



THE FLORIDA UROLOGIST

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President's Message

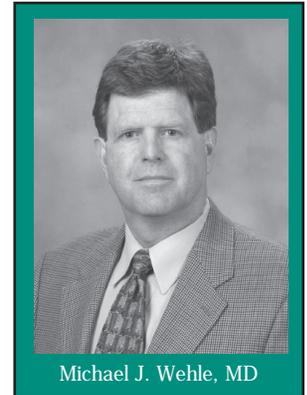
Michael J. Wehle, MD

I would first like to congratulate T.J. Ross and his wife Carolyn for hosting and making possible one of the best FUS annual meetings on record. If you did not attend this year's meeting you missed a wonderful event. Philipp Dahm, MD, put together an innovative and informative didactic session. Thank you Phil for all your efforts. The format was unique and instilled new life and enthusiasm into our medical program. We were fortunate to have Dr. Pearle, Dr. Hollenbeck, Dr. Anger, Dr. Kibel and Dr. Trachtenberg as guest lecturers for the medical portion of our meeting. In addition we had our own talented members of the FUS present many interesting lectures. Our sincere thanks to all the FUS members who gave their time and effort in presenting the society with such a first class medical session. As in years past, the residents from the four Florida training programs did a fabulous job participating in the debates and pyelogram session. These young men and women made us all take notice of the immense talent that we possess within our state academic training programs and society.

The socio-economic portion of the meeting was equally informative and provocative. Dr. Monnig and Dr. Schlossberg were our guests for that portion of the meeting. In addition to our guests, T.J. Ross, Tom Brown, Marty Dineen and Ron Castellanos all gave wonderful presentations. The FUS is fortunate to have Wendy Weiser, Sue O'Sullivan, Donna Kelly and Stephanie Bodanyi to assure that all the countless details of the meeting come together. Finally, the social programs and the accommodations were exemplary. The 2010 meeting will have a very tough act to follow.

I would like to sincerely thank all the members of the FUS for allowing me to be your president. I'd especially like to thank Tom Stringer, Zev Wajzman, and Scott Sellinger for encouraging me to become more involved in the FUS years ago. It was good advice from good friends. I hold this challenge and responsibility with great enthusiasm and solemn respect. Over the years we have witnessed the past presidents perform admirably. I hope to follow their example. We have a remarkable organization. I don't believe there is any state urological organization that equals the numbers, talent, and commitment we possess in the FUS. Having said that, I think our potential to improve and grow is great. In these difficult and changing times we must all strive to innovate and improve our organization. I look to all of you for help and guidance during my term as president to achieve our potential. We have a large membership; in fact we are larger than some of the smaller sections in the AUA. Unfortunately, many of our

urologic colleagues in the state do not belong to the FUS or those that are members do not attend the annual meeting. I would like to ask all of you to try to encourage those colleagues that are not members to consider becoming a member this year. Please encourage any member that you know who has not attended our meeting to consider attending this year's meeting. In addition, our organization would be enriched if more of our PAs and nurse practitioners would be encouraged to join. It is vital to our organization's future health to include more of Florida's urologic community.



Michael J. Wehle, MD

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Do you know of a colleague who would like to join the Florida Urological Society?
Just call the FUS office at **(847) 517-7249** or visit our website at **www.flaurological.org** today!

Many thanks to the members of the society's committees. Your unselfish time and effort is much appreciated and is essential to the organization's success.

Financially the FUS is in good health. FUS's financial health is an ongoing endeavor. Each of us needs to encourage industry support, which is absolutely key to our future. Thanks to past leadership and hard work by WJ Weiser & Associates we currently are in good status. We will need your help and ideas to keep our financial health.

On a sad note, we wish to express our sincere sorrow and support to Marc Cohen and his family. Marc's wife, Kris Cohen, passed away this fall. All of our prayers and thoughts are with Marc and his family.

