

THE EMERGENCY DEPARTMENT PRACTICE MANAGEMENT ASSOCIATION



2012 YEAR IN REVIEW

A LEADERSHIP MESSAGE

We recognize the benefits of power in numbers and EDPMA is working for our specialty in every avenue possible.

My last year as Chairman has perhaps been even more eventful – and rewarding – than the first. The Accountable Care Act is now the law of the land and EDPMA is working tirelessly to understand its full effects on Emergency Medicine in 2014 and beyond. Many details have yet to be written but EDPMA will be there to protect and promote the interests of Emergency Medicine.

EDPMA had another successful year financially with an extremely educational and successful Solutions Summit. EDPMA welcomes Elizabeth Munding as its new Executive Director. Elizabeth is an attorney who previously served as the Government Relations Counsel for Manatt, Phelps & Phillips in Washington DC. I'm confident EDPMA will be even more influential in Health Policy with her leadership and expertise driving our efforts.

In addition, EDPMA has worked closely with like-minded organizations in the field including ACEP, EMAF and ACOEP. EDPMA has decided to further collaborate with Health Affairs and Urgent Matters. We recognize the benefits of power in numbers and EDPMA is working for our specialty in every avenue possible.

The changing world of payment reform continues to be slow and difficult to predict. While most payment reform is regional, the regulations will be written in Washington and EDPMA will have a seat at the table to protect Emergency Physicians and their partners.

Now more than ever it is critical that all organizations working in the field of Emergency Medicine belong to, and become active with, this dynamic and vital organization that is EDPMA.



Dighton Packard, MD, FACEP

CMO EmCare, Inc.

Chair, Emergency Medicine, Baylor University Medical Center

Chair, EDPMA

EDPMA MISSION STATEMENT

The mission of the Emergency Department Practice Management Association is to advocate for Emergency Department physician groups and their partners to enhance quality patient care through operational excellence and financial stability.

OVERVIEW

EDPMA is the national trade association representing Emergency Department physician groups, ED billing companies, and other organizations that support and deliver valuable ED services to more than half of the nation's 136 million emergency room patients.

EDPMA provides unparalleled value to its members through its focus on advocacy, education and professional

development throughout the year. EDPMA is the catalyst that brings its members together to find solutions to common industry problems. From Medicare reimbursement to patient flow, EDPMA members join forces to bring real-time solutions to the emergency department.

EDPMA is governed by a volunteer Board of Directors comprised of experts in the field of emergency medicine. EDPMA accomplishes its advocacy goals through a focused Committee structure led by an active team of talented and entrepreneurial EDPMA members. The Committees are open to all EDPMA members and their work is further detailed in the pages of this annual report.

"EDPMA is an organization comprised of dedicated and very knowledgeable Emergency physicians and practice executives who are dedicated to ensuring the specialty of Emergency Medicine thrives in the constantly changing healthcare environment. Communications coming from EDPMA are accurate, informative and always timely. The annual conference, Solutions Summit, is an "industry-standout" providing actual, real-life answers for the core issues facing the specialty."

- John G. Holstein, Director, Medical Management Professionals

ADVOCACY

EDPMA accomplishes its legislative and regulatory agenda by closely monitoring bills, proposed and final rules, and guidance; sharing resources; and coordinating action. The EDPMA committees are our first line of attack, working together on issues of common concern. We also work closely with our coalition of partners such as ACEP, EMAF, ACOEP and others outside the association who share our interests. In addition, Joyce Cowan, Esq., a partner in the Morgan, Lewis & Bockius LLP's Healthcare Practice and Eric Knickrehm, Legislative & Policy Analyst, have been providing outside counsel and government relations to EDPMA since it was established.



In 2012, EDPMA closely followed the Administration's implementation of the Affordable Care Act while also monitoring the Supreme Court's review of the ACA and Congressional repeal efforts. EDPMA's advocacy efforts focused on important issues including Medicare and Medicaid Reimbursement, Provider Enrollment, and more. To accomplish this, the advocacy team used a range of strategies including monitoring state and federal action, meeting with

Administration officials, submitting comments in response to proposed regulations, and participating in important industry meetings.

EDPMA keeps its membership aware of important policy activities such as proposed legislation, Congressional actions, court decisions, proposed rules, final rules, and guidance through email alerts, a weekly update of key news articles on emergency medicine, a monthly advocacy newsletter, and updates to our web site.

