

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

Ohio Chapter



Newsmagazine of the Ohio Chapter, American Academy of Pediatrics

Spring 2007

## Ohio Chapter wins National AAP Award

At the 2007 American Academy of Pediatrics Annual Leadership Forum, the Ohio Chapter was awarded the 2007 Outstanding Very Large Chapter of the Year Award.

This award is given due to activities in the areas of advocacy, education, research, service to its membership and improving health systems, and is chosen by the AAP District Vice Chairpersons.

Each year three chapters in various categories are nominated to formally present at the ALF to the District Vice Chairpersons. This year, Ohio won the Very Large Chapter award, over the Florida and Texas Chapters.

Ed Cox, MD, District Vice Chair of District V and one of the members of the selection committee said he nominated Ohio because the chapter's goal development was very complete and far-reaching. "The Ohio Chapter was very well-organized, it had good leaders, a good staff, a good game plan and a game plan that was implemented successfully. The chapter's measures were very straightforward and the measures *were* being measured and *were* getting done."

Dr. Cox said the Ohio Chapter did an incredible job in advocacy for children as well as advocacy for pediatricians. He also mentioned that the efforts on the mental health side were amazing.



Receiving the Very Large Chapter of the Year Award at the AAP National Annual Leadership Forum are: from left, Melissa Arnold, Ohio AAP Executive Director; William Cotton, MD, President; and Terry Barber, MD, President-Elect. Ed Cox, MD, (right) District Vice Chair of District V presented the award.

"It also didn't hurt that the Ohio Chapter increased its membership so dramatically in the past year. What I also found interesting was that even though the chapter raised its dues, membership increased. That is proof that an increase in dues is acceptable to members if in return the members get something out of it," he said.

When promoting the Ohio Chapter to other selection members, Dr. Cox pointed out the success of the Chapter's Open Forums, ability to secure grants, and the various committee accomplishments.

The Ohio Chapter wishes to

thank the following leadership and staff of the Chapter over the past 18 months:

**John Duby, MD** – Immediate Past President

**William Cotton, MD** – President

**Terry Barber, MD** – President – Elect

**Charles Deitschel, MD** – Delegate-at-Large

**James Duffee, MD** – Delegate-at-Large

**Gregory Eberhart, MD** – Past Delegate-at-Large

**Judith Romano, MD** – Delegate-at-Large

See Award...on page 4

*Legislative Update*

# Update from the statehouse

With new legislators, a new governor, and a shift in political power in the State's Administrative Branch in Columbus, the dynamics at the Ohio Statehouse become even more interesting in 2007. Gov. Ted Strickland (D) has shared his thoughts on the value of health care in his first State of the State address on March 14 and with his budget priorities in the Ohio's biennial budget proposal released on March 15.

The budget now heads to the Legislature for their input. The Ohio House of Representatives will work on the budget the first part of spring and then will pass the bill to the Ohio Senate for their consideration. The budget bill is required to be completed by the end of the fiscal year, June 30, 2007.

## GOVERNOR STRICKLAND'S PRIORITIES

As expected, Gov. Strickland has made a commitment to ensure that all Ohio children have affordable health-care coverage. The governor has included in the budget a change that will offer the State Children's Health Insurance Program coverage to children whose parents make up to 300 percent of the federal poverty limit (\$62,000 for a family of four). The governor also has proposed allowing families whose income limit exceeds these limitations the opportunity to buy into Medicaid coverage for their children.

As part of the budget proposal, Gov. Strickland also has rec-

ommended an increase in funding for the Access to Better Care initiative within the Department of Mental Health, a program designed to improve mental health care to children through prevention, early intervention and treatment. The bill also includes a 22 percent increase in the first year of the biennium to the Bureau for Children with Medical Handicaps, an important program that provides health care to children with multiple and serious handicaps and disabilities.

## OTHER AAP BUDGET PRIORITIES

Ohio AAP will work with legislators to support Gov. Strickland's interest in expanding health-care coverage to all Ohio children. Although the governor included a 3 percent increase for community providers, we will work to educate legislators on the importance of fair Medicaid reimbursement for providers in an effort to expand access to health care.

Ohio AAP will also seek support of an appropriation for the Reach Out and Reach Ohio program designed to promote early literacy by utilizing well-child visits as an opportunity to educate families on the importance of reading to young children and to provide books to low-income families.

Gov. Strickland's proposed budget does not include an increase in funding for the state's immunization program. Ohio AAP will be working with leg-

islative leaders to share with them the importance of providing increased funding to the program to keep up with Ohio's growing immunization priorities.

## BILLS OF INTEREST

With a new General Assembly comes a new slate of bills. Ohio AAP will be closely monitoring these bills and advocate for policies and priorities that ensure quality health care for our children.

- **House Bill 6** (Rep. Jimmy Stewart, R-Albany) to increase income eligibility for SCHIP from 200 percent to 300 percent of the

See **Legislation...** on page 14



## A Publication of the Ohio Chapter, American Academy of Pediatrics

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*President's Message*

# Good news for Ohio's children

After a long hard winter – well February was bad – spring is finally starting to look like it is on the way. The Ohio AAP has not been hibernating all winter. I have several areas of interest that I would like to share with you.



