



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOL. 6 NO. 9

Fort Myers, Florida

JANUARY, 1985

Francis L. Howington, M.D., Editor

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club
2380 First Street

SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM

JANUARY 21, 1985

SPEAKER:
Joel Saper, M.D.

TOPIC:
"Chronic Pain"

"DINNER BY RESERVATIONS ONLY"

PLEASE!!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.

HEALTH EXPO '85

This year's Health Fair, Health Expo 85 will be held on Saturday, April 20, 1985 at the McGregor Baptist Church on Colonial Boulevard.

Screening tests which will be offered are breast exam, osteoarthritis screening, glaucoma screening, skin cancer screening, prostatic carcinoma screening, pulmonary function screening, screening for cartoid bruit, and pap's smear.

If you are interested in participating, please leave your name with the County Medical Society office and you will be contacted.

Deadline for signing up is February 1, 1985.

PRESIDENT'S MESSAGE



DOUGLAS A. NEWLAND, M.D.
President

"THE CHALLENGE OF 1985"

If the events of 1984 are any indication of things to come, 1985 should prove to be a year of major growth and challenge for the Lee County Medical Society. Never before has the cost of medical care played such a dominant role dictating changes in health care delivery and reimbursement. DRG's, Medicare and AMA price freezes, and the wave of "competition" with the health care dollar are now a reality. Government, business, and legal factions have proved themselves formidable adversaries in the battle for control over medical practice.

On the state level, the FMA has suffered the embarrassment of PIMCO and Amendment 9 failures. Locally, we have remained relatively isolated from competitive divisive forces. We still enjoy a cohesive medical community further strengthened by the com-

mon causes of 1984. Great strides have been made in areas of public relations under Dr. Fiore's leadership.

As we move into this new year the problems facing physicians in 1984, hardly resolved, seem to be escalating at an increasingly rapid pace. The FMA and its component societies face perhaps their greatest credibility challenge on the aftermath of PIMCO's fall and the defeat of Amendment 9. Furthermore, the malpractice crisis continues unchecked. Locally our grace period from the onslaught of outside competitors may be shorter lived than we think with Lee County targeted for further HMO-PPO development and new hospitals.

The Lee County Medical Society game plan for 1985 represents an ambitious undertaking. Our public relations programs continue along all available avenues. Amongst those are the successful Speakers Bureau, News Press column "Medically Speaking", and multiple TV spots including "To Your Health", "Wheeler in the Morning" and others. The April 1985 Fort Myers Health Fair promises to draw a larger crowd and greater Medical Society participation than ever. This community service will be further enhanced with the Medical Society Health Tel-a-thon airing within a few days of the Health Fair.

Goals for 1985 include closer cooperation with the Medical Auxiliary and Society projects. We also hope to provide a forum for newer physician members to become more involved with the Lee County Medical Society while voicing their insights and current trends in medicine from academic centers. The physician's telephone answering service through Qualcom will be implemented in 1985. The HMO Steering Committee will continue

the charge of educating our Society towards a response to alternate health care competition which best serves the interest of our membership as well as the people of Lee County.

The Reason '84 campaign has not fully lost its impact. The public is now more aware of the quality and cost issues involved. Residual and upcoming funds from the campaign will go toward malpractice reforms in legislative and other arenas. Furthermore, FMA shortcomings made evident through this campaign are resulting in major revisions in the FMA political structure. This year we will need even greater commitment for a unified Society and greater involvement from each member if we want to continue enjoying the unique medical practice environment in Lee County. I hope to guide the Lee County Medical Society in a direction that maintains the quality of our practices and our lives while facing the challenges of 1985 and the years to come.

Fashion Show

Florida Health Home Services is proud to sponsor a fashion show and luncheon at Fort Myers Community Health Center Auditorium on Sunday, February 3, 1985 at 1 p.m. Fashions will be furnished by Jennifer's of Cypress Square, The Teddy Bear Shop, Edison Mall and Fort Myers Beach, and Classic Uniforms. Our guest commentator will be Betty Nelson.

Door prizes and raffles will conclude the afternoon. Tickets will be \$10.00 each with all proceeds to benefit Florida Home Health Services Indigent Fund.

For ticket information and reservations, call Florida Home Health Services, 939-2626.

LEE COUNTY
MEDICAL SOCIETY
BULLETIN3805 Fowler Street
Fort Myers, Florida 33901
Phone (813) 936-1645The Lee County Medical Society
Bulletin is published monthly with the
June and August editions omitted.

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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.PRINTERS INK
of Southwest Florida, Inc.*A tired old doctor died today, and
a baby was born,**A little, new soul that was pink
and frail, and a soul that was brave
and worn;**And halfway here and halfway
there,**On a white, high hill of shining air,
They met and passed, and paused
to speak in the flushed and hearty
dawn.**The old man looked down at the
soft, small thing with wise and weary
eyes,**And the little chap stared back at
him with startled, scared surmise;
And he shook his downy head;
I think I won't be born, he said,
You are too gray and sad. He
shrank from the pathway down the
skies.**But the tired old doctor roused
once more at the battle-cry of birth,
And there was memory in his look
of grief and toil and mirth;**Go on, he said, it's good, it's bad,
It's hard, but go on, it's yours, my
lad,**And he stood and urged him out of
sight, down to the waiting earth.*WHAT'S NEW ?
CURRENT NEWS & HAPPENINGS AT AREA HOSPITALSEAST POINTE
HOSPITAL

The Cardiopulmonary Department at East Pointe Hospital is now offering cardiac stress testing on an inpatient or outpatient basis. We invite physicians to use this important diagnostic procedure which can provide a wealth of information about the cardiac status or overall physical ability of a patient.

