

Dermatology Times®

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EHRs: Worth the HASSLE?

'Meaningful use' criteria
can pose high hurdle for derms

EDITOR'S NOTE: Not all physicians are rushing to embrace electronic health records (EHRs). In this issue, we look at what the new "meaningful use criteria" may mean to dermatologists who are considering making the switch. We explore how "dermatology certification" may impact purchasing decisions (page 16), and we talk to doctors who have already made the change — and are very satisfied (page 18).

By John Jesitus
Senior Staff Correspondent

National report — The adoption of electronic health records (EHRs) among dermatologists is hitting a stumbling block — namely, the onerousness of final "meaningful use" rules recently released by the federal government.

The Centers for Medicare and Medicaid Services (CMS) and the



Office of the National Coordinator for Health Information Technology (ONC) recently released guidelines for earning government incentives for implementing the paperless systems, encouraged as a more efficient and interactive way to archive and access health data.

But, rather than clarifying the path to earning the bonuses, experts say, the rules are driving many dermatologists to delay their decisions, if not avoid the new systems entirely.

Announced on July 13, CMS' final meaningful use rules divide 25 previously all-or-nothing objectives into 15 "core" targets (such as recording patient demographics and maintaining active medication lists), and 10 "menu items," five of which physicians can defer until 2013.

Menu items range from drug formulary checks to patient reminders. Final rules also require physicians to demonstrate use of clinical quality measures — three mandatory, three chosen from a list of 38.

EHRs: 'Meaningful use' a high hurdle See page 14

inside:

26 **clinical dermatology**

52 **cosmetic dermatology**

68 **cutaneous oncology**

75 **practice management**

34 **special report**



Allergan settles

Drugmaker to pay \$600 million to resolve off-label marketing charges

By John Jesitus
Senior Staff Correspondent

National report — Allergan's recently announced \$600 million settlement to resolve federal charges that it marketed Botox (onabotulinumtoxinA) for unapproved uses could hinder innovation and hamper patient care, some dermatologists worry.

But in the long term, sources agree that the settlement will have little impact on the fortunes of the drug or its maker.

Under terms of the settlement with the Justice Department, announced Sept. 1, Allergan will plead guilty only to one criminal misdemeanor charge

of misbranding Botox between 2000 and 2005, according to a company press release.

Allergan will pay a fine and forfeiture totaling \$375 million, plus \$225 million to settle a civil suit alleging that unlawful marketing of Botox resulted in submission of false claims to Medicare and other government programs, a Justice Department release states.

The department charged that Allergan undertook a systematic strategy to promote Botox for the unapproved indications of headache, pain, spasticity and juvenile cerebral palsy.

Allergan: What impact will settlement have? See page 18

new products

nourish, soothe and brighten the skin while fighting free-radical damage; and phytocell cream, an intensive age-fighting and hydrating cream designed to help revitalize and protect skin.

For more information:
www.emerginc.com



EMINENCE

Organic skincare features vitamins

A new addition to the Eminence Organics Skin Care family of organic products features vitamin supplements and coordinating masks to treat acne, rosacea and signs of aging. Eminence introduces VitaSkin Vitamin Solutions, which includes Clear Skin, Calm Skin and Firm Skin vitamin supplements, and the Clear Skin Probiotic Masque, Calm Skin Arnica Masque and Firm Skin Acai Masque, each specially designed to treat specific skin ailments naturally.

The Clear, Calm and Firm Skin Vitamin Solutions utilize the moisture defense system of pill-in-pill technology to efficiently protect moisture-sensitive ingredients in the delivery through the body. This unique system creates internal and external barriers to prevent water migration and maintain stability of the ingredients, ensuring the delayed release of the nutrients found in the inside capsule so that the beneficial ingredients make their way through the body for optimal delivery.

For more information:
www.eminenceorganics.com

DERMABLEND PROFESSIONAL

Painless method hides tattoos



Patients can experience a quick and painless way to cover tattoos with the launch of the Leg and Body Tattoo Primer. Applied under Dermablend Professional Leg and Body Cover SPF 15, the primer helps reduce application time and creates a more natural, flawless result. It also enhances wearability and is water-, transfer- and smudge-resistant for 12 hours of wear. Available in two shades and suitable for all skin types, the smooth and "blendable" formula glides upon application to hydrate and comfort skin.

