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# TCMS News

Serving over 3100 Travis County Physicians



## Business of Medicine Dinner

March 23

*North location!* On Tuesday, March 23 at 6:00 pm in the Cafeteria of the Cedar Park Regional Medical Center, 1401 Medical Parkway, Cedar Park, attorney Deborah Hiser from Brown McCarroll, LLP will present *HITECH Enforcement – What Health Care providers Need to Know*.

On February 17, the federal government and state Attorneys General began to enforce the requirements of the HIPAA and the Health Information Technology for Economic and Clinical Health Act (HITECH Act) and to impose civil and criminal penalties, directly against business associates of covered entities.

Ms. Hiser will outline what physicians need to know to ensure that all of their business associates are compliant with the requirements of the HITECH Act.

For more details or to register, contact the Society at 206-1249 or tcms@tcms.com. This event sponsored in part by these Friends of the Society: MSB; TMAIT; TMLT; Austin Radiological Association; and Cedar Park Regional Medical Center.

## Free Reimbursement Consultations

April 7 & 8

Treat reimbursement pangs with TMA's 30-minute remedy. Physicians and/or office staff can schedule a free one-on-one session with a reimbursement specialist from TMA. Get answers to problems with Medicare, Medicaid, TWCC, managed care, and private insurance. The thirty minute sessions are Wednesday, April 7 and Thursday, April 8 from 8:30 am to 4:30 pm.

Contact the Society at 206-1249 or email ajeansonne@tcms.com to schedule your appointment.

### Save the Dates!

Look for details soon on these upcoming events:

- Business over Breakfast – Thursday, April 8 at 7:30 am.
- Family Social – Friday, April 16 from 6:00-9:00 pm.

Stay connected  
www.tcms.com



## 2010 Directory

Return your Profile

It's not too late. If you haven't sent in your TCMS Member Profile, please take a moment to review it for any changes. Can't find it? Call the Society office at 206-1146.

New this year: Practice/Group names will be listed in the pictorial section of the directory. Physicians will be listed by city in the "Practice Code" section, making it easier to refer to a colleague that might have multiple offices. Deadline to submit changes – March 5.

Promote Your Practice

Practice Listings are back for the 2010 TCMS pictorial directory. For only \$75, your practice listing – designed to enhance the use of the directory as a patient referral tool – can be seen year-round by over 2,700 practicing physicians in the Central Texas area.

For example practice listings see pages 263 - 269 of the 2009 pictorial directory.

For more information, contact Melanie Weaver at mweaver@tcms.com or 206-1270.

Order Extra Copies

TCMS members receive one complimentary copy of the pictorial directory as a member benefit. Additional copies are available for purchase and can be pre-ordered now.

The TCMS pocket directory will be getting a new look in 2010! No longer "pocket" size; the *2010 TCMS Physicians' Roster* will be less bulky and easier to read. For physicians and their office staff only, the *Roster* includes NPI numbers, faxes, doctors' lines, and e-mails. In an effort to reduce printing costs, only those who order the *2010 Roster* will receive a copy.

These publications are valuable reference tools for physicians as well as for office staff and other medical professionals. For extra pictorial directory and roster orders contact the Society at 206-1249 or ajeansonne@tcms.com.

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## Volunteers Needed to Provide Student Athletic Physicals

The Austin Independent School District requires all students participating in competitive sports to have yearly athletic physical exams. The TCMS Public Relations committee is now soliciting volunteers to help with the 2010 athletic physicals for AISD students who have financial restrictions and other barriers to health care.

Volunteer physicians will be assigned to one portion of the exam (heart/lungs, ear/nose/throat, ortho/neuro, etc.). The students are guided from one station to another until they have received a complete exam.

Please select the location(s) and shift(s) you would be willing to provide your services and return to the Society (Fax to 450-1326 or mail to TCMS, PO Box 4679, Austin, TX 78765).

Tuesday, April 20—Burger Center (South Mopac and 290 West)	<input type="checkbox"/> 5:15-6:45pm	<input type="checkbox"/> 6:30-8:00pm
Thursday, April 22—Delco Center (183 and Manor Rd)	<input type="checkbox"/> 5:15-6:45pm	<input type="checkbox"/> 6:30-8:00pm
Tuesday, May 4—Burger Center (South Mopac and 290 West)	<input type="checkbox"/> 5:15-6:45pm	<input type="checkbox"/> 6:30-8:00pm
Tuesday, May 11—Delco Center (183 and Manor Rd)	<input type="checkbox"/> 5:15-6:45pm	<input type="checkbox"/> 6:30-8:00pm

I will be unable to participate this year, but will see students in my office.

Name: \_\_\_\_\_ Specialty: \_\_\_\_\_

Confirmations, reminders, and maps will be sent prior to the event. For questions, contact Stephanie Triggs, Director of Community and Government Relations at 206-1124 or striggs@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.

