



Keystone Kopy

Pennsylvania Association for Healthcare Documentation Integrity



Volume 6, Issue 1
March 2010

President's Message: How To Market Yourself and Medical Transcription

By Patty Barrett, CMT, AHDI-F

Welcome to Spring in Pennsylvania! Isn't it exciting to have the warm weather and be outside without a coat? As the sun comes out and the weather gets warmer, I find myself becoming more invigorated and motivated. I would like to share with you in this quarter's President's Message a book that I have been reading called "Neuromarketing" by Patrick Renvoise and Christophe Morin.

In this type of economy that we are experiencing, I encourage each of us to look for opportunities to make each of us more marketable. I should also mention that in the upcoming week, AHDI will be at Advocacy Day in Washington, DC, promoting medical transcription and sharing why it is so important that narrative documentation be part of the medical record. We will be using the below tips to market medical transcription as we educate the legislators on what we do every day.

"Neuromarketing" is a book that focuses on the "old brain," which is the brain that tends to be more visual and makes our decisions. The new brain thinks, and the middle brain feels. Researchers feel that humans tend to make decisions in an emotional manner and then justify them rationally.

According to "Neuromarketing", there are six stimuli that speak to the old brain and let me share them with you:

1. Your audience must hear what you can do for them before they will pay any kind of attention to you. When you are in an interview, make sure you tell them what you can do for the potential employer so they do not have to assume.
2. You must create a contrast to get your customers' old brain's attention. When you are in an interview, share with the potential employer what you can do better versus a typical hire.

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3. Tangible input. It is easier to grasp more concrete ideas such as unbreakable, more money, and 24-hour TAT. When in an interview, be specific as to what you can do, i.e., you are able to transcribe ESL physicians better than the typical transcriptionist at 98% and better quality.
4. The old brain can easily anchor a situation with a strong beginning point and strong end points, and it will not seek energy to retain content in the middle.
5. The old brain is visual. If there is anything you can demonstrate, as far as past statistics to demonstrate your performance, this will be another way to deliver visually.
6. We have a tendency to remember events better when we have experienced them with strong emotions.

Your old brain responds to the above six stimuli. Incorporating these six stimuli will give you fast access to your old brain and will immediately improve your ability to market.

As you are using the above six stimuli to market yourself or medical transcription, here are a couple of tips to also keep in mind:

- Make sure you diagnose the pain: For example, for Advocacy Day, the pain is the fact that our government is not recognizing that narrative documentation is a “must” for good quality documentation. It will be up to us to share with them the poor quality that will surface as a result of lack of narrative documentation.
- Differentiate Your Claims: Is our solution able to cure the prospect’s pain? If we can quickly point out that our solution is absolutely valuable, we create that contrast that the old brain is seeking. For example: Medical transcription is the only career that can provide the narrative documentation to allow a physician to focus on the patient and provide the preferred dictation method for physicians.
- Demonstrate the Gain: You will need to concretely demonstrate, not just describe the gain your prospect will experience from your service.
- For example, for Advocacy Day, we will be pointing out that the EMR involves pointing and clicking of the mouse to fill in specific windows and does not allow a physician to focus on delivering quality patient care to the patients while narrative documentation allows a physician to focus on the patient and takes up less time!
- Lastly, deliver to the old brain. We can deliver to the old brain by showing our legislators studies that are being done on how many patients a physician can see if they use just the EMR versus narrative documentation. We can show them studies on the quality of the documentation in an EMR versus quality utilizing narrative documentation. Our physicians will more than likely use an EMR in certain cases but combining it with clinical documentation will allow our physicians to utilize the “best” of both worlds.

I hope the above tips will help you if you are searching for a new position and looking at how you can market yourself. I would also highly encourage you to get involved in PA-AHDI which will allow opportunities to learn more about our profession, allow you to get involved, and will help you become more marketable. If you are not able to attend Advocacy Day, please make sure that you have sent us (patty.barrett@acusis.com) a letter to deliver to your legislators!



Before I close, I would like to take this moment to thank Grace LaConte who has been our newsletter editor for the *Keystone Kopy* for the past few years. Grace has helped PA-AHDI develop a top-notch quality newsletter and keep you up-to-date with our latest news. We sincerely appreciate Grace's contributions and wish her the best in the upcoming years!

Sincerely,

Patty Barrett, CMT, AHDI-F
President, PA-AHDI

Reference: Neuromarketing, Patrick Renvoise & Christophe Morin, 202, SalesBrain LLC

Farewell To Pennsylvania

By Carol Croft, CMT, AHDI-F



I really don't like goodbyes, so I will make this short. I want to say thanks to all the people who came into my life and made my journey here a fast and memorable one. Some of you have become very good friends, and I will miss you even more! Leaving Florida to come to Pennsylvania was difficult, but it's been quite a learning experience and one which I am glad I did!

