Unlike our out-of-state competitors, we take care of our own.

That’s why we provide practice reviews to our policyholders at no additional cost. The reviews help physicians mitigate medical liability claims and identify risk exposures.

TMLT found a 17% reduction in claim experience for more than 5,000 physicians after they completed practice reviews.

A practice review places a risk management professional in your office to:
• evaluate medical record documentation;
• review practice policies and procedures;
• tour the facility to evaluate patient safety processes; and
• provide feedback with a confidential, written summary.

Policyholders who complete a review may be eligible for a 5% discount after recommendations are met. TMLT risk management representatives are also available for phone and e-mail consultations.

To learn more about TMLT practice reviews call 800-580-8658 or request a quote at www.tmlt.org/join.

Rated A (Excellent) by A.M. Best Company
The only medical professional liability insurance provider created and exclusively endorsed by the Texas Medical Association.
KNOWLEDGE and EXPERIENCE OF the MEDICAL COMMUNITY MAKES the DIFFERENCE!

At Broadway Bank, our Private Banking team is dedicated to supporting the medical community. We understand healthcare professionals have a unique set of goals and challenges that can only be addressed by an experienced team of bankers.

We invite you to let our team of healthcare banking experts exceed your expectations.

We specialize in creative banking solutions, including:

- Start-up/expansion medical practice loans
- Practice buyout/equipment loans
- Treasury Services (including local lock box)
- Customized portfolio mortgage loans
- Business and personal loans and revolving lines of credit
- Commercial building and residential mortgage loans
- Lot loans and one-time close construction loans
- Interim construction loans for commercial buildings and single-family residences

MEET OUR TEAM OF HEALTHCARE BANKING EXPERTS:

l-r: Stephen Jeffery, Roger Bott, Susan Doss, Clifford Bandy

BROADWAY BANK
We're here for good.

512.465.6450 | 800.531.7650 | broadwaybank.com | Member FDIC | Twitter
Contest - How well do you know Austin?

Old or new to Austin, name as many of these area landmarks as you can. Submit your answers to the Society at tcms@tcms.com no later than November 1. Entries with the most correct answers will be entered in a drawing to receive a gift certificate to Uchiko restaurant.
As our Travis County Medical Society turns 160 years old this year, I am honored to be president of an organization with such an outstanding history, and one that has given so much to our profession and community. Our Society has stood the test of time and, with valuable member benefits and high levels of engagement, is one of the strongest in the state – and nation. Your leadership strives to keep TCMS relevant to our members, and we welcome any suggestions to serve you more effectively.

Travis County Medical Society is a voice of authority on legislative issues at the State Capitol. The Texas Medical Association relies on many of our members to speak for medicine’s issues by calling on individual representatives and testifying before Texas Senate and House committees. The founders of our Society would be astonished to see the strength and breadth of influence our group has attained; and we aren’t through yet.

These accomplishments did not occur by chance but by dedication and hard work. We are blessed to live in the Austin area, truly the gem of Texas, and TCMS has contributed to this special environment we share. Our Society is strong because of the numerous physicians who have shared their time, intellect and talents as volunteers on our committees, attending our events and planning for our future. I thank every physician who has given their time to help our Society. Many TCMS physicians – past and present – have been notably strong leaders. Ten of those served as president of the TMA beginning with Richard Swearingen, MD in 1889 and most recently, Bruce Malone, MD in 2012. These leaders have left a record of accomplishment that we are all proud of. They are representative of many more concerned TCMS physicians who have stepped up when called on to serve.

I attended my first TMA annual meeting in 1983. I was a first year ophthalmology resident at that time, and Ruth Bain, MD, a TCMS member, was the TMA president. Dr. Bain made a lasting impression on me, and I am forever grateful that when I moved to Austin to start my practice, she became a mentor and a friend. Ruth was a trailblazer and showed me that even though women were just beginning to enter medicine in significant numbers, there was no ceiling to what we could accomplish. Our leadership today will not doubt pass that inspiration on to young physicians who will rise in the future.

“The founders of our Society would be astonished to see the strength and breadth of influence our group has attained; and we aren’t through yet.”

TCMS has done so much good for medicine and this community from founding The Blood and Tissue Center and graduate medical education programs to Project Access and many other endeavors too numerous to mention.

This is the time of year when our next president, Sarah Smiley, DO will be appointing new committee members. If you have an interest, please volunteer and more importantly, say yes if asked to serve. You will be making an important contribution to continuing our Society’s stellar history into the future, and your time and energy will be greatly appreciated.

Get Involved!

Below are short descriptions of some of the committees for which President Elect Dr. Smiley will make appointments.

If you’re interested in being involved, contact the Society at tcms@tcms.com or 512-206-1270.

Communications – Provides oversight of TCMS publications including editorial and advertising policy for the TCMS Journal, TCMS Pictorial Directory, TCMS eNews and website.

Constitution and Bylaws – Studies and reports on proposed amendments to the TCMS constitution and bylaws.

Geriatrics – Addresses transition of care issues and various models of geriatric care.

Medical Legislation – Works in cooperation with the TMA Council on Legislation to promote the enactment of appropriate medical and health care legislation. Also works in cooperation with TEX PAC to evaluate political candidates’ positions on medical or health care related issues.

Membership – Organizes, develops and executes strategies for the recruitment and retention of membership in the Society. Plans activities for the members of TCMS.

Public Health – Works to foster communication and cooperation on current public health issues between the health department and practicing physicians.

Public Relations – Oversees and promotes community service and other activities that enhance public understanding and appreciation of the medical profession.
We believe that nothing short of excellence is acceptable to a physician office.

That is why so many of them trust MSB Answering Service with their after-hours calls.

“The staff at MSB do a great job. I feel like I’m always connected, calls are documented, and they take good care of my patients.”

