

CELEBRATING 152 YEARS!

Stark County Medical Society *News*

Summer 2018

President's Message

Dr. Anthony Degenhard, D.O.



Dr. Anthony Degenhard, D.O.

I hope you have been enjoying the wonderful Ohio summer, and hopefully you have taken vacations that have allowed you to recharge. As I previously addressed, physician burnout continues to be a major problem confronting the profession. But contributing to physician stress levels is the interference by numerous outside parties who provide no direct clinical care to our patients. These middlemen increase the cost to the system without providing benefit. Directed by these middlemen, we are expected to obtain prior authorizations and fill out numerous extra forms to obtain medicine or services for our patients. These are all delay tactics not based on evidence-based medicine. This trend continues to worsen as the markets consolidate. Unfortunately, many outside forces and national policies affect us here in Stark County and Ohio.

The most recent attempt is by an outside union, SEIU-United Healthcare Workers West Local 2005, which is a California-based special interest group. They are sponsoring a Constitutional amendment for the November ballot called the Kidney Dialysis Patient Protection Act. Again, healthcare is best delivered locally and should be based on local needs. There are approximately 18,000 Ohioans who rely on life-saving dialysis treatments at approximately 326 local dialysis clinics throughout our great state. The number of clinics allows the patients to get care closer to their homes. If the amendment is passed, it will do the exact opposite and force more consolidation of dialysis clinics, which will increase cost. The increase in cost and lack of convenience will create great hardship on our most vulnerable patients. As many of you know, I am a nephrologist and have a special interest to protect my patients' access to care. I hope you will join me in opposition to this initiative. You can find more information at www.recklessdialysisamendment.com and www.ohiorenalassociation.org/ohio-constitutional-amendment. We physicians must stand up and voice our opposition to harmful policies and laws. Physicians should be expected and able to advocate for the best care of our patients. We must become more political or suffer the consequences of silence.

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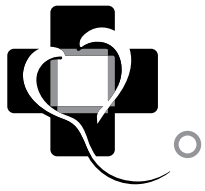
We have access to the politicians and the state medical association. Together, we have a voice that will be heard!

Contact us at
starkmedical@ameritech.net
or call 330-492-3333. We look forward to hearing from you!



Opinions expressed by the authors are their own, and not necessarily those of the Stark County Medical Society, Trustees or individual members. SCMS News reserves the right to edit all contributions for clarity and length, as well as to reject any material submitted.

www.starkmedical.org



Prescription Assistance Network of Stark County (PAN) Rebrands as:



The Prescription Assistance Network of Stark County (PAN) has announced that its organization has rebranded and will now be known as Beacon Charitable Pharmacy. This non-profit organization operating since 2002 will continue to support the community by providing *medications*, guidance, solutions and hope to the local uninsured and underinsured, low to moderate income residents of Stark and Carroll Counties. Beacon has been providing.

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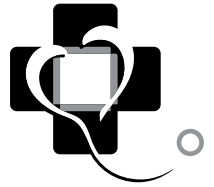
cantonmercy.org  facebook.com/cantonmercy

The new name, Beacon Charitable Pharmacy, reflects the agencies' services: operating a licensed Charitable Pharmacy and providing professional pharmacy services. Beacon now accepts applicants who may be underinsured having an income of 250% or below of the Federal Poverty Guidelines. (*for a one person household are \$30,350.00, and for a two person household are 41,150.00.*)

In addition to the prescription medications being dispensed at our Canton pharmacy, patients receive counseling, Medication Therapy Management and education services from Beacon's two registered pharmacists and NEOMED pharmacy students.

Beacon can provide your offices with posters and brochures describing the services and procedure for becoming registered. Once a patient is qualified for Beacon Charitable Pharmacy care, prescriptions can be sent electronically, by paper, fax, phone and refills may be authorized up to one year.

**If you have questions about the pharmacy
services or would like information for your
office to provide to your patients,
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MedMediaMart: Diane Evans - 330.869.5191

Huntington Insurance: Ed Hassay - 330.742.5307

SecuraWealth Investments: Jeff Eisenberg - 330.605.2564

MedAssure: Joe Teichman - 732.363.7444 - Ext. 210

SureShred: Ryan Heckert - 330.479.3958

FROM THE DESK OF...