Hopefully, I will see all of you again in the future. I will plan on being at the state meeting in Pittsburgh this fall—that is one season I will miss, the fall! Otherwise, you will have to come to the Daytona Beach area to visit.

"Focus on the journey, not the destination. Joy is found not in finishing an activity but in doing it."
(Greg Anderson)

A Big Thank You!

The PA-AHDI Board would like to thank Carol for her dedication and commitment to PA-AHDI for the last 6 years. PA-AHDI was a small state association when she came to Harrisburg; but with her focus, energy, motivation, and leadership, we are now a flourishing state association that has gained quite a bit of momentum over the last few years. In 2009, we won the first Membership Impact Award!

As Carol moves back to Florida with her husband, we wish her much success, health, and happiness!

THANK YOU, CAROL!

PA-AHDI Board



Chapter Updates



Susquehanna Valley Chapter (SVC-AHDI)

By Kevena S Espinoza, RMT, SVC-AHDI Chapter President

The SVC-AHDI had a very informative medicolegal meeting in Easton/Bethlehem PA, on Saturday, March 13, 2010. Judy Lichtenberger, CMT, AHDI-F, and Norma Lopresti, CMT, AHDI-F, planned the SVC-AHDI/PA-AHDI meeting with a CSI: Lehigh Valley theme.

Our first speaker was Corporal Robert Whitbeck of the Pennsylvania State Police Polygraph Unit, who spends most of his days getting to know people before giving lie detector tests. He showed us his equipment and demonstrated some of his techniques on one of the ladies present. She will write about her experience in the next SVC-AHDI newsletter due to come out in May. We also heard from Dr. Kathleen Ramsland, who has written many books on serial killers. Her topic at our meeting was Healthcare Serial Killers, including one from the Lehigh Valley area who had actually worked at the hospital in which we had our meeting.

Because Carol Croft, CMT, AHDI-F, will be leaving at the end of March to live in Florida, we also set up a quiet corner for a “Carol Confessional” for people to share short video clips of how Carol has impacted their life and what they appreciate about her. We wish Carol the best.

Our next meeting will be in Lewisburg, Pennsylvania, where we will hear from a breast cancer surgeon, an ER RN who went to Haiti to assist in relief efforts, and one other speaker yet to be finalized. The exact location and details will be on our website (<http://pa-ahdi.org/blog/chapters/susquehanna-valley>) and Facebook page (Susquehanna Valley Chapter of AHDI). Just so you know, Country Cupboard is a wonderful buffet located in Lewisburg where we can go for lunch; it is considered “the Willow Valley of the north.”

The next Heartbeat of SVC newsletter is coming out in May with a cancer theme, so if you want to write an article for this, please send it to mtkevena@yahoo.com.

Greater Pittsburgh Chapter (GPC-AHDI)

By Deborah Purse, CMT, GPC-AHDI Chapter President

As you may already know, the Greater Pittsburgh Chapter is hosting the 22nd PA-AHDI Business and Education Meeting at the Embassy Suites. All of our speakers are in place, and the lineup is impressive. We have 3 authors. The chapter is working hard to make this meeting as memorable as last year's.

Our next meeting is being held on Saturday, May 8th, from 11 a.m. until 1 p.m. at the Royal Place Restaurant which is a half mile from Route 51 and 88 intersection just south of Pittsburgh. The address is 2660 Library Road. We will be having 2 speakers with 2 CECs approved.

As a reminder, we will be nominating officers for the Board of Directors this year. If you have anyone you want to nominate, keep them in mind until later in the year.

At our meeting on March 13, we discussed merging with North Allegheny Mountain Chapter, and it was agreed to merge. The plans are in progress, and you will be kept informed on the negotiations and formalization as it happens.



Connections Come In All Sizes

By Judy Lichtenberger, CMT, AHDI-F



A 17-year-old student athlete we have known for years suddenly became a patient this week. Wes suffered a stroke as a result of a blood clot in his brainstem. Within hours, he was rushed to Children's Hospital of Philadelphia and, remarkably, they were able to successfully remove the clot using the [Merci Retrieval System](#). With just over 500 centers performing the procedure worldwide, Wes was fortunate to have been diagnosed properly at a local hospital, then transported and treated using this minimally invasive catheter-based system. The arterial system is accessed through the femoral artery in the groin and navigated to the brain using endovascular technique. A corkscrew device surrounds the clot and brings it out through the groin. Truly amazing technology.

Within hours of his stroke, family members began a Facebook page to keep family, friends, and extended family in the hockey community informed of his condition and exchange messages to and from Wes and his family. The growing list of supporters (now close to 2000) have offered a streaming link for the family of prayers and encouragement from around the country, and the family has an easy avenue to provide regular updates without having to talk to people individually. The family actually posted the animation link I cited above. Like medical advances such as this retrieval system, advances in social media have enabled a connection like no other. Sitting in a hospital, whether the patient or the family, can be isolative and the ability to connect with people outside those walls must be yet another blessing for this family. They are not physically near their home or community but they are able to connect on-line. Not surprisingly, the hockey community has been a foundation of support for this young athlete and his family and will continue to do so as he recovers.