This year's coming FUS meeting will be held at the Loews Portofino Bay Hotel in Orlando, Florida, September 2-5, 2010. The Portofino resort offers a wonderful venue for adults and children, the best of both worlds. The central location in the state will hopefully make it convenient to attend. Vinny Byrd is putting together a great medical program and we plan to have an equally informative socio-economic forum. As always, a full social program with great fun, conversations and camaraderie will be a big part of the event. Please mark it on the calendar and think of at least one member or potential member to attend in addition to yourself. Thank you for your time and support and look forward to seeing you in Orlando at our next meeting.

Secretary/Treasurer's Report

Terrence Regan, MD



A number of issues and Local Coverage Determinations (LCDs) have involved urology over the last few months. It goes without saying that these are interesting times in healthcare and that the current

discussions on healthcare reform turnout are hardly predictable.

The Florida Urological Society urges industry and device makers to seek a Category I Code for all new devices. This has been particularly important over the last few months as new devices have been seeking a Category III Code and have been

asking for our assistance. Ultimately, the decision to allow a Category III Code is up to our local carrier, First Coast Service Options (FCSO). We certainly have been asked for input by the carrier, but we would prefer that industry seek a Category I Code. I have been asked by a number of members to help with pricing on devices with Category III Codes. After doing this for a while, it is in the best interest for the patients, urologists, and industry that they seek a Category I Code, as our carrier will be very stingy with the payments on Category III Codes.

A LCD has been issued for stereotactic radiation (cyber knife), and prostate cancer will be covered on a case-by-case basis. This generated a lot of discussion and a fair amount of controversy. FCSO did not feel that enough peer review data had been published to warrant coverage for prostate cancer. Under what could be perceived as a tremendous amount of pressure, FCSO decided to cover this service on a case-by-case basis. The carrier wants to be informed if any providers are aggressively marketing stereotactic radiation for prostate cancer, as "prostate cancer mills" are not their intention.

FCSO is also looking at developing a LCD for saturation biopsy. Although nothing is set in stone, they are looking very carefully at this code. With the assistance of our national organization, we have been aggressively campaigning to leave this code alone. FCSO is also looking at the 51700 (bladder irrigation, simple, lavage and/or instillation). A number of providers are billing this code several times for the same patient visit. I suspect they will be looking very closely at this claim and will likely review the coverage determination.

I am not sure what the next few months or years will bring. I am not sure that the Medicare Advisory Committee will continue to exist under the current healthcare overhaul. At the present time we have a good working relationship with our carrier that has served urology well over the last few years. What Washington does this year may change that dramatically.

Terrence Regan, MD

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Address Corrections Requested

Please notify the FUS of any changes in your contact information, including change of address, phone or fax numbers, and email address. This information is disseminated only to the membership and is used for networking, one of our primary missions. Thank you!

Nominating Committee Report

Bob Newman, MD



Each year the Nominating Committee is charged with nominating members of our society to serve in a variety of positions. The Committee is made up of the two most recent past presidents and an elected member-at-large. Adam Ball, MD, currently holds the latter position. Eduardo Puente is the alternative member-at-large. The terms for both of these individuals expire in 2010. The most senior past president serves as chair of the committee.

The Nominating Committee will meet prior to our next annual meeting to develop a slate that will be presented to the FUS membership. The election will take place at our meeting in Orlando, September 2 – 5, 2010.

At our last meeting in Naples, the following officers were elected for a one-year term:

President – Mike Wehle, MD
President-Elect – Mike Grable, MD
Secretary/Treasurer – Terry Regan, MD
Past President – T.J. Ross, MD

Other members of the Executive Committee and their terms of office are:

Gregory Broderick, MD	2008 – 2010
Carlos Ramos-Robinson, MD	2008 – 2010
Sijo Parekattil, MD	2008 – 2010
Marc Cohen, MD	2009 – 2011
Lawrence Hakim, MD	2009 – 2011
Vipul R. Patel, MD	2009 – 2011

We are fortunate to have five delegates to the Southeastern Section of the AUA. The number of members in the state society determines the number of delegates from each state. With over 500 members, Florida has the largest state society in our Section.