C. Bruce Malone, III, MD Orthopedic Surgeon, Austin

**Economical** - our service rates are typically half of what other services charge, with no sacrifice in quality. In fact, our advanced call handling procedures result in such a high quality of service that they were recently awarded a United States patent.

**Secure** - violation of HIPAA/HITECH text messaging guidelines can result in some pretty stiff penalties. We provide compliance and protect your liability with encrypted text messaging to a broad range of devices including iPhone, Blackberry, and Android phones using the same level of security that banks use. No app required, no special devices needed, and no inconvenient call-backs to retrieve a message.

**Accurate** - we make sure we have the correct information during the initial call, eliminating any need to call the caller back to confirm the information. Rigorous training and clearly documented procedures are the foundations for our exceptional service. Our staff really does care about getting it right.

**Convenient** - we provide a variety of web-based resources that enable our clients to view their call handling instructions, listen to how we handle their calls, search archived transactions, and more. All calls are answered in your practice name, and you can easily turn on/turn off when calls are sent to MSB for processing.

We hope you would like to learn more about what sets MSB Answering Service apart from the rest, how we can reduce your liability, protect your practice, and help you realize a tremendous savings.

(512) 467-5200
www.MedicalServiceBureau.com
Executive Board
Michelle A. Berger, MD, President
Sarah I. Smiley, DO, President Elect
R.Y. Declan Fleming, MD, Immediate Past President
Robert K. Cowan, MD, Secretary-Treasurer
Tony Aventa, MD, Member At Large
Lisa L. Ellis, MD, Member At Large
Isabel V. Hoverman, MD, Member At Large
Jeffrey M. Jekot, MD, Member At Large
Anand Joshi, MD, Member At Large
Pradeep Kumar, MD, Member At Large
Harish K. Gagneja, MD, Chair, Board of Ethics
Catherine L. Scholl, MD, Delegation Representative
Stephen S. Clark, MD, BTC Representative

Board of Ethics
Roberta Braun, MD
Dawn Buckingham, MD
Kimberly Avila Edwards, MD
Harish Gagneja, MD, Chair
Greg Kronberg, MD
Ghassan Salman, MD
Todd Shepler, MD

Delegates to TMA
Tony Aventa, MD
Ira Bell, MD
Michelle A. Berger, MD
Robert E. Blais, MD
Roberta M. Braun, MD
Dawn Buckingham, MD*
Edward Buckingham, MD
William D. Caldwell, MD
C. Mark Chassay, MD
William J. Deaton, MD
Lisa C. Ellis, MD
James Eskew, MD
Nancy Foster, MD
Juan Guerrero, MD
James Hicks, MD
Felix Hull, MD
Jeffrey M. Jekot, MD**
Greg M. Kronberg, MD
Daniel J. Leeman, MD
Bruce A. Levy, MD, JD
Jerald A. Mankovsky, MD
Hillary Miller, MD
Melinda Rainey, MD
Stephanie D. Roth, MD
Dora L. Salazar, MD
Catherine L. Scholl, MD
Halsey “Happy” Settle, III, MD
Eric S. Tabler, MD
Emilio M. Torres, MD
Zoltan Trzina, MD, PhD
Belda Zamora, MD
Guadalupe “Pete” Zamora, MD

Alternate Delegates to TMA
Jeffrey Apple, MD
Kimberly Avila Edwards, MD
Travis Bias, DO
Maya Bledsoe, MD
Noah Bunker, MD
Esther Cheung-Phillips, MD
J. Lauren Crawford, MD
Osvaldo Giglotti, MD
Ernest Graves, MD
Al Gros, MD
Tamey Haas, DO, MPH
Katharina Huthaway, MD
Jeffrey Kahn, MD
Thomas Kim, MD
Mrtalini Kulkarni-Date, MD
Pradeep Kumar, MD

TCMS Staffing Services
What do you do when you hear: “I won’t be in because I have the flu.” “I’m pregnant and plan to take 9 weeks of maternity leave.” “I’ve taken a new job – this is my two week notice.”

Save the hassle of hiring and contact TCMS Staffing Services Recruiter Mandy Clare at 512-215-5194 or visit www.tcms.com. Available 24/7, this service provides preferred pricing, consistent staffing and quality patient care without the headaches. Let trained recruiters help you with options such as temp, temp-to-perm and direct hires.

Our provider Favorite Healthcare Staffing, is Joint Commission Certified and has been serving the Texas health care community for over 30 years.

TCMS Group Purchasing
This program offers discount volume purchasing for all TCMS physicians.

Through TCMS Group Purchasing, practices have access to a growing number of discounted services such as business class phone and internet, medical supplies, medical waste disposal and office supplies. Save hundreds to thousands of dollars in overhead costs – more than enough to cover TCMS dues!

For more information on TCMS Group Purchasing, email Program Manager Steve Hinojosa at steveh@tcms.com or call 512-358-4913.

TCMS Auto Program
A no-cost benefit for TCMS physicians, their families and office staff, this program takes the hassle out of purchasing or leasing a new or pre-owned vehicle.

The program can locate a vehicle for you at the best price, with your choice of color and equipment; arrange for a test drive at your office and arrange all of the paperwork for you. We make the process easy – all you have to do is sign!

For more information, contact TCMS Auto Program Director Phil Hornbeak at phornbeak@tcms.com or 512-949-5758.

Take Advantage of Your Member Benefits

TCMS Group Purchasing
This program offers discount volume purchasing for all TCMS physicians.

Through TCMS Group Purchasing, practices have access to a growing number of discounted services such as business class phone and internet, medical supplies, medical waste disposal and office supplies. Save hundreds to thousands of dollars in overhead costs – more than enough to cover TCMS dues!

For more information on TCMS Group Purchasing, email Program Manager Steve Hinojosa at steveh@tcms.com or call 512-358-4913.

