



**PRIVILEGED
INFORMATION**
VOLUME 18, Issue 1
Winter 2008 (February)

Mark Your Calendars:

Western Chapter Meeting

Date: Friday, February 29, 2008
Time: 12:00 p.m.
Place: Northwest Hospital and Medical Center/Seattle
Host: Jason Burden

Eastern Chapter Meeting

Date: March 21, 2008
Time: 12:00 – 2 p.m.
Place: Central Washington Hospital/ Wenatchee
Host: Katie Reed

2008 WAMSS Conference

Date: May 7-9, 2008 (Pre-conf. training May 6th)
Place: Red Lion Inn at the Quay, Vancouver, WA

Next WAMSS Board Meeting

Date: March 07, 2008
Time: To be determined
Place: To be determined

President's Note
By: Molly Nagel, CPMSM

I don't know about the rest of you, but I can hardly believe that it is 2008. Christmas came and went along with the New Year. I took some much needed time off in early January and managed to get through my vacation with only one phone call from work.

I hear great things are being planned for our upcoming joint conference in May with Oregon and look forward to attending. I hope every one of you is able to join me and the great team planning this event.

The New Year presents us each with opportunities. We all make those "resolutions" (you know the ones we never end up keeping). We make the effort then when things get busy or difficult, we let those resolutions slip. This year I am not going to make a resolution but I am going to give myself a goal. Goals are smaller and easier to obtain, so by giving myself a goal, I should not be setting myself up for failure. Once I accomplish a small goal, I can give myself a bigger goal with hopefully the same result of being successful.

I have personal goals and professional goals. My professional goals always get huge after I attend a meeting like - WAMSS, NAMSS, Horty-Springer, etc. I come back with huge ideas for change and always fail, either to not taking the first step, not having the support of administration, medical staff and so on.

It is my goal this year to start on a change that is needed for the medical staff. I will start small and simple and bring those along who can help my goal. These small changes should lead to bigger ones. I challenge each one of you not only to make personal goals but professional ones that are obtainable for you. I wish each of you a wonderful 2008.

Molly



**NOVEMBER CERTIFICATION
RESULTS FOR WAMSS MEMBERS:**

Please join the Board in congratulating our latest certified members of WAMSS effective November 2007:

WAY TO GO!

Dual Certification in one Testing Cycle ! = *
Dual Certification ! = **

CPCS

- Martha Day
- Nicole Geissler
- Maria Hamilton
- Elsa Kassa
- Amy Mack
- Colleen O'Brien*
- Renee Stone
- Anne Stowe
- Beth Thurman

CPMSM

- Lori Brownlee
- Colleen O'Brien*
- Barbara Woodward**



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Eastern Chapter Report
By: Dolly Fluaitt, CPCS

Our next EWAMSS meeting will be at Central Washington Hospital in Wenatchee on March 21, 2008. Katie Reed is the host. We are having Dr. Oreskovich speak on "New WPHP Reporting Requirements, Physician Suicide & the Disruptive Behavior". NAMSS has granted us 1 CEU for the educational portion of the meeting. All are invited. RSVP to Katie Reed

I look forward and seeing you at the next chapter meeting!

Western Chapter Report
By: Kate Brown, CPCS

My humblest thanks to all of you for your support during the coming 1 ½ years!

The Western Chapter met at Good Samaritan Hospital in Puyallup on November 9, 2007. Dr. Ronald Morris, Vice President, Center for Quality, spoke on "The Medical Staff Services Professional's Role in Quality and Patient Safety." We also received an update from Renae Hamshar on plans for the Spring OAMSS/WAMSS Conference. Molly Nagel shared information and highlights from the NAMSS conference in New York City.

The next Western Chapter meeting will be held at Northwest Hospital in Seattle Washington. Jason Burden will be our host for the event. Vikki Gore has kindly agree to brave Snoqualmie Pass (if its open) and share the information she presented to the Eastern Chapter with us on the latest Joint Commission requirements and Washington State laws concerning affiliation and verification letters. Renae Hamshar will be presenting an encore presentation of "Celebrate What's Right in the World." Please plan on joining us for the event. All are invited! NAMSS has granted 1.5 CEU's for the educational portion of the meeting. Please RSVP Jason Burden.

In closing, please consider having a Chapter meeting at your facility! **It's an opportunity for each of us, to give back a bit for all that being a member of WAMSS has done for us, both personally and professionally!**

Spring 08 WAMSS/OAMSS Conference
Committee: Renae Hamshar, CPMSM, CPCS

The Planning Committee has been working very hard on the upcoming Spring Conference! The dates are May 7 thru 9 at the Red Lion at the Quay in Vancouver, WA, with a one day prep course for certification exams on May 6.

The combined Oregon and Washington Associations conference will follow the theme "**OAMSS & WAMSS – What We Can Discover Together.**" This will be a wonderful opportunity for members from the two groups to share ideas, network, and collaborate on improving our mutual challenges as Medical Staff Services Professionals.

Confirmed speakers and topics include - Motivational Speaker Bill Stainton (from tv's "Almost Live"); mediator Sam Imperati - Conflict management/ how we tread the line "Physician vs. Administration Needs"; Vicky Searcy "Paperless Credentialing, OPPE/FPPE, & New NCQA Standards (incl. Site Visits); Attorney Dave Miller - "Credentialing and Peer Review from the Devil's Point of View" (the perspective from both sides of the courtroom); Donna Nichols, OAMSS State President will share Oregon's progress toward implementing a standardized affiliation letter that meets JCAHO standards; a speaker will be coming from NPDB/HIP-DB and Mary Stone, (2006 NAMSS Conference presenter) will be here to provide us with an in-service on how to make sense out of malpractice deck sheets, distinguishing Good vs Bad insurance carriers, definitions of terms like "tail coverage", "claims made" vs. "occurrence", etc. **And these are just a few of the many presentations!**

Start making plans now to attend this great event!



Watch for more in the OAMSS/WAMSS Conference brochure coming out in the near future!



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Scholarship Chair Report
By: **Colleen McDonald, CPCS**

The Scholarship Committee would like to remind the WAMSS members who are planning on taking the CPCS or CPMSM Certification Examination in June that the deadline to apply for a Scholarship is fast approaching.

Please submit your applications by March 1, 2008.

The application materials are available on the WAMSS Web Site. If you have any questions, please contact Colleen McDonald, CPCS at mcdonald@u.washington.edu or (206)616-0890. Please note; the deadline to register for the CPCS and CPMSM is April 19, 2008. It is not too late to apply for a Scholarship. Please contact me if you have any questions.