Lorraine Murphy,
Program Chair, SCMSA

SCMSA: KEY PROGRAMS FOR THE 2018/ 2019 YEAR

September 17, 2018:

Health Fair • 10:30 - 1:00
Christ Presbyterian Church,
Downtown Canton

We will be hosting our second Health Fair. This event is an opportunity for us to connect with the underserved in Canton by providing a forum where they can ask questions of medical professionals in a relaxed and comfortable setting. Our panel will include two doctors to address general health issues and orthopedic concerns and a registered nutritionist to help with healthy eating.

The event will also include a hot meal. Last year we provided the attendees with a "goodie bag" that included general first aid and health related items. If your practice is able to help with any items please contact Kevin Metz. We hope to have 100 bags for distribution.

October 11, 2018:

SCMSA 90th Birthday Party

February 9, 2019:

Mission Possible / Casino Night

March 30, 2019: Wine Tasting Party

We would love to have our docs included in all of our planned events for next year. Please make sure that Kevin Metz has your current contact information. If you would like further details on any of our scheduled events, please feel free to contact our Program Chair at any time.

Lorraine Murphy

Email: MurphyL0911@gmail.com

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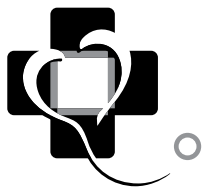
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Stark County Medical Society 17th Annual Golf Outing to Benefit Community Harvest

Wednesday, September 26, 2018

Skyland Pines Golf Course
3550 Columbus Road NE, Canton, OH 44705

10:30 AM	Range Balls, Registration, and Shrimp & Bloody Mary Hospitality Station
11:30 AM	Lunch
12:30 PM	Shotgun Start
6:30 PM	Dinner

Scramble Format 18 Holes with Cart • Lunch cookout before Shot Gun Start • Margaritas and chips at the turn • Unlimited beer and water on the course • Complimentary gift for each attendee • Prizes • Free Contests • Dinner at the Clubhouse

\$80/Golfer • \$320/Foursome

Single Registration • \$80/person

Name: _____ Meal Selection: _____

Individual golfers and smaller groups will be paired for the event

Team Registration • \$320/foursome

Team Name: _____

Name 1: _____ Meal Selection: _____

Name 2: _____ Meal Selection: _____

Name 3: _____ Meal Selection: _____

Name 4: _____ Meal Selection: _____

Registration required - Please register by September 16, 2018

Please indicate dinner selection after each name - Golfers have a choice of Steak, Scrod, Lemon Chicken or Vegetarian

Tee Sponsorship • \$100

Business or Family Name: _____

Sponsorship Opportunities:

Become an outing sponsor for just \$100 and show your support of Community Harvest, a program of the Akron-Canton Regional Foodbank. Your family or business name will be proudly displayed at the tee box of one of the 18 holes.

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Contact Faith Barbato at 330.493.0800 or fbarbato@acrfb.org for more information.

Mail this form with check payable to **Stark County Medical Society** to:

Community Harvest; Attention: Faith Barbato; 4915 Fulton Drive NW, Unit 7; Canton, OH 44718



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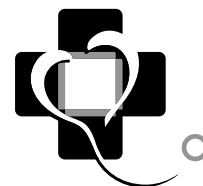


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Diane Evans,
Publisher

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Could Your Portfolio Be Doing Better?

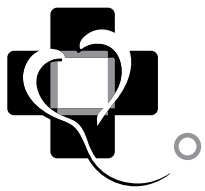
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Tick-borne Illnesses: A Scourge of the Summer Months



Public Health
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Tick-borne illnesses are a group of bacterial, viral, and parasitic infections that are primarily transmitted via tick bite. The most common of these diseases are anaplasmosis, babesiosis, ehrlichiosis, Lyme disease, Rocky Mountain Spotted Fever (RMSF), and tularemia. The image below shows the prevalence of Lyme disease, particularly in Ohio, dwarfs case reports of other tick-borne illnesses. Each year at this time, as the weather grows warmer and people spend more time outdoors, reports of tick-borne illnesses spike across the board.

