The Las Vegas Medical Community is on the Move...

Feature Article: Nevada Health Care Guidance Program
...see page 18

Community Spotlight: Volunteers in Medicine
...see page 9
Owned by
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Important announcement from Nevada Mutual
for members of Nevada Primary Care Network, LLC

Nevada Mutual Insurance Company in recognizing the quality risk management education and quality control initiatives (such as EMR) of Nevada Primary Care Network, LLC has awarded a 10% reduction in premium for medical malpractice insurance coverage purchased by qualified member participants in the NPCN program. This reduction is in addition to other qualifying discounts.

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President’s Message

The Las Vegas Medical Community is On the Move!

By Michael C Edwards, MD, FACS
2014-15 CCMS President

In last month’s newsletter we highlighted much of the positive healthcare news going on in our community. The Cleveland Clinic Lou Ruvo Center Brain Health celebrated their five-year anniversary; Touro University Nevada (TUN) hosted their Annual White Coat Ceremony; Desert Radiologist received a prestigious Diagnostic Imaging Center of Excellence™ (DICOE) accreditation; Dean Thomas Schwenk, MD held the University of Nevada School of Medicine (UNSOM) State of the School Address; TUN doubled the size of their Health Center to include an Active Aging Center, Student Health Center and the Michael Harter Senior Activity Center; University Nevada, Las Vegas (UNLV) president Donald Snyder held the UNLV State of the University Address; and Clark County Medical Society held a ribbon cutting celebration with the Las Vegas Metro Chamber of Commerce to welcome our newest tenant, the Nevada Psychiatric Association.

In this month’s issue you will find congratulations to Steinberg Diagnostic Medical Imaging (SDMI) on being awarded the first outpatient radiology practice in the state to be awarded the DICOE designation for all of its imaging centers; Las Vegas HEALS celebrated their 3rd Annual Inspired Excellence Award Dinner; St Rose Dominican Hospitals’ held their 6th Annual St. Rose Regatta; Volunteers in Medicine of Southern Nevada held a Groundbreaking Ceremony on the land of the future Ruffin Family Clinic; Nevada Medical Center released their Feasibility Study; Nevada Health Care Forum held their 7th Annual Conference; McMmos and Mimosas was held at Summerlin Hospital; UNLV/UNSOM hosted an Inter-professional Health Equity Symposium; and Valley Health Systems broke ground on a new 142-bed acute care hospital in the Union Village located in Henderson.

As you can see the Las Vegas Medical Community is on the move! The Clark County Medical Society has been behind these successes for the past 60 years and continues to be the driving force behind delivering quality healthcare in our community — because of YOU our dedicated physician members. The CCMS members and board leadership remain vigilant to physicians and their patients. We occupy a seat at the table on many advisory and planning committees, boards, and coalitions. As new public and private medical schools are developing, regulation concerns arise and legislative policies are brought forth, we work hand in hand in with our sister organization, the Nevada State Medical Association to ensure physicians have a voice. We continue to stay dedicated to protecting the Patient-Physician relationship in all of our endeavors. The next couple of paragraphs will give you an idea of how your CCMS leadership is working to take stay appraised of all of these moving parts and how you can have your voice heard.

On Saturday, October 18, 2014, CCMS held a Southern Nevada Healthcare Systems Overview and Planning Session with the Board of

CONTINUED ON PAGE 3...
yes, this is hospice care

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President’s Message continued from page 1...

Trustees at the new state of the art VA Medical Center in North Las Vegas. I want to personally thank our host, Ramu Komanduri, MD, Chief of Staff, Department of Veterans Affairs, Southern Nevada Healthcare Systems. Ramu, you and your team did a fabulous job in making CCMS feel at home in your house! We commend your executive leadership team and the many healthcare providers who serve with honor our American Veterans.

This planning session was a prelude to a strategic planning session we will hold in the next few weeks. One of the reasons we chose the VA Medical Center is because, I am embarrassed to say, very few of our board members have ever been out to the new VA Hospital. I would like to recap the day with you and invite you to reach out to me if you have any questions or initiatives you wish to have your medical society address.

The morning session focus was on undergraduate and graduate medical education. The common goal among the medical community is we need to grow our own doctors—and we need to keep our doctors and healthcare professionals in our community! With two existing medical schools here now and two proposed medical schools on the horizon, we want to ensure that CCMS is doing our part to support these efforts, from faculty, student and physician recruitment, to expanding quality GME residencies and fellowships. To kick off our distinguished panel of representatives from the Public and Private Allopathic and Osteopathic Medical Schools, we asked John Packham, PhD, the Director of Health Policy Research for the Office of Statewide Initiatives for University of Nevada School of Medicine to give a synopsis of where we are currently with respect to health workforce supply in Nevada. Deborah A. Kuhls, MD, Associate Dean of Academic Affairs for University of Nevada School of Medicine; Weldon “Don” Havins, MD, Esq., Director of Med. Juris and Assistant Dean-Initiatives for Touro University Nevada; Mark A. Penn, MD, Founding Dean, College of Medicine Chancellor,Summerlin Campus for Roseman University of Health Sciences and John V. White, Executive Vice President and Provost for University Nevada, Las Vegas School of Medicine gave overview of current and expanding programs.

Following this segment, we dove further into the discussion of graduate medical education, residencies and fellowships with an up to date report from Senator Joseph Hardy, M.D., Chairman of the Governor's GME Task Force. Subsequent to Hardy, we heard from David Rosenbaum, Policy Director for Congress-woman Dina Titus on the Underserved Veterans Access to Health Care Act. The bill would increase the number of medical residency positions at VA medical facilities where both the hospital and the local community are facing a shortage of physicians.

