

# This is YOUR Medical Society




We are a diverse group  
of practicing physicians  
who volunteer our time

The background is a solid teal color. At the bottom of the image, there is a silhouette of a mountain range in a slightly darker shade of teal, extending from the right side towards the center.

# ...and our members cover the spectrum of the profession



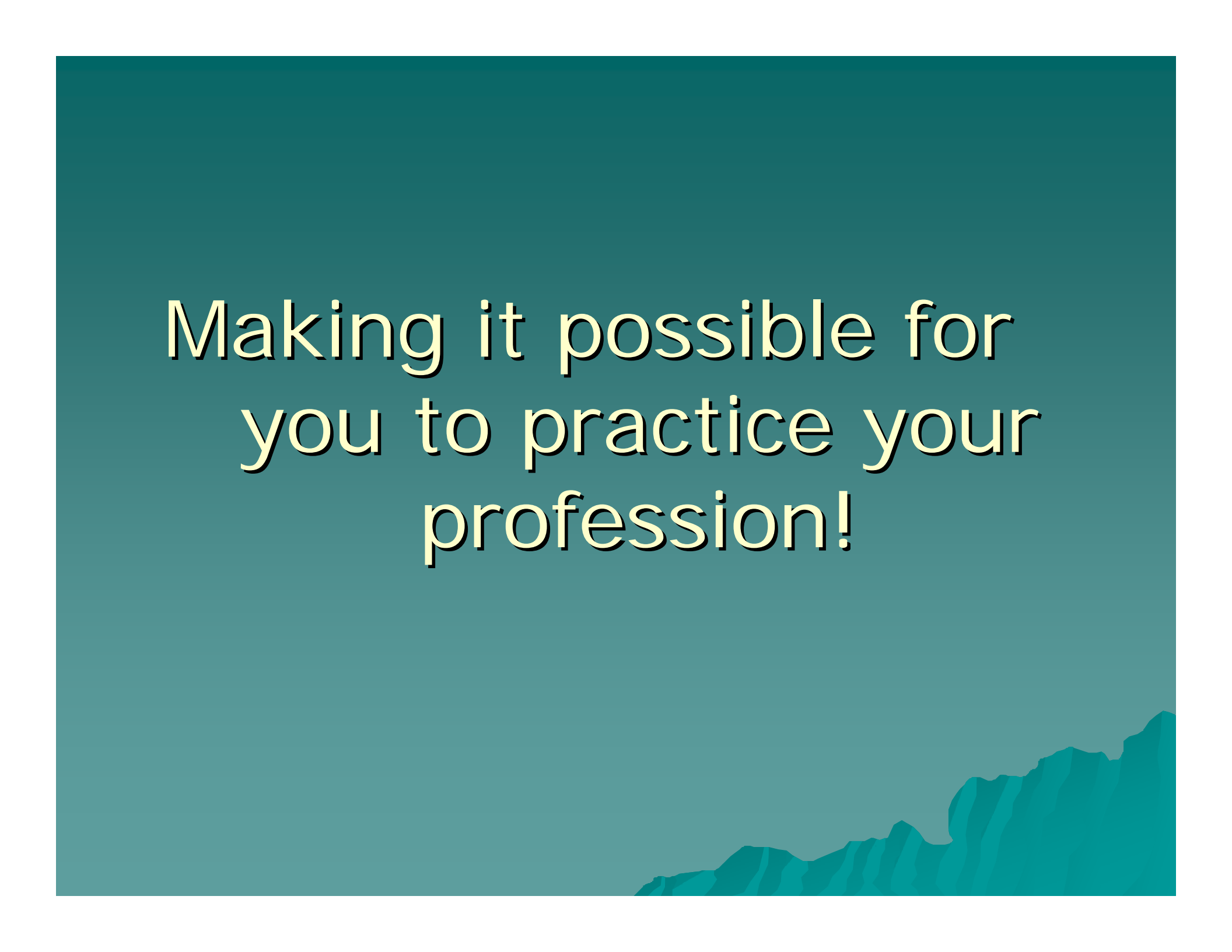
Supported by your  
colleagues in **all**  
**specialties** who recognize  
the importance of uniting  
as members of  
**one profession**  
to achieve our goals

A stylized silhouette of a mountain range in shades of teal, located at the bottom right of the slide.

What have we been  
doing for you?



Making it possible for  
you to practice your  
profession!

