

Emergency  
Department

**ED** PMA

Practice Management Association



# 2011 YEAR IN REVIEW

THE EMERGENCY DEPARTMENT PRACTICE MANAGEMENT ASSOCIATION

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# A LEADERSHIP MESSAGE

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Now more than ever it is critical that all organizations working in the field of Emergency Medicine belong to, and become active with, this dynamic and vital organization.

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As Chairman of the Board I seldom look backwards, so even I was surprised when reviewing the list of accomplishments EDPMA achieved over the course of 2011. Association Management Group (AMG) has proven to be a good partner for us and we have settled into a stable and mutually beneficial relationship. Our Executive Director, Linda Ayers, has enabled me and the Board to be even more productive than before. Ms. Ayers has become a steady force prodding us to aim for more influence and to accomplish even more tasks. The Board and committee chairs, who spearhead the bulk of our efforts, are hard working, forward thinking and extremely knowledgeable. It is an honor to be associated with these professionals.

As I look forward, I'm certain EDPMA will be even more influential over the next few years. EDPMA focuses primarily on the regulatory environment and it appears that there will be literally hundreds of new regulations written concerning the delivery and payment of healthcare services. We will work closely – and tirelessly – with all EM organizations both federal and state as we seek to improve the access and overall healthcare of our patients. Now more than ever it is critical that all organizations working in the field of Emergency Medicine belong to, and become active with, this dynamic and vital organization.

**Dighton Packard, MD, FACEP**  
EmCare, Inc.  
Chair

# EDPMA MISSION STATEMENT

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The mission of the Emergency Department Practice Management Association is to advocate for Emergency Department physician groups and their partners to enhance quality patient care through operational excellence and financial stability.

## OVERVIEW

EDPMA is the national trade association representing Emergency Department Physician Groups, ED Billing Companies, and other organizations that support and deliver valuable ED services to more than half of the nation's 132 million emergency room patients.

EDPMA is squarely focused on advocacy, education and professional development, and providing unsurpassed membership value throughout the year. The organization brings its members together to find

solutions to common industry problems. From Medicare reimbursement to patient flow, EDPMA members work collaboratively to bring real-time solutions to the emergency department.

EDPMA is governed by a volunteer Board of Directors comprised of experts in the field of emergency medicine. In the fall of 2011, EDPMA's Board of Directors reviewed EDPMA's strategic issues and the Task Forces that were responsible for those issues. As a result of this evaluation, the Board restructured its Task Forces into a focused Committee structure to better serve EDPMA's advocacy needs. The work of the Committees – further detailed in the pages of this annual report – are led by an active team of talented and entrepreneurial EDPMA members.

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"EDPMA has a very unique blend of physician leaders, practice managers, coding and billing experts, and experts from supporting organizations that provide us with resources that can be deployed quickly, without a lot of red tape and with the trust among us that we have worked many of these issues together and will pursue the common good. The organizations in EDPMA compete in the business world everyday—but when we come together for our common interests and purposes we put on the "EDPMA uniform" and take off the uniform of our various companies. We get a great deal done, and we leverage many relationships disproportionate to our size and frankly our budget, and we are able to do that because of our connectivity and trust." -

**- Edward R. Gaines, III, JD, CCP, Chief Compliance Officer for Medical Management Professionals, Inc.**

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# ADVOCACY

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EDPMA accomplishes its legislative agenda through monitoring legislation and coordinated communication and sharing of resources between EDPMA members. In the spring of 2011, EDPMA launched a state legislative tracking system that provides alerts and up to date information on current legislation. This fully automated system has been instrumental in helping EDPMA's members track and respond to legislation that impacts their business.

EDPMA's advocacy efforts have gained momentum over the last year utilizing a multi-pronged approach that ranged from meeting with lawmakers on Capitol Hill to submitting comments responding to proposed CMS regulations, to participating in important industry meetings. The focus of these efforts is centered around the delivery of high-quality emergency department patient care.

EDPMA's advocacy efforts are led by Joyce Cowan, Esq., a partner in the Morgan, Lewis & Bockius LLP's' FDA and Healthcare Practice and and Steven Bloom, Legislative & Policy Analyst.



