



PRESIDENT'S LETTER



*Dr. David Taylor
President & Chairman*

Dear NJPCAC Member:

First let me extend my thoughts and prayers to all of you who are still struggling with the aftermath of Sandy. I know some of you and probably many more of your friends and family are homeowners at the Jersey Shore, so I especially hope that you escaped with little or no property damage. Up here in Morris County we lost power for quite a bit of time and lost our internet servers as well and it was indeed disconcerting to be so "out of touch" for so long. While we are not quite a "family," we are a close coalition of like-minded and caring colleagues, so please let us know if there is anything we can do to help.

I want to congratulate and thank all

of you who participated in and worked so very hard to make our Second Great Prostate Cancer Challenge race in Camden such a huge success. Special kudos to Adam Perzin and his crew at Delaware Valley Urology, particularly Nicola Howard. DVU again poured its heart and soul into this important effort and the entirety of the New Jersey Patient Care and Access Coalition (NJPCAC) is grateful. Please make sure you read the article in this newsletter about the race and go to our website at www.njpcac.org to see photos.

I was privileged to have the opportunity to represent NJPCAC at the 5th Annual American Association of Clinical Urologists, Inc. (AACU) State Society Network Advocacy Conference September 22-23 in Chicago. I presented New Jersey's very own Dr. Herb Conaway, Chairman of the Assembly Health Committee, with the AACU "Distinguished Leadership Award." I also had the opportunity to spend a considerable amount of time with Dr. Conaway and I can tell you he is as good as they get and is a great friend to the Coalition. Hurricane Sandy got in the way of a special event we had planned with Dr. Conaway in late October, but please watch your

email for a new date as we will most certainly reschedule.

Thank you to all of you for your prompt and comprehensive response to our many requests this year for data, input and the distribution of critical education material to primary care physicians and others. Our organization is truly a collaborative effort and NJPCAC is only as strong as our collective participation.

Finally, the year ahead will be very important to us as all 120 seats in the legislature (80 in the Assembly and 40 in the Senate) will be up as well as the Governor's seat. NJPCAC will work to provide you with both the opportunity and policy background to make wise election choices.

As always, please do not hesitate to reach out to me directly should you have any concerns or guidance for the Coalition.

Sincerely,

Dr. David Taylor
President & Chairman

The New Jersey Patient Care and Access Coalition (NJPCAC) promotes and represents the common interests of urological care physicians in the State of New Jersey who are dedicated to the highest standards of practice and focuses 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, who 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.



2nd Annual NJ Great Prostate Cancer Challenge - Another 'Great' Success!

The New Jersey Patient Care and Access Coalition (NJPCAC) hosted the 2nd Annual New Jersey Great Prostate Cancer Challenge (GPCC) Saturday, September 22nd at Campbell's Field, home of the Camden Riversharks. The 5K Run and 1-Mile Walk are part of the Great Prostate Cancer Challenge ®, America's Premier Men's Health Event Series. The Camden race took place during "National Prostate Cancer Awareness Month" which is recognized nationally every September. The goal of the race is to raise funds for prostate cancer research and community awareness. All funds raised by the Great Prostate Cancer Challenge will go to ZERO — The End of Prostate Cancer and their mission of eliminating prostate cancer deaths.

On hand to kick off the race as "Official Race Starters" were special guests United States Congressman Rob Andrews, New Jersey Assemblywoman Pam Lampitt and New Jersey Assemblyman Troy Singleton. Assemblyman Singleton also participated in the 1-Mile Walk.

"We were thrilled to have members of the Legislature present at the race this year," said New Jersey race Chairman and NJPCAC Board Member Dr. Adam Perzin. "We hope this will be a trend that continues into the future. It was an honor to have Congressman Andrews, Assemblywoman Lampitt and Assemblyman Singleton's support in this endeavor."

The event was attended by close to 1,500 people with 650 participating in the race and walk and has raised over \$75,000 for the cause to date,

with more additional funds pledged. Also on hand were the Phillie Phanatic and Finley, the Riversharks mascot. The race was kicked off at 9am, followed by awards and festivities at Campbell's Field Stadium.

Finishing in first place for the 5K race was New Jersey resident Chris Harkins, 54, with a time of 18:57.81. Second and third places went to Nick Pillsbury, 30, of Philadelphia and Jeremy Iris-Williams, 17, of New Jersey. The top three female finishers were Anna Galante, 34, of Philadelphia, Quinn Weisman, 23 of NJ and Paxton Antonucci, 12, of Mays Landing, NJ. The 5K had over 200 participants from ages 3 to 86, many of whom were racing in honor of family members who were affected by prostate cancer. The GPCC "Survivor's Tent" was a popular venue for cancer survivors, their family members and the medical professionals who treated them.