2012 EDPMA ADVOCACY MILESTONES:

- On March 16, 2012, EDPMA sent out an action alert asking EDPMA members to urge their representatives in Congress to vote for the Protecting Access to Health Care Act which would have repealed the Independent Payment Advisory Board (IPAB) and implemented medical liability reform.
- On April 16, 2012, EDPMA submitted joint comments with ACEP to CMS on the Proposed Rule on Reporting and Returning of Overpayments.
- On May 2, 2012, EDPMA representatives met with CMS about improvements to PECOS and other improvements to the Medicare enrollment process.

ADVOCACY

- On June 11, 2012, EDPMA submitted comments to CMS on the Proposed Rule providing higher Medicaid reimbursement for certain physicians providing primary care services.
- On September 4, 2012, EDPMA submitted comments to CMS on its proposed Medicare Physician Fee Schedule for 2013.
- On September 21, 2012, EDPMA sent a letter to CMS urging further improvements to PECOS.
- On September 24, 2012, EDPMA filed comments with the IRS on its proposed rule implementing new ACA requirements for charitable hospitals.

“EDPMA provides our company the opportunity to lobby/advocate with other “like” ED group practice models for appropriate government policy and fair/adequate reimbursement on a state and national basis. EDPMA membership provides one of the only national networking opportunities for small, medium or large independent ED group practice models.”

- Beth Cesta, CPC, CHCC, Vice President of Government and Payer Relations, Premier Physician Services

KNOWLEDGE & LEARNING



Providing EDPMA members with valuable education and training opportunities throughout the year, as well as productive networking occasions, are top EDPMA priorities. EDPMA accomplishes this through its annual forum, *Solutions Summit*, and its year-round interactive webinars. The webinars offer members a convenient and affordable way to get continuing education and are available both live and on demand.

SOLUTIONS SUMMIT

Solutions Summit is EDPMA's signature event, each year attracting hundreds of emergency department healthcare professionals from across the country. It offers a wide range of workshops, general sessions, briefings and policy discussions. Led by leaders in the field, *Solutions Summit* presents practical solutions to the problems facing emergency medicine physicians groups and their practice partners. These solutions can be taken home and implemented immediately.



The EDPMA *Solutions Summit XV – A Revolution In Healthcare* – was held at the Boston Park Plaza Hotel and Towers in Boston, MA, May 20-22,

2012. With more than 280 attendees, *Solutions Summit XIV* enjoyed a 10% percent increase in attendance over previous years. Most attendees are from senior level management. Following the conference, attendees may access the recorded conference sessions on the EDPMA website.

SOLUTIONS SUMMIT XVI Solutions Summit XVI
LAS VEGAS APRIL 28-30, 2013 – Leadership In A New Age For Healthcare – is being held at the Cosmopolitan, Las Vegas, NV, April 28-30.

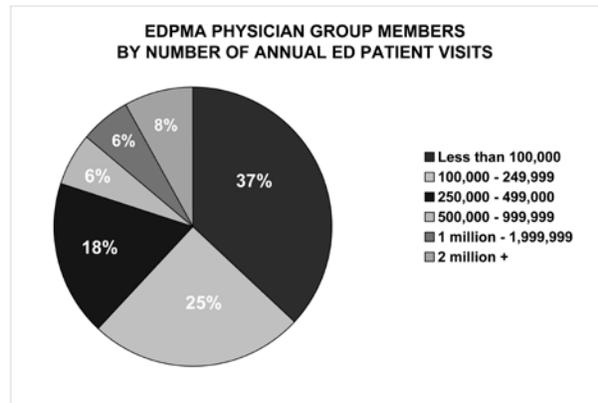
WEBINARS

Hosted by industry experts, EDPMA's interactive webinars cover industry hot topics, best practices, and interests. In 2012, the following webinars were offered, many of which are still available on demand:

- Going on Offense: What You Need to Know About Payer Contract Negotiations
- Electronic Health Records in the Emergency Department: An Overview
- Emergency Department Throughput
- Procedural Safety in the Emergency Department

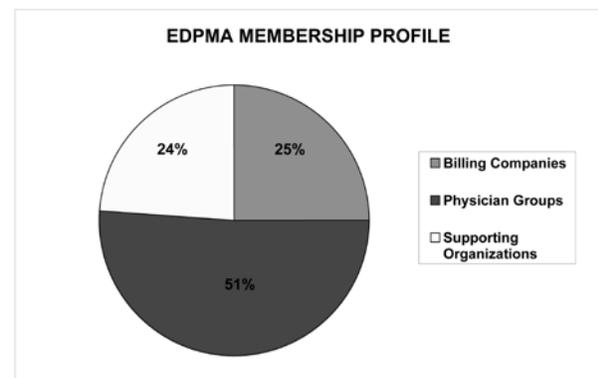
MEMBERSHIP

EDPMA members are a diverse and cohesive team of emergency department physician groups and their practice partners working together, every day, to make the emergency department industry even stronger. EDPMA welcomed five new members in 2012. And, 98% of EDPMA's members renewed in 2012.