We continued the with Federal Systems and heard in depth presentations from Guillermo J. Tellez, Col, USAF, MC, SFS, Commander, 99th Medical Group, Nellis Air Force Base, Nevada and Ramu Komanduri, MD, Chief of Staff, Department of Veterans Affairs, Southern Nevada Healthcare Systems. Each shared their Mission, Vision, Motto and Values followed by reports on demographic of populations served, specialty services, clinics and facilities, community initiatives, joint services and future collaborations. The 99th MDG has 1,600+ Medics assigned to the 99th Medical Group, 40 Medics currently deployed and a day at the 99 MDG sees a total of 6,400 encounters between daily outpatient and inpatient workload averages! Some bright spots on the VA Medical Center included: first new VA Medical Center to open in 20 years, received full joint commission accreditation on March 26, 2014, meeting current demands with an unprecedented 10.74% growth in Unique Veterans (á5,200), approved for a Fisher House – breaking ground May FY15, established cardiology and gastroenterology fellowship programs; state of the art Prosthetics Lab; and joint venture with Air Force 99th Medical Group.

Jerry Reeves, MD, Vice President Medical Affairs, HealthInsight Nevada kicked off the afternoon hospital systems panel with a presentation on “Building Trust” and solutions wrapped in the four C’s — Collaborate, Communicate, Coordinate, Connect.

The hospital panelist consisted of Todd Sklamberg, Chief Executive Officer, Sunrise Hospital and Medical Center and Sunrise Children's Hospital; Brian Brannman, Vice President of Operations, Nevada and President/Chief Executive Officer of Siena Campus, Dignity Health — St. Rose Dominican; Karla Perez, Regional Vice President, Valley Health Systems and Universal Health Systems; and Monica Taylor, Chief Operations Officers for Nevada Health Centers. Each gave an overview of current programs and discussed projects on the horizon. Valley Hospital Medical Center, on Shadow Lane, will open an inpatient psychiatric unit with about 50 beds and they recently broke ground on the Henderson Hospital located in the new Union Village. Dignity Health — St. Rose Dominican will bring on a Graduate Medical Education Coordinator and HCA plans to...
Dr. Warren Volker is the CEO of WellHealth Quality Care, a large multi-specialty medical accountable care network and medical group. He is Chairman of the Board of Premier Physician’s Insurance Company. PPIC is one of the top 5 largest malpractice insurance companies in Nevada and is licensed in 5 other states.

Dr. Volker is a proud member of the board of trustees of the Clark County Medical Society. He is the Chief of Staff at Centennial Hills Hospital since its opening 6 years ago. Prior to that, he was the Chairman of the Maternal Child Department at Summerlin Hospital and Medical Center for 8 years.

Dr. Volker holds both a M.D. and Ph.D., graduating with honors in both fields. His Ph.D. is in Biochemistry and Molecular Biology. He has a Master's Degree in Protein Chemistry and Genetics. He has a degree in finance management. He is a diplomate of the American College of Obstetricians and Gynecologists and completed his residency training at the University of Nevada School of Medicine. He is the recipient of the National Leadership Award in Medicine and Business.

Dr. Volker has published numerous scholarly articles. When he is not providing consulting services, Dr. Volker remains busy giving lectures around the country on economic health issues and minimally invasive surgical care in women's health at medical centers such as UC-Davis, Arnold Palmer Women’s and Children’s (Orlando Regional Medical Center), UCI, and UCLA to name a few.

Dr. Volker has been training gynecological surgeons in minimally invasive surgery, robotics and pelvic reconstruction for the past 12 years. This year, Dr. Volker will have taught 4,000 surgeons who have come to Las Vegas to learn from him at the LVMIS (Las Vegas Minimally Invasive Surgery), the first dedicated non-profit center of excellence for women's pelvic health. This internationally recognized center was accredited 2 years ago by the AAGL (American Association of Gynecologic Laparoscopists) and has been accepting surgical fellows. LVMIS is only 1 of 44 accredited fellowships in the U.S. This center is affiliated with both UNSOM (University of Nevada School of Medicine), and Harbor-UCLA. This center also trains OB/GYN residents from both programs. Dr. Volker is on faculty at UNSOM (University of Nevada School of Medicine), Touro University, and Harbor-UCLA.

In addition to Dr. Volker’s distinguished academic career, Dr. Volker has dedicated his life to the benefit of patients and his profession. In 1998, Dr. Volker started the first integrated HIV/AIDS clinic for women (in Clark County) in collaboration with UMC. Dr. Volker formed the GIA foundation (named after the supermodel Gia Carangi who had been diagnosed and died from HIV) to gain funding and attention to this problem in Clark County. Dr. Volker has collaborated with The Shade Tree Shelter for battered women by providing fundraisers and encouraged providers in his practice to care for patients at the on-site free clinic. He has provided free surgeries for many years to these patients. Most recently, Dr. Volker began providing free care to patients from the Volunteers In Medicine Clinic. He has made certain that those patients receive the latest procedures and surgeries, which would otherwise not be available to that population. He has made numerous contributions to many community projects including, The Smith Center, The Discovery Museum, The Nevada Ballet, Clark County Medical Society Alliance, as well as many other charitable efforts.

Dr. Volker is married to Michele Volker. He has 3 children that he is very proud of, Adam, Alex and Alyssa. Dr. Volker is very active and enjoys advanced cardio-training. He is an avid yachtsman and is found on his boat in San Diego every chance he can get away.

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create new resident and fellowship slots at Mountain View Hospital. Nevada Health Centers is a Federally Qualified Health Center (FQHC) with 16 Health Centers statewide — 6 are located in Southern Nevada; and all seven of their Women, Infant and Children Clinics are located in Las Vegas. The four C’s were a common theme throughout the conversation. Improving the transition care coordination and the delivery of quality care to our patients was of the utmost importance from all of our panelists and our board members.

