hollier Visiting Professorship in Vascular Surgery to honor him as the founder of its Division of Vascular Surgery. Each year, a distinguished scholar will be invited to Rochester as the Larry H. Visiting Professor in Vascular Surgery. Dr. Hollier is the Chancellor of LSU Health Sciences Center in New Orleans and Dean of its School of Medicine.

Dr. Randall Brown of Baton Rouge was recognized in April by the U.S. Department of Justice for his thousands of volunteer hours donated to help thousands of patients at the Baton Rouge Stop Rape Crisis Center. He received the Allied Professional Award, one of the seven National Crime Victims Service awards.

Dr. M. Maitland DeLand of Lafayette was inducted as a fellow in the American College of Radiology (ACR). The induction took place at a formal convocation ceremony during the recent 84th ACR Annual Meeting and Chapter Leadership conference in Washington, D.C.

In Memory

The LSMS notes with sadness the passing of the following members. If there is a member not listed, please send obituary information to Cathy Thompson, LSMS Membership Development Coordinator.

<i>Douglas Abadco, MD</i>	<i>Milton L. Harris, MD</i>
<i>Edward J. Brown, MD</i>	<i>Edward De S. Matthews, MD</i>
<i>Ernest B. Flake, MD</i>	<i>Gerald Posner, MD</i>

New Members Welcome to the LSMS

<i>Tomas Birriel, MD</i>	<i>Francis E. LeJeune, Jr., MD</i>
<i>Clay Nelson Boyd, MD</i>	<i>Stephen C. Lim, MD</i>
<i>Hector Mauricio Cabrera, MD, MPM</i>	<i>Jose Miguel Marina-Cortes, MD</i>
<i>Todd Donavon Gaddis, MD</i>	<i>Pramod Vijayagopal Menon, MD</i>
<i>Camalyn Woodard Gaines, MD</i>	<i>Mark Morici, MD</i>
<i>Jeffrey Allen German, MD</i>	<i>Martin Pilat, MD</i>
<i>Christian Aldrich Hall, MD</i>	<i>Dale Alford Presser, III, MD</i>
<i>Jennifer Marie Harris, MD</i>	<i>Laura Parnell Richey, MD</i>
<i>James G. Howell, MD</i>	<i>Todd Finlay Roberts, MD</i>
<i>Ronald Alan Hutchison, MD</i>	<i>Craig Robert Thompson, MD</i>
<i>Monique Mc Conduit Jones, MD</i>	<i>Kathy Lynne Tracy, MD</i>
<i>Barry Allen Kusnick, MD</i>	<i>Troy Allen Trondson, MD</i>
<i>Mark David Lafuria, MD</i>	<i>Charles Brian Whitlow, MD</i>
	<i>George Raymond Williams, MD</i>

LSMS Members Earn CME Credit Online by Reading the Journal

Thanks to a suggestion from the Retired Physicians Section of the LSMS, there are now two ways for LSMS members to earn CME credit by reading the *Journal*.

LSMS members now have the opportunity to earn CME credit online. Click on the individual article links at www.lsms.org/Pubs/Journal/journal_cme.asp. Complete the accompanying interactive answer sheet for each CME article.

When completing the online answer sheets, all required fields must be completed on the form. When finished, click the 'Submit by Email' button at the bottom of the page. On the 'Select Email Client' prompt, click 'Other' and follow the directions.

As always, members earn CME credit by reading the CME articles offered in the *Journal* and completing the Continuing Medical Education Answer and Registration Form located in the back of each issue. Mail the form to: LSMS Educational and Research Foundation, 6767 Perkins Road, Baton Rouge, LA 70808 or fax to 225.763.2333.

Tamper-Resistant Prescription Pads For Medicaid Required Oct 1, 2007

The State of Louisiana Department of Health and Hospitals released guidance for a provision in the U.S. Troop Readiness, Veterans' Health Care, Katrina Recovery and Iraq Accountability Appropriations Act of 2007 (H.R. 2206), Section 7002(b) on August 29, 2007. The provision requires the use of tamper-resistant prescription drug pads for written, non-electronic prescriptions for Medicaid recipients. This provision is effective October 1, 2007. In an effort to reduce instances of unauthorized, improperly altered and counterfeit prescriptions, all written prescriptions reimbursed by Louisiana Medicaid are subject to this statutory requirement.