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# Recently, our members


- ◆ Helped defeat the 10% cut in Medicare fees, which would have led to similar cuts by other payers
- ◆ Convinced the Governor to freeze malpractice premiums, saving you or your employer from an increase of 11%-29%

- ◆ Defeated the planned \$400 increase in physicians' biennial registration fees
- ◆ Won enhancements in Medicaid fees for primary care
- ◆ Upheld and expanded due process protections in professional discipline
- ◆ Defeated a proposed physician procedure surcharge of 9.63%

How can we do it?



Because MSSNY and its county societies have the clout

- ◆ To coordinate what's required for such a huge effort
  - ◆ To organize physician members at the grassroots level
  - ◆ To form strong bonds with cohorts
- 
- A stylized, low-poly mountain range graphic in shades of teal, located in the bottom right corner of the slide.


You've probably heard our radio ads regarding the need for relief on our medical liability rates. Our funding partners in this endeavor were

- ◆ Health Care Association of NYS (HANYS)
- ◆ Greater New York Hospital Association
- ◆ South Nassau Hospital Medical Staff
- ◆ Huntington Hospital Medical Staff
- ◆ New York Methodist Hospital Medical Staff
- ◆ St. Catherine of Siena Medical Center Medical Staff
- ◆ New York Presbyterian Health System
- ◆ ACOG

What else have we achieved?

The image features a solid teal background. In the bottom right corner, there is a stylized silhouette of a mountain range with several peaks of varying heights, rendered in a slightly darker shade of teal.

Our class-action lawsuits  
against managed care  
organizations have brought  
settlements...


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with Aetna,  
Anthem/Wellpoint, CIGNA,  
HealthNet, Humana,  
Prudential, Blue Cross/Blue  
Shield Association and  
Excellus that have...


Raised the bar defining  
acceptable business  
practices



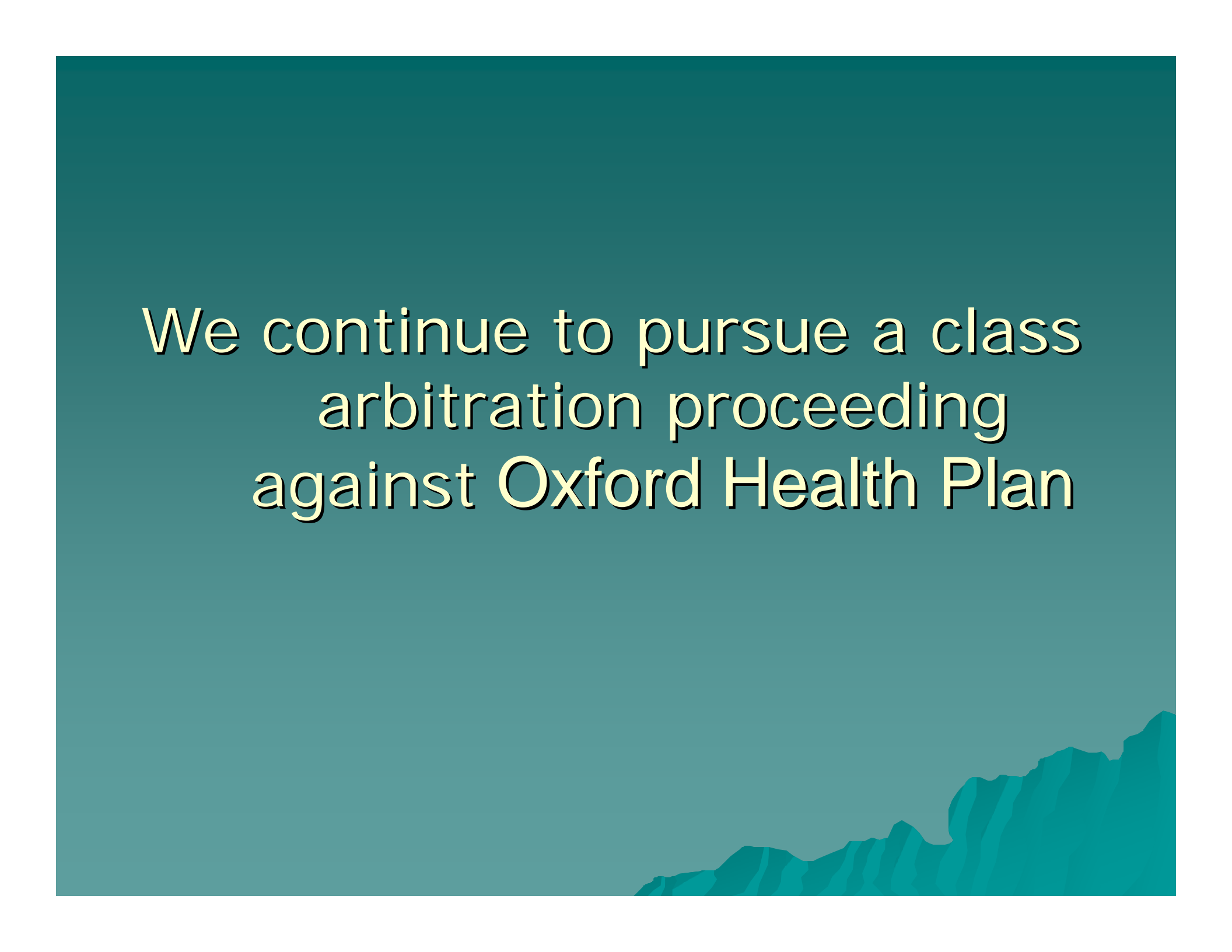
Brought \$1.6 billion in  
accommodations to  
physicians