"EDPMA affords fantastic opportunities to connect with key leaders in Emergency Medicine and most importantly, we make a very real difference in this rapidly evolving health care system. EDPMA has also provided us with invaluable insights into our own group's practices and business process, and helped us keep abreast of innovative solutions for our future."

- Randy Pilgrim, MD, FACEP, Chief Medical Officer, Schumacher Group



MEMBERSHIP

ADDITIONAL PRODUCTS AND SERVICES FOR MEMBERS

To better serve its members, EDPMA offers additional products and services of interest to emergency medicine physician groups and their practice partners.

KEEPING MEMBERS INFORMED: *Newsletters, alerts, and committee communications*

EDPMA has a variety of ways to keep its members up-to-date on key policy activities and best practices. It sends out a monthly EDPMA Newsletter and a monthly EDPMA Advocacy Newsletter. In addition, each week, EDPMA distributes the Emergency Department Newsleader which contains articles about emergency room care from major media outlets. EDPMA also sends out timely news alerts via email and on the EDPMA website. Moreover, members of EDPMA committees stay in touch on monthly calls.

SOLUTIONS CENTER:

Helping the public locate information about EDPMA members.

EDPMA members are included in a searchable database open to the public. From auditing and billing services, to patient satisfaction and scheduling solutions, this online directory helps people find basic information about EDPMA member companies, the services they provide, and the state(s) in which they do business. Solutions Center is prominently featured on the EDPMA homepage.

EDPMA AMBASSADORS:

A membership recruitment and awards program.

Through the Ambassador's Program, EDPMA members help spread the word about the organization, encouraging others to join the ED community, attend *Solutions Summit* and benefit from the networking and advocacy efforts. The Ambassador's Program includes recognition and incentives for successful member recruitment.

EDPMA BOARD OF DIRECTORS 2012–2013

Jeffrey Bettinger, MD, FACEP
BSA Healthcare

Bill Carns
PracticeMax

Beth Cesta, CPC, CHCC
Premier Health Care Services

Cheryl Conner, RN
Emergency Service Partners

Wes Curry, MD, FACEP
CEP America

Mike Drinkwater
Martin Gottlieb & Associates

**Caral Edelberg, CPC, CPMA,
CCS-P, CHC, CAC**
Edelberg & Associates

Ed Gaines, JD
Medical Management Professionals

Aron Goldfeld, JD
Vice Chair
TeamHealth

Bob Hitchcock, MD, FACEP
T-System, Inc.

Paul Hudson, MBA, MHA, FACHE
ACUTE CARE

**Gregory Hufstetler, CPA, MBA,
FHFMA**
Reimbursement Technologies, Inc.

James Kolka, DO, FACEP
Chair-elect
Midwest Emergency Associates
Management

Robert McCurren, IV, MD
Emergency Physicians Medical Group

Dighton Packard, MD, FACEP
Chair
EmCare

Randy Pilgrim, MD, FACEP
Immediate Past Chair
Schumacher Group

Tim Seay, MD, FACEP
Greater Houston Emergency Physicians

Doug Thompson
MedData

Jackie Willett, CHBME
Treasurer
Intermedix

EDPMA COMMITTEE CHAIRS 2012–2013

CODING AND DOCUMENTATION

Jack Turner, MD
Mark Owen

STATE REGULATORY AND INSURANCE

Andrea Brault, MD
Gwen Guillote
Beth Cesta, CPC, CHCC

FEDERAL HEALTH POLICY

Randy Pilgrim, MD
Jim Kolka, DO

2013 CONFERENCE PLANNING COMMITTEE

Tim Seay, MD, FACEP
Beth Cesta, CPC, CHCC

PROVIDER ENROLLMENT

Derise Woods
Tammy Davis

MEMBERSHIP

Cheryl Conner, RN
Suzy Thorby

QUALITY, VALUE & PERFORMANCE

Joe Danna, MD

EDUCATION

Paul Hudson, MBA, MHA, FACHE

EXECUTIVE OFFICE STAFF



Elizabeth Munding, Esq.
Executive Director



Rebecca I. Fazzari, CMP
Senior Meetings Manager



Paul Gerard
Program Manager, Membership

Emergency Department Practice Management Association

8400 Westpark Drive
2nd Floor
McLean, VA 22102
Tel: (703) 610-0314
Fax: (703) 995-4678