Our final presenter, Doug Geinzer, Chief Executive Officer, Las Vegas HEALS (Health, Education, Advocacy and Leadership in Southern Nevada), gave an overview of the Las Vegas Regional Strategic Plan on Medical and Wellness Tourism. The emphasis behind this plan is to leverage our current robust tourism base and position Las Vegas to become the most globally recognized destination medical and wellness tourism.

I wanted to give you just a brief synopsis of the session your CCMS leadership took part in. As I mentioned early, we are not done yet! There were several take-aways from the discussion, which we will bring forth at our strategic planning session in November. Next steps are to update our strategic plan and identify goals to support the mission and vision of your medical society and to collaborate with our medical community where needed. I encourage each of you to be a part of this process by communicating your concerns, goals, objectives, and wishes to me and/or Loretta Moses, at the CCMS office over the next couple of weeks. This is your community; this is your medical society. Participate in making this a better home for you and your families to work and live. ■
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Endorsed Candidates

The Political Action Committees for the Nevada State Medical Association (NEMPAC), Clark County Medical Society (MedPAC) and Sierra Medical (SIMPAC), which covers Washoe and Northern Nevada rural counties, announce their endorsed candidates for the general election on Tuesday, November 4.

Those candidates have been interviewed by the NEMPAC, SIMPAC and MedPAC members and have been selected for their commitment to preserve and foster a physician-friendly environment that protects the physician-patient relationship and continues to provide and guard the delivery of quality healthcare in Nevada.

Although, our State Association and County Medical Societies do not endorse or financially support the congressional candidates, we do prioritize and NEMPAC makes a recommendation to American Medical Association’s Political Action Committee (AMPAC) to endorse.

Medical Political Action Committees

**NEMPAC**
Nevada Medical
775.825.6788

**MedPAC**
Clark County
702.739.9989

**SIMPAC**
Sierra Medical
775.825.0278

Please Note:
* Indicates dual endorsement
** Endorsed by NEMPAC
† Endorsed by MedPAC

CONGRESS - US HOUSE OF REPRESENTATIVES
NEMPAC - recommendations to AMA
District 1* Dina Titus (D)
† Annette Tijerina, MD (R)
District 2 Mark E. Amodeo (R)
District 3 Joe Heck, DO (R)
District 4 Steven Horsford (D)

NEVADA STATE SENATE
District 2 Moses Denis (D)
District 8* **Marilyn H. Farley (R)
† Marilyn Dondero-Johnson (D)
District 9† Becky Hanks (R)
District 12 Joe Hardy, MD (R)
District 13 Debbie Smith (D)
District 14 Don Gustavson (R)
District 16 Ben Kiechle (R)
District 17 James Sellermeyer (R)
District 20 Michael Roberson (R)

NEVADA STATE ASSEMBLY
District 1 Marilyn Kirlpatrick (D)
District 2 John Hambrick (R)
District 3 Nelson Araujo (D)
District 4 Michele Fiore (R)
District 5† **Jeri D. Stassler (D)
† Erv Nelson (R)
District 7 Dina A. Neill (D)
District 8 Jason Frierson (D)
District 9 Steve Yeager (D)
District 13 Paul Anderson (R)
District 15 Elliot Anderson (D)
District 16 Heidi Swank (D)
District 17 Tyrone Thompson (D)
District 18 Richard Camilo (D)
District 19 Chris Edwards (R)
District 20 Ellen Spiegel (D)
District 21 Andy Eisen, MD (D)
District 22 Lynn Stewart (R)
District 23 Melissa Woodbury (R)
District 24 David Holczan (D)
District 25 Pat Hickey (R)
District 26 Randy Kimer (R)

NEVADA STATE ASSEMBLY continued...
District 27 Teresa Benitez-Thompson (D)
District 28 Edgar R. Flores (D)
† Lesley Cohen (D)
† Stephen Silberkraus (R)
District 30 Michael Spring (D)
District 31 Jill Dickman (R)
District 32 Ira Hansen (R)
District 33 John Ellison (R)
District 35 James Healey (D)
District 36 James O’Hearon (R)
District 37 Wesley Duncan (R)
District 38 Robin L. Titus, MD (R)
District 40 Philip “PK” O’Neill (R)
District 42 Irene Bustamante-Adams (D)

JUDICIAL DISTRICT COURT

Dept 3 Douglas Herndon
Dept 4 Ken E. Keary
Dept 5 Carolyn Ellisworth
Dept 8 (Clark) Doug Smith
Dept 8 (Washoe) Lida Stiglich
Dept 14 Adriana Escobar
Dept 19 William Kephart
Dept 20 Jerry Tao
Dept 22 Susan Johnson
Dept 23 Stephen Miles
Dept 24 Joe Hardy, Jr
Dept 25 Kathleen Delaney
Dept 28 Susan Bush
Dept 30 Jeffrey Rugh
Dept 32 Rob Sarr

STATE JUDICIAL - NEVADA SUPREME COURT

Seat B Chief Justice Mary "Kris" Pickering
Seat D Justice Mark Gibbons

NEVADA CONSTITUTIONAL OFFICES

Governor Brian Sandoval (R)
Lt Governor Mark Hutchinson (R)
Attorney General Ross Miller (D)
Secretary of State Barb Cegavske (R)
**Nevada Medical Center Feasibility Study**

On October 2nd, 2014, the Board of Directors of the Nevada Medical Center released the findings of the Nevada Medical Center Feasibility Study and Report by Wainerdi and Company, LLC. Funded by the Conrad N. Hilton Foundation and informed by interviews with more than 80 community leaders representing 30 Nevada based organizations, the study concluded that collaboration promoted by the Nevada Medical Center would have a tremendously positive impact on healthcare in Nevada and that the necessary commitments and core of enthusiasm of both stakeholders and potential Member Institutions exists to ensure the feasibility of the Nevada Medical Center.