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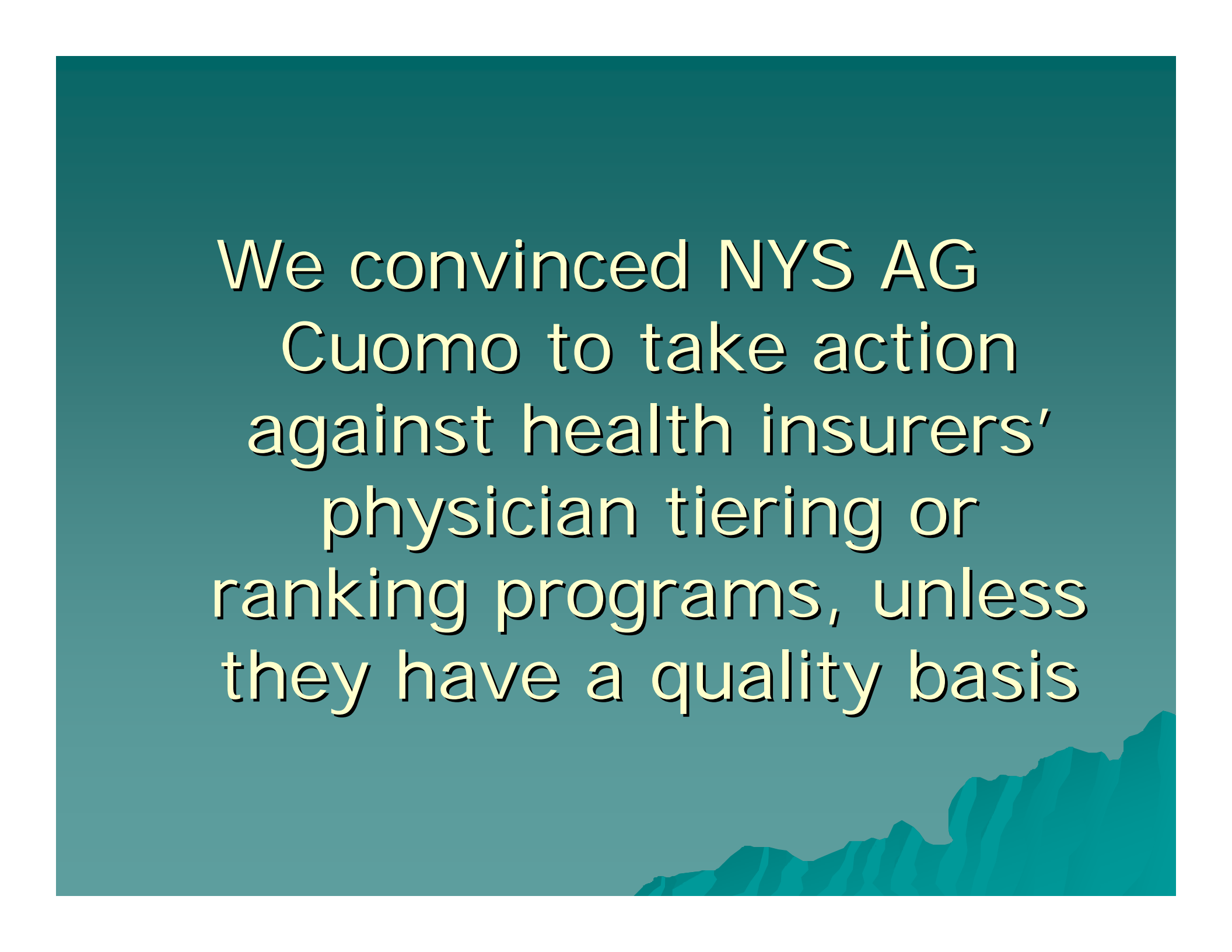
And won more than  
\$500 million  
in direct payment  
recoveries

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We continue to pursue a class  
arbitration proceeding  
against Oxford Health Plan

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We convinced NYS AG  
Cuomo to take action  
against health insurers'  
physician tiering or  
ranking programs, unless  
they have a quality basis



He's also validated our  
lawsuit challenging  
United Healthcare with  
using their Ingenix  
database to understate  
usual, customary and  
reasonable fees...