Summer Testing Period

Applications must be POSTMARKED by Friday, April 11, 2008 Testing Period - Saturday, June 14 through Thursday, July 3, 2008 (Computer-based administration)

NAMSS Annual Conference Milwaukee, Wisconsin
Applications must be POSTMARKED by - August 1, 2008 Test Date - Sunday, October 12, 2008 8:00 a.m. to 12:00 p.m. (Paper-and-pencil exam only)

Fall Testing Period

Applications must be POSTMARKED by - Friday, August 29, 2008 Testing Period - Saturday, November 1 through Saturday, November 22, 2008 (Computer-based administration)

Scholarship Thank You!

From Lori Brownlee, **CPMSM**

What CPMSM Certification Means to Me

I would like to take this opportunity to thank the Washington Association Medical Staff Services Scholarship Committee for granting me a \$350.00 scholarship award towards the CPMSM examination fees that I completed and passed on November 24, 2007.

I became involved in the Healthcare profession after obtaining a degree in Health Information Technology and became a Registered Health Information Technologist (RHIT). I had worked as a RHIT in Medical Records for

approximately 10 years when I was offered a position as a Medical Staff Coordinator in 1999. It was at that time that I made becoming certified professional goal. Eight years later I am happy and proud to announce that I am now a Certified Professional in Medical Staff Management.

Certification means a great deal to me both personally and professionally. Preparation for this examination instilled in me a new sense of self-confidence as I would review and study material that I knew just from working in the field for 8 years. I also found it intriguing to study information that I knew little about. Along with those self-rewards, my husband and children learned that they could get by just fine without me for a few hours on a regular basis while I would study. Even now after the exam, the time I had devoted to studying has now become my personal time devoted to my hobbies.

From a professional standpoint, becoming certified gives me a sense of recognition as a highly specialized professional from those whom I work with. Certification allows others to see me as an integral part of the team that manages key systems within Medical Staff Services. Becoming certified has opened a whole new world of professional possibilities and goals for me.

I highly encourage anyone considering taking the exam to **GO FOR IT**. The time and effort put into studying is well worth the personal and professional rewards you gain.

PS. The more you devote to studying the easier the test is.

What opportunities are waiting for you?



Are you ready?



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MEMBERSHIP REPORT
Submitted by Cheryl Thomas, CPMSM
Past President/Membership Chair

A REMINDER:

Memberships are due no later than March 1st at which time the password on the WAMSS web site will be changed. If an individual has joined in the last quarter of 2007, they are not required to pay additional dues. Their membership is good through December of 2008.

Cheryl

If you have any questions, please contact Cheryl Thomas (the 2007-2008 Membership Chair) at wet.cat@verizon.net

EDUCATION COMMITTEE
Submitted by Rita Rakestraw, CPCS

Nothing to report at this time.

Bylaws Committee Report
Submitted by Kim Kenning, CPCS

The updates and revisions to the bylaws are nearly complete. You can expect to see the updated version come out for review and approval in the near future.

In addition to corrections on the timelines for voting and the membership year, there have been a few updates to the committees including the addition of a strategic planning committee. Thanks again to everyone who provided feedback on the previous draft.

COMMUNICATIONS COMMITTEE
by Irene Torres

Privileged-Information Newsletter - Kate Brown has graciously agreed to continue as P-I editor, even after assuming the role as President for the Western Chapter. Her high energy commitment to the success of WAMSS and its programs is an inspiration to me.

Please help me help Kate by submitting your newsletter items, articles, tidbits, photographs, and member news to her on time...every time she asks.

WAMSS Website Update:

The WAMSS Web-site Team has been busy researching how to continue maintenance of our website. The software from which the web-site is constructed is no longer supported by the vendor. As a result we will be re-designing and re-writing the website. We have purchased DreamWeaver (software) for this project and hope to bring our members a draft design at the May conference. Assuming the design is generally accepted, we will then launch into the writing process. If you have ideas for consideration as we are reworking the website please send them to Kate_Cross@kindredhealthcare.com.

In addition, the Internet Service Provider host company was contacted and the WAMSS account reviewed. Our monthly rate has been decreased based on the current cost in the industry. Rates overall have declined since our site was originally set up several years ago.

Email Blasts:

There were 12 WAMSS Blasts sent in the month of December (to 12/21). We've had a total of 592 for the year of 2007. I encourage everyone to respond to the questions, to help one other. To quote Red Green, **"We're all in this together!"**

Thank YOU!

I appreciate everyone for their ongoing commitment to our important work, and wish you all a very prosperous New Year!

Please Note Irene's new office address:
505 S. 336th St., Suite 600
Federal Way, WA 98003
Ph: 800-336-8614 x 2112
Fax: 253-838-6418

"What if... Lewis and Clark decided to stay home?"





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**STRATEGIC PLANNING COMMITTEE
by Rhonda Bowen, Chair**

The Strategic Planning Committee met after the Western Chapter Meeting held on November 9, 2007 at Good Samaritan in Puyallup.

We are excited to work on our strategic plan with you.

The WAMSS website lists our organization's goals and objectives, which are the foundation for our plan, but there are still missing pieces. We need your help to refine, expand and build the formal document... I know what you're thinking and yep, you're right; we need a survey! Our committee members will be sending out a three part survey via email in the next few weeks. Each part of the survey will have a few questions in specific areas. We hope that you find the abbreviated survey format easier to complete and less time consuming. Once we receive all your responses, we'll be on our way to mapping our great organization's future!

Just in case you wanted to start thinking about it now ;-), a hint about what will be in the survey:

From the WAMSS website, our organization's goals:

- to provide professional and personal development
- networking opportunities
- communication resources
- career advancement
- education for medical staff professionals in Washington

Rhonda Bowen, CPMSM, CPCS

**NOMINATING COMMITTEE
By Cheryl Thomas, Chair**

Nothing to report at this time.

New Briefs:

From NAMSS: Recordings of The Joint Commission's MS.1.20 Audio conferences Available Online

Recordings of The Joint Commission's October 25 and November 1 audio conferences on the revised Leadership Standards and revised standard MS.1.20 are now available on The Joint Commission's Web site.

Each call features Paul M. Schyve, MD, Senior Vice President; Robert A. Wise, MD, Vice President, Division of Standards and Survey Methods; and Harold J. Bressler, General Counsel. The calls are intended to clear up any questions regarding the new standards that go into effect in 2009.

If you have any remaining questions or concerns regarding MS.1.20 after listening to the two calls, please contact Christine Perez at cperez@namss.org.

DEA Website Update:

The DEA website now has a verification link, you should use that instead of the duplicate request. Each time you get a **duplicate it changes some data in the system**, getting a **verification doesn't**.

When you cannot get a prescriber's verification to come up, call the Seattle DEA office - 888-219-1418.

It's free! Here's the link

<https://www.deadiversion.usdoj.gov/webforms/validateLogin.jsp>

You can also go the DEA home page and click on the "Registration Validation" box on the left column near the bottom. Log in once with a provider, then do all the rest you need before exiting the system.

