

THE FUTURE OF CARDIOLOGY

patient access and business concerns that keep cardiologists up at night ...

- The 2010 Physician Fee Schedule, which has slashed Cardiology payments for critical diagnostic procedures by 15-36 percent in 2010 alone (not including the 21.5-percent mandated cut under the flawed Sustainable Growth Rate formula)
- The chipping away of physicians' rights to own assets such as imaging equipment and specialty hospitals
- Congressional healthcare "reforms" that will weaken physicians' ability to provide critical diagnostic services to their patients and serve outlying/rural populations
- Further restrictions on physicians' ability to order the right scan at the right time

Losing these battles will have a significant impact on how cardiologists practice today and their ability to provide the best care, in the best place, for their patients. And instead of remaining on the sidelines, we've decided to take action.

Cardiology Advocacy Alliance: Fighting for you and your patients

The Cardiology Advocacy Alliance (CAA) is a business league that represents the interests of more than 5,000 cardiologists nationwide. CAA educates the professional cardiovascular community about regulatory and legislative issues that affect their ability to provide high-quality patient care, represents the common interests of the cardiovascular patient and professional on such issues, and encourages members to advocate for their patients and their practices.

CAA's 2010 priorities include:

- **Fighting the 2010 Physician Fee Schedule cuts and certain provisions within proposed health care "reforms"** to put patients first by ensuring patient access to critical cardiac services.
- **Protecting the rights of physicians to own assets**, including imaging equipment and heart hospitals.
- **Keeping the Equipment Utilization (EU) assumption rate at an appropriate level:** Congress has increased the EU rate from 50 percent to 75 percent on advanced imaging services and Medicare also tried to change the EU rate. But CAA members know the rate is too high given how many tests actually can be performed daily.
- **Improving quality, maintaining patient access to care and ensuring appropriate utilization** through lab accreditation, physician credentialing and appropriateness criteria, rather than through cuts to imaging payments and other impediments to the physician-patient relationship.

"If we remain silent, we have no right to complain."



How to join forces with CAA

Investing in CAA is only \$175 per practice physician. Please contact Executive Director Margo Burrage at 734.878.2108 or mburrage@cardiologycaa.com. Or visit our website: cardiologycaa.com.