

EXECUTIVE COMMITTEE

Officers

President
Kenneth H. Morse, M.D.
Ocala, FL
Vice President
Gerald T. Kilpatrick, M.D.
Palm Beach Gardens, FL
Secretary Treasurer
Henry J. Redd, M.D.
Lakeland, FL
State Chapter President
David A. Cimino, M.D.
St. Petersburg, FL
State Chapter Vice President
John S. Curran, M.D.
Tampa, FL
Immediate Past President
Robert F. Colyer, Jr., M.D.
Jacksonville, FL

Regional Representatives

District I
Thomas G. Mignerey, M.D.
Pensacola, FL
District II
Lucian K. DeNicola, M.D.
Jacksonville, FL
District III
Richard L. Bucciarelli, M.D.
Gainesville, FL
District IV
Edward N. Zissman, M.D.
Altamonte Springs, FL
District V
Edward T. Williams, M.D.
Tampa, FL
District VI
Jerome H. Isaac, M.D.
Sarasota, FL
District VII
Gerald T. Kilpatrick, M.D.
Palm Beach Gardens, FL
District VIII
Richard Zakheim, M.D.
Miami, FL

Ex-Officio Members

U. Florida Pediatric Chairman
Douglas J. Barrett, M.D.
Gainesville, FL
U. Miami Pediatric Chairman
R. Rodney Howell, M.D.
Miami, FL
U. South Florida Pediatric Chairman
Jaime L. Frias, M.D.
Tampa, FL

Child Advocate Member

Gerold L. Schiebler, M.D.
Gainesville, FL

EXECUTIVE OFFICE

Executive Vice President
Louis B. St. Petery, Jr., M.D.
1623 Medical Drive, Suite C
Tallahassee, FL 32308
(Ph)904/877-9131
(Fax)904/878-5328
Legislative Liaison
Mrs. Nancy Moreau
Tallahassee, FL
(Ph)904/942-7031
(Fax)904/877-6718

GOVERNOR PROCLAIMS CHILD HEALTH MONTH

At the respectful urging of David A. Cimino, M.D., President of the Florida Chapter of the American Academy of Pediatrics, the Honorable Lawton Chiles, Governor of the State of Florida proclaimed the Month of October 1993 as **CHILD HEALTH MONTH** for Florida. The Proclamation was as follows:

Proclamation

State of Florida
Executive Department
Tallahassee

WHEREAS, the American Academy of Pediatrics has declared October as Child Health Month with the theme, "Prevention - Solutions Before Problems"; and

WHEREAS, children are our future and our most precious resource; and

WHEREAS, we must increase our resources and bring them to bear to inspire maximal healthy growth and development;

NOW, THEREFORE, I, Lawton Chiles, by virtue of the authority vested in me as Governor of the State of Florida, do hereby proclaim October 1993 as

CHILD HEALTH MONTH

in Florida and urge all parents, teachers, health professionals and public officials to rededicate themselves to promoting the health of our children.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 12th day of October in the year of our Lord nineteen hundred and ninety-three.

(sig)Lawton Chiles
GOVERNOR

(SEAL)

ATTEST:

(sig)Jim Smith
SECRETARY OF STATE

COMMITTEE CHAIRMEN

Accident and Poison Prevention
Mark A. Nichter, M.D.
St. Petersburg, FL

Adolescence
D. Paul Robinson, M.D.
Jacksonville, FL

Bioethics
Donald Eitzman, M.D.
Gainesville, FL

Careers and Opportunities
Dianne S. Effenbein, M.D.
Tampa, FL

Chapter Forum
David A. Cimino, M.D.
St. Petersburg, FL

Child Abuse and Neglect
Jay Whitworth, M.D.
Jacksonville, FL

Child Health Financing
Thomas Chu, M.D.
Jacksonville, FL

Childhood Disabilities
Harry Von Tobel, M.D.
Jacksonville, FL

Collaborative Research
Lorne Katz, M.D.
Coral Springs, FL

Communications
Herbert H. Pomerance, M.D.
Tampa, FL

Community Health Services
Gwen Wurm, M.D.
Miami, FL

Drugs
Robert E. Rayder, M.D.
Miami, FL

Early Childhood Adoption and Dependent Care
Robert A. Buzzzo, M.D.
Tampa, FL

Education and Training Programs
Ramon Rodriguez-Torres, M.D.
Miami, FL

Emergency Medicine
Robert K. Crockett, M.D.
Miami, FL

Environmental Hazards
Charles F. Weiss, M.D.
Siesta Key, FL

Fetus and Newborn
Arthur Vaughan, M.D.
Jacksonville, FL

Genetics
R. Rodney Howell, M.D.
Miami, FL

Hospital Care
John H. Whitcomb, M.D.
Pensacola, FL

Infectious Diseases
Gwendolyn Scott, M.D.
Miami, FL

*Lay Child Advocate Groups and
Legal Needs of Children*
Audrey L. Schiebler
Gainesville, FL

