

## Audiotape Set Gives ACAI Members Short Course on Healthcare Reform

No ACAI member need miss the urgency and excitement of the forum on national healthcare reform at the 1993 Annual Meeting in Atlanta, thanks to an educational grant from **Rhône-Poulenc Rorer and Armour Pharmaceutical Company**.

The grant supported an audiotape short course on healthcare reform sent to all members in December. It provides complete presentations with questions and answers featuring U.S. Rep. **Newt Gingrich** (R-GA), the House Minority



*U.S. Rep. Newt Gingrich, House Minority Whip addressed the membership in Atlanta.*

Whip, ACAI Past President **Dr. John C. Selner**, **John Crosby**, JD, Sr. Vice President for Health Policy, American Medical Association, and **Glenn Mattes**, Vice President & Division Manager, Prescription Products, Rhône-Poulenc Rorer.

In his hard-hitting ACAI presentation, Rep. Gingrich calls President Clinton's national health security plan "the most radical document ever sent by a President to the U.S. Congress." He says

only about nine million Americans actually lack health insurance coverage,

## Regents Meet to Develop ACAI Position, Strategy

ACAI's Board of Regents and other leaders addressed national healthcare reform at a strategic planning retreat in Washington in December. The objective, according to President **Dr. Robert T. Scanlon**, was to delineate issues for allergists, develop goals and objectives for dealing with reform, and generate some "talking points" to be used in developing an official ACAI position statement. A report on the planning retreat will be published in February.

adding: "The Clintons use the uninsured as an excuse to create socialized medicine."

Rep. Gingrich urges ACAI members "to

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## MESSAGE FROM THE PRESIDENT

### The Hard Work of Healthcare Reform

By **Dr. Robert T. Scanlon**

*President*



**Robert T. Scanlon**

The convention is over and now the hard work begins.

Healthcare reform is upon us and we allergists must toil together to help in the formation of a health plan that will be beneficial to the nation as a whole and to our patients in particular.

If I have one message in this newsletter, it is that this responsibility does not belong to a few, but to all of us. And to have any beneficial effect, all of us will

have to work as a unit. United we stand, and divided we fall.

There are two facets to healthcare reform: the industrial or marketplace changes and the legislative aspect. The former is a result of business's attempt to remove the yoke of healthcare costs from its financial back. Therefore, we have seen the striking proliferation of the managed care industry and all its changes.

We have also seen most allergists (most physicians, for that matter,) prevented from unifying to negotiate contracts with these organizations because of antitrust laws. Until these laws can be effectively changed (no easy task), we will have to adjust.

One way to do that is for a significant number of practices to merge in a new legal entity. For example, groups of practices might form a corporation or

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# The Hard Work of Healthcare Reform

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other like business alliance. Otherwise, join the health organizations that will be most beneficial for you, and unite with us in our efforts to influence further healthcare changes.

The legislative aspect of healthcare reform is the facet that we can affect in a positive manner, but only if we put our backs to the load.

## Plan Based On 6 Principles

The Clinton healthcare plan is based on six non-negotiable principles: simplicity, security, savings, choice, quality, and responsibility. These are respectable principles that most physicians would accept. The problem is that significant numbers of respected economists and politicians have concluded that this plan is financially unworkable — that its enactment would result in shortfalls in money, which, in turn, would be followed by restriction of patient benefits, constriction in the availability of referrals and eventual rationing of medical care.

There are a number of other plans. Congressman Newt Gingrich of Georgia, who delivered a provocative speech to the general membership at the annual meeting in Atlanta, supports the Affordable Health Care Act of 1993. A part of this plan is the medical savings account, which allows families to purchase whatever health plan they choose and to receive tax-favored benefits. This Health Act is interesting but will have to undergo the scrutiny that will be forthcoming shortly.

## Healthcare Reform Retreat

ACAI just finished its retreat on healthcare reform, Dec. 10-12, in Washington, DC. A committee will put together our ideas and conclusions and send them to you in a policy paper. A part of this paper will be a plan of action. Both the President and President-Elect of

the Joint Council of Allergy & Immunology — Drs. **Arnie Gutman** and **Tom Fischer**, respectively — attended the retreat. I wish to stress that the ACAI is not working alone, but in cooperation and through the JCAI. I stressed unity above, and I want that cooperation to reflect unity in our ranks.

In the meantime, ACAI — in cooperation with JCAI — will organize our grassroots in preparation for expected legislative action. First of all, Dr. **Bob Nathan**, Speaker of the ACAI House of

*“We hope to recruit as many members as possible to participate by writing personal letters and visiting Washington to contact their representatives in Congress.”*

Delegates, will contact the delegates to enlist the support of all local and state societies.

Dr. **Bill Storms** will work on literature directed towards the patients' interest and involvement in a legislative effort. Dr. Storms, Chairman of ACAI's Public Relations Committee, will also lead the public relations action, as dictated by the policy paper.

## Video Production Planned

Dr. **John Selner**, with help from Dr. **Diane Schuller** and me, will advise on the production of a video film that we hope will be shown from coast to coast immediately preceding prime time television. It will be patient-oriented and portray the patient's need for proper allergy and asthma treatment in actual case reports. (See article page 4).