## 2011 Advocacy Milestones EDPMA:

- Submitted comments to CMS regarding *CMS-1345-P; Proposed Rule –Medicare Shared Savings Program: Accountable Care Organizations*.
- Submitted comments to CMS regarding *CMS-1524-P; Proposed Rule –Medicare Program; Payment Policies Under the Physician Fee Schedule and Other Revisions to Part B for CY 2012*.
- Participated in the Medicare Payment Advisory Commission (MedPAC) meetings.
- Submitted comments to the Joint Select Committee on Deficit Reduction ("Joint Committee") in regards to their work to reduce the federal deficit.
- Together with ACEP, submitted comments to MedPAC regarding their proposal to repeal the SGR by freezing payments to primary care physicians and cutting payments to specialist physicians.
- Joined several other medical specialty associations to support the *Every Patient Counts!* campaign to lobby Congress for a permanent fix to the SGR.

# ADVOCACY

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- Visited Capitol Hill to meet with key lawmakers to discuss critical issues relating to EDPMA member concerns.
- Together with ACEP filed a joint comment letter regarding *CMS-6028-P; Proposed Rule –Medicare, Medicaid, and Children’s Health Insurance Programs; Additional Screening Requirements, Application Fees, Temporary Enrollment Moratoria, Payment Suspensions and Compliance Plans for Providers and Suppliers.*
- Submitted comments to CMS regarding *CMS-9070-P Medicare and Medicaid Program; Regulatory Provisions to Promote Program Efficiency, Transparency, and Burden Reduction: Proposed Rule in relation to provider enrollment issues.*
- Together with ACEP, filed a joint comment letter regarding *CMS-6037-P; Proposed Rule – Reporting and Returning Overpayments in the Medicare Program.*
- Met with senior administration representatives from the Center for Consumer Information and Insurance Oversight (CCIO), Department of Treasury, and Department of Labor regarding the patient protections for out-of-network emergency services coverage.
- Signed on to ASAE’s letter regarding the U.S. Office of Government Ethics’ (OGE) proposed regulations regarding trade associations and government speakers.

# KNOWLEDGE & LEARNING

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Providing EDPMA members with valuable education and training opportunities throughout the year, as well as fruitful networking occasions, are chief among EDPMA priorities. EDPMA accomplishes this through its annual forum, Solutions Summit, and its year-round interactive webinars. The webinars offer members a convenient and affordable way to get continuing education and are available both live and on demand.

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“The conference delivers on its title, “Solutions Summit.” It is an excellent forum for meeting with focused and committed ED physicians, who are genuinely interested in mapping out the successful future of the Specialty of Emergency Medicine!”

– **John Holstein,**  
**Medical Management**  
**Professionals**

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## SOLUTIONS SUMMIT XIII

Solutions Summit is EDPMA’s signature event, each year attracting hundreds of emergency department healthcare professionals from across the country. It offers a wide range of workshops, general sessions, briefings and policy discussions. Led by leaders in the field, Solutions Summit presents practical solutions – ones that attendees can take home and use right away – to the problems facing emergency medicine physicians groups and their practice partners.

The EDPMA Solutions Summit XIV was held at the Venetian in Las Vegas, Nevada May 15-18, 2011. With 257 attendees, Solutions Summit XIV enjoyed a 22 percent increase in attendance over previous years. Of the attendees, approximately 73% are senior level or C-suite management. EDPMA also launched a new attendee benefit in 2011 where conference attendees can access the recorded conference sessions on the EDPMA website.

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“This is the most engaging and most productive brain-trust in emergency medicine. Truly a well-kept “secret”, and well worth the time, effort, and expense.”

– **Randy Pilgrim, Schumacher Group**

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# KNOWLEDGE & LEARNING

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“To have the people responsible for administering almost half the ER visits in the US exchanging ideas, brainstorming and networking under one roof for three or four days is immensely enriching and of spectacular value. You cannot find nor reproduce this experience anywhere else in the world.”

**– Rashid Baddoura, MD, Valley Emergency Room Associates of Ridgewood, NJ**

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## SOLUTIONS SUMMIT XV

A Revolution In Healthcare – is being held at the Boston Park Plaza Hotel and Towers May 20-22, 2012. With over 240 attendees, Solutions Summit continues to present cutting-edge issues and ideas directly related to the business of emergency medicine.

## SOLUTIONS SUMMIT XVI

Will be held April 28 - May 1, 2013 in Las Vegas, NV.