...by filing a similar suit  
against them on  
behalf of patients

- ◆ United settled with AG Cuomo and will pay \$50 million for establishment of an independent UCR database to replace the one run by Ingenix.

- ◆ United then settled the MSSNY/AMA lawsuit with agreement to make \$350 million in payments to a settlement fund – the largest monetary settlement of a class action suit against a single US health insurer

- ◆ AG Cuomo has now secured agreements with 12 health insurers who used the Ingenix database for UCR determinations
- ◆ His office has secured nearly \$100 million from insurers for creation of an independent database
- ◆ Every insured New Yorker is now covered by his reforms

# Managed care reforms MSSNY has achieved through legislation include

- ◆ Payment for pre-authorized care
  - ◆ Two-year time limit on refund demands
  - ◆ 90-day time limit on credentialing decisions
- 


# We continue to seek additional reforms:

- ◆ To end abusive health insurer practices that delay needed care, and to better assure appropriate and timely payment for care

- ◆ To permit physicians and other health care providers to collectively negotiate contracts with health plans

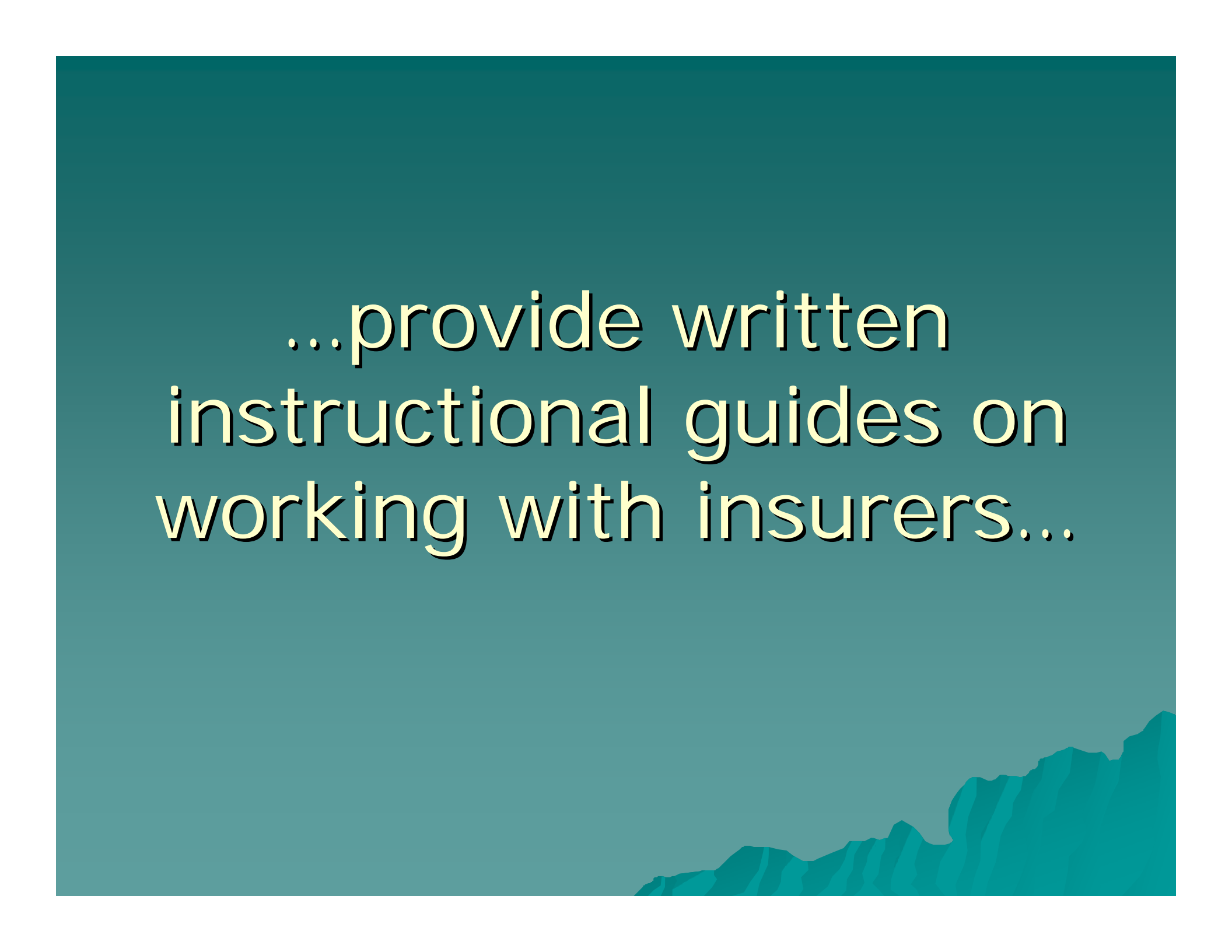
- ◆ And to provide remedies when there are credentialing delays or failures to respond to requests for pre-approval