For each delegate there is an alternate delegate. Both delegate and alternate delegate positions are for three years. Delegates and alternate delegates are asked to attend the annual board meeting of the Southeastern Section. In the event of a vote, Florida (FUS) has five votes; one for each delegate slot. Alternate delegates cannot vote unless one of our elected delegates is absent. In most circumstances, when a delegate completes his or her term, an alternate delegate becomes a delegate.

Our current SESAUA representatives and alternate representatives and their terms of office are as follows: (Terms of office begin at the close of an SESAUA annual meeting and expire at the close of this meeting three years hence.)

Julio Pow-Sang, MD	2007 - 2010
Michael Jenkins, MD – Delegate	2008 - 2011
Michael Grable, MD – Delegate	2008 - 2011
G. Austin Hill, MD – Delegate	2009 - 2012
Steve Hulecki, MD – Delegate	2009 - 2012
David Jablonski – Delegate	2010 - 2013
David Jablonski – Alternate Delegate	2007 - 2010
Rafael Carrion, MD – Alternate Delegate	2008 - 2011

Michael Erhard, MD – Alternate Delegate	2008 - 2011
Vincent Bird, MD – Alternate Delegate	2009 – 2012
Michael Binder, MD – Alternate Delegate	2009 – 2012
Joshua T. Green, MD – Alternate Delegate	2010 – 2013

In addition to these elected positions, the president appoints the annual scientific program chair and several standing committees including Bylaws, Legislative and Government Policy, and Membership. If you would like to serve in one of these positions, please contact our president Mike Wehle, MD.

Historically, those who are nominated and elected as officers have served on the Executive Committee as a delegate to the Section, or have been appointed to a position by the president. In most past circumstances, the secretary/treasurer has moved up to president-elect and then to president.

We will elect members to the following positions at our fall 2010 meeting:

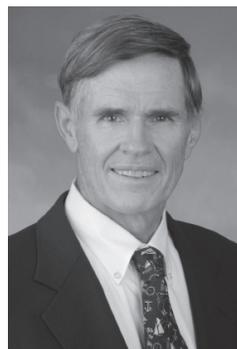
President
President-Elect
Secretary/Treasurer
Three Executive Committee Members
Two Southeastern Section Delegates
Two Southeastern Section Alternate Delegates
Nominating Committee Member-at-Large
Nominating Committee Alternate Member-at-Large

The success of our society is based on participation by you, our members. If you would like to nominate a member of our society for a position or would like to be considered yourself, please contact me at newman@urology.ufl.edu or johnross@tampabay.rr.com.

Bob Newman, MD
2009 Nominating Committee Chair

Report from the Immediate Past President

T. Johnson Ross, MD



Our 2009 Florida Urological Society Annual Meeting in Naples, Florida was well attended and helped further by the lack of a hurricane and strong vendor support. Dr. Philipp Dahm put together an excellent scientific program that was appreciated by all. We also had outstanding speakers for our socioeconomic program as well as an informative session for office and practice managers. The Naples Grande Beach Resort provided a good setting for our meeting and social events. I want to personally thank all of you that attended and hope that this meeting met or exceeded your expectations.

Our total attendance for the meeting was 159, which included urologists, residents and speakers. In addition there were 60 vendors and 35 spouses. WJ Weiser & Associates did a superb job in organizing and coordinating the numerous activities.

I believe our society will remain strong through continued leadership by Dr. Mike Wehle, our new president, and a very supportive board and management group. As changes in our

healthcare system are currently evolving in Congress, it is vital that we continue to support our Florida Urological Society and our other urologic societies.

