



American Academy of Home Care Physicians

Annual Report to the Membership 2010

Letter from the President



Dear Members,

You spoke, we listened! This year, our Board undertook an extensive strategic planning effort to evaluate our strengths, weaknesses and opportunities, as well as trends and issues that affect what our Academy represents and wants to be doing for its members. You gave us feedback, which we turned into action. In 2010, decisions were made to make several investments. First, a full-time staff person, Gary Swartz, JD, MPA, was added as Associate Executive Director to expand our offerings in practice management and public policy. Other changes were made to enhance our newsletter and redesign our publications, and a new book “Advanced Issues in House Call Program Management” was published. We also began offering a weekly e-Newsletter. Social networking opportunities were improved through daily list-serv moderation, Facebook, Twitter and LinkedIn. A brand new Academy website debuted this year, and we added a website dedicated to Independence at Home (IAHNow.com). We continued to educate members on the audit appeals process and began a fundraising effort to fund a legal opinion letter. Our agreement with Lockton Affinity continues, allowing medical malpractice insurance to be offered to our members. Plans are also underway to offer webinars on topics of interest, such as practice management, and to revise our home care exam. Last year’s annual meeting again saw record attendance, and we honored Dr. Jennifer Hayashi as House Call Doctor of the Year and Silvia Chavez, NP, MSN, ANP-BC as House Call Clinician of the Year. The Poster of the Year was awarded to Dr. Bruce Kinoshian and Jean Yudin, MSN, RN, CS.

This year the Academy has greatly accelerated its impact by engaging many more members in a spectrum of strategically-aligned committees - Public Policy; Board Development; Membership, Products and Services; Training and Technical Assistance, Finance and Development; and Practice Management. You, our members, are the best and the brightest in the field, and we encourage each of you to let us know of your interests in working with your colleagues to advance the art, science and practice of home care medicine. The Academy is positioned to be a bold leader in shaping the future of health care. We stand ready to work with you to take home care medicine to the next level of recognition, public demand and growth! It is an honor serving with you.

Sincerely,
Thomas E. Edes, MD
AAHCP President

Board of Directors

Thomas E. Edes, MD
President
U.S. Department of Veterans Affairs
Washington, DC

Bruce Leff, MD
President-Elect
Johns Hopkins University
Baltimore, MD

Joe W. Ramsdell, MD
Immediate Past President
UCSD Medical School
San Diego, CA

Brent T. Feorene
Treasurer
House Call Solutions
Westlake, OH

Jean A. Yudin, MSN, RN, CS
Secretary
Institute on Aging
University of Pennsylvania
Health System
Philadelphia, PA

C. Gresham Bayne, MD
Call Doctor Medical Group
San Diego, CA

Peter A. Boling, MD
Virginia Commonwealth University
Richmond, VA

Thomas Cornwell, MD
HomeCare Physicians
Wheaton, IL

Eric De Jonge, MD
Washington Hospital Center
Washington, DC

Michael Fleming, MD, FAAFP
Amedisys, Inc.
Baton Rouge, LA

Kathy A. Kemle, MS, PA-C
Family Health Center
Macon, GA

Alan Kronhaus, MD
Doctors Making Housecalls
Durham, NC

Steven Landers, MD, MPH
Cleveland Clinic, Center for
Home Care Services
Independence, OH

Russell C. Libby, MD
Virginia Pediatric Group
Fairfax, VA

Wayne C. McCormick, MD, MPH
UW Medicine Long Term
Care Service
Harborview Medical Center
Seattle, WA

Steven L. Phillips, MD
Geriatric Specialty Care
Reno, NV

James C. Pyles, Esq.
Powers, Pyles, Sutter & Verville, PC
Washington, DC

Edward Ratner, MD
University of Minnesota Medical
School
Minneapolis, MN

Lori A. Reaves, DO
Visiting Physician Associates of
South Jersey
Hammonton, NJ

George Taler, MD
Washington Hospital Center
Washington, DC

Past AAHCP Presidents

2007-2009
Joe Ramsdell, MD

2004-2007
C. Gresham Bayne, MD

2002-2004
Wayne McCormick, MD, MPH

2000-2002
Edward Ratner, MD

1998-2000
George Taler, MD

1996-1998
Peter A. Boling, MD

1994-1996
**Allen I. Goldberg, MD, MBA, FAAP,
FCCP, FACPE**

1992-1994
Joanne Schwartzberg, MD

1989-1992
Joseph M. Keenan, MD

1988-1989
John Lewis, MD

Staff

Constance F. Row, LFACHE
Executive Director

Gary Swartz, JD, MPA
Associate Executive Director

Jessica E. Quintilian, CHES
Assistant Executive Director

Bernie Sciuto
Director of Financial Services

Audrey McDonough
Director of Administration and
Membership Services

Membership, Programs & Services

1. Membership Diversification

The AAHCP continues to be delighted with the growth in diversity of our membership, with a current total membership around 1,650. Medical Directors continue to make up 43% of our membership. Nurse Practitioners, Registered Nurses and Physician Assistants make up nearly 12% of our membership. About 83% of our membership is made up of physicians (including Medical Directors), and the remaining members are employees of home health agencies, administrators, residents and students.

2. Building and Documenting Qualifications

The Home Care Credentialing Examination: This self-study examination, taken over from the American Board of Internal Medicine, gives home care medicine professionals (MDs, NPs, PAs and others) the opportunity to gain a credential that will document their advanced qualification in this field. CME is offered through the University of Minnesota. To date 125 have passed the exam. We have recognized the need to refine and update the exam, and plans are underway.

