



PRESIDENT'S LETTER



Dr. David Taylor
President

Dear NJPCAC Member:

Whew! What a month and a half!

The so-called “lazy, hazy days of summer” were anything but for the New Jersey Patient Care and Access Coalition. From a flurry of activity in Trenton and Washington to a tour by the Chairman of the Assembly Health Committee to Delaware Valley Urology’s outstanding Cancer Treatment Center in Cherry Hill, it has been a very busy start to the summer indeed.

What started in May as a “quiet” end to the spring legislative agenda in Trenton certainly heated up in a hurry in June.

You will find complete details of this activity in the “Advocacy Report” elsewhere in this newsletter, but suffice it to say that we put out quite a few brush fires. We also forged some new and better relationships with key legislators and their staff.

There is also a story in this newsletter about the Great Prostate Cancer Challenge race on September 25th in Camden. If you, your office and your entire family have not yet registered, please do so as soon as you can. As an additional incentive the NJPCAC Board has decided to donate an additional \$500 in the name of the office or practice with the most participants in the race. We will also honor you at an upcoming NJPCAC event.

Kudos to **Dr. Alan Krieger**, **Dr. Adam Perzin** and from The Stone Center, **Mary Beth Guilbert** and **Kelly Snyder**, for their work “above and beyond” on behalf of the Coalition recently. Their work is highlighted in the “The Power of a Coalition: Great Work in the Trenches” article.

I want to wish everyone a relaxing and wonderful summer and we will “talk” to you through another newsletter in the Fall.

Sincerely,

Dr. David Taylor
President
New Jersey Patient Care and
Access Coalition



The New Jersey Patient Care and Access Coalition (NJPCAC) was organized to promote and represent the common interests of urological care physicians in the State of New Jersey who are dedicated to the highest standards of practice and focused on addressing the challenges that confront our healthcare system. NJPCAC's membership includes nearly 200 practicing urologists and scores of additional healthcare professionals, including radiation oncologists, pathologists, nurses and administrative staff, that have come together to educate policy makers, regulators, insurers and other key stakeholders, including patients and peers about regulatory changes that will adversely affect the quality and accessibility to care provided to patients in New Jersey and those that will advance care in New Jersey. NJPCAC promotes and pursues educational, legislative and regulatory interests that are common to these urological care physicians and the advancement of patient care and access in the State of New Jersey.





Camden Race Less than Three Months Away!

The first New Jersey Great Cancer Prostate Cancer Challenge (GPCC) race is now only weeks away. The NJPCAC-sponsored event is set for Sunday, September 25th at the Camden Riversharks Stadium. Registration begins at 9:00 a.m.

Have you registered yet? Remember you do not have to run. Walking is certainly permitted - even encouraged. Bring your whole family. (If you walk, babies in strollers are allowed!) The NJPCAC is encouraging all offices and practices to participate in a big way. As an added incentive, the NJPCAC Board has decided to donate an additional \$500 in the name of the office or practice with the most participants in the race. You will also be honored at an upcoming NJPCAC event.

It is important that we have a great showing for this very first New Jersey effort in the GPCC race series. We have invited the Governor, the Lt. Governor, the Commissioner of Health and Senior Services, the Commissioner of Human Services and all 120 Legislators to join us!

Monies raised by the race will support **ZERO** — *The Project to End Prostate Cancer.*

The GPCC is part of a national initiative designed to raise funds for prostate cancer research and community awareness during the month of September, National Prostate Cancer Awareness month.

The race is part of the Great Prostate Cancer Challenge®, America's Premier Men's Health Event Series, taking place in 27 cities in 2011.

[CLICK HERE](#) and register today!



Tell Us Your Insurance Woes Stories, Please!

The New Jersey Patient Care and Access Coalition will be meeting with the New Jersey Department of Banking and Insurance (NJDOBI) on July 14th to outline some difficulties members have been having with health plans. We need to hear from you!

Please send a summary of any difficulties you may be experiencing to **Kelly Snyder** at kellysnyder@thestonecenter.org and we will try to find "commonality" amongst the problems as we seek global solutions with NJDOBI. It is not our intent to try to resolve these issues individually. We expect this to be the first of several meetings and exchanges we will have with NJDOBI to resolve these issues for Coalition members.