Every precaution has been taken to provide the safest environment for the patient undergoing a cardiac stress test. Prior to the initiation of the test, the patient is evaluated by the interpreting cardiologist, who also remains with the patient throughout the testing and recovery process.

Please stop by the Cardiopulmonary Department or call 334-2845 / 369-2101, ext. 2510 to schedule a patient for testing. Bob Holbrook, Manager, Cardiopulmonary Services can be contacted if any additional information is required.

FORT MYERS
COMMUNITY HOSPITAL
HIGHLIGHTS

Fort Myers Community Hospital held a formal dedication ceremony and open house in December for the Community Comprehensive Cancer Unit. The newly renovated area (formerly 1-North) provides the following services and facilities:

19 private rooms, brachytherapy, outpatient services, chemotherapy, blood and blood products transfusions, apheresis procedures, bone marrow biopsies.

The highly skilled nursing staff and medical specialists at the Community Comprehensive Cancer Unit are fully equipped with the latest technology and techniques available to combat this chronic and, many times, progressive disease. This new unit provides physicians with a more effective treatment facility with the support services necessary for comprehensive care.

We have developed a team approach to total health care at the Comprehensive Cancer Unit. The team includes physicians, nursing staff, chaplain, rehabilitative therapists, social workers, dietitians, and volunteers. Our commitment to quality treatment and medical care is extended to provide rehabilitation, support groups, and educational sessions

for all concerned. The unit features a family conference room and an educational conference area for staff as well.

FMCH EXECUTIVE
COMMITTEE

The Fort Myers Community Hospital Annual Medical Staff meeting was held December 11th at The Helm Club at The Landings. Presiding over the annual meeting was the 1984 Medical Staff President, Howard Sheridan, M.D. Dr. Sheridan introduced the newest members of the medical staff and presented the 1985 Executive Committee members as follows:

Medical Staff President, Quinon Purvis, M.D.; President-Elect, Robert Pascotto, M.D.; Secretary, Jacob Goldberger, M.D.; Chairman Department of Medicine, H.D. Vogtland, M.D.; Chairman Department of Surgery, Michael Rosenberg, M.D.; Member-at-large, Michael Heller, M.D.; and Member-at-large, Michael Hedden, M.D.

A plaque was presented to the outgoing Chairman of the Department of Surgery, Dr. Charles Shook, for his dedicated service as chairman for the past two years. Dr. Purvis also presented outgoing president, Howard Sheridan, M.D., with a plaque for his service to the medical staff during 1984.

Although Dr. James Bradley was unable to attend the annual staff meeting, a plaque was to be presented to him, recognizing his dedicated service to the medical community and his patients during his 30 years in the medical profession.

WALK PROGRAM
SETS NEW HIGH

The Walk for Your Heart program sponsored by the Southwest Florida Heart Institute of Fort Myers Community Hospital in cooperation with the American Heart Association and The Bell Tower is in its third season with over 200 participants and an average of 95-100 walkers each weekday morning. The walkers hail from 33 different states plus Canada and Denmark.

To recognize these walkers for their nearly 7,500 miles logged since October 15th, an Awards Ceremony was held December 13th at Center Court. Many of the walkers have heart disease, high blood pressure or diabetes and have found the program to be a refreshing form of daily exercise

while keeping tabs on their blood pressure. Two nurses are on hand each morning between 8-10:00 a.m. to take blood pressures before and after walks. A total of 133 awards were presented to walkers for totals of 15 miles all the way up to 384 miles in the last two months.

LEE MEMORIAL
PLANS ADDITION OF
MAGNETIC SCANNER

Lee Memorial Hospital recently received Certificate of Need approval from the State of Florida for a Magnetic Resonance Imaging (MRI) scanner. The magnetic scanner, a major advancement in the field of diagnostic imaging, is expected to be in place at the hospital within the next year. Lee Memorial will have the only state-authorized MRI in Southwest Florida.

Magnetic resonance is particularly valuable because it offers the capability of measuring the biochemistry of tissue non-invasively and without exposure to radiation. MRI combines the advantages of x-ray, CT, and nuclear medicine, but doesn't use ionizing radiation or require contrast injections, using instead a large and powerful superconducting magnet.

Magnetic resonance occurs when the nuclei of certain elements, such as the hydrogen in body cells, are placed in a magnetic field. Emitting radio frequency signals, they tend to align themselves with the field like miniature compass needles. Because the measurement visualizes tissues in terms of their water content, it has proven particularly helpful in diagnosis of oedema, haematoma, and in identifying cancerous tissue and tracking its progress.

According to Richard Guidus, manager of the Lee Memorial Hospital Radiology Department, a special room will be provided to house the new scanner which will be equivalent to a CT scanner, weighing about 20 tons. The MRI, which delivers sharper images with much greater detail than those from the CT, is expected to be utilized most in the diagnosis and monitoring of cancer and neurological disorders, with increasing implications and uses by other medical specialties.

ANNUAL RIVER RUN
GETS OFF TO
RUNNING START

Nearly 1,200 people participated in the City of Palms River Run on December 1, 1984, the first running of an annual event sponsored by Lee Memorial Hospital and the city of Fort Myers.

Lee Memorial has sponsored a

health run for the past five years, but chose to team up with the city in an effort to expand the scope and magnitude of the race. The race featured both a 10K (6.2 mile) race and a two-mile fun run/walk and attracted young and old to run, walk, or jog in a spirit of community wellness.

The competition was coordinated by the Fort Myers Track Club as part of its 1984 Grand Prix Series and was sanctioned by the Road Runners Club of America (RRCA). The unique race course for the 10K race spanned both the Caloosahatchee and Edison bridges, beginning and ending at the Fort Myers Exhibition Hall. It is expected that the race will grow into one of major proportions in the years to come.