"This is a disease that affects so many of us, whether directly or through someone we know," said NJPCAC President and Chairman Dr. David Taylor. "The great news is that prostate cancer can be detected early with screenings and is entirely treatable. We hope that by hosting this race we can get the word out about the screenings and tests that are available to help fight prostate cancer and eventually bring the number of deaths from prostate cancer to ZERO."

"NJPCAC is proud that so many people came out to support this worthy cause," added NJPCAC Vice Chairman Dr. Alan Krieger, who participated in the race. "It was a great day and a great race. Congratulations to our winners and to everyone who attended this year to raise awareness of prostate cancer. We hope to have an even bigger crowd next year!"



ZERO: The End of Prostate Cancer Releases Year-End Data

Here are some highlights from the ZERO year-end report:

- Funding received by ZERO was used to stop a \$16M cut to federal funding for prostate cancer research at the Department of Defense (the only cancer program at the DOD not to receive a cut). That's better than a 16:1 return on investment. Recently, both XGeva and Zytiga were approved by the FDA with the help of DOD funding
- ZERO Tested 8,000 men this year for free
- Nearly 18,000 people participated in the race series
- \$2.1M was raised – gross
- About \$700K in expenses
- The race series achieved a 2:1 income versus expenses ratio
- About \$350K went out in local grants to support research, early detection, education and patient transportation

Urology Group of New Jersey Hosts Fundraiser for Congressman Jon Runyan

Dr. Alan Krieger and the Urology Group of New Jersey hosted a fundraiser for US Congressman Jon Runyan at their offices on September 30th. In attendance were Doctors Whang, Saidi, Walmsley, Opell and Kerr. Special thanks go out to Dr. Ikver for organizing the event and Mary Beth Guilbert for coordinating everything. The event raised over \$10,000 and was a great success for UGNJ.



Beef & Beer benefit for GPCC raises over \$6000

Delaware Valley Urology hosted a Beef and Beer benefit for the Great Prostate Cancer Challenge at the Maple Shade 25 Club on September 8th. The event was held from 8pm to midnight and included a silent auction, a 50/50 raffle and dancing. Among the prizes were an Adventure Aquarium gift basket, Coach bags, MAC cosmetics, restaurant gift cards, and an iPod and iPad special raffle. The night raised a total of \$6401 for the race. Congratulations to all involved!



NJPCAC President and Chairman Dr. David Taylor at National Urology Conference with Assemblyman Conaway

NJPCAC President and Chairman Dr. David Taylor attended the 5th Annual American Association of Clinical Urologists, Inc. (AACU) State Society Network Advocacy Conference September 22-23 in Chicago. Dr. Taylor gave a presentation at the conference entitled “Mobilization: Lessons Learned from the New Jersey Patient Care and Access Coalition” which reviewed the Coalition’s accomplishments and gave suggestions for others looking to begin a similar advocacy organization in their state.

Dr. Taylor was also honored to provide the introduction for Assembly Health Committee Chair Dr. Herb Conaway, who was presented with the AACU Distinguished Leadership Award, which NJPCAC nominated him for earlier this year. Please read Dr. Taylor’s introductory remarks below.

I have the high privilege of introducing our next honoree - Dr. Herb Conaway.

The profession that we have chosen - indeed, that we have dedicated our lives to - the medical profession is not without its rewards. Those rewards are evident to all of us, particularly when a patient or family member thanks us for “doing our job.”

But as those of you who are in this room know only too well, the profession has its share of frustrations as well and there are days when you

wonder why the heck you decided upon this career path in the first place.

You know the days I mean. The days when you learn that legislators or regulators are erecting barriers between doctors and their patients. The days when the billing department tells you that the fourth and fifth calls to the insurance company to clarify payment were to no avail. The days when the latest medical malpractice premium comes in the mail with yet another increase. When you wake up to the news that CMS once again has decided to slash our payments for critical medical services. Or a day like recently when I was at a conference not unlike this one and I heard a public policy maker say that he believes ALL physicians should simply be forced to accept Medicaid patients as a condition of licensure.

It is on those days that I am grateful that I am a physician who practices in the State of New Jersey. Because in New Jersey we have someone who truly understands; someone who “gets it;” and someone who is in a position to do something about it.

I am sure there are physicians who serve in legislatures in other states, but I can guarantee you there are none who better understand what it is like to be a practicing physician than Dr. Herb Conaway, the Chairman of our Assembly Health Committee in the great State of New Jersey. And while it is true that Dr. Conaway may not ALWAYS agree with us on a policy position - even we doctors do not always see eye-to-eye on every issue - he ALWAYS understands our plight and is ALWAYS willing to listen. And for that, we are grateful.

