

ADAM Executive Decisions in DERMATOLOGY

WELCOME THE NEW BOARD OF DIRECTORS



Don't forget, May 25 is "Don't Fry Day" so be sure to educate your practice about sun safety and reducing the rising rates of skin cancer from overexposure to the ultraviolet rays of the sun. ADAM has worked with the National Council on Skin Cancer Prevention to help promote this issue and spread the word about "Don't Fry Day"!



The Friday before Memorial Day is
Don't Fry Day™
www.skincancerprevention.org

May/June 2012

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President's Corner

A series about the state of the Association and what's new with

ADAM. Do you have a question for Jayne?

Email us at ADAMinfo@shcare.net



It is with great pleasure and excitement I follow in Rhonda's footsteps as President of this great association. ADAM has been a part of my life since 1998 and I am proud to lead a group of individuals who have inspired and educated me as an administrator and a person. As President, I pledge to make our member benefits - your dues - valuable, and continue ADAM's goal to educate and motivate each and every member.

Last month, the newly elected Board of Directors held a very successful and productive strategic planning meeting at ADAM Headquarters in Washington, DC. We discussed new ideas, brainstormed concepts and outlined objectives for the year. New committee chairs were also announced; you can find that information and more on the special Board of Directors Spotlight section on page four.

I would like to thank you for your support in recognizing me as President. I will do my very best to represent ADAM in every way. I welcome your comments, suggestion and questions. Please email them to ADAMinfo@shcare.net and I will be sure to get them addressed.

Sincerely,

Member Spotlight

Would you like to nominate someone for the Member Spotlight? Email us at ADAMinfo@shcare.net



ADAM: What is your name and where do you work?

Kate: Kate Othus, MHA Practice Administrator for Portland Dermatology Clinic, LLP (PDC) located in Portland, Oregon.

ADAM: When did you join ADAM?

Kate: I became a member of ADAM in 2004 when I joined PDC.

ADAM: How long have you been a practice manager?

Kate: 12 years

ADAM: Tell us a little about your practice.

Kate: Portland Dermatology Clinic has been a part of the Portland community, providing dermatologic care since the 1960's. The practice has a provider only team of seven Board Certified dermatologists, including a Mohs surgeon. In addition to providing Mohs surgery, general and cosmetic dermatology services, our practice has an in-house pathology laboratory, in-house billing and a diverse treatment center for our patients. We offer a unique service line for private practice in the Portland marketplace.

ADAM: What's been your best experience as an ADAM member?

Kate: The annual meeting is always exciting and provides an eye opening experience if you allow yourself to attend with an open mind. This year, the leadership component offered was wonderful and inspiring!

ADAM: What do you find to be the most challenging part of your job?

Kate: This is an excellent question! Over the past 8 years at PDC, I have rarely experienced a dull moment. I've had the benefit of relocating the practice, adding physicians and service lines, while maintaining the strong reputation the practice holds in the community. One of the largest challenges today is meeting the demands of patients while staying connected to referring providers. A strategy to accomplish this has been to offer same day emergency appointments, a unique offering in the dermatologic community here in Portland.

ADAM: What has an ADAM benefit done for you lately?

Kate: I recently attended the Annual Meeting in San Diego, once again, ADAM provides a connection to other professionals in this specialty that are all after one common goal, enhancing the practices we work for. Whether the goal be to provide a higher level of customer service, build an excellent team or how to navigate compliance issues, ADAM does its best to share a multitude of resources.

ADAM: What would you recommend to a member of ADAM who is looking to be more involved?

Kate: I recommend taking advantage of the benefits ADAM has to offer. Personally, I've attended webinars, liked ADAM on Facebook, and LinkedIn to stay up to date on current events.

Upcoming Webinars

Don't miss out on these great learning opportunities. Register at www.ada-m.org

Wednesday, May 23, 2012 3:00pm EST

Image, Ethics and Professionalism

A practice can manage their mission and goals, but they are not always able to control the behavior of their employees. This webinar explores professionalism and ethical behavior as it relates to a practice's image.

This is an inside look at methods of handling delicate situations such as embezzlement and theft in your office, will help protect you and the practice while maintaining the highest professional standards.

- Describe office ethics and professionalism;
- Identify the image for a practice;
- Apply standards for dealing with unethical behaviors and embezzlement.