Cheryle Whisenhunt, Operations Administrative Assistant

Verifying a Facility NPI Number:

To verify a Facility NPI # the web link is -

<https://nppes.cms.hhs.gov/NPPES/NPIRegistryHome.do>



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Click on "organizational search" and enter the NPI number, to pull up the information. (This is the same on line data base used to find individuals and providers.)

WAMSS Members on the Move: (Which way did they go?!) *Help our professional network stay intact. Please share your updates!*

Lisa Guest has taken her maiden name back, and her name is now Lisa Velotta, still at Wenatchee Valley Medical Center.

Special Notes from Our Members:

Cheryl Thomas, CPMSM forwarded the following comment on for all who know and have worked with Ms Sherry Perry, retiring health care consultant:

"I wish you and WAMSS the best of everything. You're all doing a remarkable job with this organization and what a terrific benefit for all those who work in the credentialing arena."

*Best wishes for the New Year
from your State Leadership!
May you find new avenues to
ensure excellent healthcare
for all who pass through your
doors.*

*Don't just stand there
waiting!*

*Go wait by your mailbox for the
OAMSS/WAMSS Joint Conference Brochure!*

*"What We Can Discover Together!"
... in Vancouver!*

May 7-9th will be here sooner that you think!

*(May 6th for those wishing to take the pre-
certification study class)*



See you there!



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Mark Your Calendars:

Western Chapter Meeting

Date: November 14, 2008

Time: 12:00 pm

Place: Providence Centralia, Centralia WA

Host: Renae Hamshar

Eastern Chapter Meeting

Date: November 7, 2008

Time: 12:00 pm

Place: Kadlec Medical Center, Richland, WA

Host: Rachel Wilson

2009 WAMSS Conference

Date: May 5 - 8, 2009 (Pre-conf. training May 6th)

Place: The Davenport, Spokane, WA

Next WAMSS Board Meeting

Date: November 14, 2008

Time: 10:00 am

Place: Providence - Centralia, WA

President's Note

By: Renae Hamshar, CPMSM, CPCS

Fall is in the air, with winter not far behind! As is the case this time of year, our thoughts turn to things like "Trick or Treat", being thankful, the NAMSS annual conference and National Medical Staff Services Week. What do all of these things have in common? Let's take them one at a time:

"Trick or Treat": When we knock on the door at DOH, will we get a "trick" or a "treat"? As I write this on October 20, according to their latest website update, they are just now starting to process applications they received on September 11! That is over 5 weeks ago! Not much progress is being made, I am sorry to say. We will keep pushing but I am not sure how much our efforts are paying off. Perhaps if we showed up on their doorstep in scary costumes? The Credentialing Crusaders???

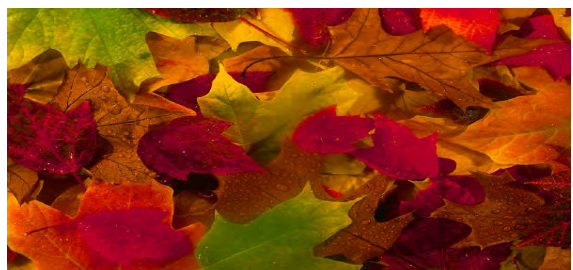
Being Thankful: Did you know that part of your annual dues is used by the State Association to finance sending the State President to NAMSS? Its true and I thank you so much. I have not been able to attend a NAMSS Conference since 1989 and this was such a welcome

treat for me. I learned a lot and it was a fabulous opportunity to network with others in the field and to learn what their State organizations are doing. Next year's conference is October 3-7 in Reno, Nevada.

NAMSS Annual Conference: See above. If you get the opportunity to attend one of these conferences, it's hard not to realize what an amazing group of professionals make up this organization. We have very challenging jobs and responsibilities and having the ability to reach out to others in the field for advice, for support or just to have a friendly ear to "vent" to is a wonderful gift. And its free! So pay it forward and share a bit of your knowledge and expertise when someone poses a question on the e-blast or chat line.

National Medical Staff Services Week: See how this all ties in together? We have highly complicated positions that require an exceptional set of skills not found in just anyone! We tend to stay in this field because we love what we do and we know it makes a difference. We network together and rely on each other for assistance and support because many of our workplace colleagues have no idea what we do! So pat yourselves on the back November 2-8 and know that you are appreciated by your employers, your medical staff, your provider panels and – most importantly – by the patients you protect, even if they don't know who you are or what you do. Smile – you are kind of like the CIA! That would be the *Credential Intelligently Agency*.

I, for one, am thankful for each and every one of you. I appreciate your talents, your drive, your willingness to share and your dedication to this profession. I hope your Halloween bag, not to mention your Christmas gifts are full of treats like wonderful, dedicated physicians, clean applications, the prompt return of paperwork, and (finally!) license and DEA renewals that are processed and returned to you in a timely manner! *Renae*





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WAY TO GO!

**April & June CERTIFICATION
RESULTS FOR WAMSS MEMBERS:**

Please join the Board in congratulating our latest certified members of WAMSS effective April and June 2008:

CPCS

Jon Davidson (April)
Cheryl Rogers (June)
Pegg Seier (June)

CPMSM

(None)

Eastern Chapter Report

By: Rosalinda Kibby, CPCS, EWAMSS- President

Fall is truly in the air! I hope that as you are preparing for the excitement of the holidays and prepare to close out the year, you save a bit of energy for all of the excitement for the upcoming 2009 year.

EWAMSS met on September 5, 2008 at Yakima Valley Memorial Hospital. Education was presented from HCPro's "Kadlec Reversed: How to Collect and Share Credentialing Data While Avoiding Legal Risk". Our next meeting is November 7, 2008 at Kadlec Medical Center where we will listen to HCPro's "Measuring Physician Performance: Exploring Methods to Link Privileges with Competency". We will also have a bit of recognition in honor of National Medical Staff Services Awareness Week. Hot topics for EWAMSS continue to be new information regarding the statewide application work as well as whether or not people continue to experience delays with the Department of Health's Professional Licenses Division. We hope to hear a report from those who attended the NAMSS conference as well. Our spring meeting will take place on March 6, 2009 at Central Washington Hospital hosted by Kati Reed.

Hard work and perseverance pays off and I encourage you all to continue onward in your goals. Be sure to come to the next EWAMSS meeting to be refreshed, learn some new things and spend some time with your peers.

Western Chapter Report

By: Kate Brown, CPCS, WWAMSS - President

Congratulations to Jason and Joan! Jason Burden was elected as our incoming Western Chapter President. He will begin his term of office on June 1, 2009. Jason, thank you so much for all you have done for our Chapter as Secretary for the past four years and your willingness to serve as our Chapter President! It people such as yourself who truly make a difference in our organization!