## WEBINARS

Hosted by industry experts, EDPMA's interactive webinars cover industry hot topics, best practices, and special interests. In 2011, the following webinars were offered, many of which are still available on demand:

- Finding Previously Missed 3rd Party Reimbursements Results in Huge Cash Flow Opportunity
- Implementing an Estate Recovery Strategy to Maximize an Untapped Revenue Stream

- Overview of the CMS Quality Measures In Emergency Medicine 2012 and Beyond
- Joint Commission Updates in Emergency Medicine 2012 - 2013
- The 2012 Medicare Physician Fee Schedule: What is the Impact on Emergency Medicine?
- Debt Talks and Healthcare Cuts: What Emergency Physicians Need to Know
- New Congress, New Year: What Does It Mean For You?



# MEMBERSHIP

EDPMA members are a diverse and cohesive team of emergency department physician groups and their practice partners working together, every day, to make the emergency department industry even stronger. Membership grew by 23% percent in 2011, representing an increase of 14% percent over the previous year. For 2012, over 96% of EDPMA's members renewed. To better serve its members, EDPMA launched several new products and services this year including publications packed with relevant news and information and a publicly available searchable database of members.

## NEWS AND INFORMATION

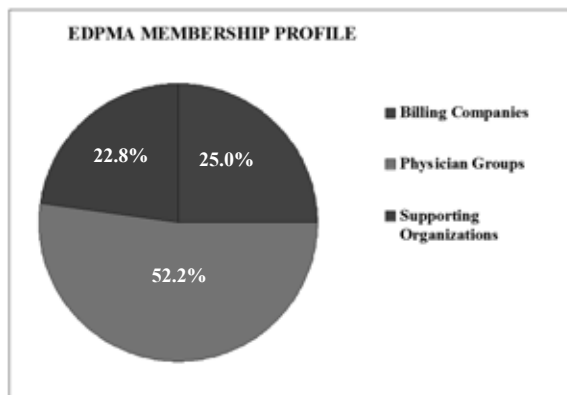
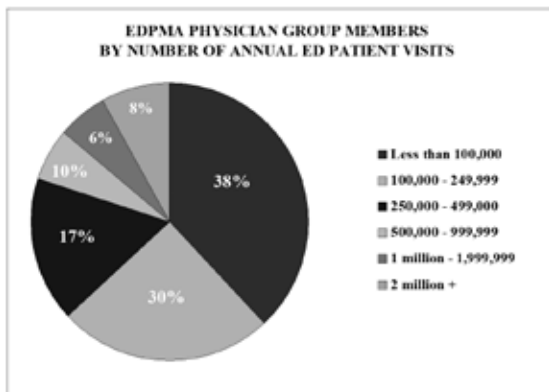
In July, EDPMA introduced two newsletters for members – the monthly membership newsletter and the semi-monthly Government Affairs newsletter. The newsletters, combined with the ED Newsleader, the weekly news and information bulletin, keep EDPMA members up to date on developments in emergency medicine and on issues most important to them.

## EDPMA SOLUTIONS CENTER

In October, EDPMA launched Solutions Center to facilitate the growing number of individuals and organizations who look to EDPMA's members for resources and expertise in emergency department practice management. Solutions Center is an enhanced directory of all EDPMA members that is publicly searchable and prominently featured on the EDPMA homepage.

## EDPMA AMBASSADORS

In November, EDPMA introduced a membership recruitment and awards program to help grow EDPMA and make the emergency department industry even stronger. Through the Ambassador's Program, EDPMA members help spread the word about the organization, encouraging others to join the ED community, attend Solutions Summit and benefit from the networking and advocacy efforts. The Ambassador's Program includes recognition and incentives for successful member recruitment.





# EDPMA BOARD OF DIRECTORS 2011-2012

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**Jeffrey Bettinger, MD, FACEP**  
BSA Healthcare

**Bill Carns**  
PracticeMax

**Beth Cesta, CPC, CHCC**  
Premier Health Care Services

**Cheryl Conner, RN**  
Emergency Service Partners

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CEP America

**Larry DesRochers, MD, FACEP**  
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**Jackie Willett, CHBME**  
Treasurer  
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# EDPMA COMMITTEE CHAIRS 2011-2012

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Intermedix

**Derise Woods**

TEAMHealth

## QUALITY, VALUE AND PERFORMANCE

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Schumacher Group

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Emergency Physicians Medical Group

# EXECUTIVE OFFICE STAFF

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**Linda T. Ayers, MHCM, CAE**

Executive Director



**Rebecca I. Fazzari, CMP**

Senior Meetings Manager



**Elizabeth L. Kovalak**

Program Manager

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