

THE MAGNET™

KENTUCKY'S SOURCE FOR IMPORTANT PHYSICIAN INFORMATION



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Kentucky

Your Kentucky Risk Management & Patient Safety Support

In this issue of the MAGnet, we introduce you to your local risk management and patient safety support. You may not be aware of the breadth of services MAG Mutual provides — free of cost — to policyholders. To see all risk management and patient safety services, including a free on-site risk assessment survey, visit www.magmutual.com/risk/index.html.



Bettye Scrutchin

Kentucky Senior Risk Management and Patient Safety Consultant

Some people are at home on the road. Bettye Scrutchin is one of them. "There are times when I have to be in the office, but I would really rather be 'out there' traveling," she says. "I just love to visit practices and help them any way I can."

"I'm coming into your practice to be the best friend you ever had."

The help she provides comes in the form of encouraging patient safety, something Bettye has been doing for nearly 30 years. She has managed and mitigated risk while on staff at a hospital, as a consultant for a small insurance company, and for the past 13 years, as part of MAG Mutual Insurance Company.

"When I visit a practice for the first time, I let them know up front that I'm not a regulatory agency or an enforcer," Bettye says. "I'm on their side. So I try to have an introductory meeting before conducting a survey, just so they can get to know me a little bit. Then they know I'm going to look out for them."

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Risk Management & Patient Safety Dept. Tips Developing Social Media Policies for Your Practice

The improper use of social media in its various forms by healthcare employees and physicians could result in severe HIPAA violations; some of which could damage a practice's bottom line and reputation.

Healthcare organizations should develop social media policies, defining not only what is acceptable or appropriate, but arming employees with the know-how to keep information safe and comply with HIPAA regulations. Employers should scrutinize the use of e-mail, laptops, and handheld devices, which may be used to transmit or store personal health information; state consequences of noncompliance; and develop a "social media incident" response plan.

For an example of what others in healthcare have implemented, read Danbury Hospital's social media policy online at <http://bit.ly/rdZwod>. Other examples include:

- Mayo Clinic (<http://bit.ly/bEmQ36>);
- Cleveland Clinic (<http://bit.ly/mcmhYn>);
- Vanderbilt University Medical Center's toolkit (<http://bit.ly/bxabOK>).

Remember that your vendors are considered an extension of your organization for HIPAA regulations, or "covered entities." Be certain they are informed of your policies.

Physicians who wish to develop and maintain an online presence should consider the American Medical Association's new policy, "Professionalism in the Use of Social Media," published online (<http://bit.ly/bswKCB>).

Look for an upcoming MAG Mutual social networking (online) CME activity for physician policyholders and a companion online "Learning Module" for managers and staff at www.magmutual.com.

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One Source for All of Your Insurance Needs


MAG Mutual Insurance Agency, LLC can save you time and money by combining your medical office insurance needs in one package.

- Medical Office Package Policy — Business and premises liability, property insurance, equipment breakdown and business interruption coverages.
- Workers' Compensation — Medical expenses and disability benefits for your employees with coverage protecting your practice's liability for work-related injuries.
- Commercial Umbrella — An additional layer of protection for your practice above and beyond your other liability coverages.

For more information, contact **Chip Goen** at **800-303-7798** or **CGoen@MAGMutual.com**. 

AMA: E-Prescribing Deadline Looms

The American Medical Association in early October urged physicians unable to meet Medicare's E-Prescribing program requirements to apply for a hardship exemption prior to Nov. 1. The AMA also expressed concern that physicians are not being provided sufficient time to get in compliance.


To apply for an exemption, go to <http://bit.ly/qVZMor>. For more information on the e-prescribing program, go to <http://bit.ly/mgbG98>. 

In Your Words: MAG Mutual Defends

No one can speak to our commitment to defending doctors better than a policyholder who's been there. One policyholder recently emailed his claims team: He said he was "absolutely delighted" with his experience with MAG Mutual's defense team, adding that he felt everyone supporting him was "on the same page."

"All of you have handled this with the upmost professionalism and treated me with the greatest respect and sensitivity. Please accept my personal thanks. I was always kept in the loop and felt well informed," he says.

The lawsuit against the physician was ultimately dismissed.

Many of the doctors we have defended have not only shared their appreciation of our defense expertise, but the way we support them throughout the process. You can be certain that if you face a claim, you will be in capable and supportive hands. In the future, we will be sharing more stories from our policyholders — your fellow company owners. 

We've Got You Covered

We know that your time is precious and when you call us about your medical liability or other insurance policy, you want ready information and quick resolution. That's why, beginning in May 2009, MAG Mutual Insurance Agency, LLC (MMIA) undertook a quality improvement initiative. MMIA President **Carol Quaif** says, "We wanted to make it easier for our customers to do business with us." The biggest "disconnect" for customers, she says, was being routed to multiple contacts, leaving voice mails, and waiting for call backs.

"Reducing customer effort became our No. 1 goal," says **Lani Painter**, Director, Customer Service. In the past, calls were routed through one number, but "we have many customers who have many products/policies with us." With new technology and staff, today every one of the 1,500 average incoming monthly calls are answered by account service consultants.

"Each account service consultant is trained in all of the products the agency offers so everyone can answer specific questions — whether those are about workers' compensation or cyber liability policies or accounting or payment questions," Painter says. "There is no waiting for someone to call you back. No phone tag."

"Continuing quality assurance programs will track response and resolution time," Quaif says. **Just call 1-800-282-4882 and press option #4.** 

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