



# FLORIDA SOCIETY OF DERMATOLOGIC SURGEONS

# News

SUMMER 2007

## President's Message



**Susan Roper, MD**  
*President*

Most of you don't know me, or knew that I was your President, but when you weren't paying attention, somehow I got elected President of the FSDS last November, the first woman president of our organization in many years! And not only that, my male colleagues voted

me Surgeon of the Year for 2006, an honor that was so totally unexpected that it made me almost hate surprises! In my brief 10.5 month tenure as your President, I have tried to make a difference, albeit small. For starters, I would urge my women Dermatology colleagues to join this society, we are quality people and a lot of fun to be around. I do know how hard it is to work-in this meeting among your family responsibilities, however, our organization is 'family friendly' and continually strives to be 'inclusive' of spouses and children at our meetings. Any suggestions in that regard are more than welcome. The FSDS meeting is the only meeting my husband actually enjoys attending, however, the only problem is that I actually love going to the lectures and he never sees me!

When I first arrived in Florida 22 years ago, this society invited me to join them before any other society in this state, and I have never regretted the time I spent away from my family to become a member of the Florida Society of Dermatologic Surgeons. In the early days, I worked with Leonard Lewis in his 'flaps and grafts' workshop, listened to Terry Cronin, Sr. and colleagues patiently explain their genius in designing flaps and grafts, and marveled how this group of dermatologists could so effortlessly keep the current skin cancer epidemic from causing irreparable harm and

disfigurement to our patients. Instead of taking every patient to the operating room, we were able to cure some of the most horrendous cancers in our office! This group also put Mohs Surgery on the map in this state when other specialties refused to acknowledge its importance in the treatment of skin cancer. The knowledge our society has promoted in this regard has now become mainstream, and its authorship may soon be forgotten. However, I will never forget how a small group of dermatologists in this state revolutionized the current practice of dermatologic surgery and kept quality and integrity in the practice of our specialty.

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# Welcome New Members

## Fourteen new members were approved at the 2006 FSDS Annual Meeting:

Frank Armstrong, DO, Port Richey	Shauna Kranendonk, MD, West Palm Beach
Barbara Ash, MD, Merritt Island	Michelle Muhart, MD, Atlantis
Robert Bader, MD, Deerfield Beach	Cynthia Rogers, MD, Stuart
Bruce Boyd, MD, Venice	John Strasswimmer, MD, Delray Beach
James Connors, MD, St Petersburg	Michael Tucker, MD, Naples
Timothy Kilpatrick, MD, Altamonte Springs	Amy Watson, MD, Pensacola
Kent Krach, MD, Lake Worth	Martin Zaiac, MD, Miami



2006 Annual Meeting attendees enjoy the Saturday night festivities

### One member was approved for Fellow Status:

Shawna Flanagan, MD, Jupiter

*Welcome and congratulations to all.*

### Fellow Applications:

Have you been a General member of the FSDS for 2 years or more? You are eligible for Fellow Status. Contact Paula at the FSDS office to receive information about becoming a Fellow. FSDS82@aol.com.



Dr. Spicer, President-Elect Dr. Sequeria and Dr. Brodland



Dr. Loewinger, Dr. Becker and Dr. Lober

# Thank you for supporting the 2006 Annual Meeting

The FSDS wishes to thank the following companies for helping to make the 2006 annual meeting a success. Without Industry support the meeting would not be possible.

*Special thank you to Lumenis for being a Platinum Sponsor*

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Worl's Liquid Nitrogen, Inc



Dr. Dan Roberts, Dr. Becker, Dr. Dugan, and Dr. Cronin, Senior. Some of our Founding Fathers enjoying a moment of friendship.



Dr. and Mrs. Golomb having a great time at the dance.



Dr. Moreland and Dr. Hamill hitting the dance floor.