TCMS Auto Program
A no-cost benefit for TCMS physicians, their families and office staff, this program takes the hassle out of purchasing or leasing a new or pre-owned vehicle.

The program can locate a vehicle for you at the best price, with your choice of color and equipment; arrange for a test drive at your office and arrange all of the paperwork for you. We make the process easy – all you have to do is sign!

For more information, contact TCMS Auto Program Director Phil Hornbeak at phornbeak@tcms.com or 512-949-5758.

TCMS Staffing Services
What do you do when you hear: “I won’t be in because I have the flu.” “I’m pregnant and plan to take 9 weeks of maternity leave.” “I’ve taken a new job – this is my two week notice.”

Save the hassle of hiring and contact TCMS Staffing Services Recruiter Mandy Clare at 512-215-5194 or visit www.tcms.com. Available 24/7, this service provides preferred pricing, consistent staffing and quality patient care without the headaches. Let trained recruiters help you with options such as temp, temp-to-perm and direct hires.

Our provider Favorite Healthcare Staffing, is Joint Commission Certified and has been serving the Texas health care community for over 30 years.

TCMS Group Purchasing
This program offers discount volume purchasing for all TCMS physicians.

Through TCMS Group Purchasing, practices have access to a growing number of discounted services such as business class phone and internet, medical supplies, medical waste disposal and office supplies. Save hundreds to thousands of dollars in overhead costs – more than enough to cover TCMS dues!

For more information on TCMS Group Purchasing, email Program Manager Steve Hinojosa at steveh@tcms.com or call 512-358-4913.

TCMS Auto Program
A no-cost benefit for TCMS physicians, their families and office staff, this program takes the hassle out of purchasing or leasing a new or pre-owned vehicle.

The program can locate a vehicle for you at the best price, with your choice of color and equipment; arrange for a test drive at your office and arrange all of the paperwork for you. We make the process easy – all you have to do is sign!

For more information, contact TCMS Auto Program Director Phil Hornbeak at phornbeak@tcms.com or 512-949-5758.
Look as Good as You Feel

Emery W. Dilling, M.D.
Jeffrey M. Apple, M.D., F.A.C.S.

Board-Certified Surgeons
Contracted with all major insurance carriers

VeinSolutions™
Leaders in Cosmetic & Therapeutic Vein Care

www.VeinSolutionsAustin.com
512-452-VEIN

A division of CTVS, serving Central Texas since 1988
Cardiothoracic and Vascular Surgeons
Ten years ago marked a milestone celebration of Travis County Medical Society’s founding in 1853. The September/October 2003 TCMS Journal looked back at many of the significant events of the Society’s first 150 years as the face and the voice of medicine in this community.

Today, as we wish the Society a happy 160th anniversary and reflect on just the last 10 years, it is evident that we are dealing not just with constant change, but with a constantly increasing rate of change. Our second and third generation physicians practice in a very different environment from that of their forebearers. To paraphrase an old TV commercial, this is not your father’s Medical Society. And Bob Dylan still rings in my head “For the times, they are a-changin.”

In 2003, less than 25 percent of the Society’s members were female. Today, we have over 3,600 members, 35 percent of whom are female. More than 50 percent of current members joined since 2003 and half of those are female and under 40. This inexorable shift is manifesting itself in the Society’s leadership as this diverse cohort of young physicians becomes more active in the Society and organized medicine as a whole.

The demographics “they are a changing” and, as a result, so are the Society’s activities, programs and meetings. In today’s TCMS, social hours, professional networking events, practice management educational opportunities, physician recognition and special programs have largely replaced the traditional quarterly business meetings of a decade ago. How’s that for change you can believe in!

Volunteerism through Project Access, non-profit safety net clinics, the TCMS/AISD high school athletic physicals program as well as organized non-medical volunteer events with community non-profits like the Capital Area Food Bank, provide opportunities for physician members and their families to give of themselves in the service of others outside their practice environment.

Member engagement in organized legislative activities at the Capitol has grown exponentially since 2003 as we now mark the 10th anniversary of the passage of Proposition 12, a Texas constitutional amendment that ushered in sweeping tort reforms that have restored sanity and stability to the professional liability environment. TCMS members and leaders were at the forefront of that successful effort to change a faulty system for the good of patient care and viable medical practice.

“What you might not know if you joined the Society in the last 10 years, is that there are actually four organizations that operate under the umbrella of the Travis County Medical Society: the Society itself; its not-for-profit TCMS Foundation; its wholly owned subsidiary Medical Service Bureau (aka the Medical Exchange); and its not-for-profit affiliate The Blood and Tissue Center of Central Texas. Each holds an important place in the Medical Society’s history of service to medicine and to the community. Particularly noteworthy is the role of the TCMS Foundation in developing community based graduate medical education.

Formerly known as the Central Texas Medical Foundation (CTMF), it established Austin’s first ACGME accredited residency programs in 1971 and operated them under the Society’s oversight for 27 years. In 1998, the Society transferred the GME programs to Seton under whose sponsorship they have continued to grow and thrive. It is noteworthy that more than 550 TCMS physicians currently practicing in Central Texas did all or part of their GME training right here in Austin, an enduring legacy of the long-standing commitment of this Society and its members to medical education.

The number of local docs who trained here will continue to grow as Austin will soon have its own medical school along with a new teaching hospital affiliated with the University of Texas, Seton Healthcare Family and Travis County’s health care district, Central Health. In addition to medical students, this new endeavor will bring first-class research, expanded residency programs and access to care for the uninsured and under-insured of Central Texas. While TCMS no longer runs the programs, its members will surely still be engaged and involved in this expanding medical education system in our community. “For the times they are a-changin.”

