

# Philadelphia Medicine



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## Incoming PCMS president will focus on education in medical economics and practice management

By David Woods, PhD



During his term as the 153rd president of PCMS, Dr. Anthony M. Padula plans to help members develop a greater awareness of issues in medical economics and practice management. He also wants to attract to the Society younger physicians and the rapidly growing numbers of doctors in salaried employment.

Beyond this, he'd like to see some fusion and collaboration among the many disparate players in Philadelphia healthcare, perhaps by mounting regular lectures aimed at explaining one silo, as he puts it, to another.

### He comes to the PCMS presidency with a strong background in organized medicine.

The 72-year-old surgeon is medical director, care management and coordination and utilization review at Independence Blue Cross—a position he has held since 2005. A graduate of Thomas Jefferson University, where he also did his residency training, Dr. Padula comes to the PCMS presidency with a strong background in organized medicine. He was a delegate to the AMA House of delegates, served on the governing Council and the Council of Patient Advocacy of the Pennsylvania Medical Society, and was president of two upstate Pennsylvania county medical societies.

In addition, he belongs to the American College of Surgeons, the

Philadelphia Academy of Surgeons, the College of Physicians of Philadelphia and the American Board of Quality Assurance and Utilization Review. In 1972, he was a teaching fellow with Project Hope at the University of the West Indies in Jamaica; and in 1992 he was a general surgeon with the Indian Health Service in New Mexico.

Between 1997 and 2004, Dr. Padula was attending general surgeon at the Geisinger health system... and was also a major and deputy hospital commander for the United States Air Force in Dover, Delaware.

His wife Nancy is a part-time school nurse. They have one son who is a rheumatologist; another is a neonatologist; and a daughter who is a PhD epidemiologist at Stanford, so he also brings to his presidential role a family focused view of the inner workings of the healthcare system. In fact, if there's one thing he misses about his present position it's the lack of day-to-day patient contact. For a surgeon, he says, that means communicating with patients preoperatively and postoperatively.

When not toiling in his aerie at Independence Blue Cross, Tony Padula is hooked — so to speak — on fishing... either at the ocean or at freshwater haunts in upstate Pennsylvania; on dry land he is also an avid gardener, reader, and walker.

His affable and courtly manner as he embarks upon his presidential role will surely stand him in good stead for achieving the goals he sets out to accomplish.

*Dr. Woods is the publisher of Philadelphia Medicine.*

## PCMS NEWS

### 2014 Awardees of the Year

#### Strittmatter Award Recipient:

*Alfred A. Bove, MD, PhD*



The annual Strittmatter Award is the highest scientific medical honor presented to a physician. Dr. Bove specializes in cardiology and is the former Chief of Cardiology

at Temple University Medical Center and Emeritus Professor of Medicine at Temple University School of Medicine. A member of PCMS and PAMED, Dr. Bove is a member of numerous organizations, including being past president of the American College of Cardiology. Dr. Bove has published research papers and texts on coronary disease, exercise medicine, diving medicine and conducted much research in cardiology. He also directs the Temple University Underwater Medicine program. He served in the U.S. Navy as a naval reserve undersea officer for 33 years, which included an active tour of duty in Operation Desert Storm and has been consistently named as one of America's Top Physicians including 2014.

#### Cristol Award Recipient:

*Harris R. Clearfield, MD, MACP, MACG*



The Cristol Award honors a member of PCMS for dedicated service to our organization. Dr. Clearfield has been a member of PCMS and PAMED

for over 50 years and has held a number of positions on the PCMS Board of Directors and Executive Committee including president, vice president, and secretary, and has served on the Bylaws, Nominating, Publications, House and Staff and Continuing Medical Education Committees. Dr. Clearfield

Please see *Awardees* on page 3



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 HEALTHCARE MEDIA INTERNATIONAL

## Editorial

# A man for all seasons: Dr. Anthony M. Padula

By Curtis T. Miyamoto, MD



During this past year it has been my great privilege and honor to serve as your president. I thank you all for your support. We certainly have accomplished a lot, but now it is time to turn over the reins to a tremendous colleague, leader and "a man for all seasons."

Dr. Anthony Padula is someone I have worked with over a number of years. He has had a wide range of positions from working as a surgeon in private practice to being a medical director in a major health insurance company. The details of his illustrious career will be the subject of a future article, so I will not recount them here. Instead, I will give you a personal perspective.

Dr. Padula is an extremely dedicated, intelligent, humble and hard-working colleague. One example of his tireless efforts occurred during my term. This past year he took on the challenge of heading the bylaws committee for the Pennsylvania Medical Society.

For those of you who may have missed it, this was a very challenging year for the committee. In fact the entire structure of the House of Delegates was challenged to the point of possible elimination and he was at the center of it. Before the meeting he spent many hours working with committee members and our delegation. This included a formal presentation that clearly explained an almost impossible reorganization plan.

Throughout this time he had the almost impossible task of balancing representing Philadelphia and all Pennsylvania physicians in an objective and fair manner. During the debates he had to stand in front of the entire House for many hours. Just this was a feat in itself and keeping in line with his being a surgeon. Suffice to say, he did a masterful job and the House was saved, preserving Philadelphia's strong representation.