**William Cotton, MD**

As pediatricians we still need to be sure that Ohio's children are included in disaster preparedness. Ohio AAP just participated in a Town Hall meeting (March 13, 2007) to discuss readiness for disaster. This meeting was organized in conjunction with the Ohio American College of Emergency Physicians. Key legislatures and leaders were present for the discussion that included the importance of including children and pediatricians in disaster planning

An Ohio pediatrician was featured on the National AAP Member Spotlight on the AAP Web site. **Mike Anderson, MD**, a pediatric ICU specialist from Rainbow Babies and Children's Hospital was featured for his efforts at organizing a statewide pediatric-specific disaster response team. This team will use the vast expertise of all of Ohio's pediatricians to form a well-trained team that would be available to support state and national disasters. This team would be only the third such pediatric-specific team in the nation. If you have any questions

concerning the pediatric disaster response team, please contact me or Dr. Anderson.

The State of the State address brought good news for the children of Ohio as well as their parents. Gov. Strickland announced that his budget will "make access to affordable health coverage available for every single child in Ohio and every young person up to the age of 21 years". The Ohio AAP had proactively supported this change in health coverage part of its 100%/100% white paper last summer. We had presented this at our Governor Candidate Forum in August. Ohio AAP members should feel good that they had been proactive on this topic, and that they had some influence in getting this made part of the governor's budget.

Interacting with our legislators is a key component when working for child advocacy. The Ohio AAP is participating in an upcoming legislative event that will allow you to interact with your state legislators. On May 10 we are partnering with Ohio Voices for Children in an Education and Advocacy Day at the Ohio Statehouse. This will be a great opportunity to educate state lawmakers about the critical needs of Ohio's children and pediatricians, and advocate funding for programs that serve our youngest constituents. Registration for this legislative event is free and includes a luncheon to honor our legislative champions. Attendees will receive an important mes-

sage from a keynote speaker on children's issues.

If you have never done legislative visits this is a great opportunity to get your feet wet. You will have plenty of support and direction. For those already with experience, you will have an opportunity to meet with your new legislators. If you have any questions concerning these events, please contact the Chapter office.

Ohio AAP Committees will meet on April 27 for a daylong retreat. This retreat was planned to revisit the vision and mission of the Ohio AAP. We also wanted to help the committee chairs assure that their committee goals fit the vision and mission, and that these goals are reachable and attainable. It has been several years since the Ohio AAP has had such a meeting and I feel that this will accomplish the goal of revitalizing the committees and the Ohio AAP. We hope the retreat will rejuvenate our committees allowing them to expand with new members with new ideas. If you are interested in joining a committee, contact the Ohio AAP office at (614) 846-6258. We will put you in touch with the committee chair. (For a list of Ohio AAP committees go to our Web site at [www.ohioaap.org](http://www.ohioaap.org))

Last of all I want to stress the value of Ohio AAP membership. You will be receiving your dues billing from National AAP soon and I would like to encourage

See **President...** on page 11

**Award...from page 1**

**Gerald Tiberio, MD** – Treasurer  
**Joseph Congeni, MD** – Co-Chair, Adolescence and Sports Medicine

**James Fitzgibbon, MD** – Co-Chair, Adolescence and Sports Medicine

**Philip Scribano, DO** – Chair, Child Abuse and Neglect

**Jon Price, MD** – Chair, Pediatric Care Council

**Deborah Borchers, MD** – Co-Chair Early Childhood, Dependent Care and Adoption

**Roberta Bauer, MD** – Co-Chair, Children with Disabilities

**James Bryant, MD** – Co-Chair, Children with Disabilities

**Richard McClead, MD** – Chair, Fetus and Newborn

**Mark Redding, MD** – Co-Chair, Health Equity

**Gary Smith, MD, DrPH** – Past-Chair, Injury and Poison Prevention

**Mike Gittleman, MD** – Chair, Injury and Poison Prevention

**Christopher Rizzo, MD** – Chair, Legislative/Public Affairs

**Wendy Pomerantz, MD** – Chair, Pediatric Emergency Medicine

**Marilee Gallagher, MD** – Chair, Practice Management

**Robert Murray, MD** – Chair Healthy Lifestyles and School Health

**Andrew Garner, MD** – Social and Emotional Aspects of Child and Family Health

**Donald Barich, MD** – Past-Chair, Nominating

**Stephanie Dewar, MD** – Nominating

**Joann Brewer, MD** – Nominating

**Jill Fitch, MD** – Nominating

**Ellen Buerk, MD** – Past President

**Elizabeth “Libby” Ruppert, MD** – Past President

**Arnold Friedman, MD** – Past President

**Antoinette Parisi Eaton, MD** – Past President

Sandra Aured, Former Executive Director

Melissa Wervey Arnold, Executive Director

Karen Kirk, Assistant to the Executive Director

Dan Jones, Ohio AAP Lobbyist

In addition, special thanks goes to all committee members, chapter representatives, pediatric department chairpersons and pediatric society presidents for all of their hard work in making Ohio’s Chapter truly the Outstanding Chapter in advocating for the health and well-being of Ohio’s children. ■

**Ohio AAP welcomes new staff member**

Heather Hall joined the Ohio AAP staff in April in a combined position as Development Officer of the Foundation and Reach Out and Read Ohio Coalition Leader.