Hundreds of runners, spectators and volunteers, most of them clad in the bright yellow official run t-shirts, crowded into the Exhibition Hall for post race refreshments and impressive awards ceremonies. Plexi-art awards were given for top finishers in both the 10K and the two-mile race, best teams, and for delegations with the highest percentage of participation.

The top finisher in the 10K race was Tony Derocha with a time of 30.56 minutes. Top female finisher in the 10K was Karen Miles with a time of 37.11 minutes. Winners of the two-mile race were John Dunnet with a time of 12.44 and Kelly Briant, crossing the finish line at 13 minutes even. The top winner in the physicians' category was Harold A. Westervelt, M.D., with a time of 39.44.

Plans for the Second Annual City of Palms River Run are already underway. A race date of December 7, 1985, has been set with a renewed commitment to make this run for wellness a time when everybody gets into the race.

"DR. JOHN"

THE GIFT OF DIRTY OB

Washington, D.C. General Hospital is like all big municipal hospitals, only more so. The OB-GYN division is so large it occupies its own four buildings and its own ER. The training program was pyramid-style, so the residents were very tense and this was passed down the line at every opportunity.

Setting the tone was Dr. J.P., the Chairman there and at one of the three area schools. I would like to call him a pompous ass, but

that is too kind and I don't know any other expressions. He thought he walked on water, I thought he was just incontinent, but my opinion wasn't solicited.

Infected pregnant patients, whatever the problem, went to OB 4, or "Dirty OB." The problem was usually a septic, coat-hanger abortion. It was a grim place, and too much exposure to this caused a cynical attitude in the best of us. For example, a student half asleep at the desk answered the phone with, "Dirty OB, you rape 'em, we scrape 'em."

"THIS IS DR. J.P. WHAT IS YOUR NAME?" the Great Man thundered.

"Ohohohoh," the student gurgled as he ran through the swinging doors. He was last seen passing through Idaho in a tattered scrub suit.

Christmas Eve found me on duty in this abysmal place, feeling more lost and lonely than usual. As I fell into the converted horse trough at midnight, I thought that the only gift I wanted was peace and quiet. Fat chance, and tomorrow Christmas!

I awoke at 7, thinking I had died and gone to heaven. Refreshed and off duty all day! I scraped the snow off the first and best car I ever owned, and drove through the silent city at dawn. It was as pretty as a beer commercial. In those days, the natives didn't throw bricks through your windshield, and it was safe to stop at red lights.

I spent the day at Alice's house, and gave her an engagement ring wrapped in a big box. She liked the surprise, and has been pestering me for surprises ever since--just like taking her to dinner, which I did once when we were first married, and yap yap yap, that's all she has talked about since.

After this magic day, I think I lived happily ever after--you'll have to check with Alice about that.

I hope you have a happy New Year.

John R. Agnew

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OF MONTH**

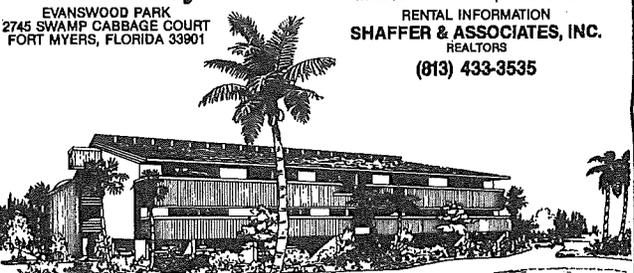


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Auxiliary News

January is traditionally the month to plan ahead, to prepare for the new year and to set goals. Before I tell you what's in store for the Auxiliary in 1985, I'd like to review our accomplishments since September.

We have been involved in many community service projects, several of which are on-going each year. These successful projects include Glad Day where the Auxiliaries assist on the Pediatrics floor at Lee Memorial Hospital, Health Careers Day, and fundraising projects for the benefit of the Children's Home of Lee County and the Pediatrics floor at Lee Memorial.

We have also coordinated musical programs for area nursing homes, provided breast self-exam literature in major department stores, participated in the state-wide Medi-File project, and supported AMA-ERF through our stationery and holiday card sale.

In the year ahead we look forward to a Health Career Day at Fort Myers Community Hospital, continued community service projects and a major fundraiser, our Second Annual Southwest Florida Charity Ball, in April, to benefit the Abuse, Counseling and Treatment Center.

None of these projects could be successful without the hard work and dedication of our Auxiliaries.

I would like to give special recognition to Dr. Suzi Martin who was recently named "Florida Woman." Suzi was chosen from 450 other applicants throughout the state. Her involvement spans a wide variety of areas from the University of South Florida and civic organizations in Lee County to public television and radio. Suzi's leadership ability is an asset in every organization she joins, especially our own Auxiliary. We take pride in Suzi and send her our sincere congratulations.

In the months ahead we look forward to the successful completion of these projects and close affiliation with the Medical Society and its new officers.

HAPPY NEW YEAR
Michele N. Heller
President

WHERE ARE WE GOING?

EDITOR'S NOTE: The following is offered as a service to our members since it has become apparent that certain members of our local medical community have decided that it is necessary, for whatever reasons, to submit to public advertising. It is important to keep in mind the public's potential reaction and more importantly the effects this may have on our peer relationship.