He also has been involved in every aspect of clinical and organized medicine and therefore is well versed in

all of the issues we currently face. He has a great ability to take complex issues and make them understandable to just about anyone. He already knows many of you and is excellent at recalling names and remembering facts. His reputation as a patient and advocate is well known in the city and across the state.

Recently, I had the privilege of

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discussing some of his future plans for leading the society and they are exciting and ambitious. In my opinion he is the perfect colleague to help us face the upcoming challenges of the second year of enrollment in the PP ACA, understanding of the complex issues of the tier system, etc., the obtaining of the mandatory new CME requirements for risk management, improving participation in organized medicine with new membership categories, and resolving the current building plans behind our offices.

Please join me in supporting him during this upcoming year.

*Dr. Miyamoto is President of PCMS.*

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## Precertification process for outpatient echocardiography in effect

Effective for commercial HMO, POS, and PPO members for dates of service on or after May 1, 2014, providers now need to obtain precertification for outpatient echocardiography services, which include: stress echocardiography; resting transthoracic echocardiography; and transesophageal echocardiography.

The CPT® codes to which the precertification applies are listed in the May 2014 Partners in Health UpdateSM. Precertification for outpatient echocardiography services can be obtained through the NaviNet web portal using the AIM Specialty Health® (AIM) ProviderPortalSM. To do so, select AIM.

## 2014 Awardees of the Year

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specializes in gastroenterology and is Professor of Medicine at Drexel University College of Medicine. He was Director of Gastroenterology for many years and has served as Vice Chair of Clinical Affairs for the Department of Medicine and Interim Chair of the Department of Medicine at Hahnemann University Hospital.

### Practitioner of the Year Recipient:

*Renee M. Turchi, MD, MPH*



Dr. Turchi is Associate Professor of Pediatrics at St. Christopher's Hospital for Children in Philadelphia. Dr.

Turchi also serves as Medical Director of special programs, general pediatrics, and children with special needs at St. Christopher's Hospital. In addition she is Associate Professor in the Department of Community Health and Prevention at Drexel University School of Public Health and Director of the Medical Home Program for the PA Chapter of the American Academy of Pediatrics. Dr. Turchi's volunteer community efforts are dedicated to helping and caring for children with cancer and support for their families. She has developed innovative, nationally recognized models of medical home services to patients and families who are stricken with the double jeopardy of poverty and chronic health conditions.

All events are posted on the PCMS website. These include CME programs and seminars from outside sources. If you would like to post your event on the website, call 215-563-5343, Ext. 102

## What to do about the release of physicians Medicare claims data

In April 2014, CMS released physicians' Medicare claims data to the public—including billed charges and total payments. This unprecedented release of data garnered considerable attention, in part because of the sheer volume of information it contains and the belief that such data will empower patients with a new way to make decisions about their healthcare.

Physicians should look up their data so they know what patients and reporters are seeing. You can do this on the CMS website, but the data is slow to download and filter. *The Wall Street Journal* has provided an online tool, searchable by name, specialty, and location, which cuts down the time required to access the data.

The American Medical Association (AMA) released guidance outlining the data's nine primary limitations to consider when looking at the data.

1. The data could contain errors.
2. Care quality can't be assessed from the information reported.
3. The reported number of services could be misleading.
4. Billed charges and payments aren't the same.
5. The data don't represent the physician's patient population.
6. Payment amounts vary based on where the service was provided.
7. The data don't enable clear comparisons of physicians.
8. Important information is missing.
9. Coding and billing rules differ over time and across regions.

## Legislative issues of concern

- Opioid Abuse and Prescription Drug Database Bill.  
Send a message to your State Senator through [www.votervoice.net/groups/pamed](http://www.votervoice.net/groups/pamed) asking for support of SB 1180, which would create a statewide controlled substances database that lets physicians know what prescriptions have been written for and filled by a patient. The House passed a database bill last fall (HB 1694). Read more: [www.pamedsoc.org/CSDBbills](http://www.pamedsoc.org/CSDBbills).
- Emergency Care Liability Reforms Needed in PA.  
HB 804, supported by PAMED and PCMS, would raise the standard of evidence required in medical liability actions involving emergency care, change the standard from simple negligence to gross negligence, and require that errors and omissions related to that emergency care be proved by clear and convincing evidence. Read more: [www.pamedsoc.org/ERreformbill](http://www.pamedsoc.org/ERreformbill).
- New regulation allows patients to receive test results from labs.  
A new federal rule allowing patients to obtain their test results directly from clinical labs went into effect April 7. This regulation is intended for HIPAA-covered clinical labs, who have until October 6, 2014, to comply. Three steps physicians can take with their labs to prepare: [www.pamedsoc.org/labresults](http://www.pamedsoc.org/labresults).
- Provide commercial driver physicals. Healthcare professionals need to be trained and certified to give physical examinations for interstate commercial motor vehicle drivers. PAMED is offering online training to both members and nonmembers — members receive a substantial discount. For more information: [www.pamedsoc.org/cdltraining](http://www.pamedsoc.org/cdltraining).



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