

LEE HENRY COUNTY MEDICAL SOCIETY NEWS LETTER

Vol. I, No. 2

P. O. Box 159, Cape Coral, Florida

September 7, 1968

Welcome back after the summer recess. NOTICE: September meeting will be held at the Fort Myers Country Club, on September 16. Cocktails at 6:30, dinner at 7:30. The price is still the same, \$ 4.00 including tax and tip. This is a joint meeting with the Bar Association, and the program will prove of interest to both groups. A panel consisting of a local attorney, a bank trust officer, a mutual funds advisor and an insurance expert will discuss the Keogh Act. PLEASE RETURN THE ENCLOSED POST CARD BY SEPT. 12 or call Mrs. Coleman at LI 2-5045 for late reservation.

For those of you who carry Blue Cross-Blue Shield, a rider to your existing policy is enclosed.

Despite the fact that the membership has been relieved of the duty of monthly meetings, the Board of Governors has met each month to consider current issues confronting the Society. In June Dr. Isley spoke to the Board on behalf of the Lee Memorial Hospital Board in their drive to abolish smoking on the hospital premises in rooms, wards and areas where patients are being cared for. The Board of Governors voted to support the hospital board in this endeavor, and it was further recommended that tobacco not be sold on the hospital premises.

Dr. Wade Garner and his committee on physician recruitment have done a tremendous job these past few months, and they are to be congratulated on their accomplishment. The number of new physicians coming to this area speaks well for their efforts.

The subject of areawide medical planning came in for considerable discussion at the Board meetings. You will hear more of this in greater detail at future meetings. The Board appointed Dr. Graves to represent the Society on the Steering Committee of the newly formed council on community health planning.

Dr. Burford reports that his Teenage-Parent Alert Committee has their year's program organized and will make a trial run-through of the program at Alva, giving the entire program. The other larger area schools will receive the program on a rotation basis. If you haven't heard from Dr. Burford already, you will shortly, as he searches for volunteer speakers.

Members of the Board have indicated concern over the small attendance at the monthly Society meetings. Recognizing that this may in part be due to the lengthy and often tedious business sessions, the Board has offered several recommendations as possible solutions to the problem. The membership will hear of these at the next monthly meeting.

PLEASE RETURN RESERVATION CARD BY SEPTEMBER 12.

LEE HENDRY COUNTY MEDICAL SOCIETY NEWS LETTER

Vol. I, No. 3

P. O. Box 159, Cape Coral, Florida

October 12, 1968

OCTOBER MEETING: Fort Myers Country Club - OCTOBER 21 -- Cocktails at 6:30  
Dinner: 7:30 PM SPEAKER: Alfred Lawton, M. D., Acting Dean of the University  
of South Florida Medical School at Tampa. BE SURE TO RETURN THE RESERVATION  
CARD BY FRIDAY - October 18.

The September meeting set a record for attendance -- 40 doctors were present  
for dinner and five came later for the business meeting. As a matter of fact  
we outnumbered the attorneys.

WELCOME TO THE FOUR NEW DOCTORS ADMITTED TO MEMBERSHIP: Drs. Beamer, Garrett,  
Klingerman and McCall. Dr. Ferry was voted into active membership.

The panel discussion of the Keogh Act and the possible plans effective under  
the Act proved of interest and value, judging from the questions put to the  
panel and the informal group discussion following the meeting.

Are you in favor of adopting the PRO Plan as explained by Jim Castle at the  
September meeting? Adoption of the plan does not obligate the Society or any  
member. There is no minimum number that must participate, and enrollment is  
voluntary on the part of the membership; but no single member can be enrolled  
unless the Society endorses the Plan and thus makes it available. Also, par-  
ticipation in the PRO Plan does not exclude participation in any other plan.  
Be ready with your decision on endorsement at the October meeting so that  
we can give Jim Castle an answer.

Dr. Jack Hughes has had an unfortunate experience with the Continental Insur-  
ance Company in settlement of his recent claim in that they have cancelled  
his policy. He cites his situation as a warning to all those who may be lured  
through the advertising in the FMA Journal and numerous mailing pieces, into  
buying this insurance coverage. The Board has gone on record as recommending  
that Society members not purchase insurance from said company; and furthermore  
a resolution will be drafted for presentation to the House of Delegates in 1969  
protesting the unfair practices of this company, which is presently endorsed  
by the FMA.