Furthermore, Dr. Gutman and I will

work with Capitol Associates, the JCAI lobbying corporation, to organize an expected lobbying effort. We hope to recruit as many members as possible to participate by writing personal letters and visiting Washington to contact their representatives in Congress. Incidentally, we will all follow the same plan and sing the same tune.

Finally, Dr. **R. Faser Triplett**, the ACAI delegate to the AMA House of Delegates, and Dr. **Bob Lanier**, alternate delegate, are consulting with AMA's Federation of Medicine on how we might combine forces in legislative action.

## Allergists Not Alone

Recently, many allergists have expressed to me their feeling of being alone in this healthcare debate. This is not the case. I invite each of you to send your ideas, suggestions or questions to ACAI's Managed Care Committee. Also, please let us know how the Committee can help you. Dr. **Gerald Klein** is Chairman of the Managed Care Committee and will work with the Joint Council on pertinent matters stemming from your correspondence.

Remember, to win, we all have to play.

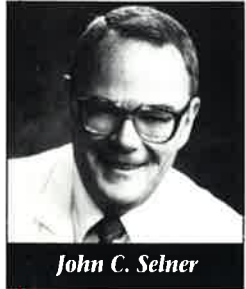
## ACAI Members Receive New CPT Coding Charts

New CPT coding charts are being distributed with this newsletter to all ACAI members.

Funded through a grant from **Marion Merrell Dow, Inc.**, the new charts have been revised to reflect all recent changes in the CPT coding system.

# Dr. John Selner Issues Stirring Call To Action on Healthcare Reform

Outgoing ACAI President Dr. **John C. Selner** delivered a stirring call to action on healthcare reform in his presidential address at the 1993 annual business meeting in Atlanta.



*John C. Selner*

"I submit to you that we are a special interest group. And our special interest is a profound commitment to the patients that we take care of,"

Dr. Selner said.

He urged allergists to build on the trust patients have in their physicians by defining issues "from the point of view of the patient" and speaking out.

"If we don't go public, my friends, if we continue to talk to ourselves, we're in trouble. We can't remain silent," he said.

"Healthcare reform is about power and politicians and redistribution of the wealth of this country. It's about lawyers and politicians. I wish I could tell you it's about patients and problems that we all know exist and that we all know need to be fixed. But that's not what it's about," Dr. Selner said.

The Clinton Administration's proposals for healthcare reform sound like

socialized medicine, which has never worked anywhere in the world, Dr. Selner asserted.

"Price control has never worked in this country . . . It's been a disaster, and that's where we're going with the budget cap that's being proposed here," he said.

"Do you want the Secretary of Health and Human Services making decisions for you and for your children and grandchildren?" Dr. Selner asked rhetorically. "Are the seven people on this national (Health Alliance) board going to have more power over the lives of the people in this country than the Supreme Court does?"

Allergists need to speak out when the pharmaceutical industry is attacked, Dr. Selner said. "I think for us to be silent while the pharmaceutical industry is savaged is unconscionable. We can't do that. We're betraying a public trust. We assumed that obligation of trust when we became physicians and took the Hippocratic oath," he said.

"If we surrender our profession and our patients to the legalcrats, if this happens without a fight, history will not remember us well and neither will our children," Dr. Selner concluded to a rousing ovation from the annual meeting audience.

## Another ACAI First!

### 1993 Annual Meeting On CD-ROM

ACAI's 1993 annual meeting on interactive CD-ROM will be available to members, non-member physicians, libraries and teaching institutions in February, making it the first medical meeting ever recorded using this state-of-the-art technology.

"We have encapsulated 24 hours of high quality education and served it up in a convenient CD-ROM format," said Dr. **Michael S. Blaiss**, Memphis, TN, Editor-in-Chief of the annual meeting CD-ROM. Funded by an educational grant from **Marion Merrell Dow, Inc.**, the collection will be of huge value to practicing allergists and primary care physicians.

It features narration, text and slide images captured from approximately 24 hours of plenary sessions. More than 1,500 slides were digitized for the project, which also includes continuing medical education type questions linked to electronic score sheets.

ACAI has teamed up with the multimedia division of Massachusetts-based SilverPlatter Information, Inc., which will produce and distribute the annual meeting CD-ROM. Members may purchase copies at a cost of \$150 by calling SilverPlatter at 1-800-343-0064 or 617/769-2599. Cost to non-members is \$225; cost to libraries and institutions is \$595.

## Expert Presentations on Healthcare Reform Provided on Audiotape

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take on your shoulders some of the responsibilities of citizenship" by actively participating in the national debate on healthcare. "You have to take seriously making certain your country understands what is at stake," he says.

The country needs to know how specialists lower healthcare costs and improve the quality of care. "Healthcare costs will not necessarily be lower by having huge managed competition private bureaucracies," Rep. Gingrich says.

