

***There are at least
100 reasons to renew
your membership in
OPMS & LSMS.***

***These ten should
convince any physician that
membership in
OPMS & LSMS
continues to be the best
decision you can make
for your practice,
your patients and
your profession.***

***As a member of OPMS & LSMS,
you and your physician colleagues
can enjoy all of these benefits and
more for only \$1.78 each day, and
know that you are contributing to
your profession.***



Reason #10 to Be a Member of OPMS & LSMS: Health Plan Advocacy

In 2003, LSMS joined a class action lawsuit against several national health insurers to seek injunctive relief to get them to stop abusive practices against physicians and patients. So far, this significant effort has resulted in a settlement with Aetna which ensures more than \$100 million being refunded to physicians who were providers in the plan between 1989 and 1999, and, most importantly, ensures that Aetna will make changes in their practices and policies and stop treating patients and physicians unfairly. Discussions are still underway with the other carriers and a settlement agreement has just been announced with CIGNA.

Reason #9 to Be a Member of OPMS & LSMS: Medical Liability Reform

In the 2003 legislative session, LSMS successfully worked for the passage of the most far-reaching administrative and substantive revision of medical malpractice and professional medical liability tort reform in the last 15 years. LSMS, and the efforts of physicians, attorneys, and legislative members of the Commission on Medical Professional Liability, were critical to these reforms. On a local level, OPMS spear-headed grassroots legislative contacts and provided educational opportunities for members on the changes needed in the state law to ensure that Louisiana remained an environment conducive to practicing medicine, unlike many states across the country which are in crisis-mode.

Reason #8 to Be a Member of OPMS & LSMS: Advocacy on Tax Issues

OPMS actively addressed the City of New Orleans' back sales tax collections efforts resulting in a major change in the City's strategy diverting the collection effort for outstanding taxes away from physicians. Working with individual and group practice physicians, present efforts are focusing on prospective taxes with the intention of eliminating the collection of local taxes on all medical purchases, similar to state law.

Reason #7 to Be a Member of OPMS & LSMS: Advocacy re: Medicare Formula

OPMS & LSMS efforts, together with the AMA and specialty organizations, successfully altered Medicare's intention to enforce the faulty reimbursement formula, which, if pursued, would have resulted in an overall 19% decline in reimbursement through 2005. Efforts are still underway to permanently change the formula.

Reason #6 to Be a Member of OPMS & LSMS: Advocacy re: Contract Rights

OPMS & LSMS participated in the development of an amicus brief in the case of Van Meter & Associates vs. McFarland which supports physicians' rights in contract negotiations.

Reason #5 to Be a Member of OPMS & LSMS: Advocacy re: Medicaid Fees

OPMS & LSMS work with both the legislators on a local level, and in discussions on a state level with DHH, to ensure that physicians' fees are not being reduced in Medicaid budgets and that patients get access to much-needed health care.

Reason #4 to Be a Member of OPMS & LSMS: Legal, Practice Mgt. & Reimbursement Resources

OPMS & LSMS are instrumental in providing legal and practice management information to members in an effort to assist them in addressing key issues in their practices.

Reason #3 to Be a Member of OPMS & LSMS: Public Health Issues

OPMS & LSMS provide excellent communication updates on public health issues, like West Nile, SARS, and Bioterrorism, and on important reimbursement and medical practice news. On Thursday, November 20, OPMS will offer a comprehensive forum, entitled "Is Charity Hospital's Condition Terminal? Impact on Patient Access and Medical Education."

Reason #2 to Be a Member of OPMS & LSMS: CME Opportunities

OPMS & LSMS provide online and printed CME opportunities through interactive learning and the *LSMS Journal* - more than a \$600 value annually, and assists a physician in obtaining the required CME for re-licensure.

And, the #1 Reason to Be a Member of OPMS & LSMS is: You Want to Practice Medicine

You want to practice medicine, and you don't want, or have the time to be your own watchdog in the legislative, business and regulatory arenas.

That's OPMS & LSMS's job.