3. Publications

This year, the following books were revised, redesigned and updated: *Making House Calls Work in Your Practice*, *Making Home Care Work in a Medical Practice: A Brief Guide to Reimbursement and Regulations*, *Medical Directorship of Home Health Agencies: A Brief Guide to Physician Reimbursement in the Realm of the Home Health Industry*, and *Medical Visits in Assisted Living Facilities and Other Congregate Care Settings*. A new book, *Advanced Issues in House Call Program Management* was published this year. The third edition of *Medical Management of the Home Care Patient: Guidelines for Physicians*, written with the American Medical Association, continues to be a valuable resource and is currently being revised.

4. Annual Scientific Meeting and Member Recognition

The 2010 program "House Call Medicine: Shaping the Future" featured presentations on the world in which we practice, innovations shaping the future of house call medicine, house call medicine research, homecare literature review, reshaping the future through education, Practice Management University ("House calls 101: The Early Years", "201: The Growth Years" and "301: The Maturation") and house call clinical pearls. Winner of the Eric Baron House Call Doctor of the Year award was Dr. Jennifer Hayashi. Winner of the Clinician of the Year award was Silvia Chavez, NP, MSN, ANP-BC. Poster of the Year Award winners were Dr. Bruce Kinosian and Jean Yudin, MSN, RN, CS.

5. Newsletter

This year's bi-monthly editions have covered abstracts of the home care literature, and a variety of public policy, clinical and practice management topics, including a Medical Director column. A new weekly e-newsletter was begun in the fall. Back issues of the Newsletter and e-Newsletter are available in the member's only section of the website.

6. Public Policy

The AAHCP provided extensive suggestions on the implementation of IAH to CMS and its contractor RTI. We launched a website on IAH encouraging potential applicants to review their readiness for this new initiative. The AAHCP also provided comments on numerous regulations that were published to implement provisions for the Accountable Care Act.

7. Medical Malpractice Insurance

Our agreement with Lockton Affinity continues, allowing medical malpractice insurance to be offered to our members.

Financial Information: 2010

Total Revenue:	\$450,568
Expenses:	
Program Services:	\$241,910
Management and General:	\$170,551
Fundraising:	\$13,861
Payments to Affiliates:	-0-
Total expenses:	\$426,322
Excess or (deficit) for the year:	\$24,246
Net assets or fund balances at the end of the year:	\$914,498

Sponsors

Doctor Alliance, Inc.
Janus Health, Inc.
Lockton Affinity
Masimo Corporation
Medscribbler
Senior Care of Colorado, Inc.
Wyatt Matas & Associates

AAHCP Publications & Training Materials

Home Care Medicine - A field guide to developing successful practices and programs

Covering all aspects from building the care, design and implementation, measuring success, and growing your program, this manual will give you the guidance you need to start your program right and develop its success. Includes the first set of standards, called Guidelines, for the field of home care medicine.

\$100 (plus \$12 shipping)

Advanced Issues in House Call Program Management

Serving as a complement to "Making House Calls a Part of Your Practice," this publication is intended for those who have an established practice and are seeking to refine it.

\$21 members; \$28 non-members (plus \$3.50 shipping)

Making Home Care Work in a Medical Practice: A Brief Guide to Reimbursement and Regulations

Covers codes and billing, domiciliary care visits, documentation for common house call codes, CPO billing, HME orders, and other issues.

\$13 members; \$15 non-members (plus \$3.50 shipping)

Making House Calls A Part of Your Practice

Offers practical tips for those considering adding house calls to their practice.

\$21 members; \$28 non-members (plus \$3.50 shipping)

Medical Directorship of Home Health Agencies

Covers topics such as the role of the medical director; rules, regulations, and standards; billing and reimbursement; Stark regulations; and includes sample contracts and forms.

\$30 members; \$50 non-members (plus \$3.50 shipping)

Communication Templates

Tools for nurse/physician communication. Developed by Peter Boling, MD, with the help of Academy members.

\$95 (price includes shipping)

Medical Visits in Assisted Living Facilities and Other Congregate Care Settings: A Primer for Facility Operators and Medical Providers

Highlights the similarities and differences between making visits to assisted living facilities and individual homes. Introduces administrators and staff of congregate care facilities to the feasibility and benefits of arranging for home medical care services and provides an educational tool for providers who have an interest in providing service in these settings.

\$21 members; \$28 non-members (plus \$3.50 shipping)

An Approach to the Management of Pressure Ulcers: A Home Care Perspective (CD-Rom)

Produced by the AAHCP through an unrestricted grant provided by KCI, Inc.; Dr. George Taler, editor and lead author. Intended for primary care physicians, nurse practitioners, physician assistants and nurses to enable the use of best practices in preventing and treating typical pressure ulcer wounds found in home care medical practice.

\$20 members; \$25 non-members (price includes shipping)

Home Care Bibliography (CD-Rom)

The first ever bibliography of home care articles with 238 citations including full-text articles and dozens of abstracts.

\$25 (plus \$5 shipping)

Practice Management Tool Kit

Practical information on electronic medical records, business basics, payment and billing issues, clinical issues, Stark regulations and many other practice management tips for physicians.

\$20 members; \$25 non-members (price includes shipping)

To order AAHCP publications and training materials, please visit www.aahcp.org and click "Online Store" or call the AAHCP at 410-676-7966.