As word of his medical emergency has spread, Wes and his family have received prayers and wishes of good health from hockey players around the country as small as Mites and as accomplished as the NHL. Connections do come in all sizes and in all different ways.

Published 02/08/10 at <http://community.advanceweb.com> HIM Insider blogs, MT Connections

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The Argument for Regional Formation

By Ava Marie George, CMT, AHDI Director



AHDI has looked at regional formation for at least 10 years. The primary focus has been for a logistical way to manage governance in a way that would free up time and resources from the AHDI perspective. Let's face it....governance is time consuming and costly. The problem of attempting regional formation in this manner is that the members do not want it, plain and simple. It's not that they don't want to save time, money, and resources....it's that they do not want their association telling them which states they have to align themselves with or how they function on a local level.....period. So, the regional structure discussion rises and falls at the will of the membership, which is how it should be.

When a state or region decides to look outside themselves to form a region they must ask themselves a few questions in order to fully understand the reason behind this decision. What do they bring to those with whom they are asking to associate? What does the state or state/regional that is asked to form a larger regional bring to the table? Are we really better now than we were 2 years ago (or are we wishing we had the membership numbers we had, the participation we had, or the delegate representation we had 2 years ago)? Does staying the way we currently are benefit our members? Have we attracted new members in the last 2 years? Are our chapters healthy (membership numbers are either stable or increasing)? Are we resistant to change, and is that good for our membership? Can we see past "that's the way we've always done it," "We refuse to travel a lot and cannot see how we can do things differently," "I'm opposed to change," or "I'm opposed to employing technology to assist our outreach." Are we planning on doing what we do now only with many more states or are we willing to take another look at different leadership models? Is the only thing holding us back our worry about where to hold the annual meeting?

Pennsylvania's leadership has chosen to look at the possibility of reaching out to those states that are not represented nationally. The leadership in Pennsylvania recognizes that they are in a position to offer assistance to those states without representation. I would urge you to consider not only looking outside Pennsylvania in your efforts for regional formation, but to also consider the entire concept of organizational structure. Times are changing. We cannot continue to do the things that we always have done. The way we organized in the past will not work in the future. It is no longer about the meeting or where the meeting will be held. We have to change and broaden our horizons, step out, and try new things. Not every meeting has to take place face-to-face.

Webinars can be used to generate funds in a different, yet profitable way than face-to-face meetings especially if the area that is involved in a regional is really big. We also have to think cross generationally rather than the old fashioned way if we are interested in attracting new members and participants. We have to think of different ways to attract more than the generation that we belong to...but reach out to GenX, Y, and Z in order to ensure our survival into the future. What if Pennsylvania decided to have an event a month and they were a region comprised of several states. Pennsylvania could decide to hold a webinar offering ML credits one month, CM another month, and PD another month. If you charge 5 dollars a CEC and you have 30 participants, you've generated 150 dollars minus 35 dollars for a webinar room for a total profit of 115 dollars for one hour's time. Now have one of these per quarter and you can possibly generate 460 dollars for 4 hours time.

Now, what if Pennsylvania invited not only AHDI members, students, interested parties, but also included PHIMA members? AHDI and AHIMA have an agreement that we accept each other's CECs. Pennsylvania has a great relationship with PHIMA. Lets leverage that and invite PHIMA



members at AHDI member rates to your face-to-face meetings as well. Mid Michigan just held a meeting in March and invited MHIMA members. The total meeting attendance was 71 people during a wet, cold, snowy March! Almost half of the attendees were MHIMA members....what a concept! You can really make an impact if you begin to get past “this is the way we’ve always done it.”

These are just a few ideas to start you thinking. It’s up to you to determine what your future will be. This journey you are traveling is not an easy one. You will not be making up your minds today, tomorrow, next week, or next month, so take time to really consider the pros and cons. Be open to new ideas...and what the heck....put forth a few of them yourselves! This journey is being written by Pennsylvania. I support your decision and am here for you as you go through these baby steps going forward through the regional formation decision-making process.

Respectfully submitted,

Ava Marie George, CMT
AHDI Director, Pennsylvania Board Partner

Letter From the Editor: **The Simple Things In Life**

By Grace LaConte, CMT, AHDI-F, PA-AHDI Newsletter Editor



Three quotes have made a big difference to me lately:

- *Do your own thinking independently. Be the chess player, not the chess piece.* (Ralph Charell)
- *Being overwhelmed is often as unproductive as doing nothing.* (“The 4-Hour Workweek,” Timothy Ferriss)
- *Simplify before you organize.* (“30 Days to a Simpler Life,” Cris Evatt and Connie Cox)

On the recommendation of a friend, I recently ordered the audio book “The 4-Hour Workweek.” It is already making a difference in the way I think about work and life and all the things that keep me “busy.” Many people ask me how I do it: being a work-from-home employee, mother to two children 2 and under, a student in a graduate program, and managing a house. It may all seem overwhelming; and at times, it is. But I have started to examine my daily routine and the many wasted hours spent on mindless things (Facebook messaging, internet surfing) that steal time away from more productive work. I realized that all those minutes and hours add up and create added stress to my already busy schedule. My new goal is to focus on doing a few things really well.