As ROR Ohio Coalition Leader Heather will spend three-fourths of her time raising funds for ROR Ohio and will also oversee the programmatic structure of the program devoting time to conducting site visits, assisting new sites, and coordinating book donations.

The other fourth of her time Heather will devote to raising funds for the Ohio AAP Foundation. The Foundation is the charitable arm of the Ohio AAP.

Heather’s experience includes working in sports and health-care marketing. As community development manager for the Columbus Blue Jackets she worked with the team’s educational and speaker’s bureau programs, and the team’s Foundation.

As a marketing specialist at Columbus Children’s Hospital Heather wrote and implemented marketing plans, coordinated a variety of internal and community special events and wrote articles for various publications.

Heather is an avid softball player and coach, and enjoys traveling. ■

**Chapter office has a new home**

The Ohio AAP Chapter office moved in late March to a new location in Worthington. The new office is only about five minutes away from our previous location, but is about double the size! This new space will accommodate the expanding needs of the Chapter.

Please note our new address: 450 W. Wilson Bridge Road, Suite 215, Worthington, OH 43085. Our phone and fax number remain the same.

Please stop by for a visit when you’re in the Columbus area. ■

*Ohio AAP Foundation*

## Variety of opportunities available

The Ohio AAP Foundation welcomes your involvement. The Foundation was established to support the activities of the Ohio Chapter of the American Academy of Pediatrics. Our vision is that all of Ohio's children and adolescents will reach their optimal physical, cognitive, social and emotional health in caring families and safe communities.

The Foundation has expanded our Board of Trustees to allow us to partner with like-minded members of our Ohio community to advance this vision.

The Foundation will continue to raise financial support to expand Reach Out and Read across Ohio, to fund CATCH community-based initiatives that are approved by the AAP but not funded, and to support Ohio projects that come from Chapter members, the Chapter Committees and the Chapter Board of Directors.

Consider joining us at one of our Ohio AAP Foundation fundraisers. Our inaugural event will be *Breakfast for Books* to raise funds for Reach Out and Read Ohio. Join Archie Griffin at the Fawcett Center on the Ohio State University campus at 7:30 a.m. on Wednesday, May 30. Our goal is that all children in Ohio will have their own library of developmentally appropriate books. You can help by becoming a Reach Out and Read site as well.

Look for information on our next event to be hosted during the Ohio Chapter's Annual Meeting at Cherry Valley Lodge and

Water Resort on Sept. 14-15.

Details will be coming soon. Plan to attend!

Perhaps you would be interested in joining one of the Foundation's committees, or even joining the Board of Trustees. We welcome your time and talent.

You may want to make a donation to the Foundation or host a meeting of your colleagues in your community to learn more about the Foundation and how to be a part of our vision!

Plan to participate in a way that works best for you. I would love to hear from you.

Please contact me at [jduby@ohioaap.org](mailto:jduby@ohioaap.org) or (330) 543-8790, or contact Ohio AAP Executive Director Melissa Arnold at [chapter@ohioaap.org](mailto:chapter@ohioaap.org) or call (614) 846-6258. ■

– *John Duby, MD*  
*Board of Trustees*  
*Ohio AAP Foundation*

## Ohio AAP Foundation donors

The Ohio Chapter, American Academy of Pediatrics would like to thank the following Ohio AAP Foundation donors from November 2006 through April 1, 2007:

John and Sarah Duby, MDs  
JoAnn Rohyans, MD  
Christopher Rizzo, MD  
Melissa and Kevin Arnold  
James Duffee, MD  
June Gerken  
Mark Pilkington  
Ross Products  
Olentangy Pediatrics  
Porter Wright Morris and Arthur  
Jeff Borland

Due to their generosity, the Foundation is able to support the Ohio Chapter, American Academy of Pediatrics to advocate for the physical health, mental health, safety and education, and prevention of cruelty of Ohio's infants, children, adolescents and their families; and advance the education and research to benefit infants, children, adolescents and their families. ■

*District V Report*

## What should you include in well-child visit?

Have you ever wondered, "What should I include in a well-child visit?" You are not alone. Many of us wonder what the most effective way to see children is. Should we time the visits just before important transitions in a child's development? Or should the visits coincide with immunizations?



**Ellen Buerk, MD**

This is an important national debate. How should we structure our visits for parents to get the most from them? Parents clearly expect pediatricians to provide information on child development, how to parent, and the physical aspects of health. Studies show that parents follow the recommendations that we give them on breast-feeding, putting children on their backs to sleep, and not using physical force to discipline.

Ed Schor, MD, of the Commonwealth Foundation began the discussion with an article in *Pediatrics* in 2004 entitled, "Rethinking Well-Child Care." He was concerned that the preventative care we deliver was not meeting family needs especially families who had children with special health-care needs.