Clearly at 160 years strong and growing, there is much to celebrate about the Travis County Medical Society. And clearly there is much still to do and formidable challenges yet to be faced “...there’s a battle outside and it’s raging.” Our past success is, well just that. No guarantee for an uncertain future.

However, seeing the energy and the ever changing face of the membership and leadership that’s emerging in this Society, I believe the past truly is prologue. Yes, the times are changing and the future ain’t what it used to be. It’s better.
We reward loyalty. We applaud dedication. We believe doctors deserve more than a little gratitude. We do what no other insurer does. We proudly present the Tribute® Plan. We honor years spent practicing good medicine. We salute a great career. We give a standing ovation. We are your biggest fans. We are The Doctors Company.

Richard E. Anderson, MD, FACP
Chairman and CEO, The Doctors Company

You deserve more than a little gratitude for a career spent practicing good medicine. That's why The Doctors Company created the Tribute Plan. This one-of-a-kind benefit provides our long-term members with a significant financial reward when they leave medicine. How significant? Think “new car.” Now that’s a fitting tribute. To learn more about our medical malpractice insurance program, including the Tribute Plan, call our Austin office at (800) 686-2734 or visit www.thedoctors.com/tribute.

Tribute Plan projections are not a forecast of future events or a guarantee of future balance amounts. For additional details, see www.thedoctors.com/tribute.
DISCOVERING AUSTIN

Shahar Gurvitz
TCMS Communications Coordinator

The Travis County Medical Society is home to over 3,600 diverse physicians varying widely in specialties, age groups, backgrounds, etc. Of the current TCMS membership, 50-percent have moved to Austin in the last 10 years. In recent years, Austin has been put in the world’s limelight as one of the nation’s fastest growing cities. Beyond Austin’s economic growth, Austin is known for its live music, unique culture and natural beauty.

Since Austin isn’t new to the tourism scene, most of the top spots are no secret to new comers. While those also remain local favorites, there are some hidden gems that are also worth exploring.

Ginny’s Little Longhorn Saloon
A true Texas honky-tonk bar. If you’re looking for an upscale, hip establishment, this is not the spot. With frequent live music, a two-stepping crowd, free pool tables and Sunday’s spin on traditional Bingo (involving chickens), a night at this saloon is one that won’t be forgotten. Ginny’s brings together a mixed crowd of young professionals, seniors and everyone in between for that true, weird Austin experience. Patrons should be sure to bring lawn chairs and cash.

Baylor Street Wall Art
An ever-changing wall of local graffiti art is essentially an incomplete construction project. Word to the wise: wear shoes and watch your steps. Tucked away between Clarksville and downtown (11th and Baylor by North Lamar), the park gives visitors an authentic underground art feel to Austin’s scene. The area offers iconic photo opportunities and is located near wonderful coffee shops and restaurants. Enjoy a beautiful view of the city from the top level.
Kite Festival
The annual Austin Kite Festival at Zilker Park is the nation’s longest running and has been gathering people of all ages for over 85 years. Held on the first Sunday of March, this free event welcomes spring to Texas. In a spectacular, must-see scene, hundreds of whimsy kites swim, float and whip across the blue skies and downtown skyline. The festival presented by The Exchange Club in partnership with the Austin Parks and Recreation Department is not only fun, but also raises money to help support non-profit organizations in Central Texas engaged in the prevention of child abuse. Fly a kite, participate in the contests and enjoy a picnic or the various local vendors at this Austin tradition. Mark your calendar for March 2, 2014. For more information, visit www.zilkerkitefestival.com.

Westcave Outdoor Discovery Center
A nature preserve located in southwest Travis County just down the road from Hamilton Pool. Because of the cave’s fragile nature, visits are by guided tour only. At $10 per adult, $5 a child or $25 a family, the expert-guided tours take visitors on a hike through trees, wildflowers and brush to a beautiful waterfall and cave. The visitor center stands as a solar observatory that offers various exhibitions including nature’s numbers, which explores the relationship between math and nature, water and weather cycle, dark sky and an internet-fed, self-updating sky watch. For more information, visit www.westcave.org.

Pioneer Farms
A five-themed exploration park that teaches realistic Texas history in a memorable way by imitation of pioneer life. In this living museum, visitors discover an 1800s demonstration of houses, farms, creeks, feeding houses, a barn and endless photo opportunities during self-guided tours. Visit the general store for tickets ($8 per adult; $6 a child) and a map of the area. Bring bug spray, sun block and comfortable walking shoes. For more information, visit www.pioneerfarms.org.

Enjoy adventuring and exploring in and around Austin!
TCMS Member Par-Tee
August 8, 2013
TopGolf

“Being new to Austin, I thought the event was a great opportunity to meet other physicians in Austin and the surrounding areas.”

Ajita Shah, MD
Shown with her husband.
The TCMS Auto Program Can:
Locate the vehicle for you at the best price, with your choice of color and equipment.
Arrange for a test drive at your home or office.
Arrange all of the paperwork for you.
We make the process easy. You just sign.

Take advantage of the full benefits of the TCMS Auto Program!

Contact TCMS Auto Program Director Phil Hornbeak at phornbeak@tcms.com or 512-949-5758.
Besides marrying our mother and having a son and daughter, the most memorable time in Dad’s century was his experience in WWII. He was an army surgeon in the 15th Evacuation Hospital operating under fire in North Africa, Sicily and Italy.

“Every instinct told you to ‘hit the dirt,’ but of course, you couldn’t. The patients we were operating on couldn’t, so we kept operating,” he told us.

Hospitals located in the middle of the battlefield at Anzio Beach Head weren’t immune to German artillery, bombs or even friendly fire. Life and death were random. After the war, Dad, a decorated Lt. Colonel, seemed uniquely unscarred. Rather, this character building experience has been deeply ingrained and inspired him over the decades.