**FSDS Board of Directors**

*The Board was elected at the 2006 Annual Meeting held November 10 - 12 at the Boca Raton Resort and Club Lakes*

**PRESIDENT:**

Susan Roper, MD  
Clearwater  
727-791-1411

**VICE PRESIDENT:**

Mario Sequeira, MD  
321-636-7780

**SECRETARY- TREASURER**

Leonard Slazinski, MD  
Sarasota  
941-365-5582

**Membership Chairman**

Robert Loewinger, MD

**Program Chairman**

Keyvan Nouri, MD

**Board Members at Large:**

Term Ends 2007  
Maxine Tabas, MD  
Eduardo Weiss, MD

Term Ends 2008  
Attica Chang, MD  
James Spencer, MD

Term Ends 2009  
Fred Eaglstein, DO  
Neil Fenske, MD

Past Three Presidents  
Stephen Spencer, MD  
David T. Harvey, MD  
Keyvan Nouri, MD

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Jacksonville, FL 32258  
904-292-0051  
email FSDS82@aol.com

**www.floridaskinsurgeons.com**

Please check the FSDS website at [www.floridaskinsurgeons.com](http://www.floridaskinsurgeons.com) to make sure your contact information is correct. The site contains the Society's mission statement, membership roster, meeting information, and other items of interest to Society members. It is our goal to provide medical education with the sharing of rare and unusually conditions meant for physicians only as well as articles and links to educate the public education about what the dermatologic surgeon does as well as warning signs of skin cancer and other skin conditions. Your input of both medical information and the link to your websites will be invaluable.

**Florida Medicaid is extending its contingency plan from July 1, 2007 to October 1, 2007**

The Centers for Medicare and Medicaid Services (CMS) recently issued a contingency plan extending the deadline for full compliance with the National Provider Identifier (NPI) Rule to May 23, 2008. The NPI rule requires all covered entities to use the NPI for Health Insurance Portability and Accountability Act of 1996 (HIPAA) mandated transactions. The contingency does not delay the effective date of the NPI rule, but allows covered entities to avoid possible citations if they can show they are making due diligence to becoming compliant. CMS allows each payer to decide their own contingency deadline. **Florida Medicaid is extending its contingency plan from July 1, 2007 to October 1, 2007. Providers will still be allowed to send in claims using the current Medicaid legacy numbers and claims will pay. However, we strongly urge providers to send in claims now with the NPI or NPI + taxonomy + zip they registered with Florida Medicaid. Testing now with the NPI solution will help ensure uninterrupted claims processing in October 2007.**

**What should you do?** The Florida Medicaid website (<https://floridamedicaidnpi.com>) is still available for providers enrolled prior to May 8, 2007, to register or confirm their registration. Use the following username and password to register or edit your NPI registration: **USERNAME:** «PROVBASENUM» **PASSWORD:** «AHCAPASSWORD»

Providers enrolling on or after May 8, 2007 (including new Medicaid ID suffixes to existing base numbers), must register using the paper registration form located on the fiscal agent website: <http://floridamedicaid.acs-inc.com/index.jsp>. Click Provider Support, then Enrollment. The NPI registration form is located in the area labeled

“Enrollment Application and Related Documents”. The completed paper registration form should be mailed to the following address:

ACS State Health Care  
 Provider Enrollment  
 PO Box 7070  
 Tallahassee, FL 32314-7070.

All NPI-eligible providers should enter their NPI on electronic claims, but may also enter their Medicaid ID to insure proper processing.

*Paper claims may contain either the NPI or Medicaid ID before **and after** the October 1, 2007 contingency deadline.*

**Companion Guides:** Companion guides for all HIPAA mandated transactions are available on the ACS website: <http://floridamedicaid.acs-inc.com/index.jsp>. Click HIPAA Information, then Companion Guides to find a listing of companion guides available for download.

## CMS Posts Notice that Clearinghouses May Be Stripping NPIs From Your Claims

CMS posted an email notice 7/17/07 stating the following:

“It has come to the attention of CMS that some Clearinghouses are stripping the NPI prior to submission of the claim to Medicare. This will adversely affect Eligible Professionals in that these claims will not count toward PQRI participation.”

In addition, keep in mind that stripping your NPI could also ultimately result in non-compliance with NPI rules when CMS converts to mandating the NPI be included in claims submission. That moment has not come yet; and for now, you are safe until September, 2007. CMS recently reviewed the volume of claims being submitted with the NPI; and the volume is insufficient for them to end contingency and require the NPI. CMS will continue to monitor this on a monthly basis.