A practicing pediatrician, Bruce Bedingfield, DO, wrote of the struggle to provide quality care in health maintenance framework where our advice is at odds with the realities of payment. ("Pedia-

tric Health Maintenance in the 21st Century, A View From the Trenches" – *Pediatrics*, October 2006.) Peter Belamarich, MD, punctuated the debate in "Drowning in a Sea of Advice" (*Pediatrics*, October 2006).

Fifty-seven AAP Policy Statements recommended that pediatricians give 192 separate pieces of advice to families at our well-child examinations.

Sherry Barkin, MD, of the Pros Network, examined what parents recall from topics discussed at well-child examinations. She found that parents remember the content of the well-child discussion if the health professional discusses only a few items.

The Bright Futures Committee looked at timing and themes of the visits. The Bright Futures group recommended that families

should guide both the discussion and content of the visits. They also recommended a 30-month visit to make certain that any language delay is identified.

Bright Futures identified the gaps in the Health Surveillance Visits. The Research Department of the Academy is examining the gaps and is working with the Commonwealth Foundation to Rethink Child Health Supervision. Perhaps over the next few years the Academy can redefine and individualize the visits, making the Health Surveillance time one that families value even more than now.

Are you asking families what they want to discuss at the well-child visits? ■

– Ellen Buerk, MD  
District V Chair

## Ohio AAP welcomes new members

Naeem Chaudhry, Cleveland  
Josh Takagishi, Cincinnati  
Gregory Simpson, Shaker Hts.  
Safuratu Aranmolate, Cleveland  
Mike Rinck, Cincinnati  
Beth Baisden, Dublin  
Mario Bautista, Jackson  
Lisa Chekan, Cincinnati  
Jane Holan, Cuyahoga Falls  
Abubakr Imam, Copley  
Christine Labowsky, Cincinnati  
Jane Messemer, Twinsburg  
Susan Pena-Alma, Dayton  
Howard Saal, Cincinnati  
Lisa Simpson, Cincinnati  
S. Andrew Spooner, Cincinnati  
Bijan Bastanineja, Sylvania  
Berkeley Bennett, Cincinnati

Rachel Brown, Columbus  
Carrie Cacioppo, Dublin  
Angela Coultman, Akron  
Roberto Gomez, Dublin  
Kristie Hornick, Toledo  
Vidhya Ramachan, Massillon  
Alison Curtsinger, Loveland  
Anna Maria Hibbs, Cleveland  
Thomas Krzmarzick, Hamilton  
Regina Eich, Perrysburg  
Punam Malik, Cincinnati  
Eleanor Widdice, Cincinnati  
Stephanie Binder, Cincinnati  
Beng Fuh, Reynoldsburg  
Gresham Richter, Cincinnati  
Lalitha Chikkala, Sylvania  
Constance West, Cincinnati ■

# Open Forum set for May 18 at Akron Children's Hospital

Please join the Ohio AAP for its fourth Open Forum on Friday, May 18 at Children's Hospital Medical Center of Akron in the William H. Considine Auditorium.

The purpose of this meeting is to highlight two topic areas in pediatrics and allow for an open discussion of these topic areas, and in addition, you can earn 3 free credits of CME.

In addition to pediatricians, this FREE meeting is open to behavioral health providers, legislators, residents, nurse practitioners, community agencies and other interested community members. Lunch will be provided free to all attendees.

The Ohio AAP invites you to bring your ideas on how the Chapter and you can work together to tackle these issues.

The topics to be discussed include:

- Panel 1: *Navigating the Turbulent Sea of Foster Care and Adoption*

**9:20 a.m. to 10:40 a.m.**

Moderator: **William Cotton, MD**, President of Ohio AAP

Panel Members: **Judith Romano, MD; Trina Danzy**, Summit County Children's Services Board; and **Abbey Parris**, Akron Children's Hospital

During this session attendees will review the *Fostering Health: Health Care for Children in Foster Care* manual developed by District II (the New York Chapter) of the AAP in 2001. This is a reference for medical, developmental

and mental health practitioners.

Those attending will also discuss the development and usage of a Medical Passport System for children in foster care and/or adoption in Ohio. Another issue to be discussed will be the unique social and emotional needs of foster and/or adopted children.

- Panel 2: *Oral Health and Medicaid Fluoride Varnish Program*

**11:20 a.m. to 12:40 a.m.**

Moderator: **William Cotton, MD**, President of Ohio AAP

Panel Members: **David Krol, MD, MPH, FAAP** and **Mark Siegal, DDS**

In this panel, attendees will learn about the *Smiles for Ohio Program* – a fluoride varnish program and will learn how to identify proper fluoride varnish application. Attendees will also review oral health care in pediatrics.

Children's Hospital Medical Center of Akron designates this educational activity for a maximum of **3.0 AMA PRA Category I Credit™**. Physicians should claim credit commensurate with the extent of their participation in the activity.

Please join us to learn and share your thoughts on these issues plus have an opportunity to network with other professionals.