The AMA's Mr. Crosby, a former aide

to U.S. Rep. Richard A. Gephardt (D-MO), calls the Clinton plan "only a blueprint of healthcare reform" that will undergo significant alteration in Congress. Participants in the Washington debate on healthcare reform agree on a need to achieve universal access and universal coverage, according to Mr. Crosby.

Mr. Crosby comments in depth on the need for antitrust reform as "the only way to achieve a level playing field" for physicians in private practice. He makes

recommendations on how to formalize contractual relationships to gain referrals.

Mr. Mattes identifies common interests of pharmaceutical companies and allergists in healthcare reform and encourages ACAI members to participate in a coordinated letter-writing campaign. "It's an obligation to make our point of view known," he says.

A report on Dr. Selner's presentation appears above.

## Award-Winning Producers Team Up With ACAI To Create New TV Video

Producers of an award-winning television documentary on allergies broadcast in 50 markets nationwide throughout 1993 have teamed up with ACAI to produce a new video, reported Dr. **John C. Selner**, Denver, CO, who spearheaded the project.

ACAI has begun production of the 30-minute program, which will focus on asthma and allergic disease.

"The quality of life issues and economic impacts of this disease will be maximized," explained Dr. Selner. "But we need help from ACAI members. Do you know or take care of a nationally recognized personality who either has a story to tell about their own experience

relating to allergy, asthma, anaphylaxis, etc., or that of their child or family member?"

"If you think you have a case that would be of interest to everyone watching, and you think the patient and/or parent would do well on screen, please give us one paragraph on your case."

The production company, Medical Media, Inc., a division of KTBS, Shreveport, LA, will control selection of materials to be used for the show. The project will be funded through educational grants from **Marion Merrell Dow, Inc.**, **Schering Corporation**, and **Allen & Hanburys, a division of Glaxo, Inc.**

## Robert Scanlon Installed ACAI President; Diane Schuller Named President-Elect

Dr. **Robert T. Scanlon**, Bethesda, MD, became ACAI President and Dr. **Diane E. Schuller**, Danville, PA, was named

President-Elect at the College's annual business meeting, Nov. 16.

Dr. Scanlon is Clinical Professor of Pediatrics and has been Co-Director of the allergy clinic at Georgetown Univer-

sity, Washington, DC. He also has been Co-Director of the Allergy/Immunology Training Program at Georgetown University Medical Center and has a private practice in Bethesda.

An ACAI Fellow since 1977, Dr. Scanlon chaired ACAI's Planning Committee and served on the Professional Education Council and several committees, including the Allied Health Professional, Annual Program, Workshop, Site Selection, Finance and Executive Committees. He served as an ACAI Regent from 1987-91, was President-Elect from 1992-93 and is

currently a JCAI board member and Chairman of its Government and Legislation Committee.

Dr. Schuller is Director, Department of Pediatric Allergy, Immunology and Pulmonary Disease, Geisinger Medical Center, Danville, PA, and Clinical Professor of Pediatrics, Thomas Jefferson University Medical College. As President-Elect, she is in line to become ACAI's first woman President.

She serves on the editorial board of *Annals of Allergy* and chaired the Communications Council and White Paper/Poll Committee. Dr. Schuller was 1992-93 Vice president, 2nd Vice President 1987-88 and served on the Board of Regents 1989-92.

Other officers elected are:

- Vice President — Dr. **Ira Finegold**, Hollywood, FL
- Treasurer — Dr. **Don Q. Mitchell**, Jackson, MS
- Regents (3-year terms) — Drs. **William K. Dolen**, Augusta, GA, **Charles Siegel**, Kansas City, MO, and **John Strimas**, Nashville, TN.

## Video On Allergists' Role Reaches Nation

"Allergies: You Are Not Alone," a video focusing on the allergist's role in diagnosing and treating allergic rhinitis and chronic rhinosinus disease, is steadily reaching viewers throughout the U.S.

Funded by a grant from **Allen & Hanburys, a division of Glaxo, Inc.**, the video aired in almost 50 markets in 1993, most recently reaching as far as Anchorage, AK; Tucson, AZ; Miami, FL; Omaha, NB; Elkhart, IN; and East Peoria, IL. It is expected to be aired on another 50 stations in 1994.

It features the expert advice of several allergists, including Drs. **Peter B. Boggs**, a past President of ACAI, **Robert A. Nathan**, Speaker, ACAI House of Delegates, and **Eli O. Meltzer**, ACAI Representative to the JCAI Board, and emphasizes that with proper diagnosis and treatment, almost everyone suffering from allergic rhinitis and chronic rhinosinus disease can live comfortably.

At the end of the program, a toll-free telephone number is provided for referral information. Callers receive patient information materials, including an allergy quiz to help them determine if they need to see an allergist. In addition, they receive a referral list of ABAI-certified College Fellows in their geographic area.

As television stations throughout the country schedule "Allergies: You Are Not Alone" for broadcast, ACAI will notify members in each market of broadcast details.

## Wm. Storms, Sanford Avner Appointed to JCAI Board

Drs. **William W. Storms** and **Sanford E. Avner** were appointed by the Board of Regents to represent the College on the JCAI Board.

