

2009

“When a local group of physical therapists sued us to prevent our employment of PTs, the WSMA came to our aid. We’re now waiting for a Supreme Court ruling.”

For legal issues, contact the Legal Resource Center • Tim Layton, JD, Director, tim@wsma.org

“Our Congressional Delegation is pushing for a new approach to fixing our chronic Medicare underpayment. The WSMA helped make that possible.”

For legislative issues, contact the WSMA’s Olympia Office • Len Eddinger, Senior Director, len@wsma.org

“We wondered where business and labor were on the state bill to create health care reform. The WSMA, working with both, knew.”

For health policy, and managing delivery system change, contact the Center for Tomorrow’s Medicine • Tom Curry, CEO, tjc@wsma.org; Jennifer Hanscom, Senior Director, jen@wsma.org; or Len Eddinger, Senior Director, len@wsma.org

“The WSMA Leadership Development Conference has been a value to me both professionally and personally.”

For leadership opportunities, contact the Center for Medical Professionalism • Jennifer Hanscom, Senior Director, jen@wsma.org

“I had an unfortunate situation with a colleague. WSMA’s Judicial Council opinions helped me address the situation in an ethical and cordial manner.”

For professionalism and ethics, contact the Center for Medical Professionalism • Jennifer Hanscom, Senior Director, jen@wsma.org

WSMA CENTERS

Center for Tomorrow’s Medicine - Advocating legislatively and in the public arena for a medical practice environment that services the needs of the public and the medical profession, and strengthens the ability of the WSMA to support and advocate on behalf of its members.

Center for Medical Professionalism - Advocating, celebrating and reinforcing the tenets of our professionalism. Supporting a medical practice environment that serves the needs of the public and our profession.

Practice Resource Center - Advocacy on behalf of physicians in dealing with payers, and educational services on coding, billing and practice management.

Legal Resource Center - Legal advocacy and education in support of physicians and a practice environment that serves the needs of the public and the profession, and strengthens the ability of the WSMA to support and advocate on behalf of its members.

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Washington
State **Medical**
Association
Physician Driven
Patient Focused

WSMA

What
we did
for you

2009

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“I couldn’t get my claims paid in a timely way. WSMA intervened and solved the problem for me.”

For health plan assistance, contact the Practice Resource Center • Bob Perna, Director, rjp@wsma.org

“I saw a real problem with proposed regulations on ambulatory surgery centers. I called the WSMA and found they were ‘on the case’”

For regulatory issues, contact WSMA’s Olympia Office • Len Eddinger, Senior Director of Legislative and Regulatory Affairs, len@wsma.org

“We wanted our medical assistants to be able to dispense oral medications that they could already inject. The WSMA wrote and passed the bill.”

For legislative issues, contact WSMA’s Olympia Office • Len Eddinger, Senior Director, len@wsma.org

“Our medical staff was about to acquiesce to sweeping changes in our bylaws. The WSMA emailed me recommended model staff bylaws the day I called.”

For legal issues, contact the Legal Resource Center • Tim Layton, JD, Director, tim@wsma.org

“Frankly, my practice would be closed today but for the practice management support I got from the WSMA.”

For assistance on coding, billing and compliance needs, contact the Practice Resource Center • Bob Perna, Director, rjp@wsma.org

Washington
State **Medical**
Association
Physician Driven
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Your Practice is Our Specialty

Whether you are in a solo practice or a hospital-based physician, in the military or in a retainer-based practice, the WSMA is here to represent and assist you.

Here are just a few examples of how the WSMA worked on behalf of you and your patients in 2009:

- › Successfully passed legislation that will help your practice by increasing your medical assistant's scope of practice. The new law allows medical assistants to administer over-the-counter medicines and unit-dosed medications.
- › Successfully advocated for changes to reduce the administrative hassles you face in your practice. The changes coming include centralized electronic credentialing, electronic detailed standardized information on eligibility, scope of benefits, cost sharing, exclusions, etc., required of all plans, use of CCI for code editing, standard appeals process and evaluation of applying medical management guidelines.
- › Successfully supported a scientific approach to MRSA testing and stopped an effort to require it be done before a patient enters a hospital for elective surgery.
- › Stopped an effort to tax cosmetic surgeries.
- › Found a reasonable alternative to reduce unnecessary high tech/high cost imaging. Rather than banning certain procedures the final bill negotiated by the WSMA created a workgroup that identified evidence-based best practice programs for state use.
- › Held off efforts by the trial lawyers to expand liability in cases alleging wrongful death.
- › Convened a Medicare Discussion Group comprised of large medical groups, hospital-based systems, and physician leaders to have a unified and effective voice on making improvements to the Medicare payment system.
- › Successfully fought a case that sought to include medical practice under the Consumer Protection Act. The state Supreme Court's ruling held off an attempt by plaintiff attorneys to add treble damage CPA claims in medical liability cases.
- › Joined the AMA and several state medical associations in separate class action lawsuits against Aetna Health Inc. and CIGNA, claiming the companies used faulty data to dramatically under-reimburse physicians.
- › Revised the WSMA Model Medical Staff Bylaws as a resource for medical staffs around the state.
- › Educated members on the new Joint Commission disruptive physician behavior requirements, and outlined issues medical staff should be aware of, including what to do, and how to handle the issue.
- › Created a public education campaign to educate the public about seasonal flu and swine flu (both in English and in Spanish).
- › Formed a forum for Chief Medical Officers to discuss current issues and best practices.

- › Addressed Emergency Department call issues, identifying issues and proposed solutions.
- › Provided leadership training for current and future physician leaders via our annual Leadership Development Conference (2010 dates: May 14-16, Campbell's Resort in Chelan).
- › Fought for the legal rights of physicians in numerous cases.
- › Prepared informational materials for members on the new ambulatory surgical facility licensing requirements and related rules.
- › Provided low cost/high quality physician and staff education on the following topics: E-prescribing and Medicare, compliance, dealing with problem employees, understanding and using modifiers, chart auditing and FTC Red Flags Rules.
- › Formed a workgroup to explore strategies for improving vaccinations for children in Washington state.
- › Created a new e-newsletter for physicians and their staff to keep them up to date on educational opportunities and practice support services sponsored by the WSMA.
- › Fought to preserve funding for Medicaid and the Basic Health Plan as the state grappled with its budget crisis.
- › Supported affordable high quality Category 1 CME programs in Washington via our ACCME provider accreditation authority.

Your practice — *whatever the environment* — is our specialty. Through our Center for Tomorrow's Medicine, Center for Medical Professionalism, Legal Resource Center and Practice Resource Center the WSMA is helping make Washington a better place to practice medicine and to receive care.

Membership in the WSMA continues to grow. Join your colleagues who belong in the WSMA, making it our strong, effective, physician directed advocate.

If you are not a member of the WSMA and would like to join, call us at (206) 441-9762 or 1 (800) 552-0612 or wsma@wsma.org.

More information about the WSMA can be found at www.wsma.org.