We help members and  
their staffs with day to  
day reimbursement  
problems...

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...fight individual claim  
disputes on their behalf...

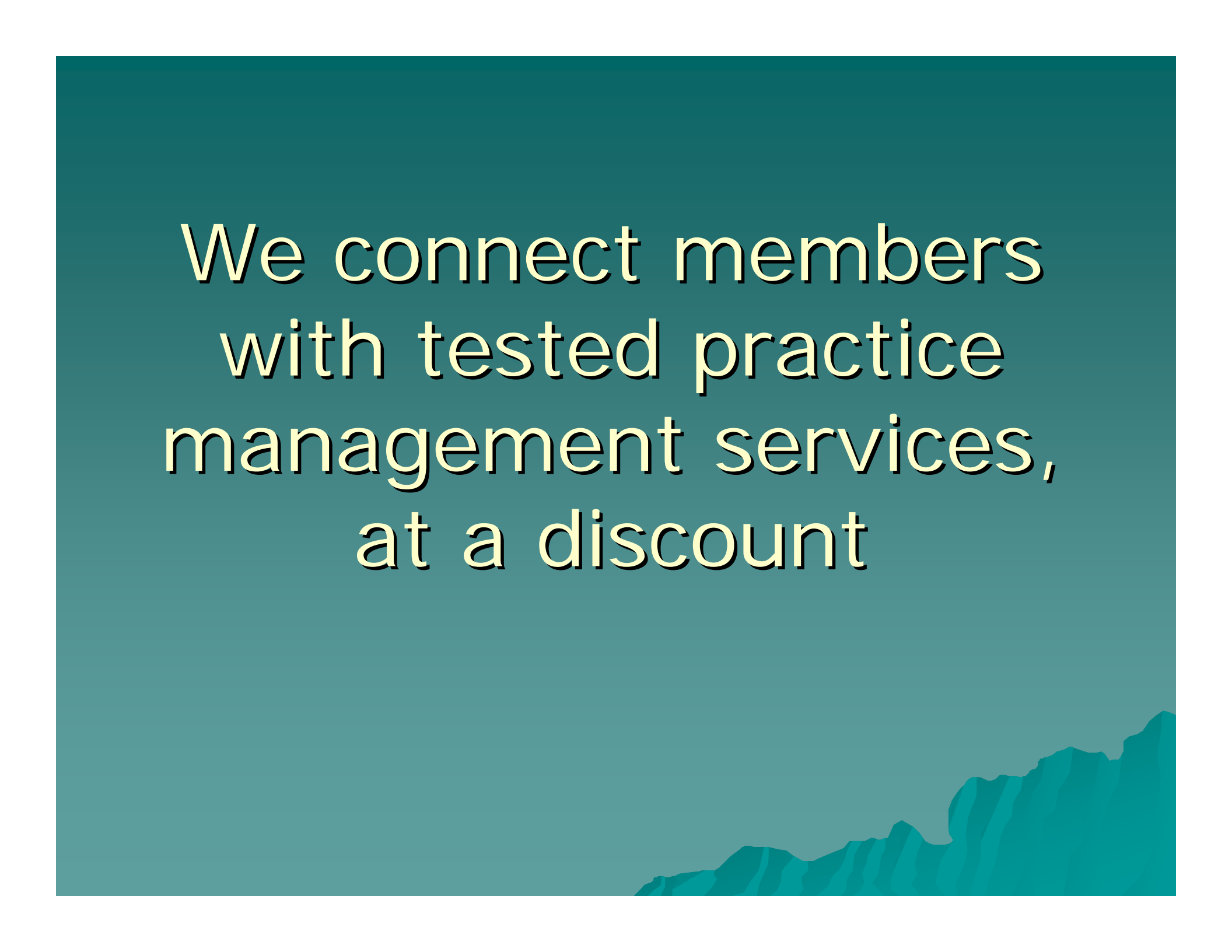
...provide written  
instructional guides on  
working with insurers...