POLICY STATEMENT RE ADVERTISING

The FMA recognizes that the public is entitled to, and should have available, legitimate information regarding physicians who offer their professional services to the public. Physicians may furnish legitimate information through various print communications and electronic media, such as, but not limited to: office signs; professional cards; office opening, closing and relocation announcements; telephone directories; radio and television. While such advertising is permitted, physicians are cautioned that use of radio and television are particularly subject to distortion by use of special effects and subliminal devices and are extremely expensive. Physicians, when advertising, should be guided by their interest in facilitating patient access to medical care by providing the public with factual, undistorted information. Accordingly, the FMA finds no reason to question the ethics of its members who may wish to provide the public with factual undistorted information, including, but not limited to:

- a) Name
- b) Professional address(es) and telephone numbers
- c) Home address and telephone number(s)
- d) Answering service telephone number
- e) Office hours
- f) Medical Specialty* and recognition by Examining Boards or National Medical Societies
- g) Type practice (Group or Solo), and affiliation with HMO's, Health Insurance Plans, Government Programs, etc.
- h) Hospital affiliation(s)
- i) Affiliation(s) with nationally recognized professional associations.
- j) Educational history, including specialty training
- k) The physicians competence with a foreign language

ETHICAL CONSIDERATIONS

It shall not be considered unethical for a physician to permit dissemination to the public legitimate, factual and undistorted information in accordance with the policy

established herein, regarding the practice of medicine and where and from whom health services may be obtained, so long as such information is in no way fraudulent, false, deceptive or misleading.

Any advertisement, or advertising, shall be deemed to be fraudulent, false, deceptive or misleading if it:

- a) Contains testimonials;
- b) Is intended or likely to create inflated or unjustified expectations of favorable results;
- c) Is self-laudatory or implies that the physician, or groups of physicians, or a specific office, clinic, or center has skills superior to other physicians, offices, clinics or centers;
- d) Contains incorrect or incomplete facts or representations or implications that are likely to be misunderstood or be deceiving.

PREVIOUS FMA POLICIES RESCINDED

This policy supercedes and rescinds

the:

a) Policy of the FMA, Inc., Governing the Listing of Members in Telephone Directories (White and Yellow Pages) adopted by the House of Delegates, May 1974, and amended in January 1976 and May 1977.

b) Statewide Standards for Paid Newspaper Announcements by Members of the FMA, Inc. adopted by the House of Delegates, May 1974.

CLASSIFIED ADS

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2380 First Street

SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM

JANUARY 21, 1985

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Kim L. Spear, M.D., Editor

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SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM

FEBRUARY 18, 1985

SPEAKER:

Dr. James E. Melvin
Superintendent of Schools

TOPIC:

"Education - Excellence
Community - School
Partnership"

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REMINDER

1985
DUES ARE
PAST
DUE

Library Dues are a Mandatory Assessment for all active/probationary members.

Getting to the Inca Ruins

By PETE ROSIER, M.D.

In order to visit Macchu Picchu, the ancient Inca capital which lies tucked in a corner of south central Peru, one is forced to first fly to Cuzco. Planes leave Lima, the capital city, for Cuzco early each morning for the one hour flight from sea level to 12,000 feet. With Lima one leaves behind most of the appurtenances of modern civilization. The single most striking feeling one has upon debarking in Cuzco is that of sickness--altitude sickness. The weary traveler who was inevitably forced to wake up at 4:00 a.m. in order to get to the airport by 5:30 a.m. so that he may wait for the 7:00 a.m. flight stumbles into this ancient city bewildered and dizzy. He immediately asks "how soon can I get to Macchu Picchu?" Not until tomorrow is the invariable reply. The planes are scheduled in such a manner so that tourists must spend twenty-three hours in Cuzco. The train leaving for the ancient Inca ruins leaves at 7:00 a.m. The plane arrives from Lima in Cuzco at 8:00 a.m. An antique DeSoto taxi is waiting to take the traveler to the hotel of his choice. Cuzco squats ancient, exotic and serene high on a plateau in the Andes. The traveler wonders at the small ruddy race wearing different colored fedoras scurrying through the cobblestone streets as he is brought to his hotel. Upon arriving he is immediately offered "herbal tea". He later finds out that the tea is made from leaves of the coca plant and is delighted when he is told that the coca plant yields cocaine. He spends the day shivering along the narrow downtown streets of this city of 200,000 descendents of the Inca, other Indian tribes, and an occasional European. The fabrics are exotic. Sweaters are less than \$10.00

apiece. He buys many because he is freezing. And it is summertime. Back to the hotel for a dinner dubiously continental but accompanied by the wonderful sardines caught off the coast of Peru. An after dinner drink, dozing in front of the fire. He goes to bed frozen, sleeps as if drugged, wakes up still altitude sickly and cold beyond belief.

Down to the train station. It is 7:00 a.m. and the sun has not yet risen above the surrounding mountain peaks. It is windy and the train appears to have been transplanted from the Long Island Railroad of the early 1950's. Hawkers weave their way amongst the passengers trying to sell fabrics and occasional bits of food which are poisonous for Americans. A one and a half hour ride to Macchu Picchu is capped by the bus ride up the mountain to the lost city of the Incas.

There is a small hotel there which houses approximately 32 guests who smirk when they see the day tourists arriving. Only the elite have been clever enough to book an overnight stay at Macchu Picchu. A myriad of guides are available to take one through the ruins and describe how the Incas without metal tools were able to fashion rocks so that they would fit together so closely that a knife blade could not be wedged between them. The surrounding mountains lend a lush greenery to the exotic but long abandoned Inca capital. The Llamas grazing in the foreground. The brilliant blue sky free of pollutants. What really happened here many hundreds of years ago asks the tourist as he gets on the bus and heads back to Cuzco?

EDITOR'S NOTE: This is the first in a series of Travel Dialogues. If you have visited an interesting area or made an unusual trip, please send a short dialog for our members to enjoy.