**Souhail Asfour, MD** OBG  
Austin Southwest OB/GYN  
UTMB, Galveston 1989  
Ofc: 4316 James Casey St Bldg F Ste 200  
444-1811 Zip: 78745  
Paula

**Hanzy F. Bustamante, MD** IM  
Austin Regional Clinic  
Cert: IM  
U of Santo Tomas, Philippines 1998  
Ofc: 1401 Medical Pkwy Bldg B Ste 220  
Cedar Park Zip: 78613  
324-4083  
Irene

**Lynn R. Campbell, MD** PD  
UT Southwestern Residency Programs  
at Seton Family of Hospitals  
Cert: PD  
UT, San Antonio 1980  
Ofc: 4900 Mueller Blvd  
UT Southwestern Austin - Pediatrics  
324-0165 Zip: 78723

**Shawn C. Chen, MD, MPH** IM  
Adult Care of Austin, PA  
Cert: IM  
UT, Houston 2002  
Ofc: 7201 Manchaca Rd Ste B  
443-3577 Zip: 78745  
Hai-Hua Lien

**Dave F. Clarke, MD** PD, N  
Specially for Children  
Coll of West Indies, Jamaica 1994  
Ofc: 1301 Barbara Jordan Blvd Ste 200  
628-1850 Zip: 78723  
Sophia

### A/TCHHS Pertussis Update

From October 2009 through February 3, 2010, Austin/Travis County Health and Human Services identified 346 confirmed and probable pertussis cases. Ongoing investigation has shown a steady increase in the number of reported cases beginning in October 2009 through December 2009. There has been a noted decrease in cases with January 2010 onset dates which can be attributed to early detection and treatment of pertussis by area physicians. This early intervention reduces the number of cases that meet the 14 day cough criteria for the Texas Department of State Health Services pertussis case definition.

Epidemiologic investigation of the data shows an increase of pertussis in children between 1 year and 3 years of age. The investigation also showed that 79.0% of the cases reported between October 2009 and February 10, 2010 had been previously vaccinated for pertussis. Travis County zip codes showing the highest rates of pertussis are located south and west of the Austin city limits: 78732, 78738 and 78747 and to a lesser degree in bordering zip codes of: 78704, 78730, 78733, and 78735. Two additional Travis County zip codes of concern are 78728 and 78756 located in north and central Austin. The decline in cases is anticipated to continue as physicians consider pertussis early into illness.

For more information visit [www.ci.austin.tx.us/health/](http://www.ci.austin.tx.us/health/).

### Retired Physicians' Organization March 16

The next meeting of the TCMS RPO, will be March 16 at Tarrytown Methodist Church, 2601 Exposition at 11:30 am. All retired physicians and those contemplating retirement are invited. Dr. Thomas Staley, Director, Harry Ransom Center will present *The History and Collections of the Harry Ransom Center*.

For more information or to RSVP, contact Ann Jeansonne at 206-1249 or email [ajeansonne@tcms.com](mailto:ajeansonne@tcms.com).

### Spanish Meducation® Summer Classes May 10

The summer session of Spanish Meducation®, the practical medical Spanish program offered through the Travis County Medical Society since 1994, starts on May 10. The 10-week session (meeting once a week) promotes beginning, intermediate and advanced communication in general Spanish with concentration on health care situations. Listening and speaking skills are developed, while grammar takes a back seat. All handouts are included in the tuition cost - no textbook is required.

Free booster make-up lessons are provided in case of absence from the level I class. TCMS members and their staff are invited to participate. Tuition is \$250 for new students and \$230 for continuing students. A \$25 early registration discount is available to those who register by April 19.

For questions and forms, please contact program director Jill Snyder, PhD at [jld@io.com](mailto:jld@io.com) or 835-7612.

### TexMed 2010 – Fort Worth April 30 - May 1

Texas' leading physicians will head to Fort Worth for TMA's 143rd annual conference at the Fort Worth Convention Center and Omni Hotel. Join the discussion as the House of Delegates, boards, councils, and committees discuss key issues that affect Texas medicine.

Friday's General Session speaker is Robert Buckman, MD, PhD, an expert on interpersonal communication. He will address physicians with his Monty Python meets cutting-edge communication theory, *How to Become an Effective Communicator and Still Stay Stupid*. TMA Foundation's 17th Annual Benefit is Friday evening. Proceeds support TMAF and health and science initiatives.

More than 100 free hours of continuing medical education and a great exhibit hall are also part of the conference.

Check out the conference brochure and register online at [www.texmed2010.org](http://www.texmed2010.org).

### TMA RAC Self Audit Seminar March 23

On Tuesday, March 23 from 8:00 am-12:30 pm, TMA will present Recovery Audit Contractors Reviews: Self-audit is your best defense at the Wyndam Garden Hotel, 3401 South I-H 35 @ Woodward.

Medicare's new Recovery Audit Contractor (RAC) program is designed to ferret out incorrect payments to physicians, hospitals, and other health care professionals. Make sure the RAC has nothing to ferret out in your practice. This course will explain the RAC program, highlight common billing and coding errors, and show you how to conduct a self-audit as part of your overall billing and coding compliance plan.

For agenda, information on CME credits and insurance discounts, and to register, visit [www.texmed.org](http://www.texmed.org) and go to the Calendar section.

### Spanish Meducation® Immersion Week - Querétaro, Mexico April 24 - May 2, 2010

The next one-week medical Spanish immersion program is scheduled for April 24 - May 2 in the beautiful interior colonial city of Querétaro. Since 2001, Spanish Meducation® has joined with the Centro Intercultural de Querétaro to provide an immersion program that features daily classes in general and medical Spanish, homestay with local families, workshops in Mexican cooking and salsa dancing, cultural events, guided tours of local medical facilities, side trips to San Miguel de Allende and Guanajuato, and much more. The program cost (not including round-trip fare) is \$915 per adult and \$815 per child. The due date to register with full payment is March 12. An orientation meeting is set for early April.

For questions and forms, please contact program director Jill Snyder, PhD at [jld@io.com](mailto:jld@io.com) or 835-7612.

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