## CMS Allows Physicians To Bill For Missed Appointments

The Centers for Medicaid & Medicare Services (CMS) policy is to allow physicians and suppliers to charge Medicare beneficiaries for missed appointments provided that they do not discriminate against Medicare beneficiaries but also charge non-Medicare patients for missed appointments. The charge for a missed appointment is not a charge for a service itself (to which the assignment and limiting charge provisions apply), but rather is a charge for a missed business opportunity. Therefore, if a physician’s or supplier’s missed appointment policy applies equally to all patients (Medicare and non-Medicare), then the Medicare law and regulations do not preclude the physician or supplier from charging the Medicare patient directly. Please make certain that your billing staff is aware of the following: (1) You may bill the beneficiary directly, (2) Medicare itself does not make any payments for missed appointments, and (3) Medicare should not be billed for these charges. For more information visit <http://www.informz.net/z/cjUucD9taT00NjM5NDgmcD0xJnU9NzcxMTU0NDQmbGk9MTYyNjk5NA/index.html>

## Access Interactive Medicare Fee Schedules Online

First Coast Service Options, Inc. is now offering access to interactive fee schedules on their Web site. Providers can obtain current fee information for nearly all Medicare-covered procedure codes and customers can select from a set of code lists, press”quer FCSO Fee Schedule Lookup <http://www.informz.net/z/cjUucD9taT00NDY2NDUmcD0xJnU9NzcxMTU0NDQmbGk9MTUxOTg3Nw/index.html>

## CMS proposing to subject the Moh’s surgery codes to multiple surgery reductions in 2008

CMS has published the proposed regulations for 2008 in the federal register . One of their proposals is to eliminate the modifier 51 exemption for Mohs codes 17311-17315. This proposal comes at a time when the specialty of dermatology fought and won the battle to make the codes

modifier 51 exempt when the new codes were first published in 2006.

Time to get your specialty societies into action to try to argue against this rule from becoming final!! Below is the language quoted from the CMS proposal!!

The CPT Editorial Panel reviewed all of the codes on the -51 modifier exempt list to identify which codes should be exempt from the multiple procedure payment reduction rules. Based on the revisions to the code descriptors and a clearer understanding regarding the technical elements of the procedure, the CPT Editorial Panel removed the Mohs procedure from the -51 modifier list. The code descriptors for Mohs surgery codes were developed to take into account the different level of physician work intensity based on anatomic site. The RVUs associated with the codes for each anatomic location were assigned, as they are for other procedures, after a thorough discussion by the RUC of all aspects of the service. RVUs were developed for each Mohs surgery base code based on an assumption that each code is performed separately. Because the RVUs for these services do not take into account the efficiencies that occur when multiple procedures are performed in one session, we do not believe that these codes should continue to be exempt from the multiple procedure payment reduction. Therefore, we are proposing to eliminate the modifier -51 exemption and apply the multiple procedure payment reduction rules to these codes.

**Physicians Registered for Office Surgery are required to have Advanced Cardiac Live Support (ACLS) and/or Basic Life Support (BLS)**

This notice was sent to all physicians registered to perform Level II and Level III office surgery.

**Effective October 23, 2005, Rule 64B8-9.009 F.A.C. requires that all physicians who perform Level II and Level III office based surgery, must be currently certified in Advanced Cardiac Life Support (ACLS) and one assistant must be currently certified in Basic Life Support.**

**64B8-9.009 Standards of Care Rule Changes Level II: 64B8-9.009 (4) (b) (2) Training Required.** ...One assistant must be currently certified in Basic Life Support and the surgeon must be currently certified in Advanced Cardiac Life Support. **Level**

**III: 64B8-9.009 (6) (b) (1) (b) Training Required.**

One Assistant must be currently certified in Basic Life Support and the surgeon must be currently certified in Advanced Cardiac Life Support.

If you have any questions, please call or e-mail Gwyn Willis at: (850) 245-4131, ext. 3532 or at: Gwyn\_Willis@doh.state.fl.us

**Universal Health Care Reverses Decision**

On March 15, 2007 physicians received a letter stating that as of May 1, 2007, Universal Health Care would require contracted Dermatologists to have completed a full year residency in order to be credentialed to offer Mohs Surgery to their membership.

On July 23, 2007 this quote came to the FSDS from Dr. Lowenstein’s “We pay for medically appropriate MOHS surgery performed by Dermatologists on appropriate skin surfaces”

As stated by Terry Cronin, Jr., MD, “This is a wonderful reversal of policy that wouldn’t have come about without the concerted efforts of the FSDS and the FSDDS and the strong support on the national level by the AAD, ASCS, ASDS, and ASMS. Everyone involved in working this out at Universal and in the dermatology leadership deserves our thanks. Now let’s hope CMS/Medicare will be as reasonable as Universal about their unusual proposed policy changes regarding Mohs and the -51 modifier. We certainly want the best for our skin cancer patients and their continued access to the best health care.”