Dr. Herb Conaway has been a member of the New Jersey General Assembly since 1998. It is not like he needs the work. A former Captain in the U.S. Air Force, he is a physician in private practice and holds a law degree as well. He serves the people of New Jersey because he cares deeply about their well-being and because he wants to make changes to our system that will improve their welfare. And in the past 14 years, he has left his policy mark in a number of areas that have improved life in the Garden State.

Dr. Conaway wrote New Jersey's Primary Seat Belt Law.

He is a state and national leader and policy expert on emergency medical service delivery, on the need for childhood vaccinations and on steroid abuse, particularly as it pertains to young athletes. He has even stuck his neck out on the often thorny political issue of medical malpractice reform and sponsored legislation to rein in costs.

Dr. Conaway's views on health care are so valued that he was one of only a handful of state legislators nationwide to be invited to the White House by President Obama in April of last year to discuss ways to strengthen Medicaid and Medicare and improve health care quality.

He is currently working on legislation to implement New Jersey's health insurance exchange required under the Affordable Care Act.

In my role as President of the New Jersey Patient Care and Access Coalition, representing the voices of nearly 200 urologists across New Jersey, I have had the opportunity to work closely with Dr. Conaway on a variety of issues

critically important to us as urologists. Dr. Conaway stood squarely with us on the issue of PSA testing. He acted quickly and decisively last winter to enable New Jersey to become the very first state in the nation to go on record in opposition to the United States Preventive Services Task Force's recommendation. He has also been a strong voice in support of protecting integrated models of health care that seek to replace a silo approach to health care delivery with patient-centric, team approaches to health care such as those offered by the integrated urology groups that are members of our state Coalition.

From all of this, I believe you can see why we are so pleased to be represented in Trenton by a man of such conviction and strength. A man who puts patients and the doctors who care for them first. Please join me in welcoming the Chairman of the New Jersey Assembly Health Committee and our colleague, Dr. Herb Conaway.



NJPCAC President & Chairman Dr. David Taylor with Assembly Health Committee Chair Dr. Herb Conaway

NJPCAC Successful in Efforts to Mitigate CMS's Proposed Cuts in Reimbursement for Cancer Treatment

Although NJPCAC focuses its advocacy efforts on state-based issues that impact access to quality urologic care, the Coalition decided to lend its voice to the critically important issue of preserving access to cancer care against drastic cuts in reimbursement that had been proposed by the Centers for Medicare & Medicaid Services (CMS) in the proposed physician fee schedule for calendar year (CY) 2013 that CMS issued in July 2012. NJPCAC, following the lead of the Large Urology Group Practice Association (LUGPA), submitted formal comments to CMS in early September opposing the cuts in reimbursement for intensity-modulated radiation therapy (IMRT) services. As many of you know, CMS was proposing a reduction in the time allotted for each IMRT treatment from 60 to 30 minutes, which would have resulted in a more than 40 percent cut in reimbursement.

NJPCAC focused its formal comments on two points. First, NJPCAC polled its member practices and was able to report to CMS on the very real and draconian effects that the cut in reimbursement would have on our urology groups' ability to continue operating their Prostate Centers. We made the point that closure or reduction in capacity of our groups' Centers would result in patients being shifted into higher cost hospital settings that do not furnish specialized cancer treatment exclusively for prostate cancer patients. Second, NJPCAC presented specific data on utilization of various forms of treatment for prostate cancer, including

IMRT, that our member practices had collected for the 18-month period January 2010 through June 2011. That data demonstrated that integrated urology groups in New Jersey do not inappropriately utilize radiation therapy services and, in fact, utilize the treatment to a similar degree as do free-standing radiation oncology centers and hospitals.

On Thursday, November 1, 2012, CMS issued the final fee schedule for CY 2013. In the rule, CMS finalized its proposal to reduce the time allotment for IMRT from 60 minutes to 30 minutes, but, critically, CMS included increases in other direct practice expense inputs associated with the delivery of radiation therapy that had the effect of dramatically mitigating the proposed cuts. Although final calculations are still to be made, once those increases are offset against the cut in time allotment, the overall cut in reimbursement is expected to be approximately 10 to 15 percent, as opposed to 40-plus percent. It was very gratifying that NJPCAC was able to make a contribution during the comment period that led to a victory that preserves our groups' ability to furnish radiation therapy services to prostate cancer patients.

NJPCAC Joins National Coalition to Support HR 5998

NJPCAC recently signed on to a letter in support of HR 5998, which is the legislation reforming the US Preventive Services Task Force (USPSTF). We had great support for this effort which is very important in light of the great harm to patients as a result of the USPSTF's recent recommendations against PSA screenings. Below is the full text of the letter.