Regardless of the tattoo size, both products easily cover large skin surfaces. Leg and Body Cover's lightweight formula offers 14 natural skin tone shades, suitable for all ethnicities. The transparent Setting Powder enhances the performance of Dermablend coverage products for up to 16 hours of wear.

For more information:
www.dermablend.com

SANDOW MEDIA

Book focuses on real patient accounts

Board-certified dermatologist Paul Friedman, M.D., has co-authored the book *Beautiful Skin Revealed: The Ultimate Guide to Better Skin*.

This comprehensive book offers an expert's insider view on common skin conditions and treatments that work. According to Dr. Friedman, "The book is grounded in science and explains why conditions occur. Using before and after photos and real patient testimonials, *Beautiful Skin Revealed* shows readers the incredible results made possible through the latest treatment options."

In the book, Dr. Friedman offers solutions for acne breakouts as well as for scars caused by previous acne blemishes. He addresses treatment for rosacea, leg vein issues, wrinkle injections and laser treatment for actinic keratoses.

For more information:
www.friedmanmd.net

MEDCHOICE FINANCIAL

Online payment program boosts efficiency

M100 is a new flexible payment program designed to support healthcare practices with electronic processing and direct transfer of payments. Laser hair removal/restoration and cosmetic practitioners are able to manage accounts receivables using a fast and easy-to-use online patient payment program developed to increase efficiency and facilitate automated collections.

The M100 service can be offered to patients, allowing dermatologists to treat those who may have lacked the credit to borrow, yet have cash to make monthly payments. M100 enables medical practices to treat more patients by lowering administrative costs and expediting cash flow. It also opens up care to patients whose credit was previously an obstacle. MedChoice Financial allows healthcare providers to create customized payment programs for patients based on recommendations, which also can be tracked through an easy Web portal to manage account receivables and eliminate patient disputes. Once patients are enrolled in M100, MedChoice Financial will assume responsibility to electronically charge patients monthly for the amount due and will automatically transfer the money directly to the practices' financial accounts.

For more information:
www.medchoicefinancial.com

NEOCUTIS

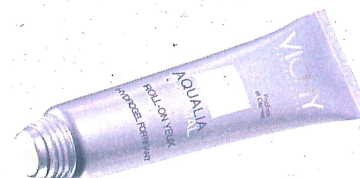
Cream helps brighten skin

Perle Skin Brightening Cream contains the ingredient Melaplex, a patent-pending skin-brightening complex that helps fade the appearance of uneven pigmentation, helps hinder future spots and restores skin's luminosity without retinoids, acids or hydroquinone. Suitable for all skin types and ethnicities, this moisture-rich formula is gentle enough for extended use for dark spot management.

The cream offers continual improvement in skin brightness and radiance. Shea butter and jojoba oil help counteract skin dryness. It is formulated with antioxidants C and E to help restore youthful-looking skin. The formulation is fast-absorbing and hydroquinone-free.

Additionally, the product is free of alpha hydroxy acids, which may increase sun sensitivity and therefore increase the possibility of sunburn. It is free of color additives and fragrance. The product is non-comedogenic and suitable for all skin types.

For more information:
www.neocutis.com



VICHY LABORATOIRES

Under-eye roll-on clears dark circles

A new under-eye innovation, Aqualia Thermal Eye Roll-On, banishes dark circles and dehydration lines with visible results: 62 percent of bags diminish after one hour of application, plus eight hours of hydration.

If left untreated, puffiness and under-eye bags tend to worsen as skin loses elasticity and weakens. Vichy Aqualia Thermal Eyes Roll-On offers a unique combination of effective ingredients including escin, derived from the plant extract; horse chestnut, promoting micro-circulation; dextran sulphate, known for its decongestant properties, to fade the intensity of dark circles; and hyaluronic acid, which has the capacity to retain up to 1,000 times its water volume. At the heart of the product is Vichy Thermal Spa Water, which offers soothing, fortifying and regenerating action.

Upon application, the metal roll-on ball provides an instant cooling effect and reduced puffiness. The contour around the eye area is instantly revitalized as the appearance of dark circles is faded.

For more information:
www.vichyusa.com