Once again, I want to express my sincere appreciation to the members of our society for your support and for the privilege of serving as your president this past year.

Sincerely,

T. Johnson Ross, MD

Florida Urological Society State Affairs Update

Matt Swentkofske

Advocacy is Key to Legislative Success in Upcoming Session

The 2010 Florida Legislative Session will begin Tuesday, March 2, 2010. State senators and representatives will return to Tallahassee and again debate the health policies that will affect your practice and how you treat your patients. There is the old adage that speaks of legislators as sausage makers that beg the question, "How well do you know your Florida sausage maker?" Florida lawmakers have enormous influence over how you treat your patients and how you run your business. Does it not make sense for a urologist to become a close friend of the sausage maker and maybe you'll get the kind of sausage you want? Relationships are key to effective advocacy so let's explore how Florida urologists can be better advocates.

Relationships are key to any effective advocacy plan, and it is important that urologists get to know their "sausage makers" personally. In almost every state capitol, urology confronts legislative threats designed either to remove services urologists offer to their patients or reduce the amount a urologist gets reimbursed for the services they perform. For example, when radiology proposes a bill granting their members a virtual monopoly over imaging, urology needs strong legislative relationships so an advocate can walk into a legislative office and explain why this imaging bill is bad for urology and damaging for overall healthcare. It's not always this simple, but establishing that personal relationship can make all the difference in the world.

So where do you start? The most important thing to do is to make that initial introduction. A simple hello is a perfect jumping-off point into your new role as an advocate. This can be as easy as a phone call, a personal note or an email. Take five minutes out of your busy day and contact your legislator's office. Explain who you are and what your concerns are, and remember, it is key to always thank the legislator for any time they give to you. Like you, they are extremely busy and deserve that respect. While simple, it is a critical part of being an effective advocate.

A great next step might be to invite your state legislators to your office for a tour. Think of it as a "take your legislator to work day." This is a great relationship-building activity that benefits both parties. It allows a doctor to showcase what a urologist does and how their practice benefits the healthcare system. It also permits the legislator to discuss healthcare with the people who are actually treating their constituents. The hour you and your staff invest will pay dividends down the road, because it is harder to vote against a

face you know than one you don't.

How does this personal advocacy play out? Why is it so critical?

Say you invite a state senator out to your offices for a tour this January. You educate him or her on the value your office adds to the community and the patients you treat. You demonstrate how important it is for you to be able to continue operating your in-office CT scanner or ultrasound machine so you can diagnosis and recommend certain treatments. The day goes well and the legislator truly "gets" the value a urologist adds to the healthcare system in Florida. Flash forward to April.

The American College of Radiology introduces a bill in the Florida senate that removes your ability to conduct a CT scan, but because of the visit, the legislator understands the urological perspective and how this scanner can lead to better early diagnosis. The personal relationship you just developed allows you to reach out to the state senator and explain your side of the issue, while the tour provides the legislator a visual of how that scanner betters healthcare for your patients. While personal advocacy will never guarantee a yes or a no on a particular bill, it will assure urology's side being heard.

State legislative challenges for urologists, like the example above, will come in many forms. The best way to battle is through building strong relationships with your "sausage makers." That way you will be in a position to suggest some changes to the sausage recipe. So contact your state legislators today and start building that relationship to be a better advocate.

If you need assistance setting up meetings with your state legislators or conducting an office tour, **please do not hesitate to contact Matt Swentkofske, AACU State Affairs Manager at (847) 517-1050 or email statesociety@aacuweb.org.**

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- 1957 Frank J. Pyle, MD
- 1956 * David W. Goddard, MD
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- 1953 George H. Putnam, MD
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- 1952 Lee Sharp, MD
- 1951 Alvin Mills, MD
- 1950 * Arthur F. Turner Jr., MD
- 1949 * Milton M. Coplan, MD

(*indicates deceased)

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2010 FUS Annual Meeting

September 2 – 5, 2010

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