Dr. Storms, Colorado Springs, CO, will serve a four-year term on the JCAI Board, while Dr. Avner, Aurora, CO, was appointed to fill a one-year term on the JCAI Board.

# 1993 ACAI Award Winners



ACAI Honored 3 Distinguished Fellows at its annual business meeting, Nov. 16, in Atlanta. Pictured from left to right are Drs. R. Michael Sly, Washington, DC, Editor of *Annals of Allergy*; Herbert C. Mansmann, Jr., Philadelphia, PA, Executive Director of ABAI; and Eli O. Meltzer, San Diego, CA, a past President of JCAI.



Two International Distinguished Fellows were also honored. Pictured here are (from left to right) Drs. Sten Dreborg, Linkoping, Sweden, and Antero G. Palma-Carlos, Lisbon, Portugal.

Clemens Von Pirquet Awards Presented by the ACAI Auxillary to recognize outstanding abstracts by fellows-in-training went to (from left to right) Drs. John Hagan, Tonny Tanus, David Khan, James Zechman, Michael Vicksman, and first-place winner Vicente Chavarria.



ACAI — Procter & Gamble Research Grant for 1993-94 was awarded to Dr. Amal Assa'ad (right) by Dan Hecht of Procter & Gamble. The \$10,000 grant will sponsor research.



Four Outstanding Journalists Won Awards for excellence in communications to promote greater understanding of allergic disease and asthma and their treatment. Pictured from left to right are Dr. Howard Zeitz, a 1993 media awards program judge; Dr. Thomas C. Shives, KROC-AM, winner in the radio category; and Rosie Singh Lynch of Schering Corporation — Media Awards sponsor for five consecutive years. Other winners not pictured are Robin Marantz Henig, *New York Times*, newspaper category; Denise Grady, *Parenting*, magazine category; and Cheryl Snedeker, WPEC-TV, television.



# 1993 Convent



A mime/juggler adds to the festivities of a reception sponsored by Rhone Poulenc Rorer and Armour Pharmaceutical Company.

Healthcare reform was the focus of several key addresses in Atlanta. Featured speakers included **John Crosby, J.D.**, the AMA's Senior Vice President for Health Policy (top inset photo) and JCAI President **Dr. Arnold Gutman** (at podium, right). In addition, U.S. Rep. **Newt Gingrich** (R-GA), featured on page one, and 1992-93 ACAI President **Dr. John C. Selner** (story page three) headlined ACAI's national healthcare forum.



Celebrating in style is **Dr. Stuart Rusnak**, Computer Technology Committee Chairman, flanked by **Nancy Sander** (left), Founder of Allergy & Asthma Network/Mothers of Asthmatics and **Jackie Trovato**, also of AAN/MOA.



**Dr. Claude Frazier** steps up to the podium after accepting a special award from ACAI in appreciation of outstanding efforts in educating the public about the life-threatening dangers of insect sting allergies, as 1992-93 President **Dr. John C. Selner** looks on.



# on Highlights



*Diane Evenson of 3M Pharmaceuticals (center) greets Drs. Bettina Hilman (left) and Tod Murphy at a special breakfast meeting for allergy training program directors and FITs sponsored by 3M Pharmaceuticals.*



*Competition was tough, but Drs. William Butler and James Quinn came out on top in ACAI's third annual FIT Bowl. Pictured with the winners are this year's finalists: (from left to right — top) Drs. Sudeep Singh, Steven Smith, David Wertheim and Amy Ellingston and (bottom) Drs. Robert Sugerman, Butler, Quinn and Sashi Kumar.*



*George Behrakis, President and C.E.O. of Muro Pharmaceutical Company, (left) receives the sincere thanks of FIT Representative to the ACAI Board of Regents Dr. Byran Martin for the Company's sponsorship of the Muro Reception for Fellows-in-Training.*



*Everyone joins in the line dancing fun as the College adds a little country-western flair to its annual Grand Presidential Reception, sponsored by Marion Merrell Dow, Inc.*



# ACAI 1993 Annual Meeting Draws Nearly 3,000 Guests

ACAI's 1993 annual meeting, Nov. 13-17, drew nearly 3,000 guests to Atlanta, making it the fourth largest convention in ACAI history.

Some, 1,440 physicians participated, including 1,043 members and over 200 fellows-in-training. Other registrants included 246 allied health professionals, 547 auxiliarians and guests, and 698 exhibitors, who manned a record 224

## Auxiliary Celebrates 40th Anniversary

High Tea at the San Francisco Hilton will be one of many special events commemorating the 40th anniversary of the ACAI Auxiliary at the 1994 annual meeting, Nov. 5-9, according to Mrs. **Jacqueline Bellanti**, Chair of the 40th Anniversary Celebration.

Auxiliary President **Nona Nan Chapman** and Program Chairman **Sandra Barkin**, along with officers of the Auxiliary, will greet members and guests with a Welcome Sherry party. Following the annual business meeting, High Tea will be served at 4 p.m.