For more information, go to the Ohio AAP Web site, or call the office at (614) 846-6258. ■

## Update from Dayton Open Forum

For those of you who have not attended an Open Forum meeting, the format is this: a topic is presented by a panel of experts, followed up with a question and answer session, and finally, the audience breaks off into smaller groups where these groups discuss the topic just presented and then report back to the larger group on what they would like to see the Ohio Chapter take action on in each of these topic areas. These meetings are free, and the Ohio AAP provides refreshments, as well as CME for attending the meetings.

At the Dayton Open Forum in January, the two topics discussed were: *Surviving in Today's Marketplace* and *Pediatric Behavioral Health in Primary Care*.

During the first topic, **Ellen Buerk, MD**, and **Don Barich, MD**, spoke to the group about current issues in practices such as inadequate vaccine reimbursement, as well as a model of running your practice where practices belong to larger hospital systems. At the end of the discussion, the audience suggested the following to the Ohio AAP:

- Provide information to our membership about bulk purchasing groups for vaccines;
- Ohio AAP should explore

See **Open Forum...** on page 11

*Reach Out and Read*

## ROR Ohio holds Breakfast for Books event

Plan to join the Ohio AAP Foundation for a breakfast of “green eggs” and ham, with a special reading of Dr. Seuss’ *Green Eggs and Ham* by two-time winner of the prestigious Heisman Trophy Archie Griffin, president and CEO of The Ohio State University Alumni Association, on Wednesday, May 30 from 7:30 - 9 a.m. at the Fawcett Center on The Ohio State University Campus.

This “Breakfast for Books” is the first major fundraiser for the Ohio AAP Foundation Board of Trustees. This event will help support Reach Out and Read Ohio.

Since the early 1990s, the Ohio Chapter, American Academy of Pediatrics has worked to train primary care physicians and nurses to implement Reach Out and Read (ROR) in their offices. Reach Out and Read is a national early literacy program that provides books at well-child visits to low-income children from the ages of six months to 5-years-old so that these children grow up with books and a love of reading.

Reach Out and Read Ohio was formed 13 years ago as a collaborative program among National Reach Out and Read, the Ohio AAP and the Ohio AAP Foundation to expand ROR in Ohio with the continued addition of new sites, funding support to existing sites, and programmatic assistance to the sites.

Last year, the 99 ROR sites in Ohio helped more than 97,000

children by distributing more than 172,000 new books to children; most of these 97,000 children are living at or below the federal poverty line.

To sustain and expand, ROR Ohio seeks support to purchase books that will be distributed around Ohio through physician’s offices. This funding is essential to buying these books so that they can be distributed free to children. The physicians who incorporate ROR in their offices do so voluntarily and are responsible for raising the funds for the majority of their books.

Individual tickets for the “Breakfast for Books” event are \$50. You can also purchase a \$100 VIP ticket, which includes the regular ticket plus access to a VIP Post-Event where attendees will have a chance to talk with Archie Griffin. The ticket price minus \$15 is tax-deductible.

If you are interested in purchasing a ticket, or supporting ROR Ohio, please contact Heather Hall, ROR Ohio Coalition Leader at (614) 846-6258 or e-mail: [hhall@ohioaap.org](mailto:hhall@ohioaap.org) ■



**Archie Griffin, two-time Heisman Trophy winner, will be the celebrity reader at the Reach Out and Read Ohio “Breakfast for Books” event on May 30 at the Fawcett Center on The Ohio State University Campus. This major fundraiser of the Ohio AAP Foundation will help provide free books to low-income children at their well-child visits.**

### ROR Ohio receives \$100,000 for books

Reach Out and Read Ohio, a collaborative program of National ROR, Ohio AAP and the Ohio AAP Foundation, secured \$100,000 for new books for the ROR sites in Ohio for 2007.

This generous contract comes from the Ohio Department of Job and Family Services.

Special thanks to **Libby Ruppert, MD**, and Terrie Hare from ODJFS for making this possible. ■

# OWLS discuss mentoring possibilities for younger Ohio AAP members

The newly created Ohio AAP committee OWLS – Older Wiser Laughing Souls – held their second meeting in January in conjunction with the Ohio AAP Open Forum Meeting in Dayton.

The OWLS committee is open to Ohio pediatricians 55-years-old and/or retired members.

Members discussed a recent *AAP News* article that dealt with the availability of \$30,000 for grants for planning young physician recruitment and activities. The article also mentioned that

up to \$3,000 would be awarded to chapters for the development of new and creative ways to get young physicians involved in the Academy. Since one of the issues OWLS members want to explore is serving as mentors for younger members, this announcement segued into a discussion on the OWLS potential role in mentoring young physicians.

**John Duby, MD**, President of the Ohio AAP Foundation, gave a brief history of the Ohio AAP Foundation. Dr. Duby explained

how in 2004-2005 the members determined it was time to rejuvenate the Foundation. In 2006, the Foundation revised its bylaw so that there could be community involvement at the Board level. However, 50% of the Board members must be Ohio AAP members. Currently, there are approximately 18-19 Board members with representatives from major corporations and community partners throughout Ohio.

See **OWLS...** on page 14



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*Pediatric Care Council*

## Use the advantage of AAP membership to resolve your problems with insurers

Are your claims for vaccine administration being denied? Are patients for who Synagis is recommended being denied insurance coverage? Is a particular insurer telling you to go outside regular CPT coding to meet their reimbursement protocols?

