

IEPC Conference Call  
August 25, 2014  
9:00 AM



## MINUTES

*All individuals present at this meeting have signed an IEPC Non-Disclosure Agreement (NDA). All content and discussion in this meeting is held to confidentiality in NDA.*

PRESENT: Roneet Lev, Brett Wiley, Ian Kramer, Peter Anderson, Betsy Patterson, Mark Kobernick, Russ Kino, Mike Gertz, Cary Mells, Steve Sornsin

- I. Meeting was called to order at 9:00am and introductions were made.
- II. Minutes of July conference call were sent electronically and accepted by consensus.
- III. Membership
  - A. New groups were welcomed on the IEPC Forum page as well as on Twitter. Please welcome Jorge Vournas with Providence Little Company of Mary in Torrance.
  - B. There are several other new groups we are pursuing. Please remember that we do offer a finder's fee if you recruit. The best way to get members is word of mouth from our members.
- IV. Financial Update
  - A. Brett provided report. The color advertisement in California Lifeline increases cost significantly and limits our final year-end budget. It was decided to go back to black and white advertisement in order to increase budget for other projects.
- V. IEPC 2014 Survey Monkey
  - A. Survey should go out by the end of the month so data can be presented at our January meeting.
- VI. Billing Audit Tool
  - A. Brett has been working on this tool, but has not had any companies submit data. He will be contacting individual physicians to conference call with billing companies to start submitting data. Please contact Brett if he does not contact you about having your billing company submit data. The T-system groups will have to wait 6 months before they have meaningful data.

VII. Payer Matrix

- A. We have collected 7 group's payer matrix. This is sufficient data to share legally in a blinded fashion. We need to recruit additional participants so we can make use of this tool. Please ask your billing company for your payer matrix. It belongs to you and you should have it. We have legal opinion that it is safe to share with a third party (Brett) and report back to us in a blinded fashion if we have enough data. The 7 groups who submitted data really want others to join so we can benefit from this information. Only those who share data will get to see the data.

VIII. EDBA

- A. The 2013 EDBA data is due. Only half of our groups have turned in data. We request that all groups work on this data submission. IEPC pays for your membership, so please take advantage. EDBA is also looking for more California members. The first time you collect data is a pain, but then it gets easier each year. You can turn in electronic copy to Brett or to EDBA.

IX. Marketing

- A. APPROVE: We approved 1 year trial of AAEM advertisement for quarter page ad to total of \$2232. AAEM is a supporter of IEPC and President, John Christensen, is helping us recruit members. IEPC is not ready for a national presence, and the AAEM advertisement is targeted to California groups.
- B. Magazine Article: We submitted an information article about IEPC which has been rejected from Modern Health and Governing. AAEM wants to publish the article. They will probably add a disclaimer that not all IEPC groups follow their AAEM principles. The I in IEPC stands for Independent, so we will not tell you how to run your practice or where to buy insurance. AAEM understands this principle. EM Monthly received an article, but we have not heard back.
- C. Web Site Updates: The testimonial page will be live soon. If you want to see your pretty picture up on the web, please send me some quote and a picture and you will be famous.
- D. Thanks to Andrew Fenton's suggestions and assistance with the resident T-shirt, direct marketing project. Roneet has now collected T-shirt sizes for 300+ residents, with only 4 more residencies to give this data. (T-shirt data is almost as hard as billing data). There are 15 residencies in California and we will be sending each a T shirt with IEPC logo and web address on the back.
- E. Annual Report: Several groups are still working on this project. Roneet is happy to help you make it happen.
- F. Twitter and Facebook: Follow us on Twitter. We already have 14 tweets and a few likes. This is up since Roneet initially had only her mother following her. Our Twitter

account is IEPC\_ED. If you are a Twitter or Facebook fan, feel free to give suggestions. Roneet is new to this.

X. Prescription Drug Abuse

- A. LA County is already live with 77 EDs receiving handouts and started the program. They are also looking into continued meeting and organization of the EDs. If you are interested in this activity let Roneet know or contact Maureen McCullough.
- B. Ventura County will soon have Safe Prescribing in their 7 emergency departments. IEPC has 2 hospitals in the region: Los Robles and Ojai Valley. We hope to recruit the other 2 independent groups in the area.
- C. Butte County and Fresno County are looking into Prescription Drug Abuse Task Force and Safe Prescribing Programs. Roneet did a presentation in Butte, and used IEPC business cards and included IEPC in the PowerPoint.

XI. Open Discussions

- A. Tenet Hospitals: Peter Anderson gave an update. There are 12 Tenet hospitals in California and only 4 are independent, 2 of which are with Peter. The 3 bidders for physician services met with the medical staff of all the hospitals (Team Health, EmCare, Apollo). CMA and AAEM are trying to stop this movement due to the corporate practice of medicine law. We wish him the best.
- B. CURES: Get your doctors to register. Using CURES makes you a better doctor. If you have an account that is broken, email Mike Small, the head of CURES, at [mike.small@doj.ca.gov](mailto:mike.small@doj.ca.gov) and tell him Roneet Lev sent you. Give him your name and DEA as well as what is wrong with your account.
- C. No on Prop 46: The bill that wants to kill MICRA and drug test doctors.
- D. Expansion of Balance Billing: California ACEP sent alert to call your congressman to vote no to killing our business.

XII. Next Meetings

- A. Conference Call: Monday, September 22, 2014 – 9:00am
- B. Executive Meeting: Monday, January 12, 2015 – Orange County Medical Association. **SAVE THE DATE!**

Respectfully submitted,

Roneet Lev, MD

Please advise any corrections