Committee members are assembling mementos from our rich 40-year history and are inviting members and friends to send their most cherished memories, congratulations, and remembrances (up to 50 words to ACAI office) to be published in a **Special Anniversary Remembrances Booklet**, which will be distributed at the ACAI meeting in San Francisco.

The Auxiliary, founded as a separate and independent organization in 1954, is unique in its commitment in support of ACAI's mission. "It's more than a social club. We actively contribute to the ACAI's objectives by providing funds to support vital research through the annual Von Pirquet and Bela Schick awards to fellows-in-training," Mrs. Bellanti added. In addition to these awards, the Auxiliary is planning to present a special 40th Anniversary Award to a fellow-in-training. Applications will be processed through ACAI's Executive Office.

booths on the exhibit floor.

ACAI's scientific program drew national media attention to research on asthma and allergic diseases. Reporters for newspapers, consumer magazines, medical publications, radio and television stations — even the Voice of America and The Medical News Network — attended the annual meeting to report on research findings presented in more than 200 podium and poster presentations.

ACAI press kits featuring 14 news releases highlighting annual meeting presentations were distributed to some 500 health editors in Atlanta and around the nation, including 290 of the largest U.S. daily newspapers, 80 national wire publications, 55 wire services and syndicated columnists and about 50 consumer health, business, news and science publications as well as television and radio health editors at CNN and throughout the Atlanta area.

Topics and speakers that drew broad media interest include:

- *First Decline in Annual Number of Asthma Deaths in 13 Years Reported*, Dr. **R. Michael Sly**, Washington, DC.

- *Respiratory Distress Emergencies in Children Tied to Lack of Education in Asthma Management*, Dr. **Jon Stahlman**, Boston, MA.
- *Women at Risk for Silicone Associated Disorders When Breast Implants Ooze, Rupture with Age*, Dr. **Ira Finegold**, Miami, FL.
- *Cockroach May Contribute to Higher Asthma Severity Among Poor People*, Dr. **Sampson P. Sarpong**, Baltimore, MD.
- *Once Pollen-Free Haven, Tucson's Pollen Counts Up 20-Fold Until Controls Enacted*, Dr. **Jacob L. Pinnas**.
- *Excluding House Dust Extract from Allergy Shots May Reduce Cost of Treatment*, Dr. **Lawrence Schwartz**, Brooklyn, NY.
- *Despite Allergies, Asthma Patients Keep Pets to Relieve Stress, Fight Fear, Loneliness*, Dr. **Clifford Bassett**, Brooklyn, NY.
- *New Medications Help Asthmatics Sleep, Make Hay Fever Victims Productive on Job*, **John I. Mackowiak**, Ph.D., Research Triangle Park, NC.

## Kathleen Ruffing May Elected First-Year FIT Representative to Board of Regents

Dr. **Kathleen Ruffing May**, Denver, CO, was elected first-year FIT representative to the Board of Regents at the annual FIT business meeting, Nov. 14, in Atlanta.



**Kathleen Ruffing May**

Dr. May is serving a fellowship in allergy/immunology at the National Jewish Center for Immunology and Respiratory Medicine in Denver. She received her medical degree from Northeastern Ohio Universities College of Medicine, Rootstown, in

1990, and was a pediatric resident at East Carolina University Medical Center, Greenville, NC, before joining the National Jewish Center. Her training director is Dr. **Stanley Szeffler**.

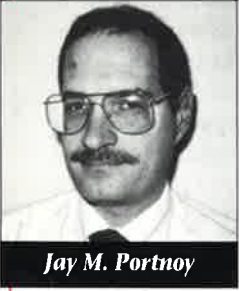
"This year promises many vital developments of interest to young physicians," Dr. May said. "I hope to enhance communication and dissemination of critical information from ACAI to fellows-in-training throughout the country."

Dr. May joins Senior FIT representative Dr. **Irma M. Placik**, West Los Angeles, CA, on the Board of Regents.



# Expand Allergist Talks at State Family Physician Meetings in 1994

ACAI has scheduled three more family physician presentations in 1994, expanding on its successful program to enhance communications with family physicians nationwide, reported Dr. **Jean A. Chapman**, Cape Girardeau, MO, Chairman of the Family Practice Training Program Committee.



The Committee, working with state chapters of the American Academy of Family Physicians (AAFP), provides ACAI member experts to address, "Management of Asthma in the 1990s: A

Practical Approach," at annual meetings of AAFP state chapters throughout the country. The programs are funded through an educational grant from **Fisons Corporation**.

Already scheduled for 1994 are presentations at the Missouri AAFP meeting by Dr. **Jay M. Portnoy**, Kansas City, in mid-June; a June 20 presentation (speaker to be announced) at the Alabama AAFP meeting; and July 6 presentation in North Carolina.

In addition, plans are underway to provide an asthma management program for family practice physicians as a pre-convention program in conjunction with ACAI's annual meeting in San Francisco October in November.

## ACAI PR Network Plans 1994 Programs

ACAI's PR Network will build its 1994 program around a May promotion of National Asthma and Allergy Awareness Month and a summer news information package on hay fever, according to Chairman Dr. **William W. Storms**, Colorado Springs, CO.

