



County Line

Serving Physicians and Their Patients Since 1955

Newsletter 154

November 2012

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See our website for a list of MedPAC/ NEMPAC endorsed candidates
www.clarkcountymedical.org



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Giving Thanks

By George Alexander, MD, FACS
 2012-13 CCMS President



Thanksgiving is just around the corner. What I enjoy most about the holiday are its traditions. In particular, taking the time to reflect on what I am thankful for and sharing that with my family and friends.

I would like to say “thank you” to our CCMS members and our staff, for all your efforts to improve the healthcare in our community. This year especially, I am grateful to be a member of the Clark County Medical Society. Being aligned with the many good doctors who are both passionate and dedicated to improving the healthcare in Nevada is reassuring. CCMS affords each of us the opportunity to be both inspired and challenged by our peers. This type of environment fosters the growth of new ideas and the development of strategies that are necessary to bring these ideas to reality. Our membership’s commitment to the goals we set in our strategic planning session earlier this year is apparent. We agreed to work towards raising the bar for healthcare in Clark County. The measures we are taking collectively, and in our individual practices are already establishing new standards of excellence in our community. Thank you.

This is a dynamic time in Clark County and in the United States. While times of uncertainty can be unsettling, CCMS is responding by becoming a stronger and more unified body with a solid foundation for future growth. Our colleagues are becoming more involved in the various CCMS committees. Each committee improves our society and ultimately improves your practices. It is not always easy to run a successful medical or surgical practice in our current economic &

political climate. However, I can assure you that without the CCMS & NSMA, our practice conditions would be much worse for each of us. Thank you for your participation.

On a broad level, we have taken steps via CCMS’s MedPAC and the Nevada State Medical Association’s PACs to support the candidates that should help to keep improving the healthcare in Nevada. The PAC’s assembled to vet the candidates and posed difficult questions to those running for office. Those are the types of discussions - albeit heated at times that become a catalyst for change. I thank each of the PAC members for their time and wisdom in the selection of endorsed candidates.

On another topic, I am proud to have been asked to serve as an honorary commander of the Nellis Support Team 15 years ago and continue to this day. This organization is comprised of community leaders who help our airmen at Nellis Air Force Base in a variety of ways. I am extremely thankful for these men and women of the armed forces who keep us protected and help us to feel safe.

As we start the holiday season, reflections of our gratitude made now can give way to the intentions we set for the New Year. As we celebrate CCMS’s accomplishments at the start of this holiday season, let that also assure us of our strength and ability to see our goals through in 2013.

Enjoy Thanksgiving!

Register Today!
Health Reform Forum
 November 16, 2012
presented by
 NSMA, State Bar of NV Ass'n &
 UNLV Boyd School of Law
 See page 10 for details

Offer a **FREE** Prescription Drug Card to Your Patients

Clark County Medical Society has partnered with the Nevada Drug Card. Offer Nevada Drug Cards to your patients so they can get discounts on their medications.

CCMS consistently strives to enhance the value of your membership through programs like Nevada Drug Card. Please make your patients aware of this opportunity.



Program Highlights

- ✓ Free For Everyone
- ✓ No Restrictions
- ✓ Lowest Price Guarantee
- ✓ Discounts on All Medications
- ✓ Accepted at Over 56,000 Pharmacies Nationwide
- ✓ Completely Confidential

We would like to thank our preferred pharmacies:



For more information or for hard cards contact:

Suzanne Domoracki
Program Development Director

702-510-0100

www.nevadadrugcard.com
suzanne@nevadadrugcard.com



Information on Member Benefits and Other Important News

Exclusive Discount Programs

1. Malpractice Insurance: 5% - 10% Discounts with various Malpractice Insurance Companies.
2. Group Healthcare Insurance: Competitive large group rates on Healthcare Group Insurance for members, their families, office employees and their families
3. Discount on EHR and PM Software licenses and innovative turnkey technology solutions for your practice, including EMR/PM Software installation, training, hardware, network installation, remote access and support.
4. Free member directory access via iPhone and iPad app DocBooksMD.
5. Reduced rates to members on merchant services.
6. Discount on legal services.
7. Discount rates available to members on office and medical supplies.
8. Free classified advertising (up to 40 words) in our monthly newsletter (limit of 3 per year).

Physician Referrals

Check out page 20 to see how many referrals were given to the public in the past quarter 2012. We project giving out around 2,000 referrals for 2012.

Publications

The 2012-2013 Annual Pictorial Directories are hot off the press and arriving in your mailboxes soon. You receive a complimentary directory and can purchase extra copies at the membership price of \$25 each.

Email Alerts on Events and Important Information

Have you given us your current email address? Have you given it to the NSMA so they can send you important information?

Nevada Drug Card

We encourage physicians to remind their patients about the availability of the Nevada Drug Card during cold and flu season. The Nevada Drug Card is free for all Nevada residents, and it can be used for savings of up to 75 percent on prescription drugs at most retail pharmacies. The discounts average 32 percent. The Nevada Drug Card discounts non-covered medications, as well as medications for residents that have no prescription coverage. The program discounts all FDA-approved medications, brand and generic. The program has no membership restrictions, no income requirements, no age limitations, and there are no applications to complete. The program is funded by pharmacy companies. Physicians can encourage their patients to go to www.nevadadrugcard.com to print the Nevada Drug Card. Patients can also secure the discount by simply walking into any CVS/pharmacy in the state and asking for the Nevada Drug Card discount – even if they don't have a physical card. For more information, see the ad on page 13.

“One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors”

-Plato



Resources for Practice Managers

CCMS and NSMA members can improve their practice's performance with an array of practice management resources to help manage your practice more efficiently and effectively.

- Free: evaluate your revenue cycle policies and procedures to improve productivity and revenue
- Free: Direct contact with health plans throughout the state to recover delayed payment and to resolve provider credentialing issues
- Free: Policy and procedure checklist
- Free: Compliance plan checklist

If you have a question, call or e-mail Susan Lynch at slynch@nsmadocs.org or 702.493.1384.