



MISSION MEDICAL ASSOCIATES

PO Box 5325, Asheville, NC 28813



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Vol. 2 No. 3 | Summer 2011

Practice News

A quarterly update from Mission Medical Associates

Mission Neurology Associates Committed to Continuity of Care

Mission Neurology Associates' physician team has grown from five physicians to eight during the past year, a reflection of Mission Health System's commitment to excellence in neurologic care.

Four of the physicians focus on neuro-hospitalist medicine at the inpatient bedside, while another four practice in the outpatient setting. Each neurologist brings unique experiences and strengths to the team. For instance, the newest addition to the practice, Jeanette Pueschel Larson, MD, completed fellowships in both neuro-oncology and neuro-rehabilitation.

The physicians of Mission Neurology Associates emphasize that their practice strives to offer a seamless experience for patients and their primary care physicians when it comes to transitions from inpatient to outpatient care. Likewise, if an existing patient of the outpatient practice is admitted to the hospital, his or her neurologist automatically will participate in a call with the admitting physician and arrange for medical records transfer.

"The relatively new paradigm of inpatient and outpatient neurologists results in improved and more efficient patient care while allowing the group, through Mission Medical Associates, to align incentives with the hospital to provide neurological services needed for the community and hospital," said Michael Young, MD, outpatient neurologist.

For more information, contact Mission Neurology Associates at 828-213-1439 (inpatient care) or 828-213-9530 (outpatient care).

Left to right are Dr. J. Larson, Dr. Rardin, Dr. S. Larson, Dr. Schneider, Dr. Taylor, Dr. Jones, Dr. Shepherd and Dr. Young.
Photography by Shutter Shack



CARDIOLOGY

FAMILY MEDICINE

GENETICS

GERIATRICS

HOSPITALIST MEDICINE

NEUROLOGY

OCCUPATIONAL MEDICINE

PEDIATRICS

PSYCHIATRY

SPORTS MEDICINE

TRAUMA CARE

WEIGHT MANAGEMENT

WOUND HEALING &

HYPERBARIC MEDICINE

ABOUT

MISSION MEDICAL ASSOCIATES

Mission Medical Associates is the physician group practice of Mission Health System. It is a physician-led organization focused on high-quality, patient-centered care. Our practice encompasses more than 150 dedicated physicians and over 50 advanced practitioners in 25+ specialties. Our vision is to provide convenient regional access to high-quality medical care and services through an integrated healthcare delivery system.



If you prefer to receive this newsletter via e-mail instead of a print copy, please

e-mail your full name and complete e-mail address to heath.nettles@msj.org.

missionMD.org

CALENDAR

Inflammatory Bowel Syndrome

July 20, 8–9 a.m.
Mission Hospital
Owen Heart Center/Glenn Theatre
www.mahec.net

Cardiology Panel Discussion: Updates in Chest Pain, Lipid Management and What's New in the Cath Lab

July 21, Dinner, 6–6:30 p.m.,
Presentation, 6:30–7:30 p.m.
Mission Hospital
Owen Heart Center/Glenn Theatre
RSVP 828-257-4491 or beverley.mcgee@mahec.net

Asheville Cardiology Associates' 40th Anniversary

CME Event Featuring Author Joe Piscatella
July 27, 6–8 p.m.
Biltmore Doubletree Hotel
RSVP 828-274-6000 ext. 319 or
leslie.council@msj.org

Concussions – Are They as Transient as You Think?

August 10, 8–9 a.m.
Mission Hospital
Owen Heart Center/Glenn Theatre
www.mahec.net

Treatment of Allergies – Aerosol Medications and Delivery Systems

August 17, 8–9 a.m.
Mission Hospital
Owen Heart Center/Glenn Theatre
www.mahec.net

Internal Medicine Grand Rounds

August 18, Dinner, 6–6:30 p.m.,
Presentation, 6:30–7:30 p.m.
Mission Hospital
Owen Heart Center/Glenn Theatre
RSVP 828-257-4491 or beverley.mcgee@mahec.net

Brain Tumors – Diagnosis and Management

August 24, 8–9 a.m.
Mission Hospital
Owen Heart Center/Glenn Theatre
www.mahec.net

CONTACT US

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Practice Management Services
Leslie Augur
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Physician Career Opportunities
Lori Halula
828-213-5611
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Letter From Leadership

The Centers for Medicare and Medicaid Services have released the proposed rule for the Medicare Shared Savings Program, which begins January 2012. Created per Section 3022 of the Patient Protection and Affordable Care Act, the proposal describes regulations that will govern the implementation and operation of accountable care organizations (ACOs).

Mission Health System has hosted two ACO Summits to communicate with the medical community about the history, complexities and goals of ACOs. We also recently reviewed the proposed rule with an audience of providers at a MAHEC CME event about geriatrics and long-term care.

The ACO legal structure, management and governance outlined in the proposed rule present challenges for Western North Carolina and other communities around the country. For example, Mission sees some real concerns with “retrospective” patient attribution.

We are not ready to become an ACO, but we must prepare. The Center of Medicare and Medicaid Innovation has three new initiatives to help put organizations on the path to become ACOs. (See www.healthcare.gov/news/factsheets/accountablecare05172011a.html) We are committed to preparing our team for these new rules and care models and will continue to invite members of the region’s medical community to join us on the journey.