At its meeting in Atlanta during ACAI's annual meeting, PR Network members also discussed how to help ACAI's Insect Hypersensitivity Committee in its campaign to increase awareness, especially in hospital emergency rooms, of the availability of venom immunotherapy and other treatments.

"We are also looking to the PR Network to carry the public relations side of the College's initiative on national healthcare reform, working closely with the Joint Council," Dr. Storms said. Network

members established a priority on finding ways to demonstrate to policymakers and the public how proper treatment of allergies and asthma by allergists will reduce national healthcare spending.

The Network will also follow up on its 1993 collaboration with the American Pharmaceutical Association and will develop information for the public on other issues including asthma and air pollution and indoor allergies.

The PR Network now has 144 members actively working in their local communities to inform the public about the causes and diagnosis of allergy and asthma and to increase awareness of the role of allergists in the treatment of these diseases.

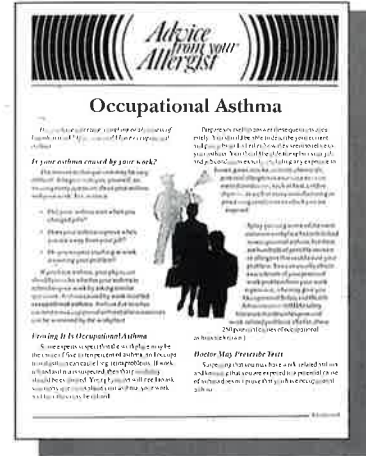
## 8 Appointed to *Annals* Editorial Board

Eight physicians have been appointed by the Board of Regents to serve four-year terms on the editorial board of *Annals of Allergy*.

They are Drs. **Michael Blaiss**, Memphis, TN; **B. Lauren Charous**, Milwaukee, WI; **William K. Dolen**, Denver, CO; **Gilbert A. Friday, Jr.**, Pittsburgh, PA;

**Mary Pat Hemstreet**, Birmingham, AL; **David L. Rosenstreich**, New York, NY; **William W. Storms**, Colorado Springs, CO; and **Howard J. Zeitz**, Chicago, IL.

Also appointed to the Board of Contributing Editors of *Annals of Allergy* was Dr. **David A. Mrazek**, Washington, DC.



## Publish New Patient Education Flyer on Occupational Asthma

ACAI has expanded its "Advice from your Allergist" patient information series with the addition of a new flyer on occupational asthma.

Scheduled for publication in the February issue of *Annals of Allergy*, "Occupational Asthma" was developed by the Occupational Health Committee, chaired by Dr. **Lawrence S. Mihalas**, Los Angeles, CA.

Each installment of "Advice from your Allergist" is published in flyer format — two pages printed back to back — in the *Annals of Allergy*.

Allergists are encouraged to photocopy them directly from the journal and distribute them to patients or in physicians' reception rooms.

Previously published "Advice from your Allergist" materials include flyers on:

- Rhinitis
- Chickenpox and corticosteroids
- Mechanical blockage of the nose
- Exercise
- Pregnancy and asthma
- Theophylline
- Pet allergies
- Urticaria
- Food allergies
- Headaches
- Antihistamines
- House dust

Copies are available through ACAI.

# JCAI NEWS UPDATE

## Outcomes Analysis

By Michael S. Blaiss, M.D.  
Co-Chair, JCAI Outcomes Committee



Michael S. Blaiss

The state of Oregon is restructuring its medical payments for Medicaid patients with some private carriers now following suit. The restructuring has resulted in a ranking of 800

disease entities in accordance with the cost of care and the likelihood of beneficial results from care.

In the most recent ranking, care for all forms of rhinitis has fallen 75 places below the likely level for funding. What this means is physicians would be paid for a visit at which the diagnosis of rhinitis is made, but would not be paid for any subsequent visits at which care for this diagnosis was provided.

### Setting a Precedent

The State of Oregon and its major insurers are setting a precedent that rhinitis is NOT a disease that merits treatment for the general population. It is this situation — coupled with the general restructuring of the healthcare system — that threatens the survival of allergy and immunology as a specialty with the breadth we know today.

Healthcare reform will be enacted. Every reform proposal calls for basing allowed care (meaning getting paid for that care) on practice parameters (guidelines) and/or outcomes of care. Outcomes analysis will play a major role in determining which types of treatments are used and which types of physicians will provide care for which diseases. The payors and the managed care community will use outcomes analysis to decide what specialty care is needed for their population. This will have widespread impact on allergy and clinical immunology.

Outcomes analysis is the field of assessing the quality of medical care and the cost for these services. These assessments go beyond the classical

definition of outcomes, such as physiologic, biologic and clinical improvement, to look at patient evaluation of the effects of treatment on their quality of life. A common belief in the past was, if physiologic parameters improve, then the patient has had a desirable outcome or result of treatment.

