



Utilization Solutions in Healthcare *Solving the practice puzzle.*

November 2012

Putting your Practice Puzzle Together

A Monthly E-Zine for Utilization Solutions in Healthcare, Inc.



State and Federal Watch

National PA Week, October 6-12, offered many opportunities to honor PAs throughout the nation. Some of you may know that the original PA Day was Oct 6 – and that coincided with Dr. Eugene Stead's birthday. Dr. Stead, as our founding father, was a local legend at Duke Medical Center and those of us fortunate to have known him remember his great stories and his amazing vision for our profession.

This year, AAPA organized a group of PAs and PA students to congregate at Rockefeller Plaza on Wednesday, Oct. 10, during the "Today" show to promote the contributions of PAs to high-quality patient care.

It was a fun way to demonstrate that PAs are a vital member of the healthcare team.

Check out more here:

http://www.aapa.org/events/pa_week/resources/item.aspx?id=4911

Your 2 cents - Do you routinely counsel patients about diet and exercise?

Participate in this months industry poll by simply [clicking here!](#)



Our Solution for You

We are truly thankful for each and every client and fan of USH. To celebrate, we are offering a special discount on our [PA/NP INTEGRATION Package](#) so you can expand your healthcare team. Use code THANKFUL to get a special holiday rate of \$1997 until 12/31/12.

[Click here](#) to view the PA/NP Integration Package

MEDIA

We at USH are proud to have trusted colleague Marian Cranford, PA-C on our team. Marian has represented USH at local medical manager meetings in NC and VA this fall and is a PA with over 35 years experience. Check out her bio [here](#).

Kind regards,

Lisa



Lisa Shock is a Duke University Physician Assistant graduate and has greater than 10 years of clinical experience in a variety of healthcare settings. In addition to previously owning and running a rural primary care clinic, she is the current president and CEO of Utilization Solutions in Healthcare, a company she created in response to the many questions she has received over the years about Physician Assistant utilization.

Lisa is a past president of the North Carolina Academy of Physician Assistants. She also contributed to the Physician Assistant profession by serving on the PA Advisory Council of the North Carolina Medical Board as well as the Quality Improvement and Health Information Technology Committee of the North Carolina Medical Society, and she remains a state PA expert in reimbursement and legislative issues.

She enjoys part time clinical primary care practice and enjoys teaching geriatric medicine and long term care as a Duke PA Program faculty member.

Lisa was recently interviewed on BlogTalkRadio - [listen here!](#)

Lisa P. Shock, MHS, PA-C

President/CEO

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