It is important that you remember to remove any and all patient identifiers before forwarding materials to Kelly. We always need to be mindful of HIPAA.

NJPCAC PAC Update

The Board of Directors of our Political Action Committee (PAC) has approved a new plan for contributions to key members of the Senate and Assembly. The new plan calls for significant contributions to members of the Legislative Leadership Team (the Senate President, the Assembly Speaker, the Majority Leaders in both Houses and the Minority Leaders in Both Houses) as well as smaller contributions to each and every member of the Senate and Assembly Health Committees. The PAC Board believes that this approach is the best one to strengthen our relationships.

The Board also decided that in order to make the plan successful, it is critical that NJPCAC members make themselves available to participate in the various fundraising events legislators will have in the next several months. Please watch your email for notifications of these events and please try to be as responsive as you possibly can.

Also, you are reminded that at the annual NJPCAC Board meeting it was determined that voluntary contributions to the PAC would be delayed until later in the year. It is now later. Voluntary contributions of \$500.00 from each member should be made to the PAC as soon as possible. We will need to start collecting contributions now so that funds are available this summer and through the fall.

We will also be hosting a special event for **Dr. Herb Conaway**, Chairman of the Assembly Health and Senior Services Committee, on **Wednesday, September 14th, from 6 to 7:30 pm, at Cafe Gallery in Burlington City**, which is in his Legislative District. Dr. Conaway has been a great friend to NJPCAC and it is important we have a strong turnout for this event so please mark your calendars.

Advocacy Update



*By Donald Sico
Donald Sico & Co. LLC*

It has been an extraordinarily busy time in Trenton for the New Jersey Patient Care and Access Coalition and the issues that concern us.

First, we got word unexpectedly on May 19th that legislation sponsored by Senator Robert Gordon, S.1837, which seeks to impose a two-year moratorium on the building of new radiation therapy facilities, was going to be posted for a vote before the full Senate. Just hours after we received that notification and dozens of phone calls later, we were able to have the bill pulled from the Senate agenda by the Senate President, Steve Sweeney.

We quickly scheduled a meeting in the State House with two of the Senate President's top staffers to discuss the bill and our concerns. I was joined by NJPCAC member **Dr. Adam Perzin** and **Howard Rubin**, our Washington, D.C. Counsel. It was a very positive meeting and we all felt as if the Senate President's team understood our very legitimate concerns. The Gordon bill has seen no further action as of this writing.

Advocacy Update continued...

We also took the opportunity to discuss with them legislation sponsored by Senator Joseph Vitale, S.2780, which would impose new restrictions on Ambulatory Surgical Centers and physician offices which perform surgeries. While the Vitale bill was passed by the Senate on June 29th by a vote of 30-8, significant and positive changes were made to the bill. In fact, the Medical Society of New Jersey, no longer opposes the legislation. Amendments made to the bill by Senator Vitale will exempt many physicians from its requirements and new fees. The legislation still must be approved by the Assembly and signed into law by the Governor. No dates have been scheduled by the Assembly to hear this legislation at this writing.

On June 6th, NJPCAC members and Mr. Rubin met with the Chairman of the Assembly Health and Senior Services Committee, Dr. Herb Conaway, at the Cancer Treatment Center in Cherry Hill owned and operated by Delaware Valley Urology. Dr. Conaway shares many of the concerns we have about both the Ambulatory Surgical Center bill and the bill sponsored by Senator Gordon and pledged to work with us as they move through the Assembly.



We have scheduled a meeting on July 20th to meet with the Governor's top policy advisor on health issues, Robert Schwaneberg, as well as his top counsel for health issues Brett Tanzman, to discuss the Ambulatory Surgical Center bill and other issues of concern to NJPCAC.

Please be sure to check your emails for regular and detailed updates on these and issues sent by Mr. Rubin. We will try to keep you on top of all the happenings in Trenton.

The fall Legislative agenda is - thankfully - expected to be light as all 120 seats of the Assembly and Senate are up for election in November and are running in brand new districts following Legislative Redistricting this past spring. However, NJPCAC will have to be vigilant following the November 8th election as the Legislature will complete its work in a "Lame Duck" Session. Lame Duck sessions are notorious in Trenton for mischief!

The Power of a Coalition: Great Work in the Trenches

When the New Jersey Patient Care and Access Coalition was formed almost three years ago now, we knew there would be strength in our collective numbers and statewide economic impact. But we also knew that individual work by our members matters.