This may not always be true. A new medication may improve an asthmatic patient's lung function by spirometric measurements but may not improve the

*"The State of Oregon and its major insurers are setting a precedent that rhinitis is NOT a disease that merits treatment for the general population . . . that threatens the survival of allergy and immunology as a specialty with the breadth we know today."*

patient's ability to function normally. With the impending change in delivery of healthcare and the reduction of healthcare dollars, we will need to document that the treatments we institute will improve the patient's overall quality of life and are cost effective or the care we provide will not be compensated. It is important for the allergist to have a clear understanding of the terminology of outcomes analysis to better understand the literature on this subject.

There are two major types of outcomes studies — cost and health. Cost outcome studies measure economic impact associated with a specific outcome. Health outcomes are the **patient's** assessment of the effects of medical management on quality of life.

### Defining Quality of Life

What is meant by quality of life? The World Health Organization defines health as "a state of complete physical, psychological and social well-being and

not merely absence of disease." From this definition, we see it is not only important to show that the patient's condition responded to treatment, but that the physician improved the patient's overall psychological and social well-being.

For the past several years, JCAI has had a committee charged with following the outcomes research field and making recommendations for appropriate allergy responses. This committee has concluded that there is strong evidence suggesting that care that has not been shown to improve patients' quality of life will eventually not be compensated by the payor for medical care. We also believe, at least so far as allergy is concerned, it is more important to validate the entire approach of the allergist, instead of trying to validate any single therapy type, such as immunotherapy. There is much more to the care we provide than any one single regimen, and we are certain that the preservation of the specialty is our most important job.

### Develop Plan of Action

Thus, a new committee was formed under the aegis of JCAI. Its members equally represent ACAI and AAAI. The committee is charged with developing a plan of action to study care provided to patients with asthma and rhinitis by allergists and other types of physicians. This committee, together with members from the pharmaceutical industry, met in Chicago, Aug. 27, at a Symposium on Outcomes Analysis and Its Relevance to Allergic Rhinitis and Asthma. **John Ware, Ph.D., John Mackowiak, Ph.D., Scott Weiss, M.D., and Elizabeth Juniper, M.A.**, were the authorities on outcomes analysis and gave stimulating and thought-provoking presentations at the symposium.

Based upon information provided at this meeting — as well as current medical

*Continued on page 11*

## Outcomes Studies

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outcomes literature — decisions were made as to what should be included in these studies of patient care. As these studies must be done by groups not associated with the allergy community, or they will not be accepted, the study proposals were widely circulated to groups that conduct these kinds of studies. Each proposal requires an advisory committee from the allergy community to insure that the proper things are being studied and to assist, where appropriate, in carrying out the studies.

### Study May Cost \$1 Million

We expect to receive a number of proposals to conduct the studies. The Outcomes Committee will review them and present its recommendations to the governing bodies of ACAI and AAAI in the near future. We do not have a true financial estimate on costs as of yet. But some believe each study may cost as much as \$1 million.

With the impending rationing of the healthcare dollar, it will be crucial for the allergy community to become involved in outcomes analysis. The managed care community wants to know what therapies improve the patient's quality of life and are cost effective; and which physicians can best provide that care.

Studies are needed now to evaluate the allergist's medical care in contrast to that care provided by others for patients with asthma and nasal disease. If we do not do such studies, we will be unable to reposition rhinitis up to a level where it will be compensated. Thus; over 50 percent of most allergists' incomes are at risk because of the inability to treat this one diagnosis. The survival of our specialty may well depend on it.

*The JCAI Outcomes Committee is co-chaired by Drs. Blaiss and Michael Kaliner. Members are Drs. Sanford Avner, William Dolen, James Kemp, Gary Rachelefsky, William Schoenwetter, Stephen Wasserman and John Mackowiak, Ph.D.*

## JCAI Sponsors Regional Workshops On Managed Care Contracting

Regional workshops on managed care contracts and updates on the latest changes in CPT codes will be sponsored by JCAI this spring in four cities. They include:

- April 10 — Los Angeles, CA
- April 17 — Dallas, TX
- May 1 — New York, NY
- May 22 — Chicago, IL

The six-hour workshops, designed specifically for allergy practices, will give allergists detailed information about: contract items to review before signing; capitation reconciliation reports; stop-loss agreements; the importance of

useful explanation of benefits and how some plans may increase staff time necessary to manage them.

Other highlights include discussion of automated medical records, confidentiality, fee comparisons with other managed care plans and determining the basis for the plan's fee schedule.

Course presenters will be JCAI physicians with wide expertise in these topics and consultants from Karen Zupko & Associates. These regional workshops are made possible by a grant from **Marion Merrell Dow, Inc.** Watch your mail for more details.

## Regents Issue Statement in Support of Credentialing Respiratory Care Practitioners

The ACAI Board of Regents issued a statement in support of credentialing of respiratory care practitioners.

The statement supports the efforts of the Joint Review Committee for Respiratory Therapy and the National Board of Respiratory Care to provide accredited educational programs and national credentials for respiratory care professionals.

Several states have enacted legislation to establish a state licensing system for respiratory care practitioners. Similar legislation is under consideration in other states.