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...and offer special  
coding review services  
for members

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We connect members  
with tested practice  
management services,  
at a discount

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Our IT and physician experts have vetted health information technology vendors, selecting those who

- ◆ Best meet physicians' needs
- ◆ Are most likely to survive and be around in the future

As a result, you'll



- ◆ Save \$1,000s on consultant services to select a vendor


- ◆ Avoid many days lost in viewing demos of solutions that won't fit your practice

- ◆ Save at least 10% - and as much as 70% - on the various elements of the solution you choose

Our Physician Advocacy  
Program offers pre-paid  
legal services  
for members only



Major health law  
firms offer discounts  
to MSSNY members.

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You'll save on personal  
computers from Dell...

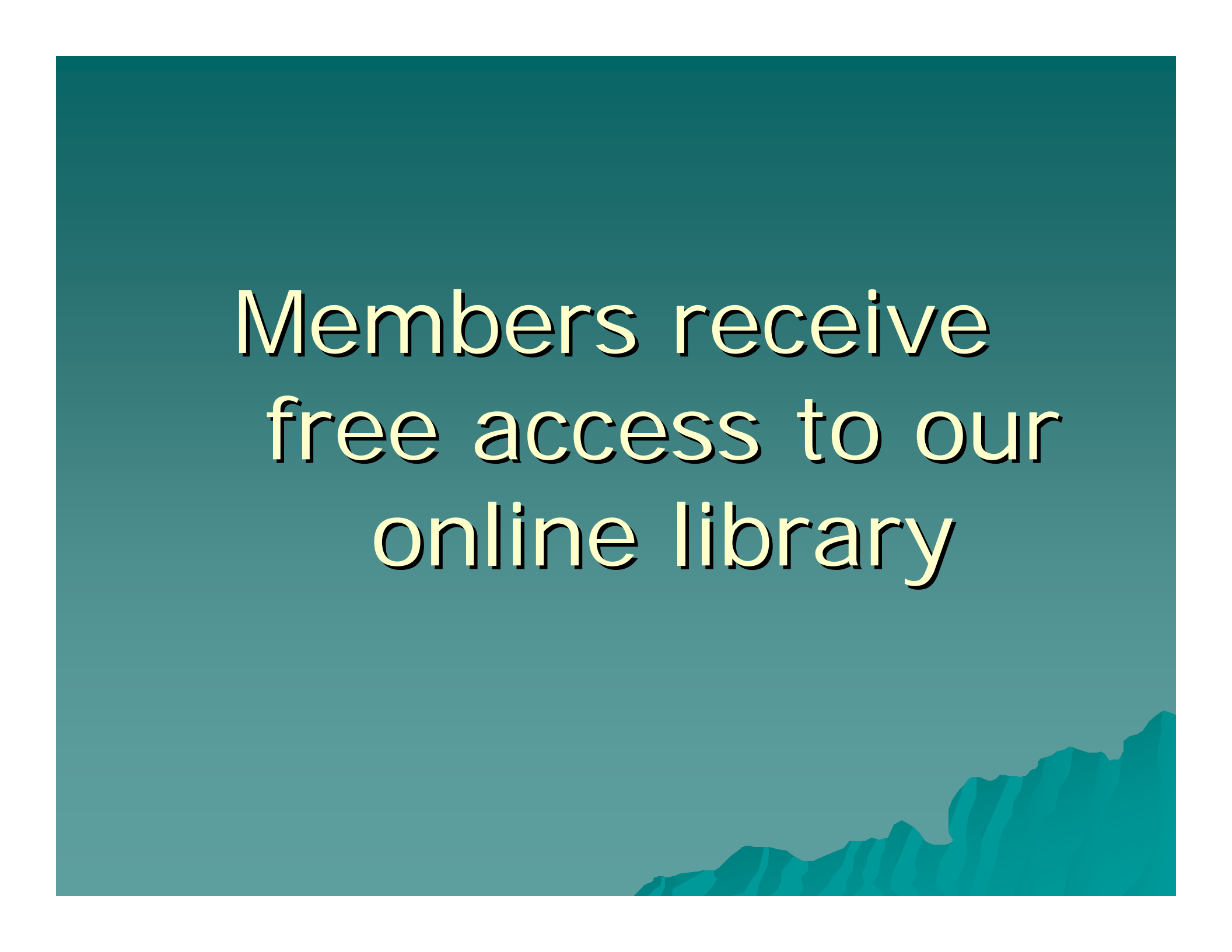
...on electronic  
equipment from Best  
Buy...