Since Jason had been the Chapter Secretary for four years, Joan Brodie who was elected as our Western Chapter Secretary, graciously agreed to assume her office effective immediately. This will help us get back on track with rotation of officers. ***Please take time to thank them both for their willingness to serve our Chapter!***

The Western Chapter met on September 12, 2008 at Group Health Cooperative's headquarters in Tukwila. Special thanks to Lenore Vining and crew for providing our meeting place and all the goodies. Also - to Kate Cross for her wonderful educational topic, ***"How to Grow as a Medical Services Staff Professional."*** She inspired us to go beyond what we think we are capable of and reach for the goals we wish for in our professional life. We received 1 CEU from NAMSS for her presentation.

Our next Chapter meeting is scheduled for Friday, November 14, 2008, 12:00 pm, at Providence - Centralia. Renae Hamshar will be both hosting and presenting the following educational topic, ***"Disasters are Inevitable – Are You Ready?"*** We have received confirmation of 1.5 CEU's from NAMSS for the presentation. Please contact Renae, if you plan to attend.

We have received a request to find out if there is any interest in changing the "Friday" chapter meeting day to a different day, as some of the members are consistently unable to attend on Fridays due to work related obligations. Please email me with your preference by Tuesday, November 11th. My email address is: brownka@goodsamhealth.org. I will be adding this topic



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and your responses to the Chapter's agenda for November 14th.

Our Spring Chapter meeting will be held in March of 2009 at Tacoma General Hospital. The date has yet to be determined. We will be bringing in a national speaker. Please let me know what your wishes are for a topic. I have already contacted a couple candidates.

Spring 09 WAMSS/Conference Committee

By: Kati Reed, CPMSM, CPCS,
& President Elect – WAMSS

**I SAW THAT SPEAKER AND I THOUGHT THEY
WERE GREAT!**

If you can say the above line---we need your help! This is your chance to have input into what speakers/topics will be presented at next year's Annual WAMSS Conference to be held May 5-8, 2009 at the Davenport Hotel in Spokane, WA.

The Conference Planning Committee is focusing on "Advancing Professionalism" for 2009 and we need your help in creating our presentation lineup! Please forward to Kati Reed at Katherine.reed@cwhs.com any speakers you have seen recently that you thought were great and would be of value to your fellow WAMSS members.

In addition if there are any topics you want to hear more about at next year's conference forward your ideas ASAP. Thanks for all your input! All of our efforts help to ensure we have an excellent conference in 2009.

MEMBERSHIP COMMITTEE
Submitted by Molly Nagel, CPMSM
Past President/Membership Chair

We currently have 238 members. Please help me by welcoming our newest members who have joined since July: Cheryl Rogers, CPCS at Franciscan Health System, Michelle Cournyer at Morton General Hospital, Shannon Kelly at Morton General Hospital, Lisa Haynes at Navos Mental Health Solutions, Sharla Anderson at Lower Columbia Ambulatory Surgery Center, and John Dolan at Lower Columbia Medical Center. Renewal notices will be sent for the 2009 year in November so look for them in your e-mail.

EDUCATION COMMITTEE

By: Rita Rakestraw, CPCS

We need ideas for "Topics" for the Spring Education Conference and suggestions for speakers that we would like for Keynote Address.

SCHOLARSHIP Report

By: Colleen McDonald, CPCS

NAMSS is offering an April testing period again this year with the deadline to apply toward the end of January 2008. The final deadline date has not yet been posted. Please check the NAMSS Web Site in the next couple of weeks for the deadline dates and the exact testing dates.

If you are planning on taking the CPCS or CPMSM Certification Examination in April 2009 that the deadline to apply for a scholarship is December 29, 2008. Please submit your scholarship materials before the deadline. The application materials are available on the WAMSS Web Site. If you have any questions, please contact Colleen McDonald, CPCS at mcdonald@u.washington.edu or (206)616-0890.

BYLAWS COMMITTEE

By: Kim Kenning, CPCS

NAMSS has returned our bylaws revisions with recommendation for some additional revisions. The Board will be reviewing the recommendations at the upcoming meeting in November and we will begin the revision process.

COMMUNICATIONS COMMITTEE

By: Irene Torres, CPMSM/CPCS

The Communications Committee has been very busy this quarter. We're still working on the website upgrades, and sending out email blasts as they are requested. A subcommittee has started development of a standardized verification letter format for everyone to



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consider. And, the P-I contains all the latest news and information to help us do our jobs and the WAMSS website - to find a job--if you happen to be looking. Four positions are posted now.

STRATEGIC PLANNING COMMITTEE
by Rhonda Bowen, Chair

No report at this time

Nominating Committee
By: Molly Nagel, CPMSM, Past President, WAMSS

Nominating Committee: The Positions that are up for election in the Spring of 2009 are for the President -Elect and Treasurer position. WAMSS is a wonderful organization and there is a lot to be gained by joining the Board. If you have any questions about the positions or the responsibilities attached to either position, please give me a call.

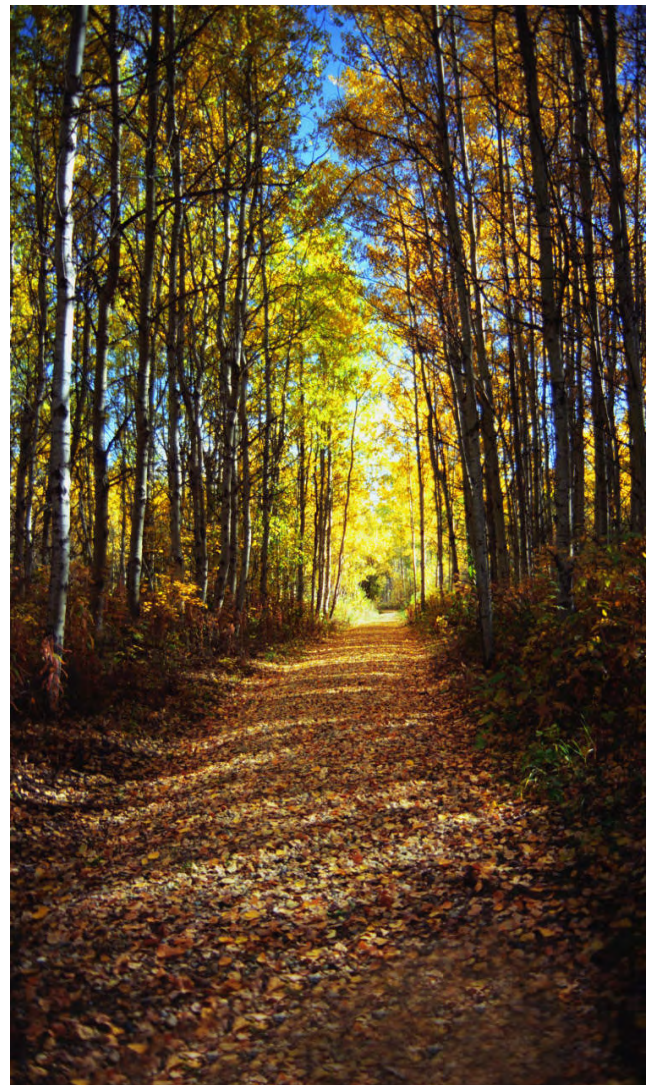
News Bulletins:
From: Irene Torres, Communications
Committee Chair:

R-103 rules filed, effective date is November 1, 2008:

On October 1, 2008 new rules were filed with the Code Revisers Office which clarifies the use of laser, light, radiofrequency, and plasma (LLRP) devices and defines delegation and supervision for the use of LLRP devices by Osteopathic Physicians and Osteopathic Physician Assistants. The effective date of these rules is November 1, 2008 (31 days after filing).

