



Your AUSTIN Address & Lifestyle Magazine

TCMS is pleased to announce its collaboration with *Your AUSTIN Address & Lifestyle Magazine* to create a *health and wellness* section aimed at providing its readers with local, relevant, and credible medical information to assist them in achieving and maintaining a healthy and active lifestyle.

The editorial content of the *health and wellness* section will be overseen by the TCMS Public Relations Committee, currently chaired by Dr. Vivek Mahendru. The first topic – *Focusing on Prevention* – will appear in the September/October issue of the magazine.

In addition to providing positive exposure for the Medical Society and reinforcing the physician as the trusted resource for health information, this project will also benefit the Travis County Medical Alliance. A portion of all advertising revenue from physicians or medically-related businesses will be donated to the Alliance to support its philanthropic efforts.

If your practice would like to advertise in the inaugural *health and wellness* section or future issues, contact Edie Surtees at 828-6324 for information on special advertising rates.

For other questions related to the section or, for information on submitting editorial content for consideration by the Public Relations Committee, contact Stephanie Triggs, TCMS Director of Community and Government Relations at 206-1124 or striggs@tcms.com.

Spanish Meducation® Fall Classes

The fall session of Spanish Meducation®, the practical medical Spanish program offered through the Travis County Medical Society since 1994, starts on October 5. The 10-week session promotes beginning, intermediate and advanced communication in general Spanish with concentration on health care contexts. Listening and speaking skills are developed. Grammar takes a back seat. All handouts are included in the tuition cost. No textbook is required. Free booster make-up lessons are provided for Level I absences. TCMS members and their staff are invited to enroll. We are offering an early registration discount by September 1 of \$225 for new students and \$205 for continuing students. After Sept. 1, the tuition will be \$250 and \$230. For questions and forms, please contact program director Jill Snyder, PhD at jld@io.com or 835-7612.

Town Hall Meeting August 13

The Travis County Medical Society and the Texas Medical Association will be hosting a Town Hall Meeting for physicians and their patients.

The Town Hall setting will demonstrate to Texans that their doctor is “truly listening” to what they want from national health care reforms and are working with Congress to fix the current health care system.

Help reinforce the importance of participation with colleagues, office staff, patients, community leaders, elected officials, and any organizations you are affiliated with, such as a church, specialty society, hospital/clinic, Rotary Club, PTA, Chamber of Commerce, etc.

To register to attend, visit www.meandmydoctor.com. For questions or flyers, contact Stephanie Triggs, TCMS Director of Community and Government Relations at 206-1124 or striggs@tcms.com.

TMA Fall Conference September 4-5

At his recent speech to the nation’s leading physicians at the American Medical Association annual meeting in Chicago, President Obama emphasized the importance of physician participation in the health system reform (HSR) debate. This sharp focus on health care issues presents a landmark opportunity for physicians to address many of the problems they face daily in caring for their patients.

TMA’s 2009 Fall Conference will cover HSR topics, from medical liability and quality improvement to Medicare payment and health insurance reform.

General Session: Health System Reform: 8-10 am
Nancy W. Dickey, MD, Chair, TMA Task Force on HSR
J. James Rohack, MD, President, AMA
Congressman Lloyd Doggett (D) TX Dis 25 (*invited*)
Congressman Michael Burgess, MD (R) TX Dis 26 (*invited*)

TMA members and invited guests may attend the conference at no charge. For more information call Brianne Baird at 370-1429 or e-mail brianne.baird@texmed.org.

Red Flag Rules delayed - again November 1

Implementation of the Federal Trade Commission (FTC) Red Flag Rules that require covered entities to develop and implement identity theft prevention programs has been delayed a second time to November 1, 2009.

According to the FTC, programs must identify and respond to “patterns, practices, or specific activities” – known as “red flags” – that indicate the possibility of identity theft. Failure to comply could result in penalties of up to \$2,500 per “knowing violation.”