Legislation
Robert Stempfel, M.D.
Miami, FL

Medical Liability
Kay K. Hanley, M.D.
Clearwater, FL

Nutrition Committee
James Penrod, M.D.
Tallahassee, FL

Parliamentary Procedure and By-Laws
Audrey L. Schiebler
Gainesville, FL

Practice and Ambulatory Medicine
Gerald Kipatrick, M.D.
Palm Beach Gardens, FL

School Health
Patrick Hanley, M.D.
Clearwater, FL

Scientific Meetings
Douglas Short, M.D.
Orlando, FL

Sports Medicine
Joseph Pesek, M.D.
Jacksonville, FL

Substance Abuse
Marylou Behnke, M.D.
Gainesville, FL

Third Parties
Edward N. Zissman, M.D.
Altamonte Springs, FL

PRESIDENT'S MESSAGE

I hope that the recent holiday season leaves each of you refreshed and upbeat. I am enthusiastic about the progress the FPS is making in effective communication with its members and, for you, with the press, community, state policy makers and our national organization.

Good communication between your Executive Committee and the members is critical, and I will continue to work towards enhancing it. Each Regional Representative has an alternate so that no region ever goes unrepresented at the Executive Committee meetings. Each new member of the Society has a regional representative identified in the welcome communication. Dr. Herb Pomerance (Tampa) has agreed to reorganize and produce a new newsletter with more membership participation. This will facilitate communication among us: read it, comment, contribute PLEASE.

We will have another outstanding annual meeting at the Disney World Contemporary on **May 20th and 21st, 1994**. If you attended last year, you know we had a superb array of speakers. Dr. Douglas Short (Orlando) has been coordinating things since Bob Maniello's departure. I know you will not want to miss the program he has prepared. It's an opportunity for a combination of national-class CME at no charge and family-centered free time.

We have also been active as our state's political leadership searches for answers to the "primary care challenge", RBRVS, practice parameters, etc. John Curran (FCAAP-VP) and Ed Zissman (District V Regional Rep and Chair of the Third Party Committee) have sacrificed much personal time to be available as resources to the State. Ed Zissman also communicates regularly with insurance companies about realistic pediatric coverage. Other members of the society have shown an interest in working with Ed on these issues (e.g., Lorne Katz, Coral Gables) and this committee is destined to grow in size and expand its sphere of influence. We have recently seen Medicaid consent to coverage for circumcisions and hospital discharge on the same day (previously denied). Also, as new immunizations are recommended, we push for quick coverage.

The Institute for Child Health Policy, a nationally recognized think-tank for children's issues is now reporting to the FPS at each Executive meeting, through Rich Bucciarelli (Vice-Chairman of Pediatrics, UF and Board member ICHP). We do not have formal representation on the ICHP board, but we encourage dialogue with the pediatric providers and see some response to that encouragement.

I recently heard a criticism of the FPS by a pediatric sub-specialty member, stating that his sub-specialty was not well-represented by the Society. That sub-specialty group, however, did not send a representative to our planning retreat, despite invitation. The FPS will listen to your needs. Don't grumble in your hospital's hallways and wait for the echoes to attenuate - SPEAK OUT. Call your regional representative or any member of the Executive Committee. We will listen and we will assist you in your needs.

Thank you for your support.

Kenneth H. Morse, M.D.
President, Florida Pediatric Society

CHAPTER PRESIDENT'S MESSAGE

As we enter 1994, one of our most prominent thoughts is the impending change in the finance and delivery of health care. Florida has already initiated significant change and most expect some form of health care legislation to be passed by Congress before the end of the year.

By now, you know that the Executive Board of the American Academy of Pediatrics has endorsed the Health Security Act. This was not unqualified endorsement, but recognition that it contains many of the provisions for child health care that the AAP supports. There is much to do to assure that all children, including those with special needs, are cared for by pediatricians and pediatric subspecialists. The unique role of teaching hospitals/children's hospitals must be preserved. The AAP has been persistent in working for children and for pediatricians. We must realize that the *status quo* is simply not going to prevail. I am very proud of the work that the Academy has done. The Board speaks diligently for children and for pediatricians.