There are two recent examples that clearly show the power of the NJPCAC coalition.

At a June meeting of the Union County Medical Society, NJPCAC member **Dr. Alan Krieger** took the opportunity to have a conversation with the guest speaker - Robert Schwaneberg, Policy Advisor to Governor Chris Christie on health issues.

The Power of a Coalition continued...

Dr. Krieger's conversation about concerns member shave with Senator Joseph Vitale's Ambulatory Surgical Center bill (S.2780) led to an invitation from Mr. Schwaneberg for the Coalition to come to Trenton and discuss it. That meeting is now set for July 20th. Great work, Alan!

At a June 27th fundraiser for New Jersey Assembly Speaker Sheila Oliver, **Mary Beth Guilbert** and **Kelly Snyder** from The Stone Center, took the opportunity to approach the Speaker and fill her in on the Great Prostate Cancer Challenge race in September and invited her to come to The Stone Center in Newark (her home Legislative District) for a tour and a discussion of the issues. The Speaker readily accepted the invitation and details of the upcoming visit are currently being worked out. Kudos to Mary Beth and Kelly!

These are just two examples of how our Coalition can "work in the trenches" on behalf of all of us and take full advantage of "events," whether they be conferences by business groups or associations or fundraisers. Public policy makers EXPECT to be asked these types of questions and are happy to engage you. This kind of work will help make the Coalition more successful.

Believe it or not: Good News from Washington!

Our Counsel, Howard Rubin recently reported on some great news out of our Nation's capital. On June 15th, the Medicare Payment Advisory Commission (MedPAC) released its June Report to Congress. As expected, MedPAC included a full chapter on the topic of ancillary services (see attached). Also as expected, the Commission moved forward with the four recommendations it

had presented at its most recent meeting on the topic (which I summarized at our annual NJPCAC meeting in late February).

There were no surprises, and there was nothing in the chapter impacting radiation therapy. The recommendations on ancillary services are as follows:

- The Secretary should accelerate and expand efforts to package discrete services in the physician fee schedule into larger units for payment.
- Congress should direct the Secretary to apply a multiple procedure payment reduction to the professional component of diagnostic imaging services provided by the same practitioner in the same session.
- Congress should direct the Secretary to reduce the physician work component of imaging and other diagnostic tests that are ordered and performed by the same practitioner.
- Congress should direct the Secretary to establish a prior authorization program for practitioners who order substantially more advanced diagnostic imaging services than their peers.

Without question, advanced diagnostic imaging bore the brunt of MedPAC's attention, but the recommendations as a whole represent a major defeat for ACR, ASTRO, and ACLA, which were seeking recommendations to eliminate the in-office ancillary services exception or to severely curtail it to eliminate in-office imaging, radiation therapy, and pathology. As we move forward in our dialogue with state legislators, it will be important to stress that MedPAC has just rejected -- at the federal level -- attempts to legislate monopolies over the delivery of certain health care services.

[Click here](#) to read the full MedPAC report.

ZeroCancer.Org A Great Resource - Check in Frequently!

The "[Zero Cancer](#)" website is a great resource for the latest information on prostate cancer.

Coalition members are encouraged to check in frequently at the site for updates. Here are a few examples of recent stories:

- PSA Test May Predict Risk for Prostate Cancer Recurrence
- Smoking Linked to More Aggressive Prostate Cancer

- Father's Day DASH4DAD in D.C. Draws More Than 1,300 Participants
- House Set to Consider Prostate Cancer Research Funding
- Scholarships for the 2011 Summit to End Prostate Cancer Available

And be sure to join the largest growing prostate cancer network in the world [here](#).



Calling All New Jersey Urologists

We are always looking to expand the New Jersey Patient Care and Access Coalition because we understand there is "strength in numbers."

We recently completed a mailing to every urologist in the State of New Jersey and asked them to join our growing coalition. If you know of a colleague who is not a member, please invite them to join and to take a look at our webpage (www.njpcac.org) for additional information. There is also a form on the webpage they can use to contact us if they want to join.

New Jersey Patient Care and Access Coalition

636 Morris Turnpike, Suite 3D
Short Hills, New Jersey 07078-2608
866-244-9682 / info@njpcac.org