October 1, 2012

The Honorable Marsha Blackburn
United States House of Representatives
217 Cannon House Office Building
Washington, DC 20515

The Honorable John Barrow
United State House of Representatives
2202 Rayburn House Office Building
Washington, DC 20515

Dear Representatives Blackburn and Barrow:

The undersigned organizations thank you for your leadership in introducing H.R. 5998, The "USPSTF Transparency and Accountability Act of 2012." Your legislation would amend statutory provisions related to the United States Preventive Services Task Force (USPSTF) to build on and codify the efforts the USPSTF has put in place recently to enhance transparency and public input regarding the development of USPSTF recommendations. Specifically, H.R. 5998 removes the focus on cost-effectiveness to maintain a stronger focus on quality and effectiveness, requires greater transparency and expert input in the Task Force process, and holds

the Secretary and AHRQ Director accountable for Task Force recommendations.

There has been concern regarding recent recommendations on screening mammography and prostate specific antigen (PSA) screening and the effects these recommendations have on limiting access to preventive care for Americans. Therefore, it is important to ensure that the USPSTF implement procedures that allow for meaningful input on recommendation development from specialists and stakeholders in the topic area under study.

Your legislation provides appropriate balance to enhance transparency and accountability in the USPSTF process. Again, the undersigned organizations thank you for your leadership and support.

Sincerely,

American Society of Clinical Urologists
American Urological Association
Astellas
Blue Ribbon Advocacy Alliance
Endo Health Solutions
Johnson & Johnson
Kidney Cancer Foundation
Large Urology Group Practice Association
National Association for Continence
New Jersey Patient Care and Access Coalition
Prevent Cancer Foundation
Prostate Conditions Education Council
Sanofi
Us TOO International Prostate Cancer Education and Support Network
Veterans' Health Council
Vietnam Veterans of America
ZERO – The End of Prostate Cancer



Advocacy Update

By Donald Sico, Donald Sico & Co. LLC

What Sandy Hath Wrought

So what does Super Storm Sandy mean for our advocacy efforts in Trenton? Quite a bit, but perhaps not as much as some of you may now think.

New Jersey government - both the Governor and his Executive Branch team as well as the Legislature - have and will correctly continue to focus its attention on how to rebuild the Garden State in the aftermath of the most devastating natural disaster in our history. This will be particularly true of the enormous effort that will be necessary to clean up and rebuild the Jersey Shore and Atlantic City.

The Legislature will turn its attention to appropriations and bills to help. The Department of Health will look after lingering health concerns. Even the focus of the Department of Banking and Insurance - which has been helpful to the Coalition on some of our payment and Out of Network issues - now has its attention turned to making certain insurance companies quickly assess damage and pay claims.

And while it is true that State Government should be able to both “walk up the stairs and chew gum at the same time,” it cannot do much more than that. Attention to our issues will have to wait, but not as long as you may suspect.

I served as Executive Director of the General Assembly from 1992 to 2002. During that period there were a few disasters with which we had to cope:

A slow-moving 1992 December “Nor’Easter” caused the worst flooding in 30 years in New Jersey and consumed huge chunks of our beaches and brought, at that point, a very divided government (Governor Florio, a Democrat, and the Legislature with veto-proof Republican majorities) together to rebuild.

The remnants of Hurricane Floyd wreaked havoc on Central Jersey in September of 2009 causing widespread flooding and billions in damage and put everything we were doing in Trenton on the back burner to appropriate funds.

And the terrorist attacks across the river at the World Trade Center on September 11, 2001, which took the lives of more than 700 New Jerseyans set us scrambling to establish new security and protections and fitting tributes to those who died.

Yes, we were both focused and consumed. But even with September 11th, it did not last. I was amazed in all those instances how quickly attention to other pressing issues was back on the front burner.

That is not to say that Sandy will not consume Trenton nor will it be somewhat long lasting. In fact, I was astounded by this analysis by Rutgers State Climatologist David Robinson, who said shortly after the storm had passed, “This is what we feared. I’m stretching to find a case where this storm could have been worse. Everything is unprecedented. I can reel off a long list of horrible storms, but I can’t think of any worse than this.”

And so while it may be a little more difficult than usual to get that meeting we have been looking to arrange with that certain legislator to discuss one of our important issues for a short while, rest assured this too shall pass. It may not seem like it now, but New Jersey and Trenton, will get back to normal.

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 him or her to join and to take a look at our [webpage](http://www.njpcac.org) (www.njpcac.org) for additional information. There is also a membership application form on the webpage they can use to contact us if they want to join.

New Jersey Patient Care and Access Coalition

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