



## Wisconsin Radiological Society

### Board of Directors Meeting

9:00am – 1:00 pm - Saturday, October 7, 2006 (lunch provided)

Marriott Milwaukee West

W231 N1600 Corporate Court, Waukesha, WI • [www.marriott.com/mkemw](http://www.marriott.com/mkemw)

**Call to order:** Gregg A. Bogost, MD, President; M. Kristin Thorsen, MD, President-Elect; Gerald M. Mulligan, MD, FACR; Timothy Andrew Bernauer, MD, Michael A. Braun, MD, Timothy Andrew Crummy, MD, Directors-At-Large; Joseph J. Budovec, MD, Resident Section; Michael Blumenfeld, Legislative Counsel; Jen Hallett, Jane A. Svinicki, CAE, Staff; Robert Breger, MD Guest.

**Excused:** Lonnie Simmons, MD, Vice President; Lynn S. Broderick, MD, FACR, Secretary/Treasurer; Patrick A. Turski, MD, FACR; Cameron F. Roberts, MD, FACR; Paul Larson, MD, FACR; William J. Pao, MD, Timothy Lee Swan, MD; Gary Sudakoff, MD; Michael Zinda, MD; Rick Gerard Thyes, MD; John Aufderheide, MD.

**1.0 President's Report – Dr Bogost:** Dr. Bogost called the meeting to order. He thanked the Board members present for attending. He said that transition issues were nearing completion and the Board would discuss resolving the situation with the former management during the meeting. One of his priorities is to update and reactivate the WRS Committees.

#### **2.0 Secretary Treasurer Report**

**2.1 Financial Report:** J. Svinicki gave the report for Dr. Broderick who was not able to attend. Current assets are \$32,431.59, however, checking account statements are now being forwarded to J. Svinicki for reconciliation and several are currently in transition. Dues deposits made by Dr. Broderick before the address change have not been reflected. J. Svinicki said that dues were anticipated to meet the target of \$54,000 for 2006. Expenses were also on target and WRS should meet the 2006 net revenue projection of approximately \$5,000.

J. Svinicki suggested opening a money market account at M & I Bank (currently paying 4.5%) for excess funds. She can transfer between the M & I checking and money market accounts by fax or phone, maximizing the interest. The current M & I checking account pays interest of only .5%.

**MOTION:** It was moved by G. Mulligan and seconded by M. Braun to open a money market at M & I Bank for WRS. **Motion passed.**

**2.2 Board of Councilors Minutes of April 21, 2006:** The minutes of April 21, 2006 were circulated in advance.

**MOTION:** It was move by G. Mulligan and seconded by T. Bernauer to approve the minutes of the April 21, 2006 Board of Councilors meeting. **Motion passed.**

**3.0 Committees:** Dr. Bogost circulated a list of the current committees with membership. He requested members review their Committee assignments and make suggestions for additional members. Committee members can be outside the Board members. The current members of the Board of Councilors were reviewed. Dr. Breger expressed interest in having a representative from his practice active in WRS.

**Action:** G. Bogost will call Paul Grebe about his interest in continuing on the Board of Councilors.

**3.1 Nominating Committee:** The members of the Nominating Committee are specified by the Bylaws. **Members:** Paul Larson, Gerald Mulligan, Lynn Broderick and Lonnie Simmons.

“This committee shall present to the annual meeting nominations for all offices established in these bylaws and shall, when possible, consist of three past presidents, and at least two members elected by the chapter who are not members of the Executive Committee.”

**3.2 CAC (Medicare Carrier Advisory Committee): Members:** Gerald Mulligan, William Pao. Dr. Mulligan reported on the most recent meetings of the CAC. This is a regional Committee made up of the Medicare carriers representatives and physicians in Wisconsin, Minnesota, Michigan and Illinois. Each state has its own medical director. The Committee existence and make-up is mandated by CMS. The Committee has at times become a reporting vehicle for carriers but should primarily deal with policies.

**3.3 Private Sector Payer Committee:** Dr. Crummy reported on the activities of this new committee. **Members:** Tim Crummy, Chair; Greg Bogost, Tim Swan, Gerald Mulligan, M. Kristin Thorsen, Prakkash Chhabria and Michael Braun.

The Committee met with Blue Cross/Blue Shield in September. At the meeting the impact of self-referral was discussed and BC/BS representatives did not seem aware of the issue. BC/BS put into place a new pre-approval process starting in April. The Private Sector Payer Committee plans to pursue meetings with other large insurers in Wisconsin. Companies suggested were: United Health Care, WPS, Humana, and Security Health. There was discussion on the impact of benefit management companies.

Dr. Braun reported on his participation as on the WPS Insurance Co. Physician Advisor Committee. The Committee meets 3-4 times a year to set medical guidelines for payment practices (similar to CAC). Dr. Braun will continue on the Physician Advisor Committee but focus his participating on the WPS Committee. Dr. Breger said that his group would be willing to help with the WPS guidelines review.

It was also suggested that Pam Kassing at ACR is a resource for insurance guidelines.

Dr. Crummy said the best way to provide information is to develop a relationship with insurance carriers.