If you answered yes to any of these questions, the Ohio AAP may help persuade insurance plans to change their policy. We need you to report your experiences using the American Academy of Pediatrics' Hassle Factor Form. To obtain a form, go to the Member's Only Channel of the AAP Web site at [www.aap.org](http://www.aap.org). Log into the "Member Center." The link to the AAP Hassle Factor Form is on the Member Center's home page, under "More

Resources."

We need substantial firsthand accounts with particular insurers to build an accurate case for our advocacy.

Within the last year the managed-care plans who participate with the Ohio AAP's Pediatric Care Council have started looking to us to gauge the size of a problem when they hear an individual complaint.

Within the last year CIGNA and UHC have increased vaccine reimbursements after hearing national and state presentations on the true cost of running an office vaccine program. These presentations were built on facts collected by private practices.

For the Pediatric Care Council to set priorities and to maintain a

reputation for reliability we need your reports.

The Academy and the Ohio Chapter both use the reports to reach out to companies to identify and solve problems. Though we won't resolve a particular bill, your experience can lead to improved policies on a national and state level.

If you have questions about the Ohio AAP's Pediatric Care Council you can contact the Chapter office at (614) 846-6258, or e-mail [chapter@ohioaap.org](mailto:chapter@ohioaap.org); or contact Jon Price (614) 722-4385 or e-mail [jprice3@columbus.rr.com](mailto:jprice3@columbus.rr.com). ■

— Jon Price, MD  
Chair, Pediatric Care Council

## Pediatric Palliative Care conference Oct. 4-6

The Ohio Pediatric Palliative End-of-Life Network (OPPEN) will be hosting a Pediatric Palliative Care Conference Oct. 4-6 in Akron. The title of this year's conference is *Leaders, Learners and Families Hand in Hand: Building Pediatric Palliative Care Best Practice*. Special features of the conference include poster presentations, expert and novice break-out sessions and an abstract platform session.

The conference is ideal for physicians, hospice leadership, phar-

macists, nurses, school counselors, social workers, chaplains, counselors, palliative care teams and child life specialists. Currently, OPPEN is accepting Call for Proposals from anyone who is interested in leading a break-out session. All Call for Proposal materials as well as sponsorship can be located at the Ohio Hospice & Palliative Care organization's Web site at [www.ohpco.org](http://www.ohpco.org).

OPPEN is excited to announce their keynote speakers include

Melissa Gilbert, Thomas Lynch, Chris Feudtner, Jonathan Cotter and Ron Culbertson. If more information is desired, please contact the Ohio Hospice & Palliative Care Organization at (800) 776-9513 or [laura@ohpco.org](mailto:laura@ohpco.org)

**John Duby, MD**, President of the Ohio AAP Foundation, Director, Division of Developmental and Behavioral Pediatrics, Co-Director, The Neurodevelopment Center at Akron Children's Hospital invites you to join us for this great experience. ■

## Open Forum...from page 7

the option of forming its own bulk purchasing group for vaccines;

- Ohio AAP should provide more support regarding contract negotiations within the boundaries of anti-trust regulations; and
- Ohio AAP should encourage more EMR dialogue.

In response to some of the suggestions, this information will be taken to the Ohio Chapter's Pediatric Care Council for discussion, and that discussion will be reported back to the membership in the next month or two.

The second topic, *Pediatric Behavioral Health in Primary Care*, was presented by **Emanuel Doyne, MD, John Pascoe, MD, and Andrew Garner, MD**. These physicians discussed some options of integrating behavioral health in primary care in their regions. At the end of the discussion, the audience suggested the following to the Ohio AAP:

- Provide more resources online in behavioral health;
- Provide the Quicklink form online;
- Continue a dialogue in this area through the Social and Emotional Aspects of Child and Family Health Committee (SEACFH); and
- Look at issues such as reimbursement of behavioral health screenings and work with groups such as Medicaid and private in-



**Attendees at the Dayton Open Forum discussed "Surviving in Today's Marketplace." Ellen Buerk, MD, addressed this issue from the point of view of an owner of a small pediatric practice in Oxford and talked about what tools the AAP can give pediatricians to help guide them.**

surers to provide payment for these services.

In response to these suggestions, all of the PowerPoint presentations are now included on the Ohio AAP Web site at [www.ohioaap.org](http://www.ohioaap.org) look under "Open Forum." The Quicklink form will be put on the Ohio AAP Web site soon, and the SEACFH Committee of the Ohio AAP will be looking at how we can advocate for reimbursement of behavioral services and screenings.