"DR. JOHN"

FROM A to R

John A. was a tall, lean, elderly man whose clock was winding down. He was so old, he was an Emeritus member of AARP. His heart had failed permanently ten years ago, his kidneys bailed out not long after, his bone marrow had disappeared; he never had a nice day.

One night his wife noticed he had stopped talking and moving, so brought him to the ER, and to me. As I was examining him, his wife said, "I don't want him to have any X-rays, I'm afraid they might harm his health."

I shook my head in surprise, and she said, "Don't you think they would harm his health?"

"Actually," I said, "I don't believe he has any health left to harm."

She began to say something, and at that moment Mr. A. opened his eyes and said, "That reminds me of a story."

"Go ahead, I'll listen."

"Well," he began, "Daddy Bear said, 'My porridge is too hot,' Mama Bear said, 'My porridge is too cold,' and Baby Bear said, 'BITCH, BITCH, BITCH!'" An with that he collapsed back into his coma.

Edmund R. was brought to the ER with a complaint of "I fizzled out." He had been sick for a week, unable to eat, drink, or get out of bed, but had steadfastly declined help, thinking that rest and time would take care of the problem.

The problem turned out to be Gram negative bacteremia, ureteral obstruction, uremia, atrial fibrillation and diabetic acidosis, so understandably rest wasn't doing the job.

After doing my examination, I asked him in a friendly way why he had waited so long to get help.

"Doesn't everybody?" he whispered.

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Friday, March 1, 1985 will be held
at Fort Myers Community Hospi-
tal's Auditorium. Mrs. Milton Tig-
nor (Jo), FMA-A President-Elect
and Mrs. V.A. Marks (Susan),
FMA-A First Vice President will
conduct the workshop. The meet-
ing will consist of methods to
increase membership, spotting-
/preventing child abuse, planning
for the new year ahead, and more.Mrs. Gene Cox (Martha) the
Southwest District Vice-
President is coordinating this
workshop and encourages all Lee
County Auxiliaries to attend.
Anyone interested in assisting on
the day of the workshop should
contact Martha.Michele N. Heller
PresidentPRESIDENT'S
MESSAGEDOUGLAS A. NEWLAND, M.D.
PresidentPHYSICIAN
ADVERTISING

The legalization of physician
advertising is one of many
disturbing developments in the
ever increasing trend towards
commercialized medicine.

A few recent examples of
physician advertising within our
local community have prompted
strong negative reactions from
some of our membership. As a
result of these reactions,
discussions on this issue within
the Lee County Medical Society
Board of Governors, and public
feedback, I offer these
suggestions and guidelines.

The FMA Policy Statement
regarding physician advertising
was printed in the January LCMS
Bulletin. The AMA "Opinions On
Confidentiality, Advertising and
Communication Media Rela-
tions" expands on this issue and
are summarized below.

In keeping with the Federal
Trade Commission Act (II)
Section 5, the AMA approves
advertising in any commercial or
public media communicating
information to the public in a
"direct, dignified, and readily
comprehensible manner." The
information should be true and
not misleading or deceptive. It
may include the physician's
name, educational background,
fees and method of payment. Also
any information about the
physician which a reasonable
person may regard as relevant
in determining whether to seek
the physician's services. Claims
regarding the experience,
competence and the quality of the
physician's services can be made
if they can be factually supported
and do not imply that he has an

We are starting a monthly
notice as to upcoming events in
Southwest Florida.

TENNIS

Paine-Weber Classic March 23-
24 at Jimmy Connors Tennis

exclusive and unique skill or
remedy.

The AMA Opinions condemns
advertising which is misleading
due to omission of necessary
material information, contains
any false or misleading
statements or otherwise operates
to deceive. Aggressive high
pressure advertising and
publicity may create unjustifiable
medical expectations. Testi-
monials from patients as to a
physician's skills are discouraged.
Statements that a physician has
cured or successfully treated a
large number of specific cases
may imply a certainty of result
and create unjustified and
misleading expectations in
prospective patients.

I believe I reflect the majority
opinion of our membership in
stating that commercial style
advertising by physicians is
degrading both in the eyes of the
public and our peers. The public
often interprets these ads as
meaning "the doctor must not be
busy enough so he needs to
advertise". Questions of
competence are raised.
Furthermore, unjustifiable
medical expectations from such
ads may increase the risk of
patient disappointment and
lawsuits. Our professional image
in commercial ads can be
compared with chiropractors and
car dealers. Such ads have
created considerable disharmony
between physicians which could
only get worse if specialty groups
are forced to compete at the level
of catchy media campaigns.

While we must face the realities
of legal advertising and
competition, we do have a choice
in how we respond to them. As a
medical society, we cannot
legally restrict any members from
advertising. We can use peer
pressure, a spirit of cohesiveness
and ethical guidelines to
counteract this trend towards
commercial advertising which
many of us feel to be detrimental
to good medical practice. I
believe that a strong commitment
to public education, quality
medical care, and a dignified
public image are the preferable
alternatives.

Center. Top Seeds: Connors,
Lendle, Noah, and Gomez. Cost
\$10-\$20 depending on day. 466-
1396.

GOLF

Calvin Peete - Coca Cola Invita-
tional Pro-AM March 11 at Fid-
dlesticks Country Club. Calvin
Peete, Bobby Nichols, Tom Wat-
son. Tickets at Barnett Bank Feb-
ruary 1st. Limited number
available.

BASEBALL

Kansas City Royals. Exhibition
games start again in early March.

SAILING

Feb. 9 and 10. Edison Pageant
of Light Regatta.