The Red Flag Rules are not a “one-size-fits-all” standard. In fact, they state that an identity theft prevention program must be “appropriate to the size and complexity of the [office] and the nature and scope of its activities.” All compliance programs, however, must address plans to:

1. Identify red flags the practice may come across in day-to-day operations;
2. Detect red flags that are identified;
3. Respond appropriately when a red flag is detected; and
4. Re-evaluate the program to reflect new risks and necessary modifications.

The AMA will utilize this time to convince the FTC and Congress that physicians are not “creditors” and therefore should not be subject to this rule.

For more information, go to www.tcms.com.

Retired Physicians’ Organization August 18

The next meeting of the TCMS Retired Physicians’ Organization (RPO), will be August 18 at Tarrytown Methodist Church, 2601 Exposition at 11:30 am. All retired physicians, or those who are contemplating retirement, are invited. For more information or to RSVP, contact Ann Jeansonne at 206-1249 or email ajeansonne@tcms.com.

Membership Applicants

These physicians have applied for TCMS membership. Under the provisions of the Bylaws, names of applicants are presented to the membership for review. Written objections to the applicant's membership must be directed to the TCMS Board of Ethics within 30 days of publication.

Rajesh V. Babu, MD

Practice: IM, PUD
Cert: IM, Pul
Texas Tech 2000

Robert J. Buchanan, MD

UMC at Brackenridge
Practice: NS, P Cert: P
St. Louis 1993
Ofc: 601 E 15th St Ste 300
324-7000 Zip: 78701
Jeana

Hui-Yong Chung, MD

Austin Radiological Association
Practice: DR
UT Southwestern 2003
Ofc: 10900 Stonelake Blvd Ste 250
795-5100 Zip: 78759

Holly J. Clause, MD

Austin Anesthesiology Group, LLP
Practice: AN Cert: AN
UT, Houston 1991
Ofc: 8140 N Mo Pac Expy
Bldg III Ste 210
343-2292 Zip: 78759
Andrew A. Stoebner, MD

Michael A. Connor, MD

Texas Oculoplastic Consultants
Practice: OPH
Florida 2005
Ofc: 3705 Medical Pkwy Ste 120
458-2141 Zip: 78705
Jeanmarie Connor, MD

Carrie Leigh Cooper, MD

Austin Regional Clinic
Practice: IM
UT, San Antonio 1990
Ofc: 1301 W 38th St Ste 205
324-1864 Zip: 78705

Andrea A. Fritz, MD

Practice: FM Cert: FM
UTMB, Galveston 1995
Ofc: 3301 Northland Dr
632-7064 Zip: 78746

Erica C. Garcia-Pittman, MD

Practice: P
UT, San Antonio 2004
John

Elaine L. Goldhammer, MD

Austin Regional Clinic
Practice: IM Cert: IM
Jefferson, Philadelphia 1994
Ofc: 1401 Medical Pkwy Bldg B
Ste 220
Cedar Park Zip: 78613
324-4083
Jeffrey Newell

Shahzad Hashim, MD

Central Texas Kidney Associates
Practice: NEP, IM Cert: IM, Nep
Aga Khan, Pakistan 1999
Ofc: 408 W 45th St
451-5800 Zip: 78751

Cari Worley Henry, MD

Practice: FM Cert: FM
Colorado 2001
Ofc: 334 Eanes School Rd
Zip: 78746
Steven Henry, MD

Kelly A. Hetherington, MD

Austin Regional Clinic
Practice: AI Cert: PD
UT, San Antonio 2003
Ofc: 1401 Medical Pkwy Bldg B
Ste 220
Cedar Park Zip: 78613
260-1581
Travis Simpson

Eric M. Hoenicke, MD

Cardiothoracic & Vascular Surgeons
Practice: TS
Michigan 1996
Ofc: 1010 W 40th St
459-8753 Zip: 78756
Nicole Hoenicke, MD