Dad was an avid traveler, an activity that began in childhood, returning to Europe 30 times and travelling around the world twice. A half century later over dinner in Italy, he casually told about having published a paper about peer review that was published by the American College of Surgeons Bulletin in 1952. Peer review was a new concept and was somewhat threatening to members of the medical community. Within two years of writing the paper, the Tissue Audit Committee at Brackenridge was firmly established and reflected the medical community’s desire to practice medicine at the highest standard of care. It was the only peer review article published up to that time. Now peer review is universal.

Our father, Dr. George Tipton, Sr., practiced general surgery in Austin from 1949 to 1974 and has been retired for 40 years. During those years of practice, he was president of TCMS, chairman of the Travis County Disaster Committee and served the United Fund and the American Red Cross. He also took call at Brackenridge for a month at a time in an era of no compensation.

Following his retirement from overseas travel at age 94, he discovered the iPod, Bose stereo and the joy of downloading the big band classics like Xavier Cugat. He may no longer have dancing shoes, but he still enjoys the emotions and memories from the music of his generation. He also discovered pizza delivery a couple of months ago.

He celebrated his 100th birthday surrounded by his children, grand-children and great-grandchildren with pizza courtesy of Papa John’s and a special vanilla gelato from Tèo as the Italian influence lives on - just like Dad does.

Happy 100th Birthday Dr. George Tipton, Sr!

George W. ‘Buddy’ Tipton, MD and Ellen Tipton

Editor’s note: Dr. Tipton is the second oldest living TCMS member having joined the Society in 1949. The oldest living member is Kermit Fox, MD, who joined in 1948 and celebrated his 100th birthday on January 8, 2013. For more about Dr. Fox, see page 10 in the 2013 March/April edition of the TCMS Journal.
12319 North Mopac  Austin, Texas

New Office for Lease

Outstanding New Office For Lease in North Austin!

★ 36,000 SF Plaza North office building offers the rare opportunity to custom design and finish-out a new corner office on North Mopac!
★ Premier north Austin location with outstanding visibility and convenient access from North MoPac in the center of the Austin metro area.
★ Reserved parking in the covered, under-building parking garage.
★ With the new toll road, Mopac Expressway is the preferred north/south highway for the Austin metro area.
★ Adjacent to St. David’s North Austin Medical Center ranked as one of the top 20 hospital systems in the nation, with the largest women’s health care facility in the region.

One exit north of the world-class Domain master planned development, dubbed the second downtown of Austin.

Call now for a fresh start in a new, custom finished-out office in the centrally located Plaza North office building.

Suite #320 - For Lease

Hurry, This New Corner Office Won’t Last Long!

For Lease: Suite #320 4,076 GSF, 3,358 USF;
Premier top floor, unfinished office space with direct access from the Lobby and lots of natural light from the continuous expanse of windows on two sides facing north and east into the tree tops.

Rare opportunity to custom design your new office to your specific needs and finish-out to your individual style. Suite #320 includes four (4) reserved covered parking spaces in the under-building parking garage, which provides security and comfort during the cold and wet winter days and hot summer months!

For Details and a Tour, Please Contact

Scott Taylor
Call Now 512-619-1846
taylor@landcreek.com / www.landcreek.com
IN THE NEWS

Norman H. Chenven, MD
Austin Regional Clinic founder and CEO, was honored with the Executive Leadership Award, Large Business category, at the Austin Chamber of Commerce’s annual Business Awards on September 4.

Teresa Kroeker, MD was one of five surgeons who served on the expert surgical technique panel at the Second World Congress on Thyroid Cancer held in Toronto, Ontario, July 2013. She served on the course faculty for the American College of Surgery Thyroid/Parathyroid Ultrasound Certification Course during the World Thyroid Congress.

Peggy M. Russell, DO was recertified as a Certified Medical Director in Long Term Care (CMD) by the Board of Directors of the American Medical Directors Certification Program (AMDCP).

Michael Teneriello, MD was named principal investigator for Texas Oncology in the Gynecologic Oncology Group (GOG), a national research group funded by the National Cancer Institute. GOG is a collaborative group that focuses on large scale national and international clinical trials in cancer of the ovary, uterus and cervix.

Steven E. Zimmet, MD was a keynote presenter at the Venous Association of India Annual Meeting, Goa, India, January 2013. He was also an invited speaker at the Annual Congress of the American Venous Forum, February 2013, and the Annual Congress of the American College of Phlebology, September 2013.

TCMS
Established 1853
Celebrating 160 Years
The founding meeting of the Texas Medical Association was held on January 17, 1853, at the Methodist Church in Austin. The location was Fifth and Congress. Thirty-five physicians – eight from Austin and three from Travis County – attended the meeting. At its second meeting held on October 22, 1853, TMA recognized two district medical societies: Bexar Medical Society, organized a month before, and Travis Medical Society, officially organized that day. Dr. John T. Alexander served as the its first president.

SAVE THE DATE
Travis County Medical Society
Annual Awards Dinner
Thursday, December 5, 2013
Austin Country Club
Honoring
TCMS 2013 Physician of the Year
Richard M. Holt, MD
and presenting the
Ruth M. Bain Young Physician Award
Jason S. Reichenberg, MD
Physician Humanitarian Award
Robert L. Rock, MD

What Members Are Reading

A re Y ou Smart E nough to W ork at G oogle?
By William Poundstone

Founding Brothers
By Joseph J. Ellis

A Game of Thrones
By George R.R. Martin

TCMS member Byron Wilkenfeld, MD reviews The Idiot by Fyodor Dostoyevsky.

“Dostoyevsky’s The Idiot is rewarding, but difficult to read partly because characters had multiple names, but more so from the difficult emotions his writing generates. To me, Dostoyevsky’s true genius is the ability to induce the reader in an upwelling of intense emotions, pleasant and unpleasant from both mundane as well as life changing experiences.”