To comply with this change in Federal Law, Louisiana Medicaid will allow a prescription pad to be compliant for prescriptions written with dates of service on or after October 1, 2007, if one of the following three characteristics is met:

- One or more industry-recognized features designed to prevent unauthorized copying of a completed or blank prescription form (Example: high security watermark on reverse side of blank or thermochromic ink);
- One or more industry-recognized features designed to prevent the erasure or modification of information written on the prescription by the prescriber (Example: tamper-resistant background ink showing erasure or attempts to change written information);
- One or more industry-recognized features designed to prevent the use of counterfeit prescription

forms (Example: sequentially numbered blanks or duplicate/triplicate blanks).

No later than October 1, 2008, to be considered tamper-resistant, a prescription pad must contain **all three characteristics listed above**. Exceeding these guidelines is permissible.

This provision applies to **all written** (non-electronic) prescriptions for outpatient drugs including over-the-counter drugs reimbursed by the Louisiana Medicaid Pharmacy Program, regardless of whether Medicaid is the primary or secondary payer.

The tamper-resistant requirement **does not** apply to prescriptions which are:

- Communicated by the prescriber to the pharmacy electronically, verbally or by facsimile;
- Refills of written prescriptions presented at the pharmacy prior to October 1, 2007.

Emergency fills with non-compliant written prescriptions are permissible, as long as, the prescriber provides a verbal, faxed, electronic or compliant written prescription within 72 hours after the date on which the prescription was filled. If an emergency fill is confirmed with a verbal order, the pharmacist must document the verbal order on the face of the written prescription.

It is the responsibility of the prescriber to obtain and purchase tamper-resistant prescription pads. Any questions regarding this policy should be directed to M. J. Terrebonne, director of the Louisiana Medicaid Pharmacy Program at 1.800.437.9101 or 225.342.9768. For more information, visit www.cms.hhs.gov.

LSUHSC New Orleans' Louisiana Tumor Registry Reveals Latest Cancer Stats for Louisiana

On August 1, 2007, LSU Health Sciences Center New Orleans released for the first time geographically distributed data by parish of cancer incidence and mortality in Louisiana, depicted through the use of descriptive maps in *Cancer in Louisiana Volume 22: Cancer in Louisiana, 2000-2004*. The monograph is a publication of the Louisiana Tumor Registry, a program of LSU Health Sciences Center New Orleans' School of Public Health.

"This volume of LTR Monograph Series is the first to show cancer incidence and mortality maps for major

cancer sites by parish, providing the foundation for future geo-spatial studies to reduce cancer burden and disparity in the state," said Vivien W. Chen, PhD, professor of Public Health and director of LSU Health Sciences Center New Orleans' Louisiana Tumor Registry.

Cancer in Louisiana Volume 22: Cancer in Louisiana, 2000-2004 has been provided to public health, medical, libraries, and policy leaders and is also available online at <http://publichealth.lsuhs.edu/tumorregistry/PDF/LTRVol22.pdf>.

Disaster Resource: American Red Cross Safe and Well Website

The American Red Cross Safe and Well Website (www.disastersafe.redcross.org/Default.aspx) provides a way for you to register yourself as “safe and well” if you have been affected by a disaster to communicate to your family members, letting them know of your well-being.

Concerned family and friends can search the list of those who have registered themselves as “safe and well.” The results of a successful search will display a loved one’s First Name, Last Name, an “As of Date”, and the “safe and well” messages selected.

You can continue searching the site throughout the duration of the disaster. In addition to searching this website, also consider the Contact Loved Ones voice message service (www.contactlovedones.org) at 1-866-782-6682. If you have lost contact with your family and friends, Contact Loved Ones provides a free voice message service, accessible from any phone, to reestablish contact between those affected by a disaster and their loved ones and friends.

Women Physicians, Spotlight Your Mentor Nominations

During Women in Medicine Month in September, take the time to thank that special colleague or teacher who has helped you on your journey to success by nominating him or her for the AMA’s Women Physicians, Spotlight Your Mentor recognition program. Nominations are due by September 30th for the inaugural AMA Women Physicians Congress Physician Mentor Recognition Program.

In reflection of the theme, “Sharing a passion for medicine,” the program recognizes motivating physicians who have contributed to the achievements of women in the medical profession and will honor nominated mentors through a special certificate and display at the AMA Women Physicians Congress gala reception at the 2007 Interim Meeting of the AMA House of Delegates in November in Honolulu.

Visit www.ama-assn.org/go/wpc to learn more and nominate your mentor.

AMA Launches “Voice for the Uninsured” Campaign

On August 23, 2007, the AMA launched a three-year campaign to spur action to cover America’s uninsured. The “Voice For The Uninsured” campaign is timed in conjunction with the 2008 election cycle, and will bring a human face to this problem that affects millions.