RUNNING

Edison Pageant of Light Health
Run Sat., Feb. 16th, 6 p.m. 5
kilometer race starting at the
News Press.If your favorite sport is not
listed and you have information
as to an interesting event please
notify Kim Spear, Editor.A GOLDEN
OPPORTUNITY
"Video Health Fair"

The New England Journal of
Medicine, January 17, 1985 issue
contained an essay titled "Public
Perceptions of Medicine". This
essay is a lucid summary of many
issues facing the medical
profession today. We have
previously been involved in
almost every area alluded to in
this essay as a medical society. As
you all know, one of the main
thrusts of our society efforts the
past two years has been to clarify
and elevate the image of the
physician in Southwest Florida.
This has been done quite
effectively through a multi-
faceted approach and has been
fairly successful.

We now have an opportunity to
reach out to all of Southwest
Florida with an exciting and
challenging project: (A VIDEO
HEALTH FAIR WITH THE
UNDERLYING THEME BEING,
"MEDICINE DOES CARE", IN
MID APRIL 1985). WINK-TV has
committed its resources to
promoting a day long program of
physician accessibility for the
general public through a simple
phone call. The situation has
committed to preempting all
network coverage during a two to
three hour prime time evening on
a Wednesday night and turning
this time over to the medical

(Continued on Page 4)

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

LEE MEMORIAL HOSPITAL

PAIN CONTROL PUMP NOW IN USE AT LEE MEMORIAL

Post-operative patients can more effectively control the frequency with which they receive pain medication with the aid of the Patient Controlled Analgesic (PCA) pump, now in use at Lee Memorial Hospital.

The pump, small enough to be attached to an IV pole, dispenses small, pre-determined and timed doses of medication which has already been prescribed by the attending physician. The significant advantage to the pump is that it allows the patient to maintain a more constant analgesic state.

The heart of the system is a small pump which contains a syringe full of medication. The syringe connects directly to an intravenous line so that, by pushing a button, much like the nurse call button, the patient can cause medication to be released into the bloodstream for immediate pain relief.

Studies of patients using the PCA pump have shown that, in general, patients tend to use far less medication when it is self-controlled. Also, patients are usually ambulatory much sooner because the pump dispenses smaller, more evenly controlled doses of the pain medication instead of the larger, more powerful dosage commonly administered intramuscularly. They are usually more alert, as well, and better able to participate in their own recovery process.

Emergency Response System Now On Call At Lee Memorial

A cooperative effort between Lee Memorial Hospital and the Area Agency on Aging will result in a new sense of security and peace of mind for many area residents who can take advantage of an emergency response system now provided by the hospital.

"On Call," a personal emergency sensor device with a direct line into the Hospital's Emergency Department, is designed to help people who live alone or those who might have particular medical concerns to have the peace of mind that help will be summoned instantly should the need arise.

On Call is being made available for a nominal rental fee for the personal sensors through Patient and Family Services Department

of Lee Memorial Hospital. On Call is ideal for people who live alone, those just recently discharged from the hospital, disabled or elderly citizens, women with young children, parents or grandparents who want to remain in their own homes, and those with health problems might require immediate or special attention. The On Call system is truly a friend in need.

FORT MYERS COMMUNITY HOSPITAL HIGHLIGHTS

PHARMACOKINETIC DOSING SERVICE

FMCH has been utilizing a pharmacy-based Pharmacokinetic Dosing Service. This service is available to physicians on a request basis to (1) design a drug maintenance regimen based on the pharmacokinetics of the drug, the drug's intended purpose, individual patient characteristics and the patient's clinical presentation (2) recommend an optimal "loading dose" (3) suggest dosage adjustments based on serum monitoring of the drug, tissue distribution, changes in the drug's volume of distribution, metabolism, or excretion and (4) to monitor the drug therapy for its therapeutic and toxic effects.

The Pharmacokinetic Dosing Service is presently equipped to monitor gentamicin, tobramycin, theophylline, digoxin and quinidine. This service is available 24 hours/day, seven days/week and can be initiated by an order stating "Pharmacokinetic Dosing Service."

In operation since 1983, the service has helped reduce hospital stays and decrease morbidity, according to one Fort Myers physician, who was recently interviewed.

There are two ingredients essential to the service. The computer program recommends the dosage of drugs that are difficult to prescribe because of the narrow range between ineffectiveness and toxicity. Secondly, specially trained pharmacists are required who can evaluate and fine-tune what the computer tells them. At Fort Myers Community Hospital, pharmacists use the system for every patient taking any of six drugs--three antibiotics, two heart drugs and an asthma medication.

The pharmacy owns a
(Continued on Page 4)



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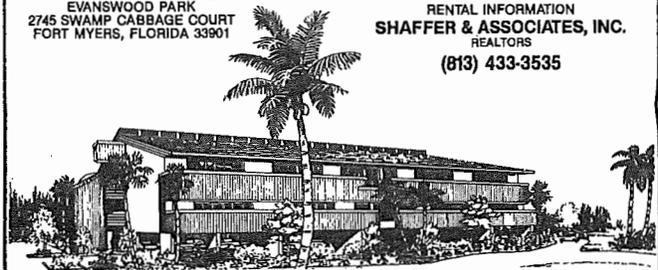
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IDEAL MEDICAL OFFICES Minutes from hospitals & labs.

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(813) 549-1121

WHAT'S NEW?

(Continued from Page 3)

sophisticated IBM personal computer with a printer and Hewlett Packard plotter. This instrument has been programmed to handle all of the complicated equations needed to make rapid pharmacokinetic predictions and provide a printed copy to the requesting physician. A report is then placed in the laboratory section of the patient's chart for physician review. The patient is monitored on a daily basis until the drug therapy is discontinued to determine the need for additional sample collection and/or laboratory tests. There is no charge to the patient for a pharmacokinetic dosing consult.