**Annual St. Rose Regatta, October 11, 2014**

Lake Las Vegas played host once again to the 6th Annual St. Rose Regatta. The event raised $112,000 for St. Rose Dominican Hospitals’ R.E.D. Rose program, which provides breast exams, mammograms, ultrasounds and biopsies to individuals 49 or younger who are uninsured or underinsured.

“Last year, we provided 803 mammograms to uninsured women in our community, which was almost double from the year before,” said Holly Lyman, the program’s director. “Then we provided almost 400 ultrasounds. We did 66 biopsies on the women who had ultrasounds and diagnosed 18 women with breast cancer. Those are 18 cancers that wouldn’t have been found otherwise.”

The competition was intense this year, with more than 60 teams competing in this year’s races, including four breast cancer survivor teams. Each race is 250 meters long and can be completed in about 1 to 2 minutes.

“It’s just about the longest minute and a half you’ll ever experience,” said Steinberg Diagnostic’s winning team captain, Dr. Henry Chang. The SDMI Avengers have won the race five of the event’s six year history. A beaming Dr. Chang, gold medal and the coveted Golden Dragon trophy in hand, said, “We love to compete, but more than that, we are inspired by this noble cause, and look forward to helping raise money every year.”

**Volunteers in Medicine Groundbreaking Ceremony**

— Flagship Ruffin Family Clinic, October 3, 2014

Volunteers in Medicine of Southern Nevada broke ground on its second Southern Nevada clinic, the Ruffin Family Clinic, which will serve as a new facility to provide quality health care and support for people in Southern Nevada without access to health care.

**Nevada Health Care Forum October 15, 2014**

Building off of a successful six years, more than 370 providers, healthcare industry executives and government leaders attended the seventh annual Nevada Health Care Forum last week at the Tuscany Suites & Casino. The event was an overwhelming success with 35 nationally, regionally and locally recognized dynamic presenters addressing industry changes impacting our
Volunteers in Medicine of Southern Nevada (VMSN) is a shining example in the constellation of free clinics across the United States that provides a crucial safety net to low-income, uninsured Americans who would otherwise go without health care. VMSN was founded in 2008 by Dr. Florence Jameson, a local OB/GYN, who utilized her knowledge of medicine and the needs of the community to seek out a proven program to help those in great medical need and without access to health care. VMSN was modeled after Volunteers in Medicine in Hilton Head, South Carolina, which has grown to an alliance of 95 clinics nationally. The Volunteers in Medicine clinics focus on volunteerism, in-kind services, and nationally donated medication to provide health care to those most in need. In January 2010, VMSN opened its first clinic at Paradise Park in southeast Las Vegas. The vision of VMSN is to ensure that every man, woman, and child in Southern Nevada has access to health care.

VMSN provides free adult and pediatric primary care, preventive and acute care, newborn checkups and immunizations, diagnostic tests, medications, breast, cervical and colorectal cancer screenings to Clark County residents who are either not eligible for Medicaid/Medicare or cannot obtain affordable health insurance coverage. Since opening its first clinic in 2010, VMSN’s medical professional corps of volunteers and staff has provided nearly 20,000 patients visits, averaging 353 patient visits per month.

With the implementation of the Affordable Care Act, it is estimated that 300,000 Nevadans remain uninsured. VMSN’s unique efforts within the community to combat this injustice have included partnering with area hospitals to help reduce emergency room visits of uninsured patients and collaborating with non-profit agencies to help provide primary medical care to low-income client populations.

On October 3, 2014, VMSN broke ground on its second location, The Volunteers in Medicine of Southern Nevada Ruffin Family Clinic, located on the corner of Martin Luther King Boulevard and Madison Avenue which is an area of great need in our community. In addition to providing primary medical care, the Volunteers in Medicine of Southern Nevada Ruffin Family Clinic will also provide Mental Health, Social Services, Dental, and Vision services; as well as expanded Patient Education Services. In future years, VMSN’s flagship Ruffin Family Clinic will serve as the medical home for 10,000 Southern Nevadans, providing 25,000 life-saving patient visits per year.

It is through these efforts that we will achieve our goal to give Southern Nevadans the gift of health and hope, so they can once again lead productive lives, and in turn contribute to the health and well being of their families and the Las Vegas community.

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for more information regarding advertising opportunities.
The fall season brings influenza, a virus that every year in the United States kills as many as 49,000 people. From mid-August to Oct. 9, 2014, the Centers for Disease Control and Prevention (CDC) or state public health laboratories have confirmed 678 people in 46 states and the District of Columbia with respiratory illness caused by enterovirus D68 (EV-D68). On Sept. 30, 2014, the CDC confirmed the first travel associated case of Ebola to be diagnosed in the United States.

The first virus, influenza, is the expected visitor we see every fall. It will be received with very little fanfare, while the other two will cause more fear, panic and receive much more attention and concern from the public. Yet, the flu will cause more illness and death by far this year than Ebola and EV-D68 combined.