Please see attachment to the PI for further information on this topic.

*May the coming season bring
both peace and joy to all!
Your State Leadership!*





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Summer 2008 (June)

Mark Your Calendars:

Western Chapter Meeting

Date: September 12, 2008

Time: 12:00 pm

Place: Group Health Cooperative, Seattle WA

Host: Lenore Vining

Eastern Chapter Meeting

Date: Sept 5, 2008

Time: 12 pm

Place: Yakima Valley Memorial Hospital

Host: Laura Seaman

2009 WAMSS Conference

Date: May 5 - 8, 2009 (Pre-conf. training May 6th)

Place: The Davenport, Spokane, WA

Next WAMSS Board Meeting

Date: December 2008

Time: To be determined

Place: Centralia, WA

President's Note

By: Renae Hamshar, CPMSM, CPCS

Washington Association of Medical Staff Services. What does it mean to you? How has it benefited your career or professional growth? Have you made friends through this organization? Has it helped you find a new job opportunity? Has it helped you to sharpen the "tools" or skills you use on a daily basis at work and maybe even at home?

As I prepare to take the helm for a very short and hopefully productive year as your President, I am humbled by the examples of those who have served before me. Some of them, like Georganna Biggins, have gone on to lead the National organization. Some were instrumental in the development of things that now seem everyday and we may take for granted, like the Washington Practitioner Application (thank you Bettina Acosta and others!). And some, because they have been involved in malpractice cases of great significance, find themselves in the spotlight of national medical staff affairs (i.e., Donna Zulauf and the infamous "Kadlec Case"). It is very challenging and daunting to consider what changes I might have an opportunity to be a part of and how those changes might benefit WAMSS.

I would challenge each of us to take a look around our workplaces, to look at how healthcare is provided in Washington State and to look at our State organization. How can we make it better? What is the next "big idea" out there that we might tackle? How do we promote our organization to new people coming into the field, to our bosses, to our medical staff, to the healthcare industry? The ideas, whatever they may be, need to come from us. WE are the ones responsible for building this organization and continuing the wonderful work that has been done already.

If you have a "big idea", please share it with the Strategic Council or the WAMSS Board. Let's get our creative juices flowing and energize this organization to continue to grow, improve, foster and develop medical staff professionals that will continue to lead the way on the local, state and national levels! Volunteer now to be a part of the process and to contribute to one of the best State chapters in the country.

Renae

Alert! Alert! Alert!

Important!!! Please go to the Washington State Dept. of Health website to view the Newsletter re the Backlog in Licensing.
<http://www.doh.wa.gov/hsqa/hpqa/hsqarenewelstat/HPQArenewstat.htm>

Also:

National Practitioner Data Banks Annual Policy Forum at NAMSS:

On Sunday, October 12, the NPDBs will be hosting a policy forum at the Hilton Conference Center in Milwaukee, one day prior to the start of the NAMSS Conference. The forum will go from 1 to 5 pm; they are applying for CEUs for the event and it is offered free of charge. They are asking attendees to submit ideas, topics, questions to them prior to August 1 and they will include those in the forum discussions. If you are interested in participating, you will find additional registration information on the NPDB website.



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Eastern Chapter Report

By: Rosalinda Kibby, CPCS, EWAMSS- President

Welcome Summertime!!

EWAMSS met on May 8, 2008 during the annual conference in Vancouver, WA. It was great to see everyone there. This year's conference was joint with the Oregon Association of Medical Staff Services and was very educational with lots of good topics and speakers. I am excited for the 2009 conference which will be held at the Davenport Hotel in Spokane, WA.

The meetings for the rest of this year and next year are as follows:

- September 5, 2008 – Yakima Valley Memorial Hospital, Yakima, host – Laura Seaman
- November 7, 2008 – Kadlec Medical Center, Richland, host Rachel Wilson
- March 6, 2009 (Friday) – Central Washington Hospital, Wenatchee, host – Katie Reed.

Our new President-Elect is Carol Mangum. Welcome Carol Hope to see you all at the upcoming meetings.



Western Chapter Report

By: Kate Brown, CPCS, WWAMSS - President

What a great Spring 08 Conference! 200 + attendees! Setting in the back of the room, you get a chance to hear what folks think of the presenters. I don't believe in

my nearly 15 years of attending WAMSS conferences that I have ever heard the amount of excitement and laughter that was generated at the conference this year.

I kept hearing statements like, "Man! This is right on... Just what I needed! This gives me something to shoot for! I love it when we get the states together! I get to meet so many new people with fresh ideas! Hey! I met a gal from Oregon, she's going to call me with her process for getting apps out quicker!" I actually witnessed one of our "normally" very sedate members running down the hall so she didn't miss any of Bill Stanton's second presentation. As she zipped past me, she had a kind of sheepish look on her face. She paused just a moment to say, "Well he's really great, don't ya know!!" She dipped her shoulders and danced the rest of the way to the conference room entrance.

I listened as new members expressed their excitement over finding out there were other folks out there struggling with trying to meet the current regulatory requirements. Observed fast friendships being formed as both old and new members reached out to each other. (Solid foundation and fresh ideas)

I smiled as I stood listening to the tiny group of clinic folks (five of um?) get excited when they sat down in the "This is your life – Clinic" session and discovered that they shared the same frustrations over getting their tasks done, then being the problem solvers that they are, quickly came up with ideas on how together, they could change healthcare in the clinic setting. I heard them promise to connect with each other post conference. I couldn't help but wonder if this is how the first WAMSS group started. Just a few folks who sat down together and discovered that by reaching out they each had something to offer. By joining together they truly could make a difference in healthcare in Washington State.

Renaee and Ann - Thank you for the awesome conference. **WELL DONE!**

When volunteers were asked to serve on committees, we had so many hands raise that it was hard to keep track. Giselle Loveland, Barbie Donovan and Joan Brodie volunteered to set on the Western Chapter Nominating Committee. Diane Pierson volunteered to serve on the WAMSS Board Nominating Committee and



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Beth Thurman and Pat Walsh volunteered to serve on the WAMSS Board Scholarship Committee. **Way to give back ladies! Thank you! (Please forgive me if I missed anyone)**

We are growing! Fast! Six new WWAMSS members were introduced at the State Chapter meeting. We have two new certified members in the Western Chapter from the most recent testing period.