**Action:** It was determined that meetings with CAC and other private payers should be distributed to the WRS membership in the newsletter.

**3.4 Legislative Committee: Membership:** Gregg Bogost, Chair; Gerald Mulligan, Timothy Crummy, M. Kristin Thorsen, Lonnie Simmons, Timothy Lee Swan, John Aufderheide.

M. Blumenfeld provided an update on state legislative activities. He distributed a list of bills he is monitoring, if not acted upon, these will expire at the end of the legislative session. If Board members want to continue promoting any bills, contact him with the information.

**Technologist Licensing:** M. Blumenfeld reported on activities to enact regulations to require technologist licensing by the Wisconsin Society of Radiologic Technologists (WSRT). Senator Carol Roessler requested that legislation be drafted to require licensure, rather than making a rules revision (which would have been easier). The Secretary of the Department of Regulation and Licensing spoke at the WSRT meeting. The certification program to obtain licensing would be run through the national technologists organization. M. Blumenfeld reported that there has been an attempt to pass national legislation on technologist licensing. Over 30 states have enacted some form of technician licensure.

**3.5 Bylaws Committee:** J. Svinicki reported on behalf of the Bylaws Committee. **Members:** John Aufderheide, Chair; Paul Larson, Michael Braun, Patrick Turski, Gerald Mulligan.

Svinicki presented the changes proposed. The changes will allow the WRS Board of Directors and membership to take action and vote by electronic means (conference call, fax, and email). The wording was drafted by an attorney for use by her clients. The standard for holding an electronic vote is higher than in person meetings. At meetings of the Board 2/3 of members eligible to vote must approve the decision; at meetings of the membership, 51% of members eligible to vote must approve the decision.

**MOTION:** It was moved by G. Mulligan and seconded by M. Braun to approve the Bylaws changes and forward them to the WRS membership for approval at the next membership meeting (April 2007). **Motion passed.**

Dr. Aufderheider had a concern with article 4, section 1 - under this section of the bylaws an internist with boards in nuclear medicine and no radiology training could become an active member.

**ARTICLE IV – MEMBERSHIP - Section 1**

1. Active Membership. An active member shall:

a. be a physician certified in radiology or one of its recognized branches by the American Board of Radiology, the American Osteopathic Board of Radiology, or the Royal College of Physicians and Surgeons of Canada; **or engaged in nuclear medicine on a full-time basis and certified by a specialty board that is a member of the American Board of Medical Specialties or its Canadian equivalent.**

**Action:** J. Svinicki will review the section with ACR staff, as the WRS bylaws must mirror the ACR bylaws.

**3.6 Program Committee:** Traditionally the WRS President has served as Chair of this Committee. **Members:** Gregg Bogost, Chair; Michael Braun, Lynn Broderick, Lonnie Simmons, M. Kristin Thorsen, Paul Larson.

Dr. Bogost discussed the date, location and content of the Spring meeting. The meeting will be held jointed with the Milwaukee Roentgen Ray Society. J. Svinicki said she had two potential locations available on April 27-28, 2007, the Marriot Milwaukee West (site of the board meeting) and The American Club, Kohler, Wisconsin. The American Club hotel room costs were higher (\$194), however, rooms would also be available at the Inn on Woodlake for a lower cost (\$110).

-The meeting will be held at the American Club on Saturday, April 28, 2007 with the Board meeting held on April 27, 2007 in the evening.

- The program will include both CME, economic and legislative presentations. A deadline to complete the program content and begin promotion will be December 31, 2006.
- The annual meeting will be held over lunch on Saturday, April 28, 2007.
- The WRS will solicit grant funds to assist with the meeting. Vendor displays will be allowed for a fee.
- Support for Residents attending the program will be considered.
- A small golf outing will be planned for Saturday afternoon.
- The Committee will consider holding forums for residents and practice presidents at the meeting.

**Action:** M. Braun will provide G. Bogost contact info for GE Medical grants.

**Action:** Board members will provide program ideas to G. Bogost.

**3.7 Informatics Committee: Members:** Gregg Bogost, Chair; Charles Khan, Timothy Crummy, Gary Wendt, Nicogosian.

**3.8 Fellowship Committee: Members:** Gregg Bogost, Chair; Paul Larson, Lynn Broderick Lonnie Simmons, Gerald Mulligan, M. Kristin Thorsen.

Nominations from Fellow Candidates are due to ACR on May 1, 2007 (for the May 2008 class of Fellows). The Chapter's role in the Fellowship process includes seeking appropriate candidates for fellowship and reviewing the applications. Additional chapter responsibilities include:

- reviewing nomination forms for completeness and accuracy;
- determining which nominations to forward to the College;
- determining whether to directly endorse an individual or to concur in the nomination made by two or more Fellows; and
- forwarding the nomination package to the College and serving as a contact for matters relating to the nomination.

**Action:** J. Svinicki will clarify the Fellowship deadlines and forward them to the Committee members.

**Action:** The next WRS newsletter will include information on the Fellowship process.

**Action:** Staff will put information on the Fellowship process on the WRS website

**3.9 Radiologic Practice Committee:** This committee shall be charged with the duty of assisting members of the chapter in the practice economics of radiology in accordance with the principles and policies of the American College of Radiology. This committee will also relate to the third-party insurance carriers.