Join Donna Weinstock, President of Office Management Solution whose approach to running a business or healthcare practice involves a unique mixture of improving operations, increasing customer/patient satisfaction and encouraging employee retention.

Tuesday, June 26, 2012 2:00pm EST

Carving Up and Drilling Down: Using Microsoft® Excel's Pivot Table feature to Analyze a Practice's Revenue Cycle



If you've ever entered a claim into a medical billing software package, you know it requires specific information from a variety of sources to be able to file a clean claim. Most practice management systems store all of that information but of necessity only offer a limited number of canned reports. You can either download those reports to Microsoft Excel® or link Excel directly to the billing software, Excel offers a powerful feature called Pivot Tables. This tool enables users to sort, filter, and manipulate data in a variety of ways.

Please join Nate Moore from Moore Solutions and you will

- Watch a Pivot Table created live;
- Filter, sort, pivot, and manipulate data using a Pivot Table;
- Use Pivot Tables to analyze, trend, and communicate practice-changing data.

Meet the Board of Directors



Jayne Kresinke, President

University of Rochester, Department of Dermatology, Rochester, NY, joined ADAM in 2000.

Since 1989, Jayne has been at the Department of Dermatology at the University of Rochester. She finds the hardest part of her job, “balancing the different aspects of the job, from working with researchers, to clinical faculty, and front end staff. They all require different techniques to keep them happy and informed.”

Recently, Jayne has taken advantage of ADAM’s increased presence in social media; in particular the LinkedIn page that gives members an opportunity to ask questions to each other in a secured forum.

As President, Jayne asks members to “Join a committee! Our group is only as good as our members make it!”

Rhonda Anglin, Immediate Past President

Dermatology and Skin Surgery, Shreveport, LA, joined ADAM in 1998.

Rhonda has been a manager for 30 years and believes the hardest part of the job is “the changing times of medicine,” and keeping up with those developments.

Rhonda has been the President of ADAM since 2010 and in that time she has most enjoyed networking with ADAM members. To those who are looking to get more out of their membership, Rhonda said “attend all sessions and networking sessions at the annual meetings.”

Pam Matheny, President Elect

University of Missouri, Department of Dermatology, Columbia, MO, joined ADAM in 2002.

Pam has been a practice administrator and department manager for 11 years. She finds that motivating and managing people is the hardest part of her job.

Pam advises ADAM members to join a committee. “The work is worthwhile and appreciated. Service to your organization makes the organization stronger and helps you further develop your skills and knowledge base.”

Nicole Campbell, Vice President

DiPreta Dermatology, Brunswick, GA, joined ADAM in 2006.

Nicole has been a practice manager (and secondary biller) for six years at DiPreta. Prior to that, she worked in healthcare management in hospitals and community health centers.

“Balancing work and home,” is the hardest part of Nicole’s job, “since I strive to do my best in each and wearing multiple hats in each role.” Through ADAM, Nicole has benefited most from networking with members and vendors alike at annual meetings. “I still enjoy the managers that I met when I attended my first meeting by myself in San Francisco in March 2006.”

Nicole encourages members to have their voices heard on any of the ADAM committees.

Fran Parrish, Secretary Treasurer

University of Rochester Department of Dermatology, Rochester, NY, joined ADAM in 1995.

Fran has been a dermatology administrator for 25 years. At the University of Rochester they focus on patient care, teaching and research. They train residents and have nine residents in the program. Medical students and residents from other specialties also rotate through the practice. They have six general dermatologists, two Mohs Surgeons, a dermatopathologist and a nurse practitioner.

Fran's best experience has been meeting other ADAM members and she has also served on the ADAM Board of Directors in the past.

Wanda Collins, Board Member at Large/Communications Committee

Peninsula Dermatology Associates, Parsonsburg, MD, joined ADAM in 1985.

Wanda has been a dermatology practice administrator for 42 years, but she still thinks keeping up with the ever changing environment, including financial bench marking, employment regulations and legislative mandates is the toughest part of her job.

Wanda most enjoys the webinars offered by ADAM these "have been very informative such as billing/coding and technology information." In addition, "I have had the most up to date resources enabling me to excel in my position as well as networking with peers sharing many experiences."