The first year of the campaign will focus on efforts to talk with voters and candidates about the problem of the uninsured and the AMA’s solution. The first phase will have a special emphasis in Washington, D.C. and early primary states. The AMA will actively work to renew the Children’s Health Insurance Program (CHIP) with sufficient funding to cover all eligible children before it expires at the end of September.

In 2008, the campaign will expand nationally and will focus on influencing Americans to vote with the issue of the uninsured in mind. In 2009, the campaign will focus on urging members of Congress to pass legislation to fix this national problem.

The AMA is launching a website: www.voicefortheuninsured.org. The site allows visitors to learn more about the AMA’s solution to cover the uninsured, sign a petition, and share a personal story. The site will also feature issue-related facts and statistics.

Postdoctoral Fellowship in Tropical Infectious Diseases

Thanks to a generous, expanded grant from the Burroughs Wellcome Fund, the American Society of Tropical Medicine and Hygiene is able to award three (3) postdoctoral fellowships each year. Each awardee will receive two (2) years of support. Although the program will still target postdoctoral infectious diseases fellows, applicants who have completed training in other clinical specialties relevant to tropical medicine (e.g. internal medicine, pediatrics, OB/GYN) will also be considered. The application deadline is October 5, 2007. Visit www.astmh.org/funding/index.cfm for more details.



LSMS Alliance News

LSMS Alliance information by Emma Borders, LSMS Alliance Past President & Capsulettes Editor.

“Screen Out” Campaign Updates

The “SCREEN OUT” Campaign is an action plan against movies that market smoking to children and young teens.

The facts are that Hollywood recruits approximately 390,000 children a year to start smoking. The national action plan of the Smoke Free Movies Action Network is the “Screen Out” campaign and was founded by Stan Glantz, PhD, professor of medicine, University of California-San Francisco and the New York State Department of Health. The program’s objective is to change the way Hollywood decision makers use tobacco images in films marketed toward children and young teens. The program has even been noticed by *Time* magazine, April 23, 2007, with an article titled “Hollywood’s Smoke Alarm”. This project is endorsed by the AMA, AMA Alliance, American Legacy Foundation, and the American Heart Association. Since the AMA and AMA Alliance joined the campaign in October 2006, many state and local Alliances have joined this national anti-smoking campaign. Research shows that 75% of PG-13 movies show smoking. Through letter writing, petition, and endorsement campaigns, AMA Alliance and AMA members will create a national public awareness and build a strong base of support for the objectives of the Smoke Free Movies campaign. With statistical data indicating that children with the highest exposure to “smoking in movies” are nearly three times more likely to start smoking than ones with least exposure and the current movie rating system of which 60% of youth exposure being from G, PG or PG-13 rated movies, **THE TIME TO ORGANIZE TO ACTION IS NOW!!!!**

The three “Screen Out” goals for Alliance members over the next three years are:

1. Write 800 letters to Hollywood decision makers – the Motion Picture Association of America (MPAA), movie studios, directors, producers, and National Organization of Theatre Owners.
2. Gather 750,000 petition signatures from concerned community members.
3. Collect 1,500 endorsements from parent, political, health, and school-based organizations.

Positive results of the campaign are already being realized. Alliance members’ most recent accomplishment has been that Disney Company recently announced it will phase out images of smoking in some of their films. The AMA Alliance’s position is that Disney create a mandatory “R” rating policy for smoking imagery in all of their films. Alliance members and other concerned organizations and persons need to urgently send letters to Disney regarding this issue, please visit the website, www.amaalliance.org and click on the “Screen Out” link. To join the fight for Smoke Free Movies for our children and teens, contact Lisa Broussard, Health Promotions Chair, 225-767-0695, 225-892-8920, LLHERR@aol.com; or Rose Kuplesky, AMAA Health Promotions Committee member, 318-613-8390, rose@kriquet.net.

Many Louisiana Alliances are continuing to use the materials of the Stop America’s Violence Everywhere (SAVE) program and target the five million school children K through 3rd grade. AMA Alliance’s ~ SAVE Day is scheduled for October 10, 2007.

LSMS Alliance Meeting Slated for September 28

The LSMS Alliance invites and encourages your spouses to join us at the Alliance meeting being held at same time as the LSMS meeting. We encourage your spouses to attend whether or not they are current Alliance members. We welcome you!!! The meeting will be held on Friday, September 28th, 9:00AM – 4:00 PM; and Saturday, September 29th, 9:00 AM - Noon. The new venue is the Hilton Capitol Center, which is a beautiful facility. On Friday, September 28th, we will have a luncheon, and John Kennedy, Treasurer, State of Louisiana, has agreed to be our guest speaker. I know that it will be an informative and educational presentation. For information, please contact Margaret Green, 318-868-7381, teamgreentwo@yahoo.com, or Cathy Thompson at the LSMS office.