Marc Westle, DO, FACP
President and CEO
Mission Medical Associates

News at a Glance

Asheville Cardiology Associates

welcomes pediatric cardiologist Brad Friedman, MD, who joined the practice July 18. Dr. Friedman completed fellowship



Dr. Friedman

training in pediatric cardiology at the Medical University of South Carolina and then finished an additional year of training in advanced imaging at Great Ormond Street Hospital, London.

Asheville Family Medicine, founded in 1981, joined Mission Medical Associates on July 1. The practice’s physician team includes David Foy, MD; Bill Snoddy, MD; Brison Robertson, MD; Kevin Treacle, MD; and Emily Diznoff, MD. We welcome these physicians and the entire care team to Mission Health System.



Left to right are Dr. Diznoff, Dr. Treacle, Dr. Foy, Dr. Robertson and Dr. Snoddy.



Dr. Shah-Taylor



Dr. Read-Smith

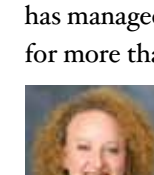
Asheville Hospitalist Group

welcomes Sonal Shah-Taylor, MD, and Samantha Read-Smith, MD. Dr. Shah-Taylor comes to

Asheville from St. Luke’s Hospital in San Francisco, CA. Dr. Read-Smith previously worked for the Maine Medical Center Hospitalist Service in Portland, ME.

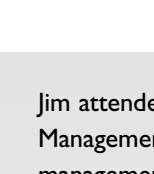
Mission Children’s Specialists

welcomes pediatric neurologist William Huffstuffer, MD, who joins Tadeusz Poplawski, MD, in providing childhood neurology care to the region. Dr. Huffstuffer



Dr. Huffstuffer

has managed a private practice in Asheville for more than 30 years and continues to work from his location on Brooklet Street. Mission Children’s Specialists also congratulates Shae Lynn Byas, RN, pediatric orthopedics, on her



Shae Lynn Byas

selection as a DAISY award honoree by Mission Health System. The DAISY award recognizes outstanding nursing care.

Mission Medical Associates

welcomes executive director of operations Deanna Peltz and director of business development George Anderson, MBA, MSW. Peltz, who is responsible for hospital-based and specialty practices, joins Mission from St. John’s Clinic in Missouri. Anderson most recently was executive director of a hospice and palliative care agency.



Deanna Peltz



George Anderson

Asheville Hospitalist Group

congratulates Margaret Coyle, MD, who was recently honored as the “Best Community Faculty of the Year” by MAHEC’s Geriatric Fellowship.



Dr. Coyle

Practice Management



Linda D’Spain

Mission Health System continues its quarterly series of Practice Management Institute seminars on August 25–26. The full-day class, “Correct Coding for Physician Services,” will be presented by Linda D’Spain, who has more than 18 years of practice management experience.

The seminar will be offered from 9 a.m. to 5 p.m. on Thursday, August 25, at the Biltmore Doubletree Hotel in Asheville. Then it

will be offered again from 9 a.m. to 5 p.m. on Friday, August 26, at the Waynesville Inn Golf Resort & Spa in Haywood County.

The registration fee is \$99. A complimentary lunch will be provided at the Waynesville location. Admission is free for Mission Health System employees, but employees must register to reserve their space. Enter code MMA2010. For more information, visit www.pmiMD.com.

COMPLIANCE HOT TOPICS

Go online to download articles about these timely and important compliance issues.

Palmetto GBA Medicare, I | Part B, At a Glance: Differences Between Palmetto GBA and Cigna Government Services (CGS)

<http://tinyurl.com/PalmettoGBAvsCGS>

CMS Press Release: New Technology to Help Fight Medicare Fraud

<http://tinyurl.com/FightingMedicareFraud>

OIG-HEAT Provider Compliance Training Webcast Modules

http://oig.hhs.gov/newsroom/video/2011/heat_modules.asp

Patient Testimonial: Jim’s Weight Loss Success



of glaucoma, sleep apnea.

But in Jim’s case, a picture was worth a thousand warnings, because it wasn’t until he saw a photo of himself in his church directory—at a time in his life when he weighed a dangerous 330 pounds—that he was compelled to take action.

Jim Sutherland had plenty of warnings that his weight was negatively impacting his health: two total knee replacements, gallbladder surgery for gallstones, early signs

Jim attended one of the Mission Weight Management Center’s free weight management information sessions. After hearing all of the options, he decided to participate in the medical weight management program. This non-surgical option uses lifestyle analysis, OPTIFAST® meal replacement, educational classes and ongoing support to help overweight and obese patients achieve and maintain a healthy BMI.

After just seven months, Jim had lost an amazing 120 pounds to reach his goal weight of 210. After 10 months at this weight, he decided to try for an even healthier goal, and today, he weighs 185 pounds, having lost a total of 145 pounds. Before beginning the program, he was on 13 different medications and using a CPAP machine for his sleep apnea.

Now, Jim is off the CPAP and takes only five medications.

“My numbers are the best they have ever been. I feel the best I have ever felt,” says Jim. “I am 64 years old, soon to turn 65, and right now I feel like I’m back in my 30s.”

Jim says the keys to his success are having the right mindset; the support of Mission’s registered dietitian, Elizabeth Williams; and the accountability of going to the Mission Weight Management Center every week to weigh in.

“I believe in this program,” says Jim. “I will continue MEDAL for the rest of my life.”

MEDAL is the final stage of Mission’s medical weight management program. It stands for Maintaining Exercise, Diet And Lifestyle.