**Physician Quality Reporting Initiative (PQRI)**

The Centers for Medicare and Medicaid Services (CMS) announced that reporting has begun on the 2007 PQRI claims for dates of service as of July 1, 2007. Eligible professionals may now begin participating in the PQRI by simply reporting the appropriate quality

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measure data on claims submitted to their Medicare claims processing contractor. Details on how to report can be found online at <http://www.cms.hhs.gov/PQRI>. Here you will find educational resources, including the PQRI Tool Kit, and links to Frequently Asked Questions (FAQs). CMS also announced the proposed rule that would establish new policies and payment rates for physicians and other providers paid under the Medicare physician fee schedule. The proposed rule includes important information directly related to the 2008 PQRI. To view or download the proposed rule, visit, <http://www.cms.hhs.gov/center/physician.asp>, click on CMS-1385-P, then go to page 402 of the document.

### National Plan and Provider Enumeration System (NPES) FOIA Disclosable Data Available on August 1st

The NPI Registry, a query-only database, will be operational on August 1, 2007. The NPI Registry will operate in a real-time environment. This means that FOIA-disclosable data for newly enumerated providers, as well as updates and changes to enumerated providers' FOIA-disclosable data, will be available in the NPI Registry as that information is applied to NPES. The NPI Registry will enable a user to query by, for example, NPI or provider name, and will return a list of all NPES records that meet the query specifications. The user selects from that list the NPES records he/she wants to see. The NPI Registry will then display the FOIA-disclosable data for those records. About a week later, CMS will make available a file for downloading that will contain the FOIA-disclosable NPES data of enumerated health care providers. Technical expertise will be required to download that file and to import that data into a relational database or to otherwise manipulate the data. CMS will be furnishing more information about data dissemination, including a "Read Me" file, Header File, and Code Value document for the downloadable file, and will make that information available on the CMS NPI web page:

<http://www.informz.net/zcjUucD9taT00Njk2NzImcD0xJnU9NzcxMTU0NDQmbGk9MTY2MTk2MA/index.html>

### Surgeon of the year:

Congratulations to Susan Roper, MD, 2006 Surgeon of the Year. Dr. Roper was named the Surgeon of the Year at the 2006 Annual Meeting. She is in private practice in Clearwater, Florida and is currently President of the FSDS. The Surgeon of the Year is named by the past three recipients of the award. This award is given annual to a member of the Society in grateful recognition of their leadership, contributions and dedications to quality dermatologic surgery.



### Terrence A. Cronin, Sr., MD Honored

Dr. Cronin, Sr. has passed the reins as Program Chairman for the FSDS. Never intending to keep the job for the 25 years that he had it, he decided is was

time "for a younger person to take his place". In his letter to the membership he stated "I will always be grateful to the Florida Society of Dermatologic Surgeons for allowing me to have been in this position for all this time. Anyway, as the old song goes, old Program Chairmen never die, they just fade away. I guess now is my time to fade away. Thank you for being my friends. I love all of you. You have brightened my life."

In his honor, the Florida Society of Dermatologic Surgeons shall annually have a lecture so named the Terrence A. Cronin, Sr., MD Lectureship in Skin Cancer Surgery.

## 2007 Annual Meeting

The 26th Annual Meeting of the Florida Society of Dermatologic Surgeons is fast approaching. It will be September 28 – 30 at the Ritz-Carlton Orlando, Grande Lakes. The program is available on line at [www.floridaskinsurgeons.com](http://www.floridaskinsurgeons.com).

### Thank you for supporting the 2007 Annual Meeting

As of August 1, the following companies have committed support for the FSDS 2007 annual meeting. Without Industry support the meetings would not be possible. Thank you for your support of this important education event.

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#### *Platinum Sponsorships:*