Our next Chapter meeting will be held at Group Health, Seattle on September 12th. Lenore Vining will be our host. Kate Cross is working on a "Career Development" presentation that will hold something for us all! Have a safe summer! See you in September.

Western Chapter Nominating Committee Needs Your Help!

Candidates for Secretary/Treasurer of the Western Chapter are urgently needed. You do not need to be a member of NAMSS and you do not need to be certified to fill this role. If you are interested in serving as the Secretary/Treasurer for 2008-2009, please contact Renae Hamshar (via phone at: 360-330-8529 or email at: renae.hamshar@providence.org). If you would like to nominate an individual to run for this position, please contact Renae.

The organization cannot function without the active support of its members. Please consider what you can bring to the organization that supports your professional and personal growth!

Spring 09 WAMSS/ Conference Committee **By: Kati Reed, CPMSM, CPCS,** **& President Elect – WAMSS**

The 2009 WAMSS Conference Has Been Scheduled!
Mark Your Calendars For May 5th - 8th, 2009.
At The Davenport Hotel in Spokane

The Conference Planning Committee is currently being formed and if you would like to assist with next year's conference planning please e-mail Katherine.reed@cwhs.com or call at 509-664-3472.

The first planning meeting will be held in August. There are lots of areas to assist, such as brochure development, site arrangements/menus, study group/CEU arranging, donation collections, vendors/exhibit coordination, door prizes, faculty/presenter coordination, notebooks/supplies, special events(i.e. Thursday dinner/open reception), and assisting with the pre/post conference needs.

If you are an expert or wanna be expert in any of these areas or a willing and eager assister I would love to get an e-mail or call from you with your preferred assistance area. I will be arranging most of the details via phone or audio-conference so travel should be minimal.

Many Thanks!



Scholarship Chair Report **By: Colleen McDonald, CPCS**

The Scholarship Committee is excited to report that the Board has created two additional scholarships for the Fall Certification testing period. This means that we will

now be able to award four Scholarships for November Examinations. I am also happy to report that the Board has decided to raise the amount of the Annual Meeting Scholarship to \$750.00. But even better, an additional two Scholarships have been added. We will now be awarding four Annual Meeting Scholarships!!!



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I would like to remind the WAMSS members who are planning on taking the CPCS or CPMSM Certification Examination in November that the deadline to apply for a Scholarship is fast approaching. Please submit your applications by August 1, 2008. The application materials are available on the WAMSS Web Site. If you have any questions, please contact Colleen McDonald, CPCS at mcdonald@u.washington.edu or (206)616-0890. Please note; all applications for CPCS or CPMSM must be postmarked by August 29, 2008. The testing period is from November 1st through November 22nd.

MEMBERSHIP REPORT
Submitted by Molly Nagel, CPMSM
Past President/Membership Chair
No report

EDUCATION COMMITTEE
By: Rita Rakestraw, CPCS
No Report

Bylaws Committee Report
By: Kim Kenning, CPCS

The revisions to the Bylaws were approved by membership at the Annual meeting during the WAMSS/OAMSS combined conference. Thanks again for your comments and suggestions regarding the revisions.

Communications Committee
By: Irene Torres, CPMSM/CPCS

Everyone is having an incredibly busy summer. Both our webmasters (Kate and Cheryle) are installing new software on new home computers and hope to start writing the new website later this fall. We expect the upgrades to allow WAMSS members to update their own membership information. Watch for future details. There were 21 email blasts for the month of May -- and a total of 165 for 2008, to date.

STRATEGIC PLANNING COMMITTEE
by Rhonda Bowen, Chair

Greetings from the Strategic Planning Committee. Thank you to all the members that provided our committee with valuable information and great ideas for

our organization. We are in the process of compiling the results of the surveys. Once compiled, we will send to WAMSS membership. Look forward to our Strategic Plan recommendations later this fall. Have a great summer and enjoy these sunny days!

Nominating Committee
By: Molly Nagel, CPMSM

Nominating Committee: The Positions that are up for election in the Spring of 2009 are for the President -Elect and Treasurer position. WAMSS is a wonderful organization and there is a lot to be gained by joining the Board. If you have any questions about the positions or the responsibilities attached to either position, please give me a call

Special Notes to/from Our Members:

Barbi Donovan (Credentials Supervisor, Snoqualmie Valley Hospital) was in a very serious accident on Friday night. (6/28), resulting in multiple broken bones. She had to be cut out of her car.

She has been at Harborview since the accident and has just been transferred to her own hospital (Snoqualmie Valley Hospital). She can have flowers, cards and limited visits. They are limiting her visits (depending upon the day) to about 5 minutes and only one visitor.

The address to send her well wishes is as follows:

Barbi Donovan
Snoqualmie Valley Hospital
Room 105
9575 Ethan Wade Way SE
Snoqualmie WA 98065

Lets inundate her with well wishes!



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Mark Your Calendars:

Western Chapter Meeting

Date: May 8, 2008
Time: 8:00 am
Place: Red Lion Inn at the Quay/Vancouver WA
Host: Kate Brown

Eastern Chapter Meeting

Date: May, 2008
Time: 8:00 am
Place: Red Lion Inn at the Quay/Vancouver WA
Host: Dolly Fluaitt

2008 WAMSS Conference

Date: May 7-9, 2008 (Pre-conf. training May 6th)
Place: Red Lion Inn at the Quay, Vancouver, WA

Next WAMSS Board Meeting

Date: May 6, 2008
Time: To be determined
Place: Red Lion Inn at the Quay, Vancouver, WA

President's Note
By: Molly Nagel, CPMSM

WAMSS Members... Let me start my final report by saying it has been a pleasure serving as your State President this past year. It has been a rewarding year full of challenges both personally and professionally for me as well as others that I know. Through these challenges, it amazes me that we continue to strive to give the best of ourselves to others.

As I look back on this year, I feel immensely rewarded for the time that I have given to WAMSS and for the support that I have received and continue to receive every day from each of you. I would recommend this organization to anyone joining our challenging profession, as a means to network and get to know others who share in the day-to-day challenges of the job. You will not be disappointed! The support and camaraderie is boundless.

As you all know, I am a one person office and have a unique view of the MSP world. There are some days I would like to be in a bigger office to "share the load" and there are other days I love my small facility. Even through many changes and on-going challenges, I know

that my fellow WAMSS members are available to help - via phone call or an e-mail. I thank each of you who I have called upon this past year.

I am looking forward to this year's joint conference in Vancouver. Not only will I have a chance to see all of you again, but I'll also have a chance to renew friendships with our neighbors to the south.