A GOLDEN OPPORTUNITY

(Continued from Page 2)

profession to be used for public education. This is extraordinary! This commitment shows how deeply the media believes in the need for better public education, and also its belief in the sincerity of the medical profession in really wanting to be of service.

Hundreds of us have worked diligently in the past to develop this trust and we now have a golden opportunity. We will need operation and hard work from approximately 100 physicians for three to four hours on the day of the project if it is to be successful.

I urge all of you to make a personal commitment to this very worthwhile endeavor now. As plans progress we will provide you with more specific details. The basic functions of the Lee County Medical Society are to foster the art and science of medicine and to promote the public health. This project if

successful, will do more to fulfill these goals than any other project we have ever been involved in. Please help make it a success.

Joseph P. Fiore, M.D.

**MEDICARE
INFORMATION
BROCHURE
"For Your Patients"**

The AMA has developed as a special service for those physicians who have chosen to be "non-participating" physicians under Medicare.

The brochure, written in easy-to-read conversational language, was prepared to help patients understand what "non-participating" means and why their physician elected not to become a "participating" physician under new Medicare provisions. It contains a personal message from the physician assuring patients that their relationship can be the same as it was before the new law went into effect.

Also available for non-participating physicians is an

**COPY
DEADLINE
15TH
OF MONTH**

11x14-inch poster for display in reception rooms. It is a condensed version of the brochure and is printed in the same colors and art style.

The American Medical Association has provided FMA with brochures to help explain to patients why physicians have chosen not to sign a participating agreement under the new Medicare provisions. If you would like more information regarding this brochure, please contact Donna Marlow, FMA headquarters.

**CLASSIFIED
ADS**

PROFESSIONAL office space, Maravilla off U.S. 41, centrally located - beautifully decorated - Contact Ella, 939-2412.

TOWN & RIVER - Riverfront Dream House. Sprawling custom contemp. ranch. 5 bedrm., 3 bath, pool. Reduced thousands \$398,000. 482-6779, 481-5399

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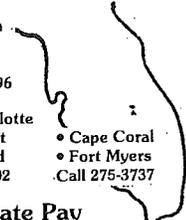
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**MEDICAL SOCIETY
MEETING**
Royal Palm Yacht Club
2380 First Street
SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM
FEBRUARY 18, 1985
SPEAKER:
Dr. James E. Melvin
Superintendent of Schools
TOPIC:
"Education - Excellence
Community - School
Partnership"
"DINNER BY RESERVATIONS ONLY"
PLEASE!!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 1

Fort Myers, Florida

MARCH, 1985

Francis L. Howington, M.D., Editor

Royal Palm Yacht Club Renovating

What do we do now?

March - November the Yacht Club will be making a major face lift to their building.

Our March and April meetings will be held in the Auditorium of Fort Myers Community Hospital. For future meetings, please check the Bulletin for time and place.

MARCH SPEAKER Frank C. Coleman, M.D. President

Florida Medical Association

Our speaker for March will be Dr. Frank Coleman, President of the Florida Medical Association. Dr. Coleman has done a lot to

MEDICAL SOCIETY MEETING

Fort Myers
Community Hospital
Auditorium

SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM

MARCH 18, 1985

SPEAKER:

Frank C. Coleman, M.D.
President, Florida Medical
Association

TOPIC:

Practice of Medicine
in 1985

"DINNER BY RESERVATIONS ONLY"

PLEASE!!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.



FRANK C. COLEMAN, M.D.

improve communication between the county medical societies and the parent headquarters of the FMA in Jacksonville. His appearance at our March meeting is just one example of those efforts. Dr. Coleman will talk to us about the malpractice crisis and Reason '84. Those of you who have not paid your assessments will have an opportunity to air your complaints.

Dr. Coleman will also discuss upcoming legislation that will affect our practice of medicine. It should be an informative evening— let's have a great turnout. Remember, through unity our collective ideas can become reality.

Robert J. Brueck, M.D.
President-Elect, LCMS

EMERGENCY 911 A REALITY FOR LEE COUNTY

A salute to the members of the Lee County Medical Society who worked to bring about this much needed service.

Special "thanks" to Drs. Bill Bess, Ron Castellanos and Wally Graves for the many, many hours spent in meetings, gathering data, talking to our County Commissioners and a strong commitment to this project.

"UNITED WE SUCCEED, DIVIDED WE CONCEDE!"

IN REQUIEM

JAMES L. BRADLEY, M.D., F.A.C.S.
1918 - 1985

Jim Bradley was the first Board Certified Surgical Specialist in Fort Myers. He was closely followed by Carey Barry. He and his lovely wife, Ann, first came to Fort Myers in January of 1952. At that time Fort Myers was a small southern Florida town with separate facilities according to race, Lee Memorial Hospital and Jones-Walker Hospital. These early hospitals were certainly small with barely adequate operating facilities. His practice was established with some difficulty. As a Northerner among Southerners and a general surgical specialist among general practitioner-surgeons, he did not get many referrals in the early days. His first office was in North Fort Myers and along with some general practice he did orthopedic, plastic and gynecology surgery. He was exceedingly well trained for his era and was an intellectual surgeon as excellent in diagnosis and work up as in his craft. He graduated from Cornell University '39 and Yale Medical School '43 where he was AOA. He did an internship and residency at Strong Memorial Hospital in 1944 and 1945. He did plastic surgery in the Army in California and then completed his residency in surgery in Albuquerque, New Mexico in 1948-1950.

He managed to practice excellent surgery in Fort Myers even before the coming of such refinements as specialized anesthesia.