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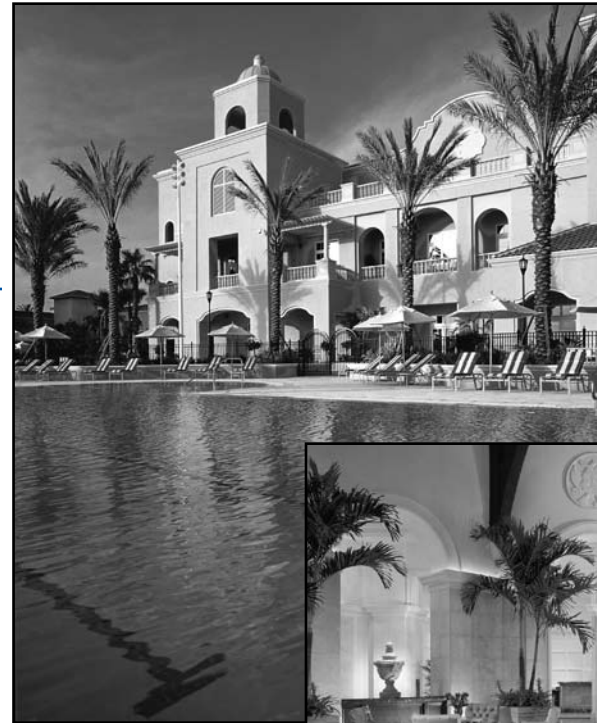
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One of my goals as your President was to work on our 'identity crisis'. Since our main focus has been dermatologic surgery for 26 years, the inclusion of 'dermatologic surgery' in the name of the other Florida dermatologic society (the FSDDS, formerly the FSD) has caused quite a lot of confusion, not only with the drug companies and laser/equipment companies who exhibit at our meetings, but also with our fellow dermatologists. It also didn't help that we switched the time of our meeting from April to the fall, a change necessitated by the AAD changing the time of their meeting to the February/March time frame. Any suggestions our members have in this regard will be appreciated. Perhaps we should hire an advertising agency to promote the difference between our two societies! Since our society shuns politics and exists solely for the education of our members in dermatologic surgery, it is important that we remain two separate societies. Many of us belong to both societies and we pay dues to both. The FSDDS will, in the future, continue to explore ways in which our two societies can collaborate, yet keep our separate identities and personalities. Mutual respect between the two societies is paramount in order to achieve this goal.

Currently, the location of our meetings rotate around the state: last year it was in Boca Raton, the year before it was in Orlando, this current year it is in Orlando, next year it will be at the Breakers in West Palm Beach, and the year after that we anticipate the Clearwater-Tampa-Sarasota area. Currently, the location of the other society's meetings has remained rooted in the Miami-Boca Raton-West Palm area of South Florida since its inception. If the other society truly desires to have a more homogenous membership and attendance, I would suggest moving that meeting around the state, much as we have done. Food for thought guys!

We have two firsts with our **26<sup>th</sup> annual meeting** in September: we have the first **FSDDS Skin Cancer Screen** which will be held on Friday September 28 in the afternoon and staffed by our volunteer FSDDS dermatologists, and we will have our first combined **'Hands-On' Laser Seminar and Botox-Dermal Filler Seminar** Saturday afternoon, September 29.

It promises to be great fun and very educational. All registered members are invited to attend for no additional cost. Represented companies include Lumenis, Candela, Alma Lasers, Allergan (Botox, Juvederm), Cutera, Hoya Con-Bio, Artes Medical (Artefill), Medicis (Restylane and Perlane), and Bioform Medical (Radiesse). All demonstrations and informal presentations will take place inside one large room with our member attendees having the ability to ask questions, walk around the room, and interact with the presenters. Our visiting faculty, Dr. Victor Ross, current president of the American Society of Laser Medicine and Surgery, will be in attendance at the seminar to answer questions and meet informally with our members. We will be presenting new and updated technology that promises to impress even our most laser-technology savvy members!

And following our tradition of delivering what you need to run your practice, we have invited **ADA/M** (Association of Dermatology Administrators/Managers [www.ada-m.org/](http://www.ada-m.org/)) to host our office manager conference scheduled for Friday afternoon. What to expect when you are being inspected by CLIA is one of the topics being covered. Dermatologists and office managers are invited to attend. There is no additional registration fee for your office manager. ADA/M will also have a booth in the exhibit hall during the meeting if you need additional information.

For our **FSDDS Skin Cancer Screen dermatologist volunteers**, we have gift certificates to the Ritz Carlton Spa and Resort! Contact Wanda Boote, M.D., at [bootemd@drboote.com](mailto:bootemd@drboote.com) if you can volunteer even one hour of your time Friday afternoon! Also, check our website ([www.floridaskinsurgeons.com](http://www.floridaskinsurgeons.com)) for the updated schedule of the meeting! Also, don't forget our Saturday night Gala **"HOT HAVANA NIGHTS!"** with dinner, Salsa music, and dancing until the wee hours of the night!

It has been an honor and a privilege being your President. I will see you all at the meeting!