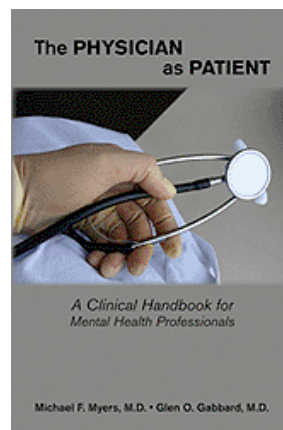
Be on notice... You will be hearing from me a lot next year because as past president, I am responsible for membership and nominations. So keep recommending WAMSS to new people you meet and keep yourself in mind for a possible board or local chapter position.

Again, thank you for the opportunity to have served you. It has been a pleasure!

Eastern Chapter Report
By: Rosalinda Kibby, CPC/SEWAMSS/
President Elect

Happy Spring 2008!!

EWAMSS met on March 21, 2008 at Central Washington Hospital, Wenatchee, WA. Dr. Mick Oreskovick from the Washington Physician Health Program (WPHP) gave an education program regarding the psychology of the physician. Dr. Oreskovick recommends the reading of "Physician as Patient" by Dr. Glenn Gabbard. Dr. Oreskovick discussed how WPHP is expanding their



for more info.

roles as well as information about suicide rates amongst physicians. He briefly discussed WAC 246.16.200 and SHB (Senate House Bill) 2974.

EWAMSS is looking for a new President-Elect. We hope to announce our new one at the Annual Meeting.

EWAMSS hopes to schedule some meetings around some NAMSS Webinars. Stay tuned

See you in Vancouver!



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Western Chapter Report
By: Kate Brown, CPCS

The Western Chapter held their first meeting of the year at Northwest Hospital in Seattle on February 29th. Special thanks to Jason Burden and the Medical Staff Services crew at NW! You are awesome!

Vikki Gore gave us a virtual educational presentation on the topic of "Standardizing Hospital Affiliation Letters and Verification Forms re Washington State Law and the Joint Commission Requirements." Vikki's information identified the need to include the "six competencies" not only when asking for, but when providing information to others. Special emphasis was placed on being candid when responding. Examples of Yakima Regional Medical Center's verification letters for both sending and receiving verifications were shared with the membership as well.

Renae Hamshar gave us all a "shot in the arm" with her encore presentation of "What's Right in the World." Thanks Renae in your already hectic world - for once again, going above and beyond to share yourself and your knowledge with others. You are greatly appreciated.

The Fall Western Chapter meeting will be hosted by Lenore Vining, Group Health/Seattle in September. The date and topic are yet to be determined. We are looking for volunteers to host the Winter 08 and Spring 09 meetings as well.

We are currently compiling the results of a brief statewide survey to identify where WAMSS folks in the "hospital setting" are in meeting the new FPPE/OPPE requirements set by the Joint Commission. Once completed, the information will be made available to the membership as an "in-state" information repository, giving us yet another opportunity to network with each other.

Dolly Fluaitt, EWAMSS President and I are currently reviewing possible sites for the 2009 state convention. If you have a recommendation for the next convention site, please let us know ASAP as we hope to have a recommendation for the Board at the State Convention.

**Spring 08 WAMSS/OAMSS Joint
Conference Committee**

By: Renae Hamshar, CPMSM, CPCS, and President Elect – WAMSS

THE EXCITEMENT IS BUILDINGWe are less than a month away from our annual educational conference, which will be held in Vancouver, WA May 7-9. We have something for everyone:

- An opportunity to meet and network with our colleagues in the Oregon Association of Medical Staff Services
- A program packed with outstanding speakers on topics ranging from medical malpractice to paperless credentialing to unannounced survey preparation and "The Five Best Decisions The Beatles Ever Made".
- A step back in time evening at Fort Vancouver, complete with a horse-drawn hay wagon and re-enactors, as well as a "ghostly" tour of a turn of the old century hospital.
- For the exercise-oriented, there is a five mile walk along the banks of the Columbia that starts steps from your hotel room door!

Whatever you are looking for, I think you will find it at this year's conference. My hat is off to the fabulous people from both Washington and Oregon who have served on the planning committee and spent countless hours putting this together. **I can't wait to sit back and enjoy the fruits of our labors! See you in Vancouver!**



*I told you we'd find it!
It's the best OAMSS/WAMSS Conference Ever.*



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Scholarship Chair Report
By: Colleen McDonald, CPCS

The Scholarship Committee has not received any nominations for the Margaret Geering Recognition Award, for a current or former WAMSS member who has made significant contributions to WAMSS, NAMSS, the industry and/or their employer. There is still time to submit a member of WAMSS for this award. Please go to the WAMSS Web site and complete the nomination form. I know that we have many current or former members who are very deserving of this award.

We have had many applications for the Annual Scholarship for the Conference this year. The Committee is reviewing the forms and will make their recommendation to the Board the week of April 14, 2008.

The deadline for applying for the Fall Certification Scholarship is August 1, 2007. This is not a need-based Scholarship. I would like to encourage anyone who is planning on taking the CPCS or CPMSM Certification test in November to apply for the Scholarship. The application materials are available on the WAMSS Web Site. If you have any questions, please contact me at (206)616-0890 or by Email at mcdonald@u.washington.edu.

The Judy Kleckner Scholarship for Advanced Studies was awarded to Kate Cross. Kate is completing a certificate program in Medical Management.

Congratulations Kate!!

MEMBERSHIP REPORT
Submitted by Cheryl Thomas, CPMSM
Past President/Membership Chair

Well, here's the latest membership report – just before the conference in Vancouver! While I have been terribly delinquent in getting your renewal letters to all of you, some of you have been equally delinquent in renewing your membership. Just kidding!

Seriously, I am happy to report that as of today we have 209 paid memberships with more coming in every day. I have promises of 13 more before we meet in Vancouver

which will take the total to 222? Of those who are paid, 39 are new members, many of whom are replacing folks who have moved on to other jobs or have left the profession. Tightening finances are impacting some of the members who belong to large organizations that no longer pay their dues. While this does impact our overall membership numbers, I think this is simply a sign of the times.

Of note – **51%** of our paid members **are certified**. Now that's impressive!!! Of these, 55 members have their CPCS certification, 25 hold CPMSM, and 26 are double certified. In addition, one of our members with the double certification also holds her CPHQ and RHIT certification.

Of these, 59 members belong to the Eastern Chapter, 150 to the Western Chapter and both continue to grow.

Of the 59 new members, 12 have joined the Eastern Chapter with the remaining 17 joining the Western Chapter.

With the changes at the regulatory levels and the continuing challenges in our profession, be sure to encourage new folks to join WAMSS. As you all know, it is the best support network available!

Thanks to each of you for your continued support! I look forward to seeing all of you in Vancouver.

Join us on the mighty Columbia!





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EDUCATION COMMITTEE

By: Rita Rakestraw, CPCS

I am happy to report that our joint spring conference has been awarded 14 CEUs and the pre-conference study class has been awarded 6 CEUs by NAMSS. Those who attend both the conference and study class will earn 20 CEUs.