This is not to say the attention and resources directed at the current EV-D68 outbreak and Ebola epidemic are not without merit. EV-D68 was the unexpected cause of severe respiratory illness in children that was first reported in August. The strain is a relatively rare form of the enterovirus, it appears to be the predominant strain of the season, and it is likely contributing to increases in severe respiratory illness. This illness is of concern because the majority of CDC-confirmed cases have been among children. Clinicians should consider EV-D68 as a possible cause of severe respiratory illness, particularly in children. EV-D68 symptoms include fever, runny nose, sneezing, cough, and body and muscle aches. Severe symptoms may include wheezing and difficulty breathing. Infants, children, and teenagers are most likely to get infected with an enterovirus, and children with asthma may be at even higher risk. To date, no cases have been confirmed in Clark County.

The Ebola epidemic is the largest in history and the Health District has been working diligently with its many response partners to ensure the community is prepared for a variety of biological threats. Since the identification of the 2008 H1N1 Influenza virus, the Health District has worked to enhance awareness of potential vulnerabilities through coordination with hospitals, first responders, and many others to prepare for and respond to the challenge of a new infectious disease threat. With the increasing number of Ebola cases, the Health District has provided information and summaries to health care providers, hospitals and EMS providers about the virus, how it spreads, and how to prepare for and respond to any cases that may be imported into the local community.

The Health District’s preparedness activities have included meeting with a number of community partners including hospital infection control officers and first responders, emergency managers from the county and municipalities, resort representatives, school district and university officials, as well as a number of other agencies that have requested the Health District’s input or presentations for staff.

It is also important to note that hospitals in Clark County are fully capable of effectively isolating potentially infectious patients. In addition to these activities, the Health District is also prepared to monitor contacts of suspected and probable cases and to make recommendations for isolation and quarantine. These preparedness activities are ongoing and Southern Nevada is as prepared as any jurisdiction in the United States for the unpredictable arrival of a rare disease such as Ebola into our community.

Because the symptoms of the EV-D68 are similar to the flu, and with the heightened sensitivities of the public, it is more important than ever to recommend the flu vaccine to patients this season. It is also an opportunity to remind patients that influenza is a serious disease and even healthy people can get very sick from the flu. An annual flu vaccine is the most effective way of reducing the chance of getting the flu or spreading it to others, including those most at risk for complications. As health care providers and public health professionals, it is also important to provide up to date and accurate information in order to put the risk of these illnesses into perspective for the community we serve.
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Clark County District Court
Medical Malpractice Filings (as of 7/15/2014)

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By Keith Brill, MD Membership Chair

Through the Clark County Medical Society, CCMS members have access to an exclusive HIPAA secure messaging application for smartphone and tablet devices. Designed by and for physicians it creates a secure community to share patient information and collaborate with medical colleagues.

In the past year, DocbookMD has experienced incredible growth now counting nearly 20,000 physicians users. Drs. Tim Gueramy and Tracey Haas began developing DocbookMD four years ago out of a very personal need for more efficient and instantaneous physician-to-physician communication.

By using DocbookMD, physicians can now send HIPAA-secure text messages bundled with photos of X-rays and EKGs. All the information is at a physician’s fingertips, resulting in faster and richer discussions on patient treatment and care. Also, with local physician and pharmacy directories built in, the time physicians spend finding colleagues or tracking down a local pharmacy is cut from hours to minutes.

• By Physicians. For Physicians.
• Currently offered in 37 states across over 200 state and county medical societies.
• Vital patient information right in your hand – upload images from X-rays and EKGs.
• Directory of local physicians and pharmacies.
• Built by design for fast, secure HIPAA-secure messaging.
• Helps physicians mobilize their practice.
• Makes it easier for physicians to communicate with their entire care team, including nurses, PAs, and office staff.

DocBookMD provides many features such as a physician directory and profile, secure messaging, ability to attach images, communication with your care team i.e. nurses, PAs, and other staff, assigning message urgency, pharmacy directory, message forwarding, answering service integration, message threading, favorites, i.e. frequent contacts, regionalization to quickly find physician in your local area, multi-device access and search.

We appreciate your support and encourage you to take advantage of the many CCMS member discounts! These benefits range from discounts on Malpractice Insurance, Office Supplies, Credit Card Processing, Employee Health Insurance, Banking, Communication Tools, Electronic Medical Records, and more! Utilizing these exclusive CCMS benefits will give you an instant Return on Your Investment – the savings will more than pay for your member dues.

To register today, download the free app from the App store or Google Play. Once it is downloaded, open up the app and it will guide you through the easy registration process. (You will need to have your medical society ID number handy, or the e-mail address you have provided to your medical society. If you do not know your ID number, contact CCMS at 702.739.9989 for assistance.) Once you’ve finished registration, you can start using DocbookMD to contact your colleagues.

DocbookMD is only available for mobile and tablet devices.

We want to hear from you! We want you to be involved in your medical society, to ensure that CCMS continues to serve physicians, their patients and the medical community. We look forward to hearing your feedback, and what we can do to help you and your organization. Please feel free to call us with any questions at 702.739.9989 or visit www.clarkcountymedical.org.

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**Clark County Medical Society – Third Quarter Referral Tallies**

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and much more. If you didn't have the opportunity to attend this year, CCMS had a good presence at the event and believes this to be a highly worthwhile forum for all of our members to attend. Please mark your calendars for Tuesday, October 13, 2015.

Steinberg Diagnostic Medical Imaging Evidence of World-Class Healthcare in Las Vegas

Steinberg Diagnostic Medical Imaging (SDMI) has been awarded the highest recognition possible for a radiology practice - Diagnostic Imaging Center of Excellence™ (DICOE) - by the American College of Radiology (ACR). SDMI is the first outpatient radiology practice in the state to be awarded the DICOE designation for all of its imaging centers.

The DICOE program, which represents the pinnacle of medical imaging care, is an achievement that goes beyond accreditation to recognize best-quality imaging practices and diagnostic care. This includes a comprehensive assessment of the entire medical imaging enterprise, including structure and outcomes. The DICOE designation recognizes excellence at multiple levels — including the professional staff, the technology and the policies and procedures the organization follows — and superior patient care.