For Dr. Wilkenfeld’s full review of The Idiot, visit the TCMS blog.
Brian Novy knows Austin.
Your #1 source for medical office space.

The Brian Novy Company Specializes
- Tenant/buyer representation
- Lease negotiation / renegotiation
- Utilizes extensive network of Developers, Contractors, Architects, Attorneys, CPAs and Lenders
- Build to suit

Brian is home grown Austin. He will find the perfect location for your practice and be your resource in all phases of establishing your practice.

512-327-7613 • www.briannovy.com • novyco@austin.rr.com

MEDICAL PROFESSIONAL LIABILITY INSURANCE + RISK MANAGEMENT SERVICES

CERTITUDE by ASCENSION HEALTH
FOR PHYSICIANS
AFFILIATED WITH SETON HEALTHCARE FAMILY

Your record of practice is important for many reasons—credentialing, increasing transparency with patients, and protecting your important professional identity.

Coverage is about so much more than settling claims. Choose the protection that is like no other in supporting the principles of high reliability.

Your Certitude™ program provides:
- Risk management resources to help you manage your practice and enhance patient safety
- Flexible premium payment options to fit your needs
- Physician peer input for difficult claims and underwriting issues
- A unified claims approach—with no claim settled without your consent
- Enhanced coverage for today’s medical environment
- And much more...

Call ProAssurance at 800.252.3628 for more information on Certitude.

EXPECT MORE
The power of affiliation...
The Travis County Medical Alliance is a philanthropic organization that is open to any spouse or partner of a physician, or any physician who is eligible to be a member of the Travis County Medical Society. Currently, TCMA has over 400 members who participate in community service, political advocacy and social events. The Alliance’s fundraising activities support an annual grant program for groups working to improve the health of Central Texans. TCMA has won numerous state and national awards for programming and membership. Whether you are new to Austin or a longtime resident, TCMA invites you to join!

**Upcoming Events:**

**October 15 - 9:30-11:30 am**
General Meeting

**October 23 - 10 am-12 pm**
Book Group
Peggy Seaquist’s home

**December 6 - 11 am-1 pm**
Holiday Luncheon

For more information about the Alliance, visit TCMAAlliance.org or contact Elaine Agatston at agatston@aol.com.
New Medical Office Building in Round Rock!

Wyoming Springs Medical Arts Plaza

- Premier visibility at a busy intersection
- 2,000 to 4,000 sq. ft.
- Store front entrance
- Across the street from St. David’s Round Rock Medical Center and Wyoming Springs Medical Center

Call to Lease Today!
512-689-2674
info@medicalartsplaza.com
Where Have All the Flowers Gone
Christopher S. Chenault, MD

Where have all the flowers gone?  
Young girls have picked them everyone.  
Where have all the young girls gone?  
Gone for husbands, everyone.  
Where have all the husbands gone?  
Gone for soldiers, everyone.  
Where have all the soldiers gone?  
Gone to graveyards, everyone.  
Where have all the graveyards gone?  
Gone to flowers, everyone,  
Oh, when will they ever learn?  
Oh, when will they ever learn?

This shortened version of the Pete Seeger song with additional verses by Joe Hickerson came to mind as I thought of my medical career journey. I began to wonder, “where have all the mentors gone?”

Somewhere in my 50s, I began to notice that some of my mentors were no longer publishing papers, present at meetings or available to see my patients. In my early years, I didn’t think about the comings and goings of most of my colleagues, or those I followed through their published works. They were just there and had been there as icons during my training and into the early years of my practice. To my notice, that changed very little for at least 15 years. Of course, if I had been asked, it would have been clear that they would retire, pass away or just change course and leave the medical scene. But that was in the future.

Kermit Fox, MD was my senior partner when I came to Austin. He was a first class thinker and observer of things, and I came to rely on many of his thoughts and approaches to orthopedics. Dr. Fox and his partner Elwood Eichler, MD trained at the Campbell Clinic and were early in exploring the pathology of the shoulder. They were well ahead of the curve dealing with rotator cuff disease in Austin, and I learned a lot from them. I called upon colleagues and mentors from around the country for advice and guidance on hand cases and complicated total knee possibilities.

And so it went with my early years in practice. I am certain that all doctors, in whatever field, have their heroes and mentors that gave perspective to the myriad medical material that was available.

In Austin, we were fortunate to work with many colleagues and peers. As surgical specialists, we depended on our internal medicine colleagues, pediatricians, radiologists, oncologists, Ob/Gyns and subspecialists to look after our patients with us. In the practice, we got to know physicians such as Drs. Kriesle, Renfert, Legett, Graham, Glazener and others too many to name.

In 1986, Dr. Fox retired followed by a number of local doctors. Over the next 10 years, all of those national figures that I had known began to disappear. At local meetings the presentations were by “younger bucks” whose names were unfamiliar to me, but were the rising stars of various areas. I did notice that many were interested in more focused orthopedic areas of care and did not seem to fit the picture of my icons of the earlier years. I believe that was just familiarity and comfort on my part.

A few weeks ago, I called Dr. David Wright to inquire about his activities, practice and the training program. He expressed the same sentiments that I had considered at his age. I thought he expressed it well by saying that he felt “somewhat lonely and out there by himself.” Of course, one of his mentors, Dr. Matt Blackstock, had recently passed away. That would truly create a hole in one’s world of mentors.

And in that discussion, I realized that I had contributed to his changing world as we had exchanged a number of patients when I was practicing, and I had the pleasure of having about 75 residents in our office. Now I was retired and the one who had disappeared from the scene. Dr. Wright was now referring to my younger partners, among others, and experiencing that changing world of intellectual and personal contacts.