Dr. Robin Brown will be the guest speaker and Dr. Wallace Graves will appear  
on the panel of the first in the forum series on "What's News In Education?"  
sponsored by Edison Junior College & the Amer. Association of University  
Women to be held in Room B-101 at EJC at 7:30 on October 15. Mrs. Philip  
Payne and Mrs. Robin Brown will appear on the panel of subsequent sessions.

The Teen-age-Parent Alert Program is well under way. The program has been  
completed at Alva; the program is currently being presented at Cypress Lake,  
and Fort Myers High is next on the agenda. To date the following doctors  
have appeared on the program: Drs. Agnew, Robin Brown, Gore and Howington.

45 members present at the September meeting -- 45, 45, do I hear 50 in October

BE SURE TO RETURN THE RESERVATION CARD

LEE HENDRY COUNTY MEDICAL SOCIETY NEWS LETTER

Vol. I, No. 4

P. O. Box 159, Cape Coral, Florida

December 6, 1968

**DECEMBER MEETING:** Tuesday, December 17th, Fort Myers, Country Club.

Dinner at 7:30 PM. Cocktails at 6:30. This will be a joint meeting with the Auxiliary, so be sure to bring your wives, and sign up for them on the reservation card enclosed. **SPEAKER:** Vernon Lundquist, News Director of station WINK, will speak on the subject "Does Television Meet the Community Needs?" As a fringe benefit there will be music for dancing following the program. \*\*Tickets are \$ 5.00 each: \$ 10.00 per couple. \*\* You will note that this is a change from the regular meeting date of the 3rd Monday of the month. This is due to the fact that the annual Jim Harvey-Phil Kiser Christmas party was set for the 3rd Monday of December. The Board of Governors felt it would be in the best interests of both groups not to meet the same night.

The Board of Governors considered the matter of guests in the medical society meetings and we re-affirmed our previous policy of inviting representatives of the news media to meetings where the programs were of general interest; visiting or retired physicians, other scientists who would otherwise be eligible for membership in the society and visiting dignitaries when appropriate.

The Board repeats its thanks for the hardworking committees of last year. We salute among others the Physician Recruitment Committee consisting of Wade Garner, Phil Payne and Duffy Moore and earnestly hope they will continue their efforts.

Enclosed with this news letter is a list of officers and committees for your information and future reference. PLEASE FILE IT WHERE YOU CAN REFER TO IT WHEN NEEDED.

\*\* Tax and tip included.

BE SURE TO RETURN THE RESERVATION CARD AT YOUR EARLIEST CONVENIENCE -- NOT LATER THAN SATURDAY December 14. ALSO BE SURE THAT YOUR RESERVATION INCLUDES YOUR WIFE'S RESERVATION. The Auxiliary will not send out notices.

Peter Bercaw, M. D.  
Board of Governors

# NEWSLETTER

## LEE-HENRY COUNTY MEDICAL SOCIETY

WE ARE ALL BECOMING INCREASINGLY AWARE OF THE IMPORTANCE OF GOOD MEDICAL PUBLIC RELATIONSHIP. EVIDENCE THAT WE ARE DOING A BETTER JOB AND WINNING THE PUBLIC TO OUR SIDE AND AWAY FROM THE JFK PLAN OF "SOMETHING FOR NOTHING" WAS SHOWN IN THE RECENTLY PUBLISHED RESULTS OF THE POLL CONDUCTED BY OUR REPRESENTATIVE, PAUL ROGERS. WE SHOULD PRESS OUR ADVANTAGE AND CONTINUE TO IMPROVE OUR POSITION IN THE ESTEEM OF OUR PATIENTS, OUR PUBLIC. THAT IS THE PURPOSE OF THIS NEWSLETTER.

IT APPEARS THAT CERTAIN ACTIVITIES SPONSORED BY OR PUT ON BY OUR MEDICAL SOCIETY IS RESPONSIBLE FOR THE CHANGE. TO MENTION SEVERAL: THE ANNUAL MEDICAL FORUM, THE PUBLIC INFORMATION FORUM (STAGED BY RITA STEWART AND EMCEE'D BY GUILF JONES), THE PARTICIPATION BY CERTAIN OF OUR MEMBERS IN COMMUNITY AND CHURCH ACTIVITIES, AND CERTAINLY LAST BUT NOT LEAST, THE UPCOMING S.O.S. PROGRAM. AND LET ME STATE HERE THAT THE CO-OPERATION FROM ALL OUR MEMBERS IS WONDERFUL IN HELPING OUT WITH ALL PHASES OF THIS PROGRAM.