I am expecting my 3rd child (due in early September) and will be attending an intensive graduate course in June, so I have decided to take a few things off of my proverbial plate, including my role as Newsletter Editor for the *Keystone Kopy*. I have been the editor since May 2005, and certainly a lot has changed in the last 5 years. Professionally, I have matured as a medical transcriptionist and have achieved my CMT and AHDI-F. Personally, I have added 2 kids to our family and have decided to pursue a Master’s degree in Health Informatics and Information Management. I have also watched the PA-AHDI chapter grow and mature, bringing in more members and registrants at meetings and using the many ideas from great leaders like Carol Croft, CMT, AHDI-F and Patty Barrett, CMT, AHDI-F as they have led the chapter to new and great things.

In closing, I wish you the best in the pursuit of a balance in your own life and encourage you to read “The 4-Hour Workweek” (<http://www.fourhourworkweek.com/>). Don’t get overwhelmed; simplify. Also, be sure to read Carol Bryant, CMT’s great article on page 14!



Delegate Report

By Judy Lichtenberger, CMT, AHDI-F, PA-AHDI Delegate



The House of Delegates began 2010 with two webinars, an educational session and the first quarterly meeting. Bonnie Monico, CMT, AHDI-F, Speaker of the House, gave an enthusiastic welcome and a great start to the new year. By the time you read this, most likely the AHDI/MTIA Advocacy Summit will be taking place or just completed. This year, of course, is an extremely important year with all of the regulatory and technological changes regarding healthcare documentation. Thank you to all of the PA-AHDI members who wrote letters and rest assured they were hand delivered to the appropriate offices in Washington, D.C. Please pay particular attention in the coming months to emails from Gregory Doggett, J.D., as requests for additional letters or emails may be time-sensitive. In support of advocacy, the Power of 10 campaign also continues.

AHDI membership continues to grow (over 10,000), Benchmark KB users have increased, and initiatives continue for workforce development, credentialing, and member outreach. The Speech Recognition Technology editors' training course is now available, as well as courses for acute care transcription, specialties, technology updates, and credentialing programs. The Manual for Ethical Best Practices for the Healthcare Documentation Sector is partially released, with the entire manual ready approximately 05/01/10. It will include HIPAA compliance, security, independent contractor versus employee, and more. A separate piece will be guidelines for a HIPAA-compliant home-based MT office. The Dictation Best Practices update is also to be released soon.

AHDI has launched the "Blueprint for Great Governance" initiative to create a roadmap for the association components that encompasses purpose, sharing of best practices, and business sustainability for components to meet the needs of members. Town Hall meetings are being held monthly until July (see AHDI website for complete information). There will be a Leadership Summit at ACE in Austin and the Final Blueprint will be released in late 2010. We can all look forward to some great ideas and collaboration from these activities.

Recent bylaw changes: Components must select an initiative and delegates re voting members of the state/region. Both of these do not impact PA-AHDI as the policy was already in place.

Thank you for this opportunity to serve as your delegate. If you have any questions or comments, please do not hesitate to contact me.

Help Wanted!



Have you considered working on a PA-AHDI committee? We currently have an opening for the procurer of ads for the *Keystone Kopy*. This entails emailing potential advertisers prior to each newsletter, coordinating the ads with the newsletter editor, billing after the newsletter is complete, and following up with the treasurer that they actually send the check in. That's it! You do this four times a year from the comfort of your own home. This is a good opportunity to get involved in our association and contribute to this great newsletter. Free training, too! If you have any questions, please email judylichtenberger@hotmail.com.



CSI: Lehigh Valley

By Judy Lichtenberger, CMT, AHDI-F



On Saturday, 3/13, PA-AHDI/SVC held a meeting at St. Luke's Hospital in Bethlehem, PA. In spite of rain and flooded roads, a total of 62 people filled the meeting room!

After a brief registration and continental breakfast, we enjoyed our first speaker, Corporal Robert Whitbeck from the Pennsylvania State Police Polygraph Unit, who spoke on the "*Detection of Deception*." He immediately set us straight that real-life crime is nothing like TV/movie crime! He explained and demonstrated the process of interrogation with a cooperative audience member (!) and went on to explain the use of a polygraph and when and how it is appropriate. He provided scenarios where he used psychology and interpersonal skills to get to the truth, and stressed interrogation was not to prove someone's guilt but rather to find the truth, and that the lie detector is but one tool in discovering that truth.