He weathered cataract surgery in the middle of the 1960's and wore contact lenses and glasses the rest of his life. This must have been very difficult for a surgeon who repeatedly had to get up in the middle of the night. He was President of the Lee Memorial Hospital Staff during Hurricane Donna and Chairman of the Department of Surgery more than once. He was President of the then three or four County Medical Society and was elected as a Member of the Lee Memorial Hospital Board. Always very active in community and hospital affairs; he was a strong backer and one of the founding physicians of Fort Myers Community Hospital and Lehigh Acres Hospital. He also was one of the founders of the Little League and was elected to the Mosquito Control Board.

Above all else, he was a family man and a strong supporter of the Roman Catholic Church and Bishop Verot. He and his wife had a very fine family of five sons and two daughters. An avid sailor, he raced a number of different types of sailboats and was a strong supporter of the Royal Palm Yacht Club. For the past twelve years he enjoyed racing and sailing his cruising sailboat "The Nepenthe". All in all, he spent a full, happy life with family, friends and surgical practice. An original Type B person he lived fully and enjoyed life as he went along.

J. Stewart Hagen, III, M.D.

REMINDER

1985 DUES
ARE PAST DUE

Library Dues are a Mandatory
Assessment for all
active/probationary members.

LEE COUNTY
MEDICAL SOCIETY
BULLETIN3805 Fowler Street
Fort Myers, Florida 33901
Phone (813) 936-1645The Lee County Medical Society
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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.PRINTERS INK
of Southwest Florida, Inc.

HELP WANTED

Our members who have
enjoyed the good food and excel-
lent service at the monthly
Society meetings at the Royal
Palm Yacht Club have now a
chance to "return the favor".The Club will be shut down for
approximately six months and
those service people you have
learned to admire will be without
a job during this time. A good
portion of this period will coincide
with the summer vacations.
Hopefully, some of our members
will have need to supplement
their office staff with these fine
people. Many have secretarial
skills and all rate as a 10 for public
relations. If such a need is antici-
pated, please contact **Mark
Webber** at the Royal Palm Yacht
Club, 334-4155. Thank You.

Tom Wiley, M.D.

**COPY
DEADLINE
15TH
OF MONTH**PRESIDENT'S
MESSAGEDOUGLAS A. NEWLAND, M.D.
PresidentPerspectives From The 1985
FMA & AMA Leadership
Conferences*The signs of major transforma-
tion in health care are increas-
ingly clear as organized medicine
struggles to understand and con-
trol its destiny. How did we get
here? Where are we going? And
what should we do about it? Here
are some of the key answers to
these questions presented at the
recent FMA & AMA Leadership
Conferences.**The history of our current situa-
tion is one where we have
achieved the best health care in
the world but are rapidly out strip-
ping our societies ability to pay
for it. The unregulated expansion
of health care resources in the
1940's and redistribution of serv-
ices to the poor and elderly, via
Medicaid and Medicare in the
1960's led to largely ineffective
cost control efforts in the 1970's
and early 1980's. Now, third party
payers and specially Medicare
and big business are leading the
"revolt of the payers" with
demands of alternative health
care systems at discounted pros-
pective rates. An increasing over
supply of hospital beds and phy-
sicians are further fueling the new
waves of competition. We see the
potential erosion of traditional
medical ethics and quality of care
standards. Key debate issues
include health care rationing,
government regulation versus
free market place controls and
professionalism versus commer-
cialism, to name a few. The pro-
fessional liability crisis and
concepts of "definite medicine"
are now widely acknowledged by
virtually all sides of the health
care cost debate.**"So where is all this leading*LEGISLATIVE REPORT
1985 Legislative Sessions - A ChallengeThe 1985 Legislation officially
gets down to business for its reg-
ular 60 day session on April 2,
1985. If all goes well and the tax
and budget issues are resolved in
a timely fashion (which is almost
never!), the legislators will go
home on May 31, 1985. This will
be after debate and decisions on
such Key Medical Issues as Pro-
fessional Liability Proposals, to
allow pharmacists to prescribe
and the question of non-M.D.'s
and non-D.O.'s having mandated
hospital privileges.The FMA and the county socie-
ties have been actively working
during the past 90 days to provide
support for passage of legislation
that will relieve the Professional
Liability crisis. The basic position*us?" One interesting observation
concerning projective charts and
graphs for health care costs, mal-
practice premiums, numbers of
physicians, relative growth of our
elderly population, etc. is that "all
curves led to disaster".**Future predictions include the
majority of physicians working as
employees of hospitals or of a few
surviving large nation wide alter-
native health care delivery corpo-
rations. The sense of "gloom and
doom" has not yet lifted.**Unfortunately, these recent
FMA and AMA meetings were
much more specific in describing
the problems, questions and
challenges than their solutions.
All sides considered it preferable
that the medical profession regu-
late itself giving the proper
authority and incentives. We need
to position ourselves as the advo-
cates of the patients in this vola-
tile situation or commercializa-
tion and rationing will threaten
the quality and access to their
health care. National, state and
local public relations programs
will be critical in the next few
years. Our more important voice,
however, will be at the grass roots
level. In our every day dealings
with patients we need to know
their perceptions and demands
and direct our efforts at meeting
them. Legislative changes are
again more effectively achieved
through individual contacts with
legislators at the grass roots level.**Most important, we need to
stand together and not be
divided. The FMA and AMA are
far from perfect but are the
strongest voices we have. We
need a unified front with the com-
mon goals of maintaining quality
and professionalism in health
care delivery while answering the
demand for cost efficiency.*being taken in the FMA's initiative
is that there must be either a sig-
nificant