We have 17 new CPCS/CPMSM certifications earned by medical staff service professionals in 2007. All of them will be recognized at our annual conference in May.

I am looking forward to the conference and the pre-conference study class. I am also proud to report that three of the newly certified members are from my office.

Bylaws Committee Report

By: Kim Kenning, CPCS

The Bylaws revisions are complete, and they should be distributed for review prior the upcoming spring conference. Thank you to everyone who provided feedback to the previous revision. It was great to have so many experienced people provide comments to help us get a great revision in place. Hopefully we will be able to vote on these revisions at conference or soon afterwards.

Communications Committee

By: Irene Torres, CPMSM/CPCS

Month of March we had a total of 34 email WAMSS blasts, three of which were from other states, Montana, Idaho and Oregon. Thus far for April we have 22 and YTD total of 106

The rest of my report will be presented at the State Board meeting in Vancouver. **SEE YOU THERE!**



Don't miss out on the adventure!

STRATEGIC PLANNING COMMITTEE

by Rhonda Bowen, Chair

The first round of our three part survey for Strategic Planning went out last week. If you did not get one, please contact one of the committee members listed below and we will get a survey to you right away.

Thank you to those members that have already replied. We have received several responses and are eager for more! Some great ideas have been suggested and we look forward to sharing them once the survey is complete. The next round will go out via email on Thursday, April 17th, and the final one on Thursday, April 24. The committee will meet at the conference and then present a status report on the Strategic Plan.

If you have any questions, please give me a call. Looking forward to seeing everyone at the conference!

Nominating Committee

By: Cheryl Thomas, CPMSM

Nominations for President-Elect and Secretary will be going out on ballot Friday April 18th. We are open for "nominations from the floor." If you want to nominate someone, call the potential nominee and make sure they were willing to accept the nomination and then forward a paragraph about them to me by Friday, April 18, 2008.

New Briefs:

FYI - New Changes in Washington State Law:

Washington State's new mandatory reporting laws – may be of interest to you, particularly these two sections:

WAC 246-16-230 Mandatory reporting—License holder self reports. Each license holder must self report:

- (1) Any conviction, determination, or finding that he or she has committed unprofessional conduct; or
- (2) Information that he or she is unable to practice with reasonable skill and safety due to a mental or physical condition; or
- (3) Any disqualification from participation in the federal Medicare or Medicaid program; **and**



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WAC 246-16-250 Mandatory reporting—Reports by health service contractors and disability insurers.

The executive officer of health care service contractors and disability insurers licensed under chapters 48.20,

48.21A, and 48.44 RCW must report when the entity has made a determination or finding that a license holder has engaged in billing fraud.

For additional information on the new “Mandatory Reporting” sections, you may wish to go the WAC’s and review the following:

WAC 246-16-200 Mandatory reporting--Intent.

WAC 246-16-210 Mandatory reporting--Definitions.

WAC 246-16-220 Mandatory reporting--How and when to report.

WAC 246-16-230 Mandatory reporting--License holder self reports.

WAC 246-16-235 Mandatory reporting--License holder reporting other license holders.

WAC 246-16-240 Mandatory reporting--Reports by professional liability insurance carriers.

WAC 246-16-245 Mandatory reporting--Reports by health care institutions

WAC 246-16-255 Mandatory reporting--Reports by professional review organizations.

WAC 246-16-260 Mandatory reporting--Reports by courts

WAC 246-16-265 Mandatory reporting--Reports by state and federal agencies

WAMSS Members on the Move: (Which way did they go?!) *Help our professional network stay intact. Please share your updates!*

Hey! Did everybody stay put! No moves?! No name changes! ***OK people... quit hiding and send us your updates!***

Special Notes from Our Members:

Book Review Submitted by:
Irene Torres, CPMSM/CPCS

“CHARLATAN”

America's Most Dangerous Huckster, the Man Who Pursued Him, and the Age of Flimflam - By Pope Brock Illustrated. 324 pages. Crown Publishers. \$24.95

This is the true story of Dr. John R.

Brinkley....true...except that his medical diploma had been issued by a "vague, obliging and long defunct" medical school.

In Kansas in 1917, Brinkley consulted with a patient named Bill Stittsworth, and together they determined to try a medical experiment to restore Mr. Stittsworth's manhood, using gonads transplanted from a goat. Unlikely as it seems now, that first surgery proved to be the start of Brinkley's infamous career. He popularized country music radio between advertisements for his medical advice, his unorthodox surgical specialty and his 'prescriptions'--which, on analysis, were later exposed as colored water.

For two dozen years, he was doggedly and unsuccessfully pursued by the American Medical Association--- mainly by one Dr. Morris Fishbein. In the name of the AMA, Fishbein tried several means to shut down the huckster. He enlisted the Federal Radio Commission (forerunner of the Federal Communications Commission), two state medical boards, and he authored articles against Brinkley in the AMA journal and championed other anti-Brinkley campaigns.

When the Feds went after his radio license, Brinkley moved his transmitter across the border from Del Rio, Texas, into Mexico where it blared, unregulated. When the first tower burned, he built another, bigger one. He bumped the power output to a million watts and continued to advertise.

Ironically, his experimentation with goat glands paralleled bona fide animal-to-human transplantation techniques that were being pioneered in those days in America and abroad.

After traveling in Italy, wining and dining the dean of a medical university there, Brinkley came home with another academic degree of dubious credibility.

His clients included Sigmund Freud, Hollywood moguls, movie stars, and famous names. He built a mansion, a hospital, and the careers of many musical acts, including the Carter Family, as they were heard thousands of miles across the airwaves between his pre-recorded ads and Sunday sermons. No one in radio had used pre-recorded programming before Brinkley.



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After losing his Kansas medical license in 1930, Brinkley ran for the governorship of Texas, using a private plane to travel from one stop to another -- which no politician had done before -- and he nearly won the election because of the campaign messages heard across the state on his radio station.

His 'medical' practice was finally and publicly brought to a halt in court during the hearing of a libel suit he had filed against Fishbein, long after Brinkley had amassed a fortune at the expense of hundreds of unsuspecting sheep (human and animal).

Brock's careful attention to historical accuracy and impeccable documentation makes his book 'required reading' for every medical staff professional. It details the evolution of medicine in America under the standard of the AMA, as it laid the groundwork for our industry--a history all of us need to understand.

It is also a frightening eye-opener. Mass marketing these days has found its niche on the Internet. Everywhere, there are music videos, ads for politicians and sure-fire weight control, even youth in a bottle. There are endless e-prescription services, including ads for 'performance-enhancing' drugs. Had he lived long enough, "Doctor" Brinkley would surely have had a cyber-practice, with millions more 'sheep' to fleece.

*Can't wait to see ...
"What We Can Discover
Together"
in Vancouver!
May 7-9th!*

*(May 6th for those wishing to take the pre-
certification study class)*

*Take part in harnessing the power
of networking with your peers!*



See you there!