The second speaker, Dr. Katherine Ramsland, spoke on "*Healthcare Serial Killers: Red Flags*." This was a timely topic as the Lehigh Valley has had a case involving a nurse (Charles Cullen) which is again receiving national attention this week. This renowned author presented a captivating overview of the approximately 80 known cases of healthcare serial killers in the world. Sadly, infants and the elderly are often the victims of these crimes. Dr. Ramsland discussed personality traits and behavioral red flags that are useful for institutional risk assessment, with a frequent cautionary note that all healthcare providers with these traits are not predators!

After a brief lunch, we met our third speaker, Mr. Zachary Lysek, Northampton County coroner. We were grateful he was still willing to come when we heard he was at a crime scene at 3 a.m. that same day! His discussion of "*Forensic Death Investigation*" tied right in to Dr. Ramsland's presentation, giving an overview of the crime scene process, autopsies, and the law as it pertains to the coroner and his duties. He described the process of determining the cause of death and working with law enforcement when necessary, whether it be a death in a nursing home, public venue, private home, or other location. It was comforting to know how protective he was of the bodies and their families, and that a case is never closed until a conclusive cause of death is found and evidence studied.

The final speaker, Marie Dieter, MSN, RN, PHRN, CEN, a professional whose primary career has centered in trauma, spoke about a community program, "*Every 15 Minutes*," which provides high school students the real-life experience without the real-life risks of the dangerous consequences of drinking alcohol. Through a coordinated effort between volunteers from the medical community, police and fire departments, and even jail/court, a simulated accident and subsequent events are experienced by the students and their families and later described to the student body in an assembly of students, parents, and guest speakers, complete with video footage and a mock funeral. It is a powerful program based in Bethlehem that is impacting students throughout our country and has been featured on *Good Morning, America*.

Our "CSI: Lehigh Valley" continuing education meeting was a great success. Dynamic speakers, raffles, networking of "new" and "old" friends and colleagues (even 9 students), made for a memorable way to spend a rainy day. You can see photos of this event on our PA-AHDI Facebook page, and we hope to see YOU too at some of our face-to-face meetings in 2010!

22nd Annual PA-AHDI Annual Meeting "Knowledge is Key"



October 8-10, 2010

Embassy Suites

Pittsburgh International Airport

Guest Speaker Friday Night: Dr. Cyril Wecht



Cyril H. Wecht, M.D., J.D., is one of the country's leading forensic pathologists. He is a Clinical Professor at the University of Pittsburgh Schools of Medicine, Dental Medicine, and Graduate School of Public Health, and holds positions as an Adjunct Professor at the Duquesne University School of Law, School of Pharmacy, and School of Health Sciences. Being an expert in Forensic Medicine, Dr. Wecht has frequently appeared on several nationally syndicated programs discussing various medicolegal and forensic scientific issues, including medical malpractice, drug abuse, the assassinations of both President John F. Kennedy and Senator Robert F. Kennedy, the death of Elvis Presley, the O. J. Simpson case, and the JonBenet Ramsey case.

This will be our 22nd year anniversary.
It is our goal to make 2010 the most exciting meeting yet,
particularly with Pittsburgh's well-known physicians!

Don't forget to mark your calendar.

This is a meeting that you will not want to miss!





REGISTRATION

PA-AHDI 22nd Annual Meeting & Educational Conference

October 8-10, 2010

“Knowledge is Key”

PLEASE TYPE OR PRINT CLEARLY

Early Registration Deadline: September 11, 2010

Name: _____

Address: _____ City: _____ State: _____

Zip Code: _____ E-mail address: _____ Contact Number: _____

CMT _____ RMT _____ AHDI-F _____ Other credential _____

AHDI # _____ AHIMA/PHIMA Member _____

Component Association Affiliation: _____ Office Held: _____

Please indicate if you have any special needs: _____

- Check here if you are a first-time attendee
- Check here if you DO NOT wish your name to be on the list of registrants made available to our annual meeting vendors for advertising purposes
- We often take pictures at our meeting – check here if you would prefer your picture not being placed on our web site as an attendee of our event