If you would like the Chapter to address a topic at an Open Forum meeting that it has not covered, please contact Ohio AAP Executive Director Melissa Arnold at [marnold@ohioaap.org](mailto:marnold@ohioaap.org), or (614) 846-6258. ■

## New allied health and practice administrator members

### Allied Health Members

Jenelle Sobotka, PharmD  
Mark Pilkington, PharmD  
Cheryl Cairns, CPNP

### Practice Administrators

Sherry Robinson  
Carolyn Buza  
Vick Lammers  
Tracy Sebaugh  
Kimberly Burns, RN  
Frank Combs  
C. Jeff Ziegler  
Lisa Keener  
Laura Troyer  
Teresa Lofton  
Rose Allgaier  
Cindy Beidelschies

If you'd like to become a member of the Ohio AAP, please contact the Chapter at [chapter@ohioaap.org](mailto:chapter@ohioaap.org) or call (614) 846-6258. ■

## President...from page 3

you to renew your Ohio AAP membership. The Ohio AAP membership dues are significantly less than many other similar professional organizations in the state. Our dues are about a third of the cost of other primary care organizations' state dues. So for less than the price of a cup a coffee per week you can continue to belong to the Ohio AAP. ■

– William Cotton, MD

# Use of book at well-child visit uncovered a mild hearing problem

**Editor's note:** *Reach Out and Read is a national early literacy program that provides books at well-child visits to low-income children from the ages of 6 months to 5-years-old so that these children grow up with books and a love of reading. In this article, Toledo pediatrician Joanna McRury, MD, shares a heartwarming story about how the program actually helped her detect a hearing problem with her patient.*

The Reach Out and Read program came to the academic primary care practice in Toledo, Ohio in 1998. I had been practicing and teaching there since 1993 and was excited about the program from the start. Over time, I became comfortable with incorporating the book into well visits for our young patients. I find that the more I learn about literacy development and the more I use the book, the more I am able to learn about the children I see during the relatively short period of time that we have to spend with them.

Several years after the program started, I saw an adorable 6-month-old boy for a well-child visit. As I remember it, I had seen this baby since he was born and he had come for all of the recommended visits. But, of course, this visit was different. At this visit, as usual, I greeted the mother and baby and asked if there were any special concerns. Then, I opened up the book that was in his chart and walked over to him. He was

being held by his mother, but he was intently watching me. His eyes lit up as I approached with the book. He looked at the book and back at me. I encouraged him by speaking excitedly about the pictures of babies in the book. He smiled hesitatingly, and then reached out to pat the book. He quietly watched while I spent a minute or two with him and the book.

Right away I had a feeling that something wasn't "right", but it took some time for me to figure it out. He wasn't "saying" anything; no vocalizations whatsoever.

My memory of him before that visit was as a "mellow" baby. We are a teaching program and have a fairly long list of prompts printed on the charts so the learners will ask the parent appropriate developmental screening questions. His mother had always reported that he was able to do what we would expect of him; specifically, there were no concerns about his hearing. Although I don't remember checking, we also have a place for the newborn hearing screen results in the chart, so that was likely normal. I asked his mother more specific questions about his babbling or being startled by sounds and her answers gave me enough cause for concern that we had his hearing tested.

His hearing test revealed a mild hearing loss. We referred him to speech and language therapy and he did well.

One could argue that detecting such a mild hearing loss would not have really affected his overall outcome. One could also argue that a more astute clinician would have picked up this mild hearing loss without the use of the book, or that I would have picked it up later in the visit by using our normal developmental screening questions. I do know I asked the questions more carefully because of his response to the book.

This patient stands out in my mind because I had not seen an alert infant before or since who did not vocalize at least some small amount when they see a book. He reminds me to look at the patient and their caregiver(s) during my interactions...which is easier to do now that I am becoming so familiar with the books that we use!

— Joanna M. McRury, MD  
Toledo

If you would like more information on how your practice could become a ROR site, or to donate to ROR Ohio, please contact Heather Hall, ROR Ohio Coalition Leader, at [hhall@ohioaap.org](mailto:hhall@ohioaap.org) or call, (614) 846-6258.

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**Legislation...**from page 2

poverty line.

- **House Bill 52 and Senate Bill 95** (Rep. Arlene Setzer, R-Vandalia and Sen. Gary Cates, R-West Chester) to allow for the production and sale of raw milk.

- **House Bill 81** (Rep. Edna Brown, R-Toledo) would require girls entering the sixth grade to be vaccinated against HPV.

- **House Bill 99 and Senate Bill 114** (Rep. Michelle Schneider, R-Cincinnati and Sen. Kevin Coughlin, R-Cuyahoga Falls) to allow the substitution of drugs intended to treat epilepsy only with physician and patient approval.

- **Senate Bill 27** (Sen. Eric Kearney, D-Cincinnati) to require booster seats for children between the ages of 4 and 8.

- **Senate Bill 29** (Sen. Eric Kearney, D-Cincinnati) to establish a grant program to pay lead hazard removal costs incurred by qualified homeowners.

- **Senate Bill 48 and House Bill 73** (Sen. Kevin Coughlin, R-Cuyahoga Falls and Rep. John Adams, R-Sidney) to expand the immunizations that can be administered by pharmacists. This bill was close to enactment in the last General Assembly and requires flu vaccines offered by pharmacists to children 14 through 18 be reported to the child's medical home. This bill will move quickly through the General Assembly.

- **Senate Bill 61** (Sen. Ray Miller, D-Columbus) to establish pilot programs in seven counties for the purpose of providing

door-to-door health checks by nurses or other health professionals in areas lacking access to health-care providers or services.