As your President, I attend the Annual Chapter Forum and the District IV meeting. These meetings are attended by Chapter Presidents and Vice Presidents, the District IV Chairman, the President and Vice President of the AAP, the Executive Director, candidates for the office of Vice President/President Elect, and selected guests. The quality of the participants is impressive. Grass roots voice at these meetings is significant, and the Academy Board listens to the dialogue and takes advice.

Dr. Bob Threlkel, Jacksonville, will be completing his term as Alternate District Chair this fall. He has served well and has represented Florida well. Perhaps we can persuade Dr. Threlkel to run for District Chairman when that position is open.

There are two outstanding candidates for the position of Alternate District Chairman: Dr. Stephen Edwards of North Carolina and Dr. Hays Mitchell of Tennessee. I urge you to learn their qualifications and exercise your vote. If we have a good voter turnout, it puts us in a better position to achieve a future nomination for one of our chapter members.

Florida is the largest chapter in District IV and the second largest chapter in the Academy. I hope that we can groom talent from our membership for Alternate and District Chairmen of the future. We can do this by participation. The talent is there.

There are two other national issues to mention briefly. The AAP continues to work and make progress on simplification of VIP. CLIA is another story. Despite intense effort by the Academy, HCFA has not budged on reclassifying common laboratory procedures done in the pediatric office. Probably the only solution is repeal of CLIA, now under discussion.

At the local level, we revised our by-laws so that, by May 1995, there will be only one set of officers for the Florida Pediatric Society/Florida Chapter American Academy of Pediatrics. I feel very strongly that this change will make us a much more representative chapter at the national level.

This year, at the annual Chapter Forum, the Florida Chapter received the Outstanding Large Chapter Award. My presentation to the Alternate District Chairmen is reprinted in this Newsletter. However, we cannot just sit back. There is much still to be accomplished. Our predecessors did their work well, but we

must have involvement from our younger members, statewide.

Over the next fourteen months, Dr. Morse and I will travel to different areas of the state to seek your input. Meanwhile, join us at the Annual Meeting in Orlando. Best wishes for a happy, productive, and successful year.

David A. Cimino, M.D.

GENERAL PEDIATRIC UPDATE II

Friday/Saturday, May 20-21, 1994

BUSINESS MEETING

Saturday Luncheon

General Pediatricians * Pediatric Residents
Meet old/new friends at Friday night Reception

Topics

Immunization Update/Otitis Media
Bilirubin Revisited/Newborn Medicine
Gynecology (preadolescent/adolescent)

New Vision Screening Techniques
Recurrent Infections/Allergy
Pediatric Dermatology

Speakers

Richard Jacobs, M.D.
Bill Oh, M.D.

Patricia Simmons, M.D.
Stanley Hand, M.D.
Joe Bellanti, M.D.
Sidney Hurwitz, M.D.
Raymond Caputo, M.D.

For more info call: **800-648-0450**

For Hotel Reservations call: Disney's Contemporary Resort
407-345-5858

COMMITTEE REPORTS

Report of the Committee on Third Party Liaison

1. New CPT Codes

For 1994, there have been several welcome changes of benefit to pediatricians. Once again it will take significant effort toward carrier education to develop proper reimbursement.

Immunization updates

- 90700 - Immunization, active, diphtheria, tetanus toxoids, and acellular pertussis vaccine (DTaP)
- 90710 - measles, mumps, rubella, and varicella vaccine
- 90711 - diphtheria, tetanus, and pertussis (DTP) and injectable poliomyelitis vaccine
- 90716 - varicella (chicken pox) vaccine (future release)
- 90720 - diphtheria, tetanus, and pertussis (DTP) and Hemophilus influenzae B (HIB) vaccine
- 90730 - hepatitis A vaccine (future release)
- 90735 - encephalitis virus vaccine (future release)

Hospital Observation Services

- 99217 - Observation care discharge day management

Prolonged Services Updates (codes 99354-99357)

These codes are used when a physician provides prolonged service involving direct (face-to-face) patient contact that is beyond the usual service in either the inpatient or outpatient setting. The service is reported **in addition to** other physician service, including evaluation and management services at any level. Codes are used to report the total duration of face-to-face time spent by a physician on a given date providing prolonged service, even if the time spent by the physician on that date is not continuous. Codes are used to report a total duration of more than 30 minutes on a given date. Prolonged service of less than 30 minutes total duration on a given date is not separately reported because the work involved is included in the work of the evaluation and management codes.

- 99354 - office or outpatient - first hour
- 99355 - office or outpatient - each additional 30 minutes
- 99356 - inpatient - first hour
- 99357 - inpatient - each additional 30 minutes

Prolonged services updates (codes 99358-99359)

These codes are used when a physician provides prolonged service not involving direct (face-to-face) patient contact that is beyond the usual service in either the inpatient or outpatient setting. The service is reported **in addition to** other physician service, including evaluation and management services at any level. Codes are used to report the total duration of non-face-to-face time spent by a physician on a given date providing service, even if the time spent by the physician on that date is not continuous. Codes are used to report a total duration of more than 30 minutes duration on a given date.