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...on mortgages,  
disability insurance,  
and much more.

All approved vendors offer special terms and/or special prices to members.

Members receive  
free access to our  
online library

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# Including DynaMed -

A point-of-care reference for your PC or hand-held, to assist with

- ◆ Coding
- ◆ Diagnosis
- ◆ Treatment

DynaMed alone  
would cost you \$350

# MSSNY's Online Library also includes

- ◆ Full-text access to well-known health/business journals
- ◆ A patient education library

All for free

# Young physicians can connect with colleagues through our online network

- ◆ Find referral physicians for your patients
- ◆ Search by specialty or by name
- ◆ Get a list of all young physician members in a specialty in the state

# You can recover the cost of dues easily through

- ◆ Special financial services for personal or business use
- ◆ Insurance programs
- ◆ Patient referrals
- ◆ Free answers from legal experts

But  
that's  
nothing

The image features a solid teal background. In the bottom right corner, there is a stylized silhouette of a mountain range in a slightly darker shade of teal. The text "But that's nothing" is centered in the upper half of the image, rendered in a light yellow, sans-serif font with a thin black outline.

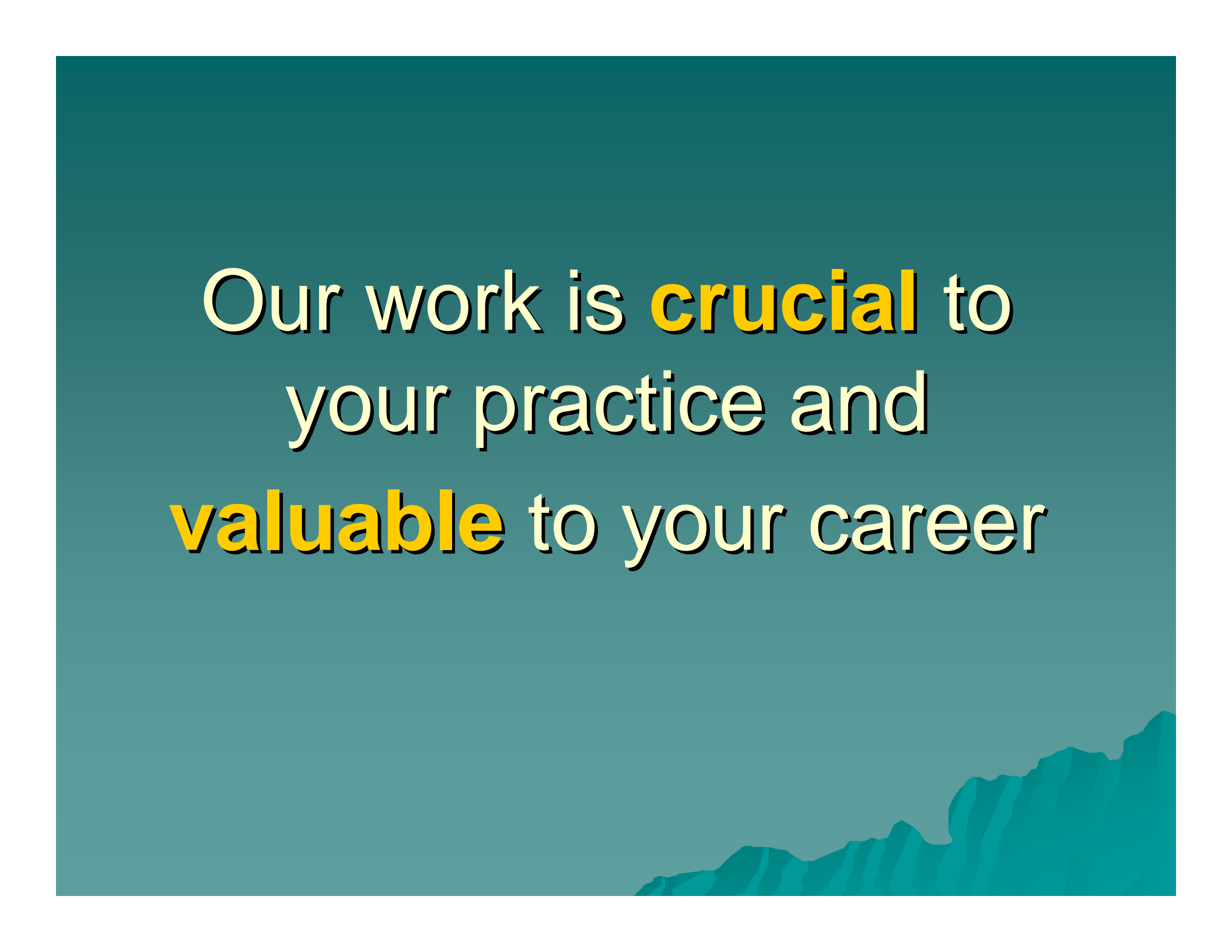
# Compared to the return you get from our victories in