Andrew S. Itkin, MD

Capitol Anesthesiology Association
Practice: AN
Nebraska 2005
Ofc: 3705 Medical Pkwy Ste 570
583-2718 Zip: 78705

Adriana Guerra Le, MD

Austin Diagnostic Clinic
Practice: FM
UT Southwestern 2004
Ofc: 2400 Cedar Bend Dr
901-4031 Zip: 78758
Paul H. Le, MD

Paul Victor Loar, III, MD

Texas Oncology
Practice: GO
Georgia 2001
Ofc: 901 W 38th St Ste 300
421-4100 Zip: 78705
Kimberly Loar, MD

Kyle Lee Mezger, MD

Capitol Anesthesiology Association
Practice: AN Cert: IM
Texas A & M 2003
Ofc: 3705 Medical Pkwy Ste 570
454-2554 Zip: 78705
Alison

Elizabeth V. More, MD

Austin Regional Clinic
Practice: IM
Texas A & M 2006
Ofc: 6937 N IH 35 Ste 500
407-6409 Zip: 78752
Derick Aguirre

Ai Mukai, MD

Texas Orthopedics, Sports and
Rehab Assoc
Practice: PMP, PMM
Penn. State 2004
Ofc: 4700 Seton Center Pkwy
Ste 200
439-1000 Zip: 78759

Padma Pagadi Reddy, MD

Practice: FM Cert: FM
Kakatiya Med Col, India 1997
Ofc: 928 Blackson Ave
978-9740 Zip: 78752
Sreenivasa

Marina Sanchez-Ellig, MD

Practice: FM
U of Belgrade, Yugoslavia 1985
Ofc: 3828 S 1st St
443-1311 Zip: 78704
Jeff Ellig

PAHCOM - Annual Seminar

October 14

The Professional Association of Health Care Office Management (PAHCOM) will present *Keys to a Successful Practice*, an intense one day seminar from 7:30 am - 4:30 pm on Wednesday, October 14. The seminar will be held at The Commons, UT Jake Pickle Campus, 10100 Burnet Rd #137. Office managers and staff in primary and specialty care, group administrators, and other health care professionals with administrative responsibility are invited to attend. Topics will include economic survival, contracting, and quality measures. The program will earn 5 CEUs for CMMs. Seminar costs are: \$69 PAHCOM member and \$99 non-member. For more information on the seminar or how to join PAHCOM email Vicky Adamson at vadamson@austinid.net. Registration deadline is October 1.

Scam Alert!

TCMS has become aware of a scam where perpetrators are sending faxes to physician offices posing as the Medicare carrier or Medicare Administrative Contractor (MAC). The fax instructs physician staff to respond to a questionnaire to provide an account information update within 48 hours in order to prevent a gap in Medicare payments. The fax may have the CMS logo and/or the contractor logo to enhance the appearance of authenticity.

Medicare FFS providers, including physicians, non-physician practitioners, should be wary of this type of request. If you receive a request for information in the manner described above, please check with your contractor before submitting any information. Medicare providers should only send information to a Medicare contractor using the address found in the download section of the CMS.gov website found at <http://www.cms.hhs.gov/MLNGenInfo/> or <http://www.cms.hhs.gov/MedicareProviderSupEnroll>.

Recycle and Raise Funds for the TCMS Foundation

The Travis County Medical Society has partnered with Funds for Phones™ by CycledCells™ to raise money for the TCMS Foundation by collecting and recycling cell phones.

Bring your phones to any TCMS event or meeting, or drop off at the Medical Society office, 4300 N. Lamar, 2nd Floor. The more phones donated, the more money we raise. We can expect to raise at least \$30-40 per cell phone, so don't hesitate to also collect from family and friends.

Be assured that the phones will be purged of all contact information.

For more information contact Steve Hinojosa at 206-1252.

The Travis County Medical Society Foundation is the 501(c)(3) charitable foundation that sponsors medical student scholarships and educational programs, and administers projects that address local needs and contribute to a healthier community.