LSMS Alliance's Day-at-the-Capitol

According to Chair of the Day-at-the-Capitol Connie Boyer, a large group of Louisiana State Medical Society and Alliance members traveled to the state capitol for an educational and advocacy program, and to meet and greet their legislators. The Governor's Mansion was the scene for a luncheon at which Dr. Bill Cassidy, state senator, was the guest speaker. Dr. Vincent Culotta, LSMS Council on Legislation chair; Dr. Keith DeSonier, LAMPAC director; and Dr. W. Juan Watkins, LSMS president, updated the group on issues of interest. The East Baton Rouge delegation members were Shari Ferrara, Lisa Broussard, Patty Ostrowe, Dr. Allan Ostrowe, Dr. Dawn Vick, Tiffany Bellanger, Dr. Drake Bellanger, Dr. Donald Dreyer, Dr. William

Binder, Dr. Katharine Rathbun, Marci Freeman and her father, Don Hale, Terri Stewart, and Dianne Hartley. Representing Jefferson Parish were Melissa Broussard, Dr. David Broussard, Patricia Roy, and Dr. Kenison Roy, III. Lafayette Parish was represented by Bettie Sonnier and Connie Boyer. Avoyelles Parish was represented by Rose Kuplesky and Dr. Steve Kuplesky. Calcasieu Parish was represented by Dale DeSonier, Ainsley DeSonier, and Dr. Keith DeSonier. Shreveport was represented Dr. W. Juan Watkins, Margaret Green, and Dr. Ragan Green. Rapides Parish was represented by Dr. Seldon Deshotels, and Dr. Vincent Culotta represented Orleans Parish.

Mark Your Calendar – SMA Annual Scientific Assembly

The Southern Medical Association (SMA) Annual Scientific Assembly will be held in New Orleans, November 15-17, 2007, at the Hilton New Orleans Riverside. The SMA Annual Assembly provides Medallion Level Continuing Education programs; exhibits among leading healthcare companies and opportunities for networking and collegiality. This year's meeting will also provide volunteer opportunities with Habitat for Humanity and Second Harvest Food Bank in which to serve the people of New Orleans on a humanitarian level.

The Assembly offers a multi-faceted curriculum of activities for attendees. Attendees can enhance clinical skills, present research and clinical experience, benefit from new and emerging techniques, participate in peer-directed sessions addressing specialty and interdisciplinary topics, and interact with nationally renowned experts. In addition to lectures and case presentations, the Assembly provides a forum for interacting and mentoring among physicians, exchanging clinical information, and participating in scientific sessions and poster presentations.

In conjunction with the SMA Scientific Assembly, join the SMA Alliance at the 83rd SMA Alliance Annual Meeting as they celebrate Doctors' Day, Medical Heritage and Health Education with exhibits from area Alliances. These exhibits highlight SMAA's commitment to enhance the field of medicine and reflect the hard work of state and county medical alliances in the SMA Family. For more information or to register, visit www.sma.org/am2007 or call 1.800.423.4992, ext. 620.

Physician Artists - Have Your Work Featured on the Cover of the Journal of the LSMS



The *Journal of the Louisiana State Medical Society* is featuring the artwork of Louisiana physicians on its covers in 2008. All art mediums and genres will be considered. If you would like to be a featured artist, please contact the LSMS Public Affairs Department at 225.763.8500, or email journal@lsms.org.

NOTICE: BLUE CROSS BLUE SHIELD SETTLEMENT

The deadline for filing claims for a portion of the over \$131 million settlement with all of the BCBS plans is **October 19, 2007**.

Notice and claim forms were mailed to physicians on July 27, 2007. If you did not receive the form, go to www.hmosettlements.com to download the form and filing instructions. Please read the instructions carefully and return to the settlement administrator by **October 19, 2007**. If you have any questions, contact Amy Phillips, LSMS, Director of Legal Affairs and General Counsel at amy@lsms.org or 800.375.9508.

Upcoming Events

Annual Meeting and HOD

September 27-29, 2007

Hilton Capitol Center, Baton Rouge

Board of Governors

October 31, 2007

LSMS Headquarters, Baton Rouge

AMA-OMSS Interim Assembly

November 8-11, 2007

Hawaii Convention Center, Honolulu

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