- ◆ The legislature
- ◆ The courts
- ◆ Negotiations with insurers and regulators

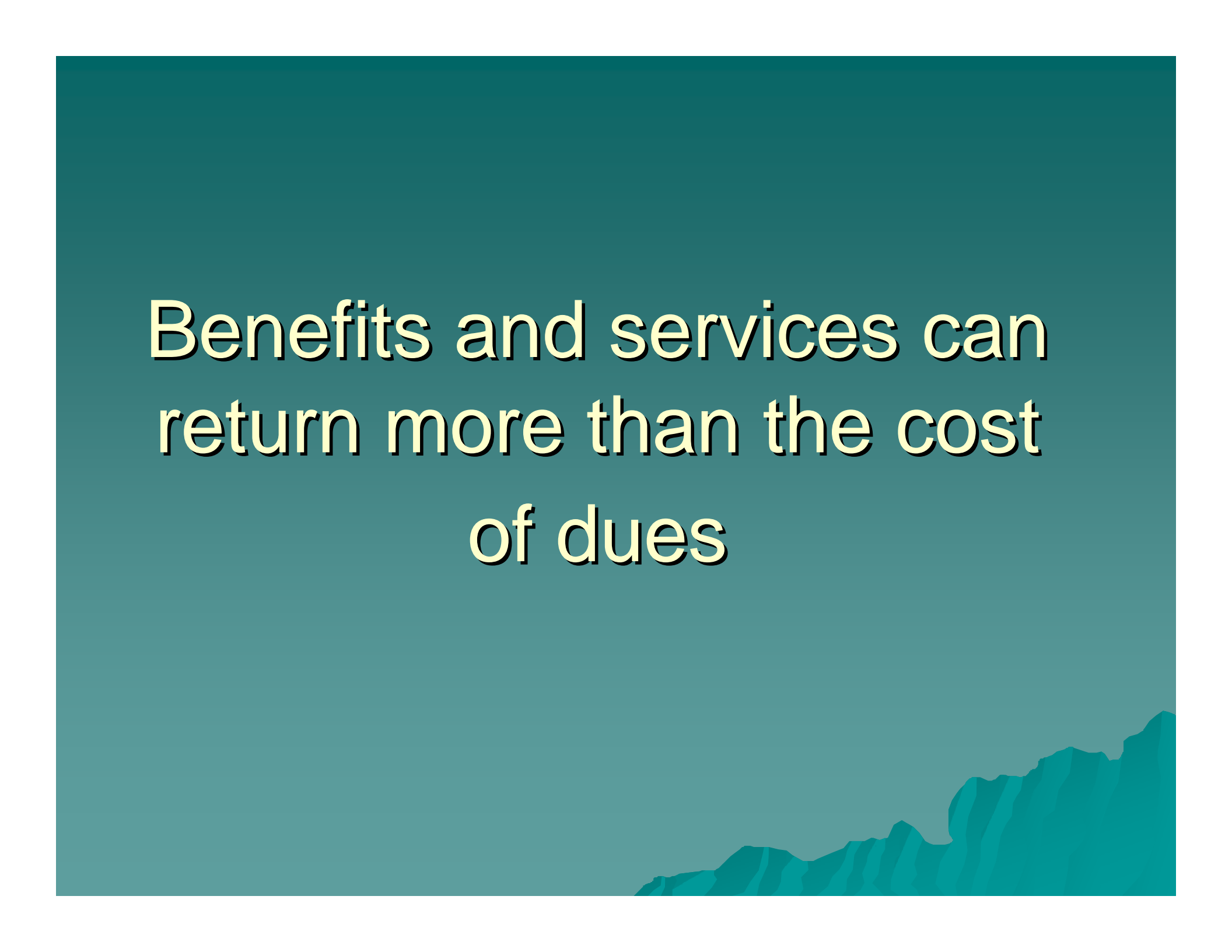
# SUMMING UP



Our work is **crucial** to  
your practice and  
**valuable** to your career

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Benefits and services can  
return more than the cost  
of dues

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New payment options  
offer greater convenience

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You know it makes  
sense to join



**We will succeed  
together!**