**3.10 Judicial Affairs Committee:** This committee shall consider charges of unethical conduct involving a member of the chapter and shall transmit its recommendations to the Executive Committee of the chapter. The Judicial Affairs committee shall be composed of three members appointed by the president with the approval of the Executive committee. Where possible, except for the chairman, members of the Executive Committee shall not be appointed to the Committee on Judicial Affairs.

**3.11 Technologist Advisory Committee: Members: Members:** Cameron Roberts, Chair; Paul Larson, Lonnie Simmons and Rick Gerard Thyes.

This committee shall assist organizations and individuals in projects and programs undertaken to advance radiologic technology. Dr. Bogost reported that the annual Technologist fund raising letter was sent to all WRS members.

**3.12 Economic Committee: Members:** M. Kristin Thorsen, Chair; Gregg Bogost, Timothy Bernauer, representative from Dr. Breger's practice. The Committee discussed the need to discourage the practice of self-referral.

B. Breger reported on the high incident of self-referral in Milwaukee. There was Board discussion on past activities to address this issue, including actions taken by ACR. Hospitals have also seen a loss of revenue as a result of increased self-referral. Potential actions to address this issue in Wisconsin were discussed. It was suggested to present the factors of increased cost and lower quality as the two primary reasons to be concerned.

**Action:** M. Blumenfeld will contact the Wisconsin Hospital Association and discuss their concern about the issue of self-referral. He will seek to determine who else will support limitation on self-referral.

**Action:** Staff will contact ACR to determine if there is self-referral legislation in other states (MA, CA, FL, TX, MD and IL were mentioned) that can be used as a model for Wisconsin legislation.

**Action:** M. K. Thorsen will Chair an Economic Subcommittee to address the self-referral issue.

**Action:** Larger private payers such as United Healthcare and BlueCross/BlueShield, might also be contacted to collect data on self-referral, at least for Medicare.

**3.13 Membership Committee:** J. Svinicki presented a list of 33 delinquent members for 2006. She said that there have been 4 new members and 11 members transferring into Wisconsin.

**Action:** Staff will request an updated list from ACR before sending a final request for payment to delinquent members.

**4.0 Resident and Fellow Section Report:** Dr. Budovec reported that the Resident section would be meeting in the late fall. The Section is looking for ways to link Residents with practices directly. The Section President will be Jody Riherd as of March 2007. The Section President and Vice President will attend the ACR meeting. According to the bylaws the Section President and Vice President must be from two different programs.

**5.0 RAA/RADPAC Report:** Dr. Mulligan reported on the activities of the RAA/RADPAC. He said that Wisconsin members have contributed over \$10,000. This is slightly down from last year. He encouraged all members to give to the PAC.

## **6.0 Old Business**

**6.1 Disposition of the Former Administrator:** M. K. Thorsen presented information on the financial dealings of the last administrator. Approximately \$21,000 was taken in unauthorized expenses and salary. It was felt that the funds would be difficult to collect as the former administrator is out of business and the amount is small for legal action.

**Action:** Staff will contact the Better Business Bureau to file a complaint.

**Action:** Staff will discuss with the Pewaukee Police Department the process for filing a complaint.

**Action:** J. Svinicki will continue to monitor the business activities of the former administrator and alert the Board if he plans to re-enter the association management business.

**6.2 Newsletter Summary:** J. Svinicki reported that the newsletter had been sent to 502 members and recorded open by 94 users with html (text email users are not recorded by the software). Website hits for the week the newsletter was sent were 199; the following week the hits were 151.

**6.3 Rad Tech Education Fund:** J. Svinicki reported that a fund raising mailing had been sent to all WRS members for the fund.

**6.4 New State Appointments:** No action at this time.

**6.5 WMS, MCOW Med Student Forum:** Dr. Bogost reported that volunteers had been solicited to cover both forums.

## **7.0 New Business**

**7.1 State Districting:** The division of the state into districts with key contacts was discussed. It was decided instead to create a database of practices in the State (with group name, hospital affiliations, and group member names) consisting of more than five radiologists. This would act as a resource for member action, communication, mobilization and for resident's seeking jobs to refer to.

**Action:** Staff will develop a practice list using information from ACR and the list on the Milwaukee Roetgen Ray Society website. The list shall contain practices of five or more radiologists. The list will include the Chairs of the teaching departments (MCW, UW-Madison, Gunderson and Marshfield) and include in the record the name of the administrative head of the practice as well.

**7.2 Website/Bulletin Board:** J. Svinicki demonstrated available bulletin board software that could be placed on the WRS website. It was determined not to proceed with an electronic bulletin board at this time.

**7.3 ACR QA Requirements:** Dr. Braun discussed a notification he received on QA requirements.

**Action:** Bogost will contact Paul Larson for information on ACR changes in the QA requirements.

**8.0 Adjournment:** The agenda was completed and the meeting adjourned.

Respectfully submitted,  
Jane A. Svinicki, CAE  
(Drafted 10/12/06)