Registration Fees	AHDI/AHIMA Member	Prospective Member	Student AHDI Member
Annual Meeting Package – 10/08-10 Includes all educational sessions, Friday night refreshments, Saturday breaks and lunch, unlimited access to vendors, Sunday morning refreshments.	<input type="checkbox"/> \$85 (Early Bird) <input type="checkbox"/> \$100 (Regular) <input type="checkbox"/> \$110 (Late/At door)	<input type="checkbox"/> \$100 (Early Bird) <input type="checkbox"/> \$115 (Regular) <input type="checkbox"/> \$125 (Late/At door)	<input type="checkbox"/> \$60 (Early Bird) <input type="checkbox"/> \$75 (Regular) <input type="checkbox"/> \$85 (Late/At door)
Friday – 10/08 only Educational sessions and refreshments only (6 p.m. to 9 p.m.)	<input type="checkbox"/> \$35 (Early Bird) <input type="checkbox"/> \$40 (Regular) <input type="checkbox"/> \$45 (Late/At door)	<input type="checkbox"/> \$40 (Early Bird) <input type="checkbox"/> \$45 (Regular) <input type="checkbox"/> \$50 (Late/At door)	<input type="checkbox"/> \$30 (Early Bird) <input type="checkbox"/> \$35 (Regular) <input type="checkbox"/> \$40 (Late/At door)
Saturday – 10/09 only Educational sessions, breaks and lunch, and unlimited access to vendors only (7:30 a.m. to 4:30 p.m.)	<input type="checkbox"/> \$60 (Early Bird) <input type="checkbox"/> \$70 (Regular) <input type="checkbox"/> \$80 (Late/At door)	<input type="checkbox"/> \$70 (Early Bird) <input type="checkbox"/> \$80 (Regular) <input type="checkbox"/> \$90 (Late/At door)	<input type="checkbox"/> \$50 (Early Bird) <input type="checkbox"/> \$60 (Regular) <input type="checkbox"/> \$70 (Late/At door)
Sunday – 10/10 only Educational sessions.	<input type="checkbox"/> \$35 (Early Bird) <input type="checkbox"/> \$40 (Regular) <input type="checkbox"/> \$45 (Late/At door)	<input type="checkbox"/> \$40 (Early Bird) <input type="checkbox"/> \$45 (Regular) <input type="checkbox"/> \$50 (Late/At door)	<input type="checkbox"/> \$30 (Early Bird) <input type="checkbox"/> \$35 (Regular) <input type="checkbox"/> \$40 (Late/At door)



Make check payable to “PA-AHDI” and send with this form to:

Mary Sanders, CMT, AHDI-F
167 Wagon Wheel Lane
Mifflintown, PA 17059
E-mail: mtsinpa@yahoo.com

Email confirmation will be sent upon receipt of Early Bird and Regular registrations

REGISTRATION DEADLINES

Early Bird Registration: Forms must be postmarked **no later than September 25, 2010.**

Regular Registration: Forms must be postmarked **no later than October 1, 2010.**

Late/At Door: Forms postmarked **after October 2, 2010**, will be at late/at door prices.

CANCELLATION POLICY

Request for refunds must be made in writing.

If request is **postmarked prior to September 25, 2010**, 80% of the registration fee will be refunded.

If request is **postmarked after September 25, 2010**, the registration fee will be applied to the 2011 annual meeting fee.

If request is **postmarked after October 1, 2010**, no refund will be given.

SPEAKERS

Friday:

Cyril Wecht, MD – Nationally known forensic pathologist/lawyer
Patty Kraemer, CPO – Taking control of your life

Saturday:

Gerard Brandacher, MD – Hand transplant surgeon
Lynn Kosegi, PMD – Speech recognition
Joseph Bozzelli, MMQ – Using Tai Chi and QiGong for stress reduction
Julia B. Greer, MD, MPH – Digestion, absorption and metabolism
Richard Busch – Hypnotherapy

Sunday:

Brenda Hurley, CMT, AHDI-F – HITECH workshop

NOTE: Speakers are subject to change

HOTEL RESERVATIONS

Embassy Suites
Pittsburgh International Airport
550 Cherrington Parkway
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To call for reservations: 1-800-EMBASSY

Web site reservations: www.embassypittsburgh.com/

If calling, ask for reservations at this Embassy Suites and mention the special group rate for the PA-AHDI (PAMT) Annual Meeting and Educational Conference. This is \$119 per night for single/double, \$119 per night for triple, and \$119 per night for quad occupancy plus tax. To avoid a penalty fee of one night's room and tax, reservations must be cancelled within 2 business days prior to the arrival date. Hotel cut-off date for this special PA-AHDI rate is Thursday, September 23, 2010. Make your reservations early – room block is limited! Rooms are all 2-room suites and prices include a cooked-to-order breakfast, as well as a 2-hour manager's reception each day!

Additional meal prices for guests of attendees will be as follows:

Friday Night Break: \$10

Breakfast/Saturday breaks: \$25

Saturday Lunch buffet: \$25

CONTACT INFORMATION

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Above All, Do

By Carol Bryant, CMT



Life is all about choices. Right now, you can choose to continue reading this article or you can tune out and see what the rest of the newsletter has to offer (though you'll really want to stick around, trust me).

If you are still reading this, then the incentive worked. We all have internal incentives which keep us going, whether they are voluntary incentives or those which are necessary to keep our lives performing to their optimal capacity. Someone in your household pays the bills, and perhaps that person is you. Going to work, writing those checks, ensuring your lights stay on and water runs from your tap—those are necessary incentives. In other words, get out of bed, get to work, and pay those bills. Are you happy about the price of gas per gallon these days? Of course not, but you stand at the pump and fill your tank up. Without that fuel, you don't get to point B from point A. You need gas: A necessary incentive.