The elated Dr. David Steinberg stated, “To be the first multisite practice in Nevada to be recognized by the ACR as a Diagnostic Imaging Center of Excellence, the industry’s highest honor, is the best reward for our team’s hard work!”

In order to receive this elite distinction, facilities must be accredited by the ACR in all services they provide, such as MRI, CT and Mammography, and in which the ACR offers an accreditation program. Another requirement is to participate in the Dose Index Registry® and General Radiology Improvement Database, as well as Image Wisely® and Image Gently®.

UNLV, UNSOM Interprofessional Health Equity Symposium October 10, 2014

Health care leaders, educators, researchers and public officials learned more about the causes and possible cures for Nevada’s health inequities at the Interprofessional Health Equity Symposium, Oct. 10 at the UNLV School of Dental Medicine. Sponsored by the University of Nevada School of Medicine and Sanford Center for Aging and the UNLV School of Dental Medicine, Boyd School of Law, School of Nursing and School of Community Health Sciences, the event was supported by the Nevada IDeA Network of Biomedical Research Excellence.

Interprofessional Health Equity Symposium event planners and presenters included (left to right): Christine Smith, Associate Dean for Administration and External Affairs, UNLV William S. Boyd School of Law; Tracey Green, MD, Nevada State Health Officer, Chief Medical Officer, Nevada Division of Public and Behavioral Health; Deborah Kuhls, MD, Associate Dean for Academic Affairs, University of Nevada School of Medicine; Stacey Tovino, JD, PhD, Lincy Professor of Law, Lehman Professor of Law, UNLV William S. Boyd School of Law; and Mildred A. McClain, Ph.D., Associate Professor and Community Outreach Coordinator, Clinical Sciences Department, UNLV School of Dental Medicine. Photo by Edgar Antonio Nunez.

Union Village Henderson Nevada

Located in Henderson, Nev., Union Village will be the first Integrated Health Village in the world. Listed as Located in Henderson, Union Village will offer a world-class hospital complex and health center, residential, entertainment and specialty retail space, a senior retirement community and a cultural arts center integrated into a master-planned community. Construction on the $1.2 billion project began Oct. 8 when The Valley Health System broke ground on a new 142-bed acute care hospital called Henderson Hospital.

Las Vegas HEALS 3rd Annual Inspired Excellence in Health Care Awards October 16, 2014

Las Vegas HEALS hosted the 3rd Annual Inspired Excellence in Health Care Awards on October 16, 2014, at the Mandarin Oriental. Six physicians were recognized including: Howard I. Baron, M.D., F.A.A.P., Jeffrey L. Cummings, M.D., Sc.D., Senator Joseph Hardy, M.D., J.D. McCourt, M.D., F.A.C.E.P., F.A.A.E.M., Russell T. Nevins, M.D. and Nicholas J. Vogelzang, M.D.
This comprehensive Care Management Organization is designed to improve the well-being of Nevada Medicaid members. The Nevada Medicaid Health Care Guidance Program partners with local providers to help certain fee-for-service (FFS) Nevada Medicaid recipients better manage their health. This care management program, which launched June 1, 2014, is conducted by McKesson Care Management under contract to the Nevada Department of Health and Human Services Division of Health Care Financing and Policy (DHCFP), and has been approved by the Centers for Medicare and Medicaid Services (CMS) in accordance with a section 1115 waiver of the Social Security Act as a possible five year program through June 30, 2018.

Expected to serve up to 41,500 individuals, the Health Care Guidance Program was developed to provide innovative solutions for Nevada Medicaid enrollees who are facing one or more chronic medical conditions, have a persistent mental health or substance use disorder, or demonstrate high service need.

The goals of the program are to assist providers coordinate care for their highest risk, most chronically ill patients that qualify, and to establish reforms that sustain the improvements in the quality of health and wellness for FFS Nevada Medicaid beneficiaries and provide care in a more cost-efficient manner. The Health Care Guidance program is an additional medical benefit, and participation is mandatory for all eligible Nevada Medicaid members. Using predictive modeling, eligible patients are identified by cost, risk level, and the presence of any combination of approximately 50 chronic physical and mental health conditions. Providers are also able to make real-time referrals of eligible patients into the program. Once identified, beneficiaries are assigned to one of 8 care management programs based on their qualifying condition(s) and needs. Program beneficiaries then receive one-on-one care management services that promote patient self-management skills.

Serving as an extension of the provider’s practice and the medical home, the Health Care Guidance Program will be delivered by regional care teams. By design, care team members will be situated geographically within their clients’ communities, and reflect the diversity of Nevada. Care teams include community-based primary nurses, care team supervisors, social workers, community health workers/peer support, and complex case managers. The care teams are led by a full-time, in-state Medical Director who oversees and provides guidance for the program and its delivery.

Using evidence-based clinical guidelines, the care teams coordinate with the patient’s providers and treatment team to work with the patient on implementing personalized care plans and managing follow-up appointments and services. Patients receive targeted one-on-one support that may include coaching on their conditions and treatment plans conducted face to face or telephonically, assistance with selection of a primary care provider, identification of both medical and non-medical barriers that impact their health, access to 24/7 nurse advice services, links to community resources and health education materials, help obtaining equipment and medications and coordinating transportation, and support for care transitions between settings and providers.

Providers can access patients’ care plans, receive clinical alerts, obtain monthly reports regarding gaps in patient care, and provide online feedback to the care team. By providing ancillary staff, the Health Care Guidance Program supports the provider-patient relationship and contributes to improved outcomes, reduced no-shows, increased medication adherence, and better well-being for patients.