Common tick-borne illnesses tend to present with similar symptoms, such as fever, chills, fatigue, myalgia, and headache, although there is variation among illnesses beyond these symptoms. Laboratory confirmation of tick-borne illnesses is normally done via PCR of the blood or through IgG/IgM antibody detection. Confirmation of Lyme disease is particularly complex; the CDC recommends a two-tier testing protocol by performing an EIA/IFA first and a subsequent Western blot to confirm. Antibiotics such as doxycycline or tetracycline are often prescribed for bacterial tick-borne illnesses; in suspected cases of RMSF, anaplasmosis, or ehrlichiosis proactive antibiotic therapy is recommended even before laboratory confirmation.

The best way to prevent tick-borne illnesses is by preventing tick bites. Ticks cannot jump or fly, so they rely on a host inadvertently brushing against shrubs or tall grass so they can then climb onto the host. Patients who spend significant amounts of time outdoors should be encouraged to avoid exposing skin while in wooded areas. Outerwear, socks, boots, and other

Selected Tickborne Diseases Reported to CDC, U.S., 2015



Anaplasmosis



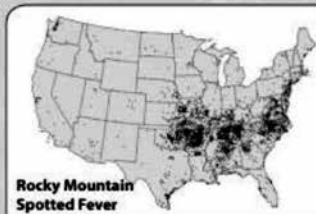
Babesiosis



Ehrlichiosis



Lyme Disease



Rocky Mountain Spotted Fever



Tularemia

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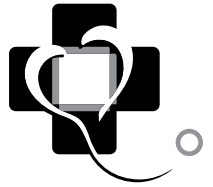
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clothing can be treated with 0.5% permethrin products to repel ticks. Patients should also shower immediately and check themselves and any pets for ticks after spending time in potential tick habitats. A high index of suspicion for tick-borne illness should be used for patients with clinically compatible symptoms and a history of time spent in wooded areas.

<https://www.cdc.gov/lyme/resources/TickborneDiseases.pdf>

<https://www.aafp.org/afp/2005/0615/p2323.html>




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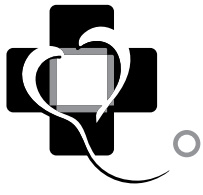
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CYBER SECURITY FOR YOUR PRACTICE

Brenda S. Basso, ChHC® • Employee Benefits Consultant, AUI

Almost 90% of small business owners don't believe they're at risk of experiencing a breach. That's a problem according to a poll conducted by Manta in 2017 which revealed 12% of the small businesses polled had experienced a cyber-attack in the past. Why is this a major concern? Plainly put, small businesses can't afford the financial damage caused by an attack.

Statistics show nearly 60 percent of small businesses victimized by an attack are forced to close permanently within six months of the attack. Furthermore, cyber criminals are indiscriminate when choosing their victims. The Department of Homeland Security (DHS) asserts that cyber criminals will target vulnerable computer systems regardless of the size of the business.

In January 2018, the FBI stated that the number and sophistication of cyber threats are a huge risk to U.S. businesses, and that "the impact of a successful attack can be devastating to small businesses in particular."² They also determined that all sectors are seeing an increase of malicious cyber activity.

Cyber criminals will look for weak spots and formulate their plan of attack. Unfortunately, small businesses, such as physician practices, often end up being easy prey as larger companies have tightened their cyber security. Small businesses often put off making improvements to their cyber security protocols until it's too late. This may be due to perceived cost or time constraints; however the outcome of a breach can be devastating.

Is the healthcare industry at risk? Absolutely. Perhaps more-so than others as hacked medical records can fetch a premium on the black market. In addition, the HIPAA Privacy and Security Rules require covered entities, such as physician practices, to protect the privacy of protected health information (PHI). Under HIPAA's Enforcement Rule, the OCR may assess civil money penalties of up to \$1,677,299 per violation.

You need only to follow the news to hear of recent data breaches. The Henry Ford Health System had electronic records hacked in October, 2017. 18,470 patients' personal health information was viewed or stolen. 21st Century Oncology was ordered to pay HHS \$2.3 million to settle allegations that it didn't implement proper protocols to protect patient information from hackers. The Equifax breach, impacting 147.9 million Americans, exposed vulnerabilities of vendors who work with the healthcare sector.