Life is also full of voluntary incentives: those things we choose to do which give us a sense of fulfillment far greater than paying the bills and filling the tank. We educate ourselves, change careers, join a fitness club, play with the dog, take a family vacation, read a book, get a new haircut, shop for some new clothes. Whatever your personal incentives, these are the things you look forward to, the "stuff" of which life is made.

At this time of year, with the spring peeking its head out here in Pennsylvania, the line starts to blur a bit between necessary and voluntary, and you might feel like slacking off, getting behind in those resolutions you made back on January 1st (remember those?). Come on, whine with me.... "it's niiiiiiice out," or "I am so sick of doing _____" (fill in the blank with whatever is completely and utterly on your nerves at this stage of your life). Great! At the very least, we know there are so many other things we'd rather be doing than our necessary incentives. So why not have both?

No matter how much we whine, complain, daydream, or postpone, the bottom line is our necessary incentives aren't going away. So why should your personal incentives be any different? Some might tell you to buckle down harder this time of year, keep your eye on the ultimate goal, get through your day, and in the end you'll be glad for it. Not me.

Embrace your personal incentives. Make plans. Spend time with your kids. Get out at lunchtime and take a walk, sit in the sun, turn on the iPod. The necessary aspects of your life aren't going anywhere, so why push the fun things you enjoy out the window? It's all about balance, not just this time of year, but throughout our lives. I won't be advising you to take anything away from your life. You won't be giving anything up. The tank still needs to be filled and the bills still need to be paid. How about adding something to your already busy agenda?

What if that something was an hour a day for Y-O-U???? Seven days a week, set that time aside and make it just for you. Have kids and can't get a sitter? Maybe you'd like to catch up on a favorite TV show, read a book, or even leaf through a couple of magazines. Have someone to help with the kids in the evening? Head to the gym, get yourself that new pair of shoes that seem to call your name as you pass them by. Don't overindulge, but do indulge your life. You only get one, after all. At the end of the day, and with much practice, you'll feel better for that hour. You'll also have a personal incentive to get you through the necessary ones. Even better, plan ahead.

Plan a vacation, do something as a family. Live within driving distance of a big city? Take a weekend for you. Have family out of state? Been meaning to see a certain Broadway play? Set aside some time to research these life choices. If you plan now, budget the time and money to make the trek, again you'll have a personal incentive to work towards as that sun glistens in the sky and the temperature rises. And if your finances simply won't allow such an expenditure, picnics in the park, camping, joining a book club, getting a group of friends together for a rotating in-home club are all feasible choices for a shoestring budget. Do with what you have; but above all, *do*.

New Drugs for 2010

March 11-18, 2010, New and Generic Drug Approvals



- Fluorouracil Cream, Taro Pharmaceutical Industries Ltd., Approval
- Trelstar (triptorelin pamoate) Injectable Solution, Watson Laboratories, Inc., Approval
- Alprazolam Orally Disintegrating Tablets, Actavis Elizabeth LLC, Approval
- Cefoxitin (cefoxitin sodium) Injection, Hikma Farmaceutica, Approval
- Diltiazem Hydrochloride Extended-Release Tablets, Watson Laboratories, Inc., Approval
- Dacogen (decitabine) Intravenous Injection, Eisai Medical Research, Inc., Efficacy Supplement
- Fexofenadine hydrochloride and pseudoephedrine hydrochloride Extended-Release Tablets, Dr. Reddy's Laboratories, Approval
- Moexipril Hydrochloride and Hydrochlorothiazide Tablets, Glenmark Generics Inc., Approval
- Promethazine hydrochloride and codeine phosphate Syrup, SUN Pharmaceutical, Approval

Source: <http://www.fda.gov/cder/>



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May We Always Be Coffee

Anonymous, via e-mail forward



A young woman went to her mother and told her about her life and how things were so hard for her. She did not know how she was going to make it and wanted to give up; she was tired of fighting and struggling. It seemed as one problem was solved, a new one arose.

Her mother took her to the kitchen. She filled three pots with water and placed each on a high fire. Soon the pots came to boil. In the first she placed carrots, in the second she placed eggs, and in the last she placed ground coffee beans. She let them sit and boil; without saying a word. In about twenty minutes she turned off the burners. She fished the carrots out and placed them in a bowl. She pulled the eggs out and placed them in a bowl. Then she ladled the coffee out and placed it in a bowl. Turning to her daughter, she asked, "Tell me what you see."

"Carrots, eggs, and coffee," she replied. Her mother brought her closer and asked her to feel the carrots. She did and noted that they were soft. The mother then asked the daughter to take an egg and break it. After pulling off the shell, she observed the hard-boiled egg.

Finally, the mother asked the daughter to sip the coffee. The daughter smiled as she tasted its rich aroma. The daughter then asked, "What does it mean, mother?"

