

Physician Payment Sunshine Act

Research Administration/Research Accounting

Diane Caselli, Office of Counsel

June 17, 2014

MEDICINE *of* THE HIGHEST ORDER





Overview

- September 30, 2014: Information will be posted on the CMS website about payments by companies that manufacture drugs, biologicals, medical devices and medical supplies to physicians and teaching hospitals
- Initial reporting period August –December 2013
- Will thereafter be posted annually
- Information is for the calendar year, reported the following year
- As reported by the manufacturers to CMS

Type of payments that will be posted

- Consulting fees
- Compensation for other services, e.g. speaking
- Honoraria
- Gifts
- Entertainment
- Food and beverage
- Travel and lodging
- Education
- Research
- Charitable contributions
- Royalties or licenses
- Current or prospective ownership or investment interests
- Grants
- Space rental or facility fees
- NOTE: payments of <\$10 are not reported, unless in aggregate exceed \$100 annually

Why we are concerned

- Over-reporting?
- Errors
 - Grants as personal income?
 - Expense reimbursement as income?
- Data will be scrutinized
 - media
 - public interest groups
 - patients
 - e.g. drugs prescribed, implanted devices

Opportunity to Correct Reported Data

- Starting July 1, physicians and hospitals will have a 45 day period to review their data and initiate a dispute with the reporting manufacturer.
- Another 15 day period for manufacturers to investigate and correct errors.
- Issues resolved in that timeframe can be removed or corrected.
- Issues not resolved in that time frame will be publicly reported but identified as disputed. Any corrections will be not be made until the following year.
- Can dispute later in the year, but won't be identified as disputed or corrected until the following year.
- We will review data reported for SMH and HH. UPMC will not have access to physician data during review period.

What is the schedule?

- March 31, 2014 – companies reported information for August – December 2013 (in the future, will be for full calendar year)
- June 1, 2014 – teaching hospitals and physicians may register at CMS site for access to their data
- July 1, 2014 (expected) – teaching hospitals and physicians will have access to their data.
- July 1 – August 14, 2014 – 45 day review period
- August 15 – 30, 2014 – 15 day correction period
- September 30, 2014 – Data will become publicly available on CMS website.

What UR Medicine is doing

- Advise physicians of the need to register and review their data, and dispute as appropriate
 - Emails to URMFG physicians and other clinical faculty, community physicians
 - Faculty Focus article
 - Email blasts
 - Enlist aid of Chairs, Chiefs, administrators
- Prepare patient education materials/talking points for physicians
- Considering proactive discussion with local media; preparing for questions
- Review Strong Memorial and Highland Hospital data and initiate disputes as needed
- Maintain database of disputes

What do physicians need to do?

- Don't assume this will not affect you.
- Register for system (can wait until review period)
- Log in to the CMS Open Payments system when notified that the review period is starting (~July 1).
- If there are errors in data, initiate a dispute with the manufacturer (deadline: August 14).
- Notify us if you initiate a dispute, and the outcome.
 - For database on volume of errors and ability to obtain corrections, and to assist PR with responses to media on unresolved disputes.

Questions/Contact Information

- The CMS Website has further information and instructions.
<http://www.cms.gov/Regulations-and-Guidance/Legislation/National-Physician-Payment-Transparency-Program/index.html>
- For questions, contact Diane Caselli, URMC Office of Counsel, at diane.caselli@rochester.edu or 758-7614
- Also, please provide information to Diane Caselli concerning errors or disputes, and how disputes are resolved.



UNIVERSITY *of*
ROCHESTER
MEDICAL CENTER

MEDICINE *of* THE HIGHEST ORDER