So what can you do to prevent a breach? A proactive approach is required. A cyber security plan should be formulated and implemented. If you are using a sophisticated network with dozens of computers, you may consider hiring a cyber security expert.

There are many more considerations in protecting your business from a breach. With the advent of new telecommunication technologies, your practice has many ways to streamline how you do business with your patients and vendors. Unfortunately, it also offers cyber criminals many new ways to victimize your practice and scam your patients. You should be

continued on page 9



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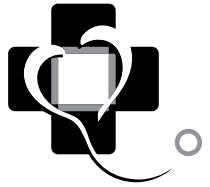
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familiar with the most common types of online scams. These can include scams such as social engineering, phishing, malware, spyware and adware.

Social engineering, also known as “pretexting”, tricks individuals into giving away their personal information or installing malicious software onto their computers, devices or networks. This scam is often successful because the criminals make their work look and sound legitimate, sometimes even helpful, which makes it easier to deceive users.

Phishing tricks people into thinking they are dealing with a trusted website or other entity. Criminals using phishing may either impersonate a business in order to advantage of their customers or they may try to steal employees’ online credentials. They often take advantage of current events such as epidemics and health scares.

Malicious software, known as malware, can make its way onto machines from the internet, downloads, attachments, email, social media and other platforms. One specific type of malware is key logging. Once installed, key logging malware can record keystrokes allowing a hacker to see passwords, credit card numbers and other confidential information.

Spyware and adware will send pop-up ads, redirects individuals to certain websites and monitors websites they visit. A computer infected with spyware may cause it to run slow. Constant pop-up windows may be noticed or individuals may constantly get redirected to websites they were not searching.

Employee awareness and training are your best defense against online scams. This, when coupled with anti-virus software and a strong cyber security plan, will go a long way to protect your practice and your patients against cyber criminals. You may consider partnering with a cyber security expert as well. Although these steps will require an investment of time and money, your practice cannot afford the cost of a breach. Your business may depend on it.

AUI is a full service insurance agency and is one of the few in Ohio authorized to sell the OSMA health benefit plan. In addition to partnering with employers to craft comprehensive, cost effective employee benefit packages, we provide a broad range of resource materials, including a sample cyber security policy. Please contact Brenda Basso at 330-645-6338 or bbasso@auinfo.com for more details.

1. Manta. (2017, March 16) Are Small Business Owners Protecting Themselves from Cyber Attack? Retrieved from <https://www.manta.com/resources/small-business-trends/small-business-owners-protecting-cyber-attack/>
2. FBI. (2018, January 30) Small Business Information Sharing: Combating Foreign Cyber Threats. Retrieved from <https://www.fbi.gov/news/testimony/small-business-information-sharing-combating-foreign-cyber-threats>

In Memorial Tribute

JAMES FRANCIS KING, M.D.

November 11, 1936 ~ June 18, 2018



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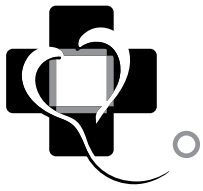
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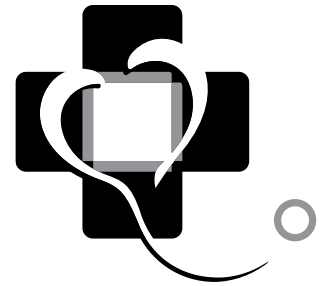
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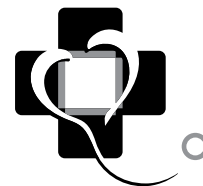
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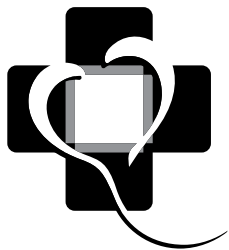
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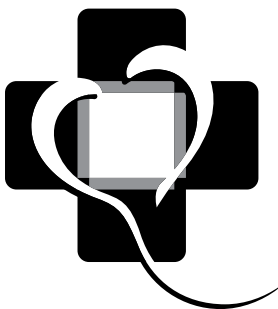
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117th SCMS Annual Meeting October 18, 2018

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