Care management programs like the Nevada Medicaid Health Care Guidance Program have been shown to improve the health and quality of life of participants with chronic illnesses, while also reducing health care costs. “When a patient and their family understand how to better manage chronic diseases on a daily basis, the patients often need fewer extended hospital stays, ED visits, or other costly medical interventions,” says Amy J Khan, MD, MPH, Medical Director for the Nevada Health Care Guidance Program. “We work closely with local providers to break down barriers to care and help improve the health outcomes of their patients.”

Providers who have questions about the Nevada Medicaid Health Care Guidance Program may contact Dr. Amy J Khan at amy.khan@mckesson.com or 775-232-9558. Providers may validate the enrollment of patients and refer FFS Nevada Medicaid patients into the program by faxing a referral to 1-800-542-8074 or by calling the program directly at 1-855-606-7875 and selecting prompt “2”. Providers may also download a referral form or validate patient enrollment by visiting our web site at http://www.nvguidance.vitalplatform.com/providerportal/nev.

Nevada Medicaid Health Care Guidance Program
Contact Information

Questions about the program?
Call (775) 232-9558
E-mail amy.khan@mckesson.com

To refer or validate enrollment of patients, call (855) 606-7875, select prompt “2”. Fax (800) 542-8074
http://www.nvguidance.vitalplatform.com/providerportal/nev
Over 370 healthcare professionals from every major health system were in attendance.

Governors Conference on Small Business September 19, 2014

The 2014 Governor's Conference on Small Business featured over 100 exhibitors, 6 interactive panel discussions, and a luncheon program featuring guest speakers and a keynote address by Governor Brian Sandoval. Over 700 were in attendance to hear Governor Sandoval address Nevada’s economic recovery and comeback.

If you have any positive news that you would like to share, please contact the CCMS office at 702.739.9989.
Even Doctors Need Preventative Legal Care

- Lease negotiation and contract review
- Employment and provider contracts
- Regulations compliance
- Collections and litigation
- Medical malpractice defense
- Medical and dental board review representation
- Business disputes

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The meeting was called to order by Dr. Edwards at 6:05 pm.

2014-15 Board of Trustees introductions

Guest: Barbara F. Atkinson, MD, Planning Dean for UNLV School of Medicine presented an update on where she is with the planning, fundraising and creating a community advisory board. The school is scheduled to open in 2019. Its first class will consist of 60 students and in later years will grow to 120, possibly 180. It will offer undergraduate medical education consisting of four years of training, and graduate medicine, which includes a residency and fellowship. Dr. Atkinson then held a question & answer session for the board members.

Minutes: – by Dr. Edwards
The Minutes from the September 16, 2014 meeting were reviewed. Motion to approve September 2014 minutes (M/S approved: Eisen/ McHale)

General Revenue - $132,831.26. Operating Expenses - $107,358.99. Overall, fiscal year income exceeded expenses by $25,472.27. The bank balance for the end of September 2014 was $798,719.73.
Motion to approve September 2014 financials (M/S approved: Havins/ El-Eid)

Committee Reports:

Credentials: by Dr. McHale
Physicians: Micah Nielsen, MD, Radiology; Todd Steinberg, MD, Radiology. Motion made to approve credentials (M/S approved: Havins/ Adashek)

MedPAC: by Dr. Baron
A joint Legislative Mixer in support of the Statewide MedPAC & NEMPAC endorsed Legislative and Judicial Candidates will be held on October 2, 2014, at Mercedes Benz Fletcher Jones Imports.

NSMA: by Dr. Forman
The Elko County Medical Society and the Nevada State Medical Association, in conjunction with Northeastern Nevada Regional Hospital, the Nevada Academy of Family Physicians and the University of Nevada School of Medicine, held a (2) CME opportunities for all licensed MDs, DOs, PAs and APRNs and their guests on September 9 and 10, 2014. There were more than 60 attendees.

The Northern Legislative Mixer will be held on September 25, 2014.

NSMA is holding an Employed Physicians Seminar on Sept. 17, 2014 at 5:30pm at Sunrise Hospital.

Alliance: by Gloria Aberman
The 1st CCMSA Luncheon of the Year was held on Sept 16, 2014 at the Palazzo.

The Fall Fundraiser is the Holiday Scholarship Fund Project with proceeds going to medical and nursing students.

The Spring Fundraiser is the Annual Fashion Show with proceeds going to the Alzheimer’s Association.

The Alliance has arranged for a block of seats for the October 17, 2014, performance of ‘Henri’ at the Smith Center.

The ‘Walk to End Alzheimers’ will be on October 25, 2014 at the Fashion Show Mall.

CCMS Administrative:
President’s Report: by Dr. Edwards
Strategic Plan Workshop is scheduled for Oct 18, 2014 at the new VA Hospital in North Las Vegas.
Loretta and I met with Mark Penn, MD, Dean of Roseman University and Brenda Greigo.
Presented Dr. Ellerton, Chair, CCMS Scholarship Fund with a check for $4000.00 as a donation from the 2014 Installation Dinner Silent Auction proceeds.

Executive Director Report: by Loretta Moses
Resident Job Fair was held on August 21, 2014, at the Golden Nugget. Approximately 75 Residents attended along with 23 employers. This was a very successful event. We are continuing to gather information on successful matches. The CCMS Job Board is up and is being used to recruit alumni.

Attended: The Cleveland Clinic five year anniversary of World Class Care on Sept. 12, 2014. Also, attended the Touro 2014 White Coat Ceremony on Sept. 19, 2014, the 1st CCMSA Luncheon for the year on Sept 16, 2014.