Prolonged service of less than 30 minutes total duration on a given date is not separately reported because the work involved is included in the work of the evaluation and management codes.

Physician standby service

99360 - Physician standby service requiring prolonged physician attendance; each 30 minutes (e.g., operative standby, standby Cesarean/high risk delivery for newborn care).

Allergy Testing and Immunotherapy

Multiple new codes - see CPT code book

There has been some progress made with certain third parties - notable Blue Cross/Blue Shield. As of January 1, 1994, there are new increased reimbursements for the health supervision codes 99381-4 and 99391-4. In our region these are increases of 35-55%. In addition, the counseling code 99401 is reimbursed at about the same rate as 99391 used to be reimbursed. The other counseling codes 99402-4 will also be reimbursed by report. (Federal Employees Plan has opted not to accept 99401-4. We have requested that 99402 be reimbursed for teen health supervision visits with no report. BC/BS is looking at increasing the reimbursements for immunization from their current "cost-plus-\$4.00". We have requested "cost-plus-\$10.00". I would like to thank Drs. James White and Tommy Shechtman for representing FPS with me and Dr. Walter Hollinger, BC/BS Corporate Medical Director for this progress. We have established what we hope will be an ongoing dialogue to enhance BC/BS services to the children of Florida through FPS.

The FPS was represented on the Agency for Health Care Administration Committee for RBRVS/Primary Care by Dr. Kay Hanley and me. The report is just out for review. The national RBRVS Update Committee co-chaired by Dr. Kay Hanley has accepted the work value units developed jointly by AAP, ASIM, AAFP and ACOG. These have been submitted to HCFA which has promised early publication. This is the first major step in establishing Pediatric RBRVS.

Working with Medicaid continues to be a challenge. As Medicaid was moved from HRS to the new AHCA, there have been many dislocations in both facility and personnel. The change in reimbursement regarding neonatal circumcision and office visit not being reimbursed on the same date has been promised to be reversed. This took some guidance letters from national leadership. A request is in to increase neonatal circumcision reimbursement to the same rate as infant circumcision (greater than 28 days=\$104). Requests are in for increased reimbursement for E and M codes as well as EPSDT visits.

Dr. Richard Julius has joined the committee and accepted responsibility as FPS liaison to the Medipass program.

We are planning a meeting of our committee for some time during the annual meeting and I am eagerly seeking FPS members to join the committee. There is much work to be done. We would like to take a stronger advocacy role with the third parties to protect the rights of children in Florida to access a medical home.

Edward N. Zissman, M.D., Chairman

PRESENTATION FOR THE LARGE CHAPTER AWARD

(Delivered to Alternate District Chairmen, September 9, 1993, Chicago, Ill.)

I want to thank the District IV Alternate Chairmen for once again nominating the Florida Chapter for the "Outstanding Large Chapter Award". In the next few minutes, I will discuss with you why I feel the Florida Chapter is indeed an outstanding chapter.

Among other things detailed in our Chapter Report, two recent items of major significance deserve mention:

Our Annual Meeting held in May of this year was a major success. One hundred and ninety members and their families attended this excellent scientific meeting and business meeting. We feel this is a significant step forward in the rejuvenation of our annual meeting and involvement of our membership in the activities of the Florida Chapter.

The second item was a ByLaws revision which effectively consolidated the officers and leadership of the Florida Pediatric Society and the Florida Chapter of the American Academy of Pediatrics.

The ByLaws revision was unanimously approved, and at the end of the current officers' terms, in May 1995, there will be only one set of officers for the Florida Chapter.

The achievements of the Florida Chapter must be viewed cumulatively. It is only by viewing them cumulatively that the outstanding achievements and qualities of this chapter can be fully appreciated.

Florida is a very large state, both in population and in geography. In addition, the population is heterogeneous and in constant flux. In spite of being the second largest chapter in the Academy, the Florida Chapter has managed to remain one unified chapter with active representation from the panhandle in Northwest Florida to the lower east coast in Miami. The Chapter, through its regional representatives, allows a broad base of participation. The Regional Representatives are voting members of the Executive Committee and attend the annual retreat.

The Florida Chapter has been in the forefront and involved intimately with virtually all health care initiatives in Florida involving children. It has worked to assure that children receive quality care and that this care is delivered by, and to a large extent administered by, pediatricians.