ACAI's statement says that any legislation relating to the credentialing of respiratory care practitioners, whether or not providing for formal licensure, should be consistent with the following principles:

1. The scope of practice must be defined.
2. The practice should be committed only under medical direction of a qualified physician.
3. The minimum standards of education, training and competency should be consistent and compatible with

existing national standards of nongovernmental credentialing of these practitioners.

"The American College of Allergy and Immunology supports state credentialing systems that are based upon these principles. When called upon to assist with proposed legislation involving the credentialing of respiratory care practitioners, ACAI members are urged to support through testimony and legislative advocacy any proposed credentialing statute that is consistent with the previous stated principles," the statement says.

### **Dr. Martin Murcek 1st Allergist To Head PA Medical Society**

Dr. Martin A. Murcek, of Greensburg, PA, has been inaugurated as the Pennsylvania Medical Society's 144th president. He is the first allergist/immunologist to hold the position.

## ACAI Returns to San Francisco for 1994 Annual Meeting

Picture the Golden Gate bridge rising over a morning fog-covered bay, a sailboat cruising near Fisherman's Wharf, cable cars and sourdough bread and you have the setting for ACAI's 1994 annual meeting.

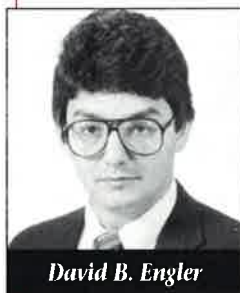
ACAI returns to San Francisco for the College's 51st annual meeting, Nov. 5-9.

The convention will be held at the San Francisco Hilton Hotel in the heart of the city's downtown, where the best department stores, boutiques, art galleries, specialty shops and services are available.

## Plan Conference for FITs, Young Physicians Starting in Practice

Fellows-in-training and young physicians will learn the ins and outs of practice management during a special

1-1/2 day conference, April 16-17, at the Arlington Park Hilton Hotel, Arlington Heights, IL, reported Dr.



David B. Engler

**David B. Engler**, Houston, TX, Young Physicians Committee Chairman.

The conference — sponsored through an educational grant from **Marion Merrell**

**Dow, Inc.** — is designed to assist allergists starting in practice. Physician experts and practice management consultants from Karen Zupko & Associates will offer insights on vital topics including:

- Sources of Advice: It's Not What You Know, It's Who You Know.
- Joining a partnership or Group.
- Employment Contracts — time tested techniques for negotiating effectively.
- Financial Management: Protect Your Investment.
- Patient Billing and Collections: Techniques that Work — including the basics of CPT coding.
- Managing Managed Care.
- Practice Builders: Marketing Strategies that Work.
- Help for Your Practice Transition.
- Investment Strategies for Young Physicians.
- Building a Winning Team.

Registration materials will be sent to FITs and young physicians in February.

## Visiting Professors "A True Inspiration, Excellent Learning Opportunity for All"

Visiting professor Dr. **Kurt Bloch**, Boston, MA, received rave reviews for his 2-1/2 day program at Louisiana State

University School of Medicine in December, as the successful ACAI Visiting Professorship program completed its third year.

"It was a true inspiration as well as an excellent learning

opportunity for all," said Dr. **Bettina C. Hilman**, Professor of Pediatrics, Chief Pulmonary/Allergy, LSU Medical Center, School of Medicine, Shreveport.

"The image of allergy and immunology has been enhanced in our University with the visit of this outstanding academic allergist and immunologist," she added.

Dr. Bloch, Professor of medicine and Chief of Clinical Immunology and Allergy at the Massachusetts General Hospital and Professor of Medicine at Harvard University, Boston, became ACAI's 14th visiting professor.

The 1994 program will kick off with a presentation at Marshall University School of Medicine in January. Others

slated for visiting professorships this year include: Emory University School of Medicine, Meharry Medical School, University of Illinois at Chicago, University of Nebraska Medical Center, Northeastern Ohio University, University of Illinois College of Medicine (Urbana), Boston University School of Medicine and New York University Medical Center.

In addition, University of Central Del Caribe (Bayamon, Puerto Rico), University Hospital (Bayamon, Puerto Rico), Ponce School of Medicine (Ponce, Puerto Rico), Brown University, University of Vermont College of Medicine, and West Virginia University are also slated for 1994 visiting professorships.

Funded through a grant by **Marion Merrell Dow, Inc.**, the visiting professorship program provides two days of intensive training in allergy and immunology at medical schools, hospitals and clinics with primary care training programs throughout the country.

The program helps to solve the problem of serious under-representation of allergy/immunology training on medical school faculties throughout the U.S. and encourage growing interest in clinical immunology.



Kurt Bloch

## Nominating Committee Asks Recommendations

ACAI members are invited to submit recommendations for officers and regents to the Nominating Committee for consideration in drafting the 1994-95 slate.

Recommendations — which must be received by Feb. 21 — should be addressed to Dr. **Joseph A. Bellanti**, Chairman of the Nominating Committee, ACAI, 85 W. Algonquin Rd., Suite 550, Arlington Heights, IL 60005.

The committee will consider candidates for president-elect, vice president, treasurer and three regents to be elected at the Annual Business Meeting, Nov. 8, 1994, in San Francisco.