Meeting with all CCMS Committee Chairs to set meeting dates for the 2014-15 fiscal year.

The Nevada Medical Center is having a press lease on Oct 2, 2014 on their Feasibility Study.

Future Meetings:
Legislative Mixer | Oct 2, 2014 | 5:30-7:30pm | Mercedes Benz Fletcher Jones Imports
Gov’t Affairs Town Hall | Oct 9, 2014 | 5:30pm-7:00pm | (Postponed)
CCMS Strategic Planning Session | Oct. 18 2014 | 9:00am-4:00pm | VA Hospital
CCMS Board of Trustees | October 21, 2014 | 6:00-7:00pm | CCMS Headquarters

Adjournment: 7:15pm ☑
Heading into our third month of the CC-MSA year we are very excited to have a great membership turnout. Our membership committee has been working hard to recruit members this year and if you know anyone who may still want to join, please have them check out our website, CCMSA-LV.org, for further details. We would like to extend an invitation to any member of a physician couple who wishes to join CCMSA and get involved in our many fun and worthwhile activities. As always, our goal is to support and encourage participation in projects and activities that improve the health of the residents of Clark County. We always welcome your support!

A big congratulations and thank you to Jacqueline Nguyen Lee (Co-president elect) for organizing such a fantastic Legislative Mixer on the evening of Oct 2nd. There were over 170 attendees including over 30 legislative candidates. It was lots of fun and a great way for us to meet those candidates who will support the physicians in our community.

Our second luncheon was held on Tuesday, Oct. 21st at Red Rock Country Club with a great turnout. Darya Daneshmand, daughter of Dr. Said and Ladan Daneshmand, addressed the topic of carbon monoxide poisoning and the importance of raising awareness about it. Our next luncheon will be held on Tues. Nov. 18th at the Springs Preserve Divine Café. We are looking forward to it and the beautiful venue.

Our Holiday Scholarship Project this year will once again be raising money for scholarships to benefit students in the medical field. If you are interested in donating to this great cause please visit our website CCMSA-LV.org for more details. This is one of our bigger fundraisers of the year and it such a nice way for us to give back to our community and the future medical providers who hopefully will be staying in Nevada where we need them.

Our annual Fashion Show Presentation will be held on Thursday, March 12, 2015, to benefit the Alzheimer’s Association – So. NV Chapter. Our venue once again will be the Four Seasons and Saks Fifth Avenue is the fashion house. In conjunction with this, and to show the community that CCMSA supports Alzheimer’s prevention and cure, we attended a play written by Ryan Reid entitled “Henri” at the Smith Center on Friday, Oct. 17th and also participated in the Alzheimer’s Association Walk at the Fashion Show Mall on October 25th, which was also a great success.

The Light the Night Walk for the Leukemia and Lymphoma Society on the evening of Nov. 2nd was so much fun. Our team the “Life Savers” had a wonderful time raising money for this amazing group that does so much for people suffering from this terrible illness. Thanks to our captains Jodie Diamant and Jacqueline Lee for putting it together and leading the way.

Thanks again for your support of the CCMSA!
On Thursday, October 2, 2014, MedPAC, the Clark County Medical Society (CCMS) Political Action Committee held a Meet the Candidates Legislative Mixer at the Mercedes Benz – Fletcher Jones Imports. The endorsed candidates attended from the Political Action Committees for Clark County Medical Society (MedPAC), Nevada State Medical Association (NEMPAC), and Sierra Medical (SIMPAC). Guests had the opportunity to meet with the endorsed candidates and enjoy the wonderful hors d’oeuvres, refreshments and luxurious cars.

It was a successful event! The event drew about 170 people and push cards were available at the event to distribute in physicians’ offices. MedPAC thanks the Clark County Medical Society Alliance (CCMSA) for their assistance in coordinating this wonderful mixer and sincerely appreciates the support of our Sponsors: Signature - Premier Physicians Insurance Company, WellHealth Quality Care and Supporters: Cornerstone Retirement & Financial Services and NEMPAC (Nevada State Medical Association Political Action Committee).
November 2014

10  NSMA Medical Practice
    6:00-7:00pm • 2590 E Russell Rd

11  CCMS Office Closed
    Veteran’s Holiday

12  NSMA Executive Council Meeting
    5:15-5:45pm • 2590 E Russell Rd

12  CCMS CHPR & MC Joint Meeting
    6:00-7:00pm • 2590 E Russell Rd

15  NSMA Council Meeting
    9:30-10:30am • 2590 E Russell Rd

17  Medical Specialties Council Meeting
    6:00-7:00pm • 2590 E Russell Rd

18  CCMS BOT Meeting
    6:00-7:00pm • 2590 E Russell Rd
    7:00-8:00pm • Strategic Planning Session

20  NEMPAC Meeting
    6:00-7:00pm • 2590 E Russell Rd

27 & 28  CCMS Office Closed
         Thanksgiving Holiday

December 2014

1    NSMA Internal Affairs Meeting
     6:00-7:00pm • 2590 E Russell Rd

11   NSMA Gov’t Affairs Meeting
     6:00-7:00pm • 2590 E Russell Rd

15   NSMA Public Health Meeting
     6:00-7:00pm • 2590 E Russell Rd

16   CCMS Executive Council Meeting
     6:00-7:00pm • 2590 E Russell Rd

25 & 26  CCMS Office Closed
         Christmas Holiday

April 23, 2015

Nevada Physician Day at the Legislature
More details to follow
When your practice is on the line,
contact the Healthcare Professionals Advocacy Group at

- Board Representation
- Regulatory Requirements and Compliance
- Credentialing and Privileges
- Malpractice Defense
Clark County Medical Society
2590 E Russell Rd.
Las Vegas, NV 89120