THE PURPOSE OF THIS NEWSLETTER IS TO ACQUAINT THE SOCIETY WITH TWO IMPORTANT MATTERS THAT NEED TO BE SETTLED AT OUR MEETING MONDAY EVENING, SEPTEMBER 17. THESE ARE MATTERS THAT HAVE A GREAT BEARING ON WHAT WAS STATED ABOVE. IT IS HOPED THAT THIS LETTER WILL STIMULATE A LOT OF THOUGHT ABOUT THESE PROBLEMS SO THAT THEY CAN BE SETTLED IN A PROPER FASHION.

C I R S I: WE NEED TO DECIDE WHAT THE FUTURE OF THE PHYSICAL EXAMINATION PROGRAM FOR FOOTBALL PLAYERS IS TO BE. THERE ARE MANY POINTS TO CONSIDER BUT THIS IS ONE PROGRAM THAT HAS GREAT POTENTIAL IN PUBLIC RELATIONSHIP. THERE WAS A LARGE TURN OUT OF DOCTORS TO EXAMINE THE SENIOR PLAYERS LAST WEEK - BUT THE SAME DOCTORS EACH YEAR ARE CONSPICUOUS BY THEIR ABSENCE. A HEAR 100% PARTICIPATION WOULD MAKE EVERYONE HAPPIER ABOUT IT.

A SUGGESTED CONSIDERATION OF THE PROBLEM CAN BE:

1. NO FUTURE MASS EXAMINATION AT ALL -- DO THEM IN PRIVATE DOCTORS OFFICE. COACHES STATE MANY PLAYERS CANNOT OR WILL NOT DO THIS.
2. EXAMINATION OF ONLY SENIOR PLAYERS.
3. EXAMINATION OF SENIOR AND JUNIOR HIGH PLAYERS (THE LATER HAVE A VERY STRENUOUS PROGRAM).

C C O N D: THE DECISION TO CONTINUE OR DISCONTINUE THE ANNUAL MEDICAL FORUM (SPRING) MUST BE MADE N O W. IF IT IS TO CONTINUE, WE MUST KNOW SO PLANS CAN BE DEVELOPED. THIS IS A PROGRAM OF IMMENSE POTENTIAL IN FURTHERING OUR AIMS. IT HAS BEEN "SPONSORED" IN THE PAST BY MR. ELLIS GALLIHER BUT HE NO LONGER IS TO DO THIS AND IF IT IS TO CONTINUE IT MUST BE A MEDICAL SOCIETY FUNCTION AND RESPONSIBILITY AS IT SHOULD BE. THE CHAMBER OF COMMERCE IS INTERESTED TO ASSIST IN THIS PROGRAM IF THE DOCTORS WANT THEM TO DO SO. THIS IS NOT MEANT AS AN APPEAL TO EVERYONE TO JOIN THE CHAMBER BUT IT IS THE BEST WAY TO SHOW INTEREST AND APPRECIATION FOR WHAT THEY ARE DOING FOR US, AND FOR THE COMMUNITY. ONLY 18 OF OUR TOTAL MEMBERSHIP (LEE COUNTY) BELONGS TO THE CHAMBER OF COMMERCE!!! (18 X \$35.00 = \$630.00). LAST YEAR THIS PROGRAM COST APPROXIMATELY \$1,000.00 AND IN 1961 IT COST \$1,549.03. NET.

MEMORANDUM  
THE HENRY JONAS MEDICAL SOCIETY

YOUR OFFICES MET WITH MR. BOTTORI, MANAGER AND MR. WIN CLINE, PRESIDENT OF THE CHAMBER OF COMMERCE AND THEY EXPRESSED KEEN INTEREST IN THE CONTINUATION OF THE FORUM. THEY INTIMATED THE COST WOULD AND WOULD BE PAID OUT OF THEIR POCKET IF OUR MEMBERSHIP WOULD SHOW THEIR SUPPORT SIMPLY BY JOINING THIS ORGANIZATION. FRANKLY, IT SEEMS LIKE A BARGAIN. IT WOULD BE NAIVE TO EXPECT THEIR ORGANIZATION TO MAKE EXPENDITURES OF THIS MAGNITUDE WHICH DIRECTLY BENEFIT OUR MEDICAL SOCIETY WITHOUT THE DOCTORS SHOWING THEIR INTEREST BY ACTIVE PARTICIPATION IN THE CHAMBER.

PLEASE GIVE THIS A LOT OF THOUGHT AND ANY SUGGESTIONS CAN BE BROUGHT UP DURING THE DISCUSSION -- BUT IT MUST BE SETTLED AT OUR SEPTEMBER MEETING.

T.M. WILEY, JR., M.D., PRESIDENT