Her mother explained that each of these objects had faced the same adversity: boiling water. Each reacted differently. The carrot went in strong, hard, and unrelenting. However, after being subjected to the boiling water, it softened and became weak. The egg had been fragile. Its thin outer shell had protected its liquid interior, but after sitting through the boiling water, its inside became hardened. The ground coffee beans were unique, however. After they were in the boiling water, they had changed the water.

"Which are you?" she asked her daughter. "When adversity knocks on your door, how do you respond? Are you a carrot, an egg or a coffee bean? Think of this: Which am I? Am I the carrot that seems strong, but with pain and adversity do I wilt and become soft and lose my strength?

Am I the egg that starts with a malleable heart, but changes with the heat? Did I have a fluid spirit, but after a death, a breakup, a financial hardship or some other trial, have I become hardened and stiff? Does my shell look the same, but on the inside am I bitter and tough with a stiff spirit and hardened heart?

Or am I like the coffee bean? The bean actually changes the hot water, the very circumstance that brings the pain. When the water gets hot, it releases the fragrance and flavor. If you are like the bean, when things are at their worst, you get better and change the situation around you.

When the hour is the darkest and trials are their greatest do you elevate yourself to another level? How do you handle adversity? Are you a carrot, an egg or a coffee bean? May you have enough happiness to make you sweet, enough trials to make you strong, enough sorrow to keep you human and enough hope to make you happy.

The happiest of people don't necessarily have the best of everything; they just make the most of everything that comes along their way. The brightest future will always be based on a forgotten past; you can't go forward in life until you let go of your past failures and heartaches. May we all be COFFEE!



Calling New CMTs and RMTs!

If you pass the Certified Medical Transcription (CMT) or the Registered Medical Transcriptionist (RMT) exam in 2010, **don't forget** to submit the cost of your exam to PA-AHDI for reimbursement! The PA-AHDI board of directors will reimburse 1 CMT and 1 RMT the cost of the exam for 2010, as funds allow.

We are quite aware of the time new CMTs and RMTs spend in preparation for the exam, not to mention the cost of this exam, and we are so proud of them for recognizing the value of this credential. To become a Certified Medical Transcriptionist or Registered Medical Transcriptionist by exam is truly important to our professional recognition.

RULES:

The exam must be taken and passed in the current calendar year. As such, all new CMTs and RMTs for this year (2010) can submit an entry form to the PA-AHDI Treasurer for consideration if you take and pass the exam between January 1 and December 31, 2010. If you are reimbursed by your employer, you would not be eligible because we want to make sure someone who does not have this reimbursement is rewarded. Proof of CMT or RMT credential must be included with the entry form. The winning entry will be selected through a drawing by the PA-AHDI board of directors at the first board meeting of the next calendar year. The winner will be notified and this award will be presented at the PA-AHDI Annual Meeting & Educational Conference of the following year. The winner must be a resident of Pennsylvania. The winner does not need to be a member of AHDI. This award will be given on a yearly basis as funding allows.

CMT / RMT REIMBURSEMENT ENTRY FORM

Name _____ CMT or RMT # _____

Address _____

Phone number _____ E-mail _____

Date of exam _____ Cost of exam _____

Please submit for to: PA-AHDI Treasurer
Mary Sanders, CMT, AHDI-F
167 Wagon Wheel Lane
Mifflintown, PA 17059

E-mail: mtsinpa@yahoo.com

Deadline: Postmark or email by December 31 of the current calendar year.

FOR PA-AHDI's OFFICIAL USE

Notification of winner _____

Reimbursement date _____

Check # _____



CALENDAR OF EVENTS

March 2010

June 12, 2010—SVC-AHDI quarterly meeting in Lewisburg, PA area

May 2010

May 8, 2010—GPC meeting, Pittsburgh, PA area

May 10–11, 2010— PHIMA annual meeting at the Hershey Lodge

May 17-23, 2010 – National Medical Transcription Week

June 2010

June 12, 2010—SVC-AHDI quarterly meeting in Lewisburg, PA area

August 2010

August 4-7, 2010—AHDI ACE, Hilton, Austin, TX

September 2010

September 11, 2010—SVC-AHDI quarterly meeting in Chambersburg, PA (tentative)

October 2010

October 8 – 10, 2010—PA-AHDI Annual Meeting, "Knowledge is Key" Embassy Suites, Pittsburgh, PA

October 16-17, 2010—VAHDI Annual Educational Symposium in Lynchburg, VA

December 2010

December 11, 2010—SVC-AHDI quarterly meeting in York, PA (tentative)

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2010 Annual Meeting

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Please note this important information:

Deadline	Anticipated Publication Date
Sunday, 6/13/10	Monday, 6/21/10
Sunday, 9/5/10	Monday, 9/13/10
Sunday, 12/12/10	Monday, 12/20/10
Sunday, 3/20/11	Monday, 3/28/11

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