Florida was first with CHIRP, a national model still being imitated. The Chapter was largely responsible for enactment of the Newborn Insurance Bill in the State of Florida in the late 1970s. It was the first in the nation to have hot water heater legislation, one of the first in the country to enact seat belt legislation, and is currently working with a broad-based coalition to abolish corporal punishment in all of our schools.

The Florida Chapter has developed and has had funded regionalized Poison Control Centers in the three major metropolitan areas of our state. The most recent of these was funded during the last legislative session.

The Florida Chapter's involvement with Children's Medical Services (Title V Program) and the various components of this program are legendary. Children's Medical Services is a model delivery system for quality pediatric care delivered by and administered by pediatricians. This program could not have and

perseverance of the Florida Chapter.

The Chapter has most recently been involved in supporting and working for the development of nine Primary Care Foundations throughout the State of Florida, to provide a medical home for indigent children. These programs have been highly successful in providing access to care.

The Chapter Committee on Access, under the leadership of the Chapter Vice President, John Curran, is actively evaluating all of the options of health care delivery under the new Health Care Reform Act in Florida.

The Florida Chapter has outstanding liaison with the three medical schools in the State. The three Pediatric Chairmen are voting members of the Executive Committee.

Finally, our relationship with organized medicine in the State of Florida is excellent. Three out of the last six Presidents of the Florida Medical Association are pediatricians and very active members of the Florida Chapter.

Two of our Fellows recently received the Jacobi Award, given jointly by the American Academy of Pediatrics and the American Medical Association.

This is indeed an outstanding Chapter. It is not a one-issue or a one-year chapter. I serve as Chapter President with humility. These are not my achievements, but belong to many. I serve as Chapter President with pride because this is indeed an outstanding chapter. Thank you.

David A. Cimino, M.D.
President, Florida Chapter
American Academy of Pediatrics

MEMBERSHIP ALERT!

Do you know any pediatricians, Fellows of the Academy or not, who appear to have been overlooked by the Society, and are therefore not members? **Contact the Executive Vice President.** There are several kinds of membership in the Society:

Fellow: A Fellow in good standing in the American Academy of Pediatrics - automatic membership on request.

Member: A resident of Florida who restricts his/her practice to pediatrics.

Associate Member: A physician with special interest in the care of children.

Military Associate Member: An active duty member of the Armed Forces stationed in Florida and limiting practice to pediatrics.

Inactive Fellow or Member: Absenting self from Florida for one year or longer.

Emeritus Fellow or Member: Having reached age 70 and having applied for such status.

Affiliate Member: A physician limiting practice to pediatrics and in the Caribbean Basin.

Allied Member: A non-physician professional involved with child health care may apply for allied membership.

Honorary Member: A physician of eminence in pediatrics, or any person who has made distinguished contributions or rendered distinguished service to medicine.

Resident Member: A resident in an approved program of residency.

Medical Student: A student with an interest in child health advocacy.

would not have developed without the effort and forcefulness and

SPACE RESERVED

Space will be reserved in each edition of THE FLORIDA PEDIATRICIAN for the publication of *Letters to the Editor*. Letters should be concise, and should address a problem of interest to the membership.

Please send letters to the Editorial Office, or to the Office of the Executive Vice President. Attempt will be made to obtain answers from appropriate sources, or may enlist the membership's aid in finding answers. Letters may be edited for length to conform to space constraints, or to improve readability. Letters will be published in order of receipt unless there is one which suggests urgency.

SPACE RESERVED

Space will be available in each issue for *Grass Roots Notes* from the Regional Representatives. These notes will be designed to update members on events and advances within the Region. The number of notes in each issue will depend upon the length of the material provided.

Page 6

The Florida Pediatrician
c/o USF Department of Pediatrics
12901 Bruce B. Downs Boulevard
MDC Box 15CE
Tampa, FL 33612

UPCOMING CONTINUING MEDICAL EDUCATION EVENTS

THE FLORIDA PEDIATRICIAN will publish *Upcoming Continuing Education* events planned in the State. Meeting planners are requested to send notices to the Editor as early as possible, in order to accommodate press times in February, May, August, and November.

Program: **ISSUES AND ADVANCES IN PEDIATRICS - 1994**

Dates: April 7th to 9th, 1994

Place: Sheraton Sand Key Resort, Clearwater Beach

Credit: 18 hours Category I for AMA Physician Recognition Award

Sponsor: USF Department of Pediatrics

Inquiries: USF Department of Pediatrics

MDC Box 15CE

Tampa, FL 33612

Non-Profit Org. U.S. Postage PAID Permit No. 1632 Tampa, Florida
--