And so to the young physicians, as you energetically plow through your early practice years and enter into the more staid middle years, there are many events that will mold your thinking. Many are under your control, but more are well beyond that control and will profoundly affect your practice and especially your sense of security. Perhaps it will be interesting to anticipate those changes and, at least, be prepared for them. Perhaps this musing will be helpful along the path as we observe what has “gone to flowers every one.”

Where have all the flowers gone?  
Young girls have picked them everyone.  
Where have all the young girls gone?  
Gone for husbands, everyone.  
Where have all the husbands gone?  
Gone for soldiers, everyone.  
Where have all the soldiers gone?  
Gone to graveyards, everyone.  
Where have all the graveyards gone?  
Gone to flowers, everyone,  
Oh, when will they ever learn?  
Oh, when will they ever learn?
Practice Management: Hassle Factor Log

TMA helps physicians resolve insurance related problems with the Hassle Factor Log (HFL). Through HFL, members can submit claims problems and get assistance in resolving disputes with health plans.

**Hassle Factor Log Program: General Guidelines**
- The Texas Medical Association accepts HFLs from current TMA members only.
- Submit HFLs by mail to Payment Advocacy Dept., Texas Medical Association, 401 W. 15th St., Austin, TX 78701; or by fax to 512-370-1632. (No need to mail originals of faxed information.)
- Exhaust and document reasonable attempts to resolve your claim issues, including the appeals process, before submitting an HFL unless you are submitting an HFL as “informational only.”
- Clearly identify health plans and/or contractual relationships on the HFL form.
- Keep in mind that Medicare’s Correct Coding Initiative (CCI) determines bundling standards.
- Do not report slow-pay issues until 45 to 60 days after you have submitted the claim and you have received confirmation that the claim is being processed.
- TMA copies the physician on any letter sent to a health plan regarding his or her HFL.
- TMA generally processes HFLs within two to four weeks of receipt. TMA cannot guarantee a response from the health plan.

**Using the Form**
- Use the current HFL form available on the TMA website.
- Fill out the HFL form completely and legibly.
- Give a brief description of the hassle on the form. If you need to include a more detailed description, attach it to the form.
- You may use one form to submit multiple hassles that address the same issue and are from the same health plan.
- Use separate forms to submit multiple hassles that are dissimilar in nature or are similar but from different health plans.
- Use separate forms to submit hassles from different TMA physician members.
- All HFLs require attachments to be processed.

**Attachments**
Attachments should contain only the protected health information (PHI) that is relevant to the patient(s) for whom a physician is submitting an HFL. Physicians should delete all other patient information from the attachments. TMA will return to the practice any HFLs that have non-pertinent PHI.
Examples of frequently needed attachments are:
- CMS-1500 claim forms
- Remittance notices (e.g., EOBs, RAs, R&S reports) with definitions of comment indicators and/or denial messages
- Copies of relevant prior correspondence to and from the health plan, including appeal letters and/or denial letters
- Reports for proof of timely filing (e.g., batch acceptance reports from the payer or clearinghouse showing the payer accepted the claims)
- Operative notes/Medical records
- Patient insurance identification cards
- Preauthorization/Referral forms

**Informational Only HFLs**
TMA adds the following types of HFLs to its database as “informational only”:
- The HFL was submitted to TMA expressly for “informational only” purposes.
- The claim currently is being appealed with the health plan for the first time.
- The claim is for services older than 12 months.
- The physician office failed to follow up timely on the claim.
- The information submitted is a copy of a complaint filed with the Texas Department of Insurance.
- The hassle is not clear, legible or understandable.
- The HFL contains unclear issues and/or conflicting information.
- Physician billing errors are construed as payer hassles.
- The HFL lacks appropriate attachments.

The Hassle Factor Log Form is available at www.texmed.org/hasslefactorlog.

You must have a TMA member number to submit an HFL form and a user name and password to access the online version. To receive your member number and/or log-in information, contact the TMA Knowledge Center at knowledge@texmed.org or call 800-880-7955.

Sleep 360 Sleep Diagnostic Center
Pecan Park Professional Plaza
10601 Pecan Park Blvd. Suite 203
Austin, 78750

Our Services
- Physician Consultation
- Physician supervised sleep studies with quick turn around time for results
- CPAP/BPAP compliance clinic
- Cognitive Behavioral Therapy (CBT) for insomnia management.
AASM Accredited 4 - Bed Sleep Center
PH: 810-036 • Fax: 918-0361 • www.sleep360md.com

**Sleep 360 Sleep Diagnostic Center**

Dr. Gupta is a board certified neurologist and pain specialist, and former Instructor of Pain Management at Johns Hopkins University.

**Sleep 360 Sleep Diagnostic Center**

Vani Vallabhaneni, MD
Board Certified in Sleep Medicine
Board Certified in Internal Medicine
AASM Accredited 4 - Bed Sleep Center
PH: 810-036 • Fax: 918-0361 • www.sleep360md.com
Options for Colorectal Cancer Screening

Colonoscopy is a commonly performed screening method for colon cancer. A tube, light and camera are inserted into the colon so that a doctor can see the inside of the colon. A major advantage of colonoscopy is that doctors can detect polyps (growths that can turn into cancer) in the colon and remove them at the same time (polypectomy). Also, if your test shows no abnormalities and you do not have any risk factors, you will need a colonoscopy only once every 10 years.

However, there are some disadvantages to colonoscopy. It requires taking time off work and someone to accompany you. Colonoscopy requires sedation and there is some risk that the colonoscopy tube can tear the colon, requiring emergency repair.

Alternatives To Colonoscopy

Several physician and government organizations have endorsed alternatives to colonoscopy for people older than 50 years with an average risk of colon cancer. These procedures need to be repeated more often. If doctors find anything abnormal, the likelihood of which increases with age, then a follow-up colonoscopy is needed.