- **Senate Bill 98** (Sen. Kirk Schuring, R-Canton) to create the Autism Diagnosis Education Pilot Program for early screening for autism and other developmental disabilities.

- **Senate Bill 110** (Sen. John Boccieri, D-New Middletown) to require schools to test students for dyslexia and related disorders and to provide intervention.

- **Senate Bill 115** (Sen. Steve Stivers, R-Columbus) to require health insurers to provide coverage for dependent children until the age of 30 if the child meets specified conditions. ■

**OWLS...**from page 9

Jeff Borland of Kettering, a financial planner, led a discussion on the various ways individuals could contribute to the Foundation specifically with retirement income.

The OWLS will hold a social meeting sometime this summer or early fall. Watch *Ohio Pediatrics* and the e-newsletter for more information on this meeting as it becomes available.

If you are interested in joining the OWLS Committee, please contact the Ohio AAP Chapter office at (614) 846-6258 or e-mail [chapter@ohioaap.org](mailto:chapter@ohioaap.org) ■

**Save the date****2007 Ohio AAP  
Annual Meeting****Sept. 14 & Sept. 15****Cherry Valley Lodge and  
Water Resort****Newark, OH**

***A brand new indoor water resort and spa,  
featuring more than 50,000 feet of fun that's  
wet & wild.***

**C**onsumer demand for organic products, including milk, is growing and consumers cite health, taste and concern for the environment as the top factors driving their purchasing decisions. When it comes to milk and milk products, organic and regular milk provide the same nutritional value and content of nine essential nutrients, including calcium, vitamin D and potassium. Organic milk is an option some consumers are choosing, but because it costs roughly twice as much as regular milk, it may not be the best choice for all consumers.

### What Makes Milk "Organic"?

Proper animal care and environmental practices are priorities for all dairy farmers, whether they produce organic or regular milk. Organic farm management practices are regulated by the U.S. Department of Agriculture's organic standards. While all dairy farmers work to meet many of the following standards, milk and milk products can be labeled "USDA organic" only if all of the following criteria are met: cows have been exclusively given organically grown feed, are allowed access to pasture and direct sunlight, are not treated with hormones, and are not given antibiotics or other prohibited medications.



### Conventional Milk Equals Organic Milk

Both organic and regular milk are equally as healthy, nutritious and safe for consumers. This is supported by leading health and food safety organizations such as the American Dietetic Association (ADA) and U.S. Department of Agriculture (USDA).

### Industry Standards for Safety and Health

Safety, health and proper care of animals are top priorities for all farmers whether they produce organic or regular milk. Strict government standards ensure that all milk, whether regular or organic, is pure, safe and nutritious. All milk is tested for antibiotics to ensure it meets the government's stringent quality and safety standards. Any milk that tests positive for antibiotics is discarded, never reaching the consumer. Hormones

are naturally present in many foods, including milk, and carton to carton, bottle to bottle, organic milk and regular milk are the same. For all milk, a range of controls are applied by farmers and processors to help ensure that milk remains free from pesticide residues.

### Milk is Essential to a Healthy Diet

The 2005 Dietary Guidelines for Americans recognizes that people who consume more dairy foods have better overall diets, consume more nutrients and see improved bone health.<sup>1</sup> Regardless of whether you're looking for low-fat, fat-free, lactose-free or flavored milk or foods that are certified "organic," it's easy to meet the federal government's dietary recommendation for three servings of dairy a day.

*For additional information on the health benefits of dairy foods, visit the National Dairy Council Web site at: [www.national-dairycouncil.org](http://www.national-dairycouncil.org).*

*For additional information on animal and farm practices on dairy farms, visit the Dairy Farming Today Web site at: [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org).*

~ American Dairy Association Mideast, an affiliate of National Dairy Council. 2007  
[www.drink-milk.com](http://www.drink-milk.com).

<sup>1</sup>U.S. Department of Health and Human Services, U.S. Department of Agriculture. *Dietary guidelines for Americans, 2005*. Washington, DC: U.S. Department of Health and Human Services, U.S. Department of Agriculture; 2005.

## Calendar of Events

The Ohio AAP announces the following 2007 meetings.

- May 10** – **2007 Education and Advocacy Day**  
Ohio Statehouse
- May 18** – **Ohio AAP Open Forum**  
Children's Hospital Medical Center of Akron
- **Ohio AAP Executive Board Mtg.**  
Children's Hospital Medical Center of Akron
- May 30** – **"Breakfast for Books"**  
Fawcett Center, OSU Campus
- July 20** – **Executive Board Meeting**  
Ohio AAP Chapter Office, Worthington
- Sept. 14-15** – **2007 Ohio AAP Annual Meeting**  
Cherry Valley Lodge, Newark

## Dues disclosure statement

Dues remitted to the Ohio Chapter are not deductible as a charitable contribution, but may be deducted as an ordinary and necessary business expense. However, \$40 of the dues is not deductible as a business expense because of the chapter's lobbying activity. Please consult your tax adviser for specific information.

This statement is in reference to fellows, associate fellows and subspecialty fellows.

No portion of the candidate fellows nor post residency fellows dues is used for lobbying activity.

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