ADAM "let's me know I am not alone in the challenges I face in my professional development and in this practice; I often reach out to others in similar practices who are also willing to share their experiences with me."
- Gabi

Gabi Brockelsby, Board Member at Large /Annual Meeting Program Chair

Murfreesboro Dermatology Clinic, Murfreesboro, TN, joined ADAM in 2000.

Gabi has been a Practice Manager for 15 years. Prior to that a billing service owner for 10 years.

Gabi says the hardest part about her job is twofold; first "balancing the needs of 45 women in every aspect including, meshing personalities, structuring working days/hours, and dealing with temperaments," and "educating, integrating, and maintaining mid-level providers successfully within the practice."

Gabi wants members to "Find a committee that appeals to them, contact that committee chair to let them know of your interest, and get started. All organizations function better when we as members take ownership."

Roger Gentry, Board Member at Large/Communications Committee

Ironwood Dermatology, P.C., Tucson, AZ, joined ADAM in 2003.

Roger works with four dermatologists, a physician assistant and an esthetician at Ironwood Dermatology where he has been since it opened in 2005.

Roger finds the hardest part of his job, "keeping up with the ever changing regulations and subsequent protocols, providing that information to staff in a timely manner, and integrating those elements into the work flow."

One of Roger's best ADAM experiences was chairing the 2011 Annual Meeting. "I had the honor and great pleasure of working with Wanda Collins as committee co-chair, as well as the knowledge, experience and wisdom of an amazing group of committee members."

Trish Hohman, Board Member at Large/Communications Committee

Helendale Dermatology and Medical Spa, Rochester, NY, joined ADAM in 2005.

Trish has been a practice manager for 12 years and the hardest part of her job is “balancing and managing all aspects of the practice. In a small practice with 18 employees I wear many hats. I am the HR Department, IT department, Contracts Department, Accounts payable and receivable department and many more.”

Trish has enjoyed the ADAM webinars because you can learn without having to leave the office. She believes that “The more involved you become in the organization the more you get out of it.”

“Networking is the best experience of ADAM. Listening and talking to other members about how they do things in their practice.”

-Trish

Larry Huff, Board Member at Large/Education Committee Chair

First Coast Mohs Skin Cancer, Jacksonville, FL, joined ADAM in 2010.

As a relatively new member, Larry has gotten involved in ADAM through “Networking dinners, the relationships I have made and been able to develop started at the networking dinners. The contacts and friendships have been awesome.” When he is at his office, “the updates from Capitol Hill, keep me updated on important events that will affect our practice.”

The most challenging part of Larry’s job as an administrator for the last 25 years is keeping up with the ever changing requirements and uncertainty of the future. These issues include, E-prescribing, PQRS, Meaningful use, ICD-10, and SGR.

Jill Sheon, Board Member at Large/Communications Committee Chair

Children’s Dermatology Services; Children’s Hospital of Pittsburgh of the University, Pittsburgh, PA, joined ADAM in 2007.

Jill has over 20 years of practice management experience. She says the most challenging part of her job is “providing access to the many pediatric dermatologic patients who need to be seen in their area.”

Jill’s favorite member benefit is her attendance at the annual ADAM Annual Meeting. “The topics are current, the speakers are exceptional and the post presentation question and answer discussions provide me with substantive material for my practice.”

“Networking has proven to be an invaluable resource for my development of new process or implementing a new program in our practice.” -Jill

Janice Smith, Board Member at Large/Member Services Committee Chair

Spencer Dermatology Associates, LLC, Crawfordsville, IN, joined ADAM in 2002.

Janice has been a practice manager since 1997 and prior to that she worked in pediatrics.

Since joining ADAM, Janice feels one of the best member benefits is “networking through LinkedIn...I recently posted to it about an issue we were having with a particular skincare product. It’s an easy way to get feedback from other managers, stay connected to those that you’ve met at the Annual Meeting or meet new colleagues.”

Janice said the most challenging parts of her job has been building and maintaining a strong staff.

Christina Watson, Board Member at Large/Fund Development Committee Chair

Stockton Dermatology, Phoenix, AZ, joined ADAM in 2006.

Christina has been a practice manager for 13 years and she manages 26 employees including 1 MD, 3 PA's, 1 NP, 3 aestheticians, and support staff.

Christina thinks the hardest part about being a practice manager is doing performance reviews and firing someone you feel is salvageable. But, through her membership with ADAM she has been able to share those experiences with others going through similar trials.

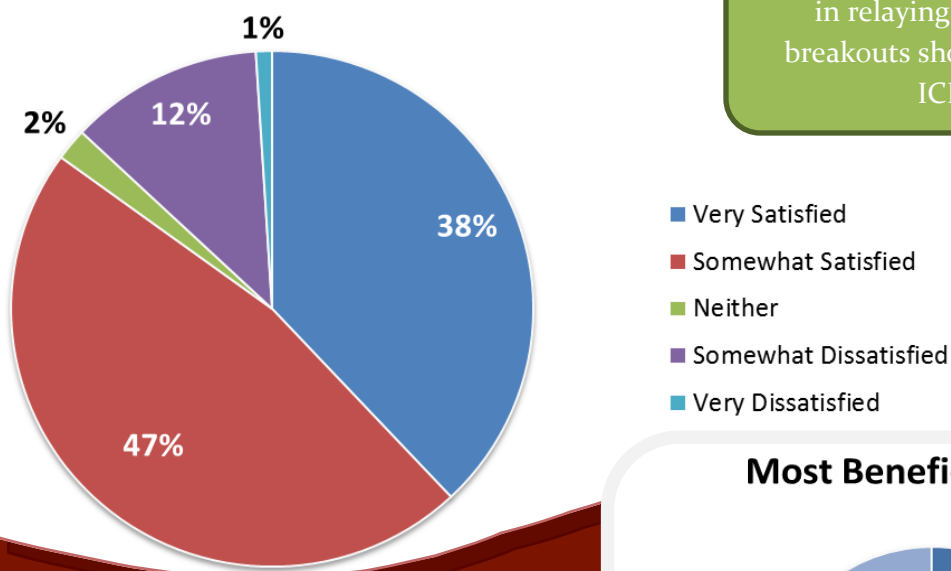
She says the best way to use your ADAM membership is "to get involved, share your experiences and ask questions."

2012 Annual Meeting Survey Results

Thank you to all who attended the 20th Annual Meeting in San Diego, California. The classes were educational, the networking was valuable and the memories will last a long time.

Thank you to everyone who filled out the survey after the meeting. Your comments will help ADAM plan for 2013 in Miami! Below you will find some of the survey results.

Overall Satisfaction

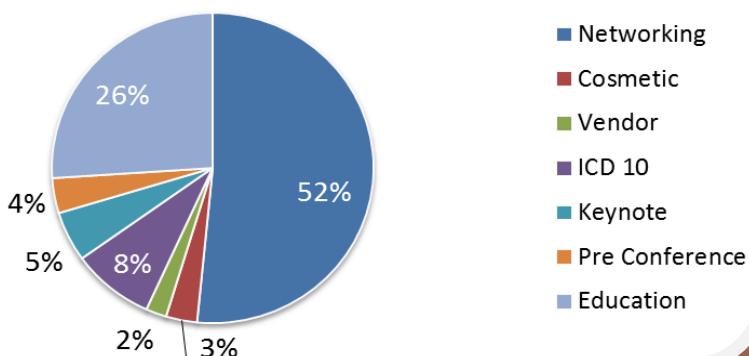


"The keynote speaker on healthcare was excellent in relaying the situation. Meaningful Use breakouts should continue through all stages. ICD 10 was very helpful."

"The finance and HIPAA both needed more time."

"I had hoped to learn a lot about the derm specialty and create a network of other derm professionals. I met my goals."

Most Beneficial Part of the Meeting



ADAM's 20th Annual Meeting



Find these pictures and more on the ADAM Facebook page!

facebook

ADAM'S Legislation & Regulation Updates

Legislation is currently moving in Congress that would speed up the drug approval process and may directly impact your business. The Prescription Drug User Fee Act (PDUFA) currently allows the Food and Drug Administration (FDA) to collect fees from the pharmaceutical industry to fund the drug approval process. Since 1992, PDUFA has diminished the backlog of new drug applications at FDA and shortened the time from submission to decision. Congress must pass PDUFA reauthorization legislation before the current five-year authority expires on October 1, 2012.

Dr. Janet Woodcock, the Director of the Center for Drug Evaluation and Research at the FDA, stated during a House Energy and Commerce Committee hearing that since PDUFA's initial authorization the review time for drugs has decreased from more than two years to just under a year. Additionally, according to PhRMA, PDUFA promotes innovation of new drugs, including cosmetic drugs and products, though increased transparency, predictability and efficiently. Both the FDA and PhRMA assert that the goal of the new PDUFA reauthorization is an even speedier review process, allowing for faster approval of new drugs and products. A speedier, more transparent drug approval process will mean a greater number of cosmetic drugs and products will be available to the marketplace and will help bring greater economic certainty to the dermatological industry.

Both the House and Senate have held hearings with key agencies and industry stakeholders to ensure PDUFA is reauthorized prior to October 1, 2012. We will make sure to keep you informed on PDUFA as Congress, the Administration, and other stakeholders continue to work together to reauthorize this important legislation, especially as it relates to dermatology and cosmetic products.

For more legislative updates read ADAM's View from the Hill every Monday morning.

Is there a specific topic you'd like to see in the Leg & Reg Corner?

Email adaminfo@shcare.net

WHAT YOU SHOULD KNOW ABOUT “CONCERTED ACTIVITY” (and the NLRB’s posting rule)

By: Shane T. Muñoz , Ford & Harrison LLP

Did you know that your practice is probably covered by the National Labor Relations Act (NLRA), even if you’ve never had an employee mention a union? There are important things that you need to know about hidden traps for the unwary, and how you can limit your risk.

Most of us think of the NLRA as a statute that regulates the relationships between unions and employers, and we tend to think that unless we have a union, or a union organizing campaign, then we don’t need to worry about it. In fact, the NLRA covers nearly all employers. There are several tests for coverage under the NLRA. According to the federal agency that administers the NLRA, the National Labor Relations Board (the Board), a medical office will be covered if it has \$250,000 in annual revenue, or if it purchases or provides \$50,000 in goods or services out-of-state.

All covered employers, unionized or not, are prohibited from interfering with protected “concerted activity” by employees.

Generally, any time two or more employees get together to talk about terms or conditions of employment, they are engaging in concerted activity, and many concerted activities are protected. Conduct by a single employee may be covered as well, for example, where an employee advocates for a change in policy not on their own behalf, but on behalf of coworkers. Under the NLRA, it is unlawful for employers to adopt policies that bar employees from engaging in protected concerted activities, or to discipline an employee because he or she has engaged in protected concerted activity.

While the concept of protected “concerted activity” is too broad to cover in a single, short article, some examples may be familiar to you. A covered employer may violate the NLRA, for example, by adopting a policy that prohibits employees from discussing with each other their wages and compensation. Similarly, an employer may violate the NLRA if the employer disciplines an employee for criticizing a supervisor in a conversation with another employee (this might be found to be an “unfair labor practice” or “ULP”). Also, “concerted activity” is the concept that affords employees the right to organize a union and bargain collectively with their employer.

Because many concerted activities are protected, employers can get into trouble if they are not careful when regulating

workplace communications. One area where this is a recurrent issue concerns bulletin boards or, in the more modern world, emails and other electronic communications systems. While employers are permitted to regulate the content of bulletin boards and the permitted uses of their electronic communications systems, they are not permitted to discriminate against employees engaging in protected activity. Generally, to the extent the employer permits employees to use its email system for personal matters, it must permit to that same extent use of the email system for concerted activity. Unfortunately, this may include posting information that disparages the employer, a supervisor, a client, a vendor or a third party, and encouraging employees to join a union.

The growth of social media has resulted in some new questions about the scope of an employee’s right to engage in concerted activity. For example, when an employee posts information on a blog or Facebook page that

“When an employee posts information on a blog or Facebook page that is derogatory to the employer, is the employee engaging in concerted activity?”

is derogatory to the employer, is the employee engaging in concerted activity? What if the employer has a policy that prohibits employees from disparaging the employer to the public, and the blog or Facebook page is accessible by the public? What if the employer disciplines the employee for such a posting? While there are not many clear answers to questions in this rapidly emerging area, one can see that if a blog included what was essentially a conversation among coworkers about working conditions, it would start to look a lot like protected activity.

Fortunately, employers may prohibit employees from engaging in conduct that is unduly disruptive, and may adopt *uniform* policies – if *uniformly* applied – prohibiting non-work activities, including concerted activities, during “working time.” For example, it is lawful for an employer to adopt a policy that prohibits personal use of the company’s email system, so long as it is uniformly enforced.

Unfortunately, untangling the web of just what is and what is not prohibited by the NLRA is complicated due to how the Board is constituted and its enforcement authority. The Board has the authority, subject to a limited right to seek review by federal courts, to enforce the NLRA. The Board is made up of five members; its decisions are often delegated to a panel of three members. The President appoints the Board Members. Traditionally, three members are from the President’s party and two from the other major political party. The result is that each time the Presidency changes

hands, the Board's majority tends to change soon thereafter. And when the Board's majority changes, the Board's decisions change, sometimes overnight.

This has sometimes led to what seem like silly results. For example, there was a period of time where if an employer allowed an employee to post a sign-up sheet for Girl Scout cookies, then it could not prevent an employee from posting a sign-up sheet for union membership, even if it had a policy prohibiting non-work postings.

It is against this backdrop that the "Obama Board" has determined that covered employers must, as of April 30, 2012, post a notice advising employees of their rights under the NLRA. The poster is available and may be downloaded from a page on the Board's website. The poster explains some of the rights described above, and that employers are prohibited from taking adverse action against an employee because the employee has, e.g., discussed terms or conditions of employment with a coworker. The poster also explains how an employee can go about filing a complaint with the Board.



It may be that your employees will ignore this new poster, as many ignore the various other posters you are required to post in the workplace. It is also possible that the posting may prompt employee questions for supervisors, managers, doctors or owners about the poster, about the NLRA, or about unions. It is important that everyone on your management team knows how to respond to such questions.

The Board's initial rule adopting the posting requirement had provided for certain penalties for employers who fail to post the poster. A federal court ruled that the punitive provisions of the Board's rule were unenforceable. Nonetheless, the failure to post the poster could be cited in an unfair labor practice claim brought against an employer as evidence of animosity against unions. It could also be the basis for a finding by the Board that the employer violated the NLRA by failing to post the poster, but the implications of such a finding – in the absence of an unfair labor practice charge – would likely be limited to an order to post the poster together with a notice stating that the employer had violated the NLRA by failing to post the poster.

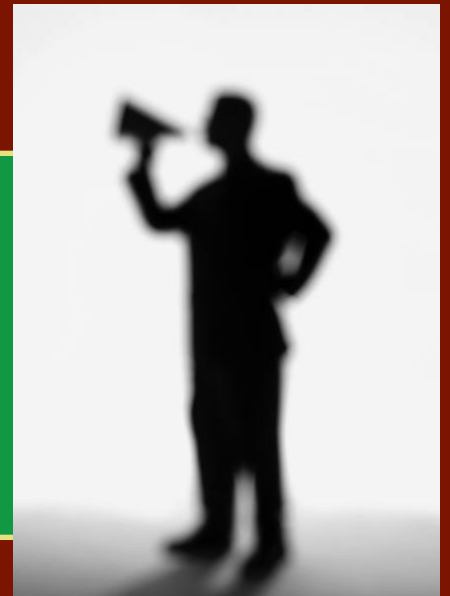
If you have further questions about your rights as an employer, the concept of protected concerted activity, the NLRA, the Board, or the posting requirement, please contact the author or your current labor and employment attorney.

If you have further questions about your rights or about the NLRA, please contact the author at smunoz@fordharrison.com

Get involved with ADAM, join a committee today!

Choose from our newly structured committees Education, Fund Development, Member Services, Networking & Mentoring, or Communications. Have your say in the decisions of the association and make your voice heard.

Email ADAMinfo@shcare.net to sign up or for more information.



Upcoming Events

May

THURSDAY
3
2012

May 3, 2012

American College of Mohs Surgery 44th Annual Meeting

Chicago, IL

WEDNESDAY
23
2012

May 23, 2012

3:00PM

***Image, Ethics and Professionalism
ADAM Webinar***

FRIDAY
25
2012

May 25-27, 2012

The Alabama Dermatology Society Seminar in the City

New York, NY

June

FRIDAY
1
2012

June 1-3, 2012

***Georgia Society of Dermatology & Dermatologic Surgery
Annual Meeting***

Norcross, GA

THURSDAY
21
2012

June 21-23, 2012

Alabama Dermatology Society Summer Symposium

Gadsden, AL

TUESDAY
26
2012

June 26, 2012

2:00-3:00PM

***Carving Up & Drilling Down: Using Microsoft Excel's Pivot
Tables
ADAM Webinar***