“Virtual” colonoscopy is also called computed tomography colonography or simply colonography. This screen uses x-rays to create pictures of the interior of the colon. Like colonoscopy, colonography requires drinking a laxative to cleanse the colon. Because a tube is inserted only into the rectum rather than the entire length of the colon, usually no sedation is needed and there is minimal risk of perforation. However, colonography involves radiation exposure.

Guidelines issued by a group of professional societies in 2008 state that data are sufficient to show colonography’s effectiveness as a screening tool. However, the Centers for Medicare & Medicaid Services and the US Preventive Services Task Force argue that there is not enough evidence to assess colonography as a screen for colorectal cancer.

High-quality data show that flexible sigmoidoscopy can prevent colorectal cancer incidence and mortality. The basic difference between colonoscopy and sigmoidoscopy is that sigmoidoscopy looks at the lower colon and rectum. Therefore, sedation is usually not needed, although some discomfort is possible. Instead of a laxative drink, an enema is given in preparation.

A fecal occult blood test, also called a fecal immunochemical test, is low risk and done at home. A small amount of stool is placed on a card and sent to the doctor. Fecal occult blood testing does not require diet restriction, bowel preparation or time off of work, but it is a less sensitive test so it should be done annually.

Evidence does not yet support any one of these screening tools over another, so in deciding which screening option is best for you, consider your personal health situation and talk with your doctor. Not all screening tests are covered by all insurance plans, so check to see if the test you prefer is covered.

For More Information

National Cancer Institute
www.cancer.gov/cancertopics/factsheet/detection/colorectal-screening

American Cancer Society

American Gastroenterology Association
www.gastrojournal.org/article/S0016-5085%2808%2900232-1/fulltext#sec2

US Preventive Services Task Force
www.uspreventiveservicestaskforce.org/uspstf/uspscolo.htm
OPPORTUNITIES

Urgent Care: MedSpring Urgent Care, Austin seeking staff physicians for six new urgent care locations in Austin. Gorgeous, centrally located centers feature 12-hour shifts, no nights, no call and no overhead. MedSpring is dedicated to getting patients “back to better,” and we are looking for doctors who seek to provide outstanding service to every patient. MedSpring is poised to become an industry leader in urgent care, and we are looking for doctors to grow with our company. Excellent compensation, annual bonus, benefit package, licensure and CME reimbursement, paid medcial insurance and excellent opportunities for leadership. For more information contact Patty Weldon at patty.weldon@medspring.com or 512-270-2844.

Primary Care: MedSpring is an exciting health care company with six Austin locations. Determined to have a positive impact in health care, MedSpring is building a reputation for the quality and caliber of its people and the great service they deliver. MedSpring will now offer primary care services, in addition to the excellent urgent care we already provide. We have both part-time and full-time opportunities for board certified or board eligible family medicine or internal medicine physicians. We seek physicians with an outstanding bedside manner, a positive and energetic attitude and a team orientation absent of hubs. Together, we will build a new standard for primary care in the communities we serve. For more information contact Patty Weldon at patty.weldon@medspring.com or 512-270-2844.

Occupational Medicine: Director of Occupational Medicine, Austin. MedSpring is the new leader in urgent care, and we are rapidly expanding into occupational medicine. We are seeking a medical director for our occupational medicine overseeing our occ med program in Austin and beyond. This position will develop our program, train our physicians in occ med and meet with occ health clients to convey the benefits of working with our company. MedSpring is dedicated to getting patients “back to better,” and we are looking for doctors who seek to provide outstanding service to every patient. We offer gorgeous, centrally located centers featuring 12-hour shifts, no nights and no overhead and generous compensation and benefits. Our comp package includes salary, bi-annual bonus, benefit package, licensure and CME reimbursement and paid medmal insurance as well as a director stipend. For more information contact Patty Weldon at patty.weldon@medspring.com or 512-270-2844.

Family Practice: Established solo family practice near Seton Med Cntr Austin and St. Davids Med Cntr, needs permanent part-time family medicine MD/DO now to expand patient care. Competitive compensation package. For entry physician a partnership option. For retiring physician, permanent added income. For more information, contact ppage82@gmail.com, or call 281-855-2358.

For Sale: Ortho/sports medicine supplies. Stryker cast saw and spreaders, casting, brace and splint supplies, hard sole shoes. Contact draysdc@gmail.com or 512-944-5677.

Search Classifieds
Call 512-206-1245.
Our doctors are pretty special. So we treat you that way.

Peace of mind.

With an A (Excellent) rating by A.M. Best, we strongly protect and defend you. So you can relax and practice medicine.

www.medicusins.com

MEDICUS
Insurance Company

Great rates. Personal service.
1 in 8 women will be diagnosed with breast cancer during her lifetime.

Risks

- Being female
- Genetics
- Family history
- Breast density
- Age

What you can do

- Regular mammograms: Women 40 and over should have a mammogram once a year.
- Breast self-exam: All women should be aware of how to examine their breasts and report any changes to a health professional.
- Get regular breast exams: In addition to mammograms, women should have regular breast exams with their health care provider.
- Maintain weight: Overweight or obese women are at a higher risk.
- Exercise: Exercise helps control weight and may lower the risk of breast cancer.

 Ara Women’s Imaging

Schedule your mammogram now.
Call 512.453.6100 or visit www.ausrad.com.

Check from:
At least 32 million U.S. households own insurance policies that aren’t right for them.¹

Make sure you have the right insurance to help you protect the life you’ve worked so hard to build.


Talk to a TMAIT Advisor about insurance for you, your family, and your medical practice. TMAIT is exclusively endorsed by the Texas Medical Association, and we are committed to helping you find the right coverage from an array of plans, including **medical, dental, vision, life, short-term disability, long-term disability, long-term care,** and **office-overhead expense.**

Call 1.800.880.3181  Email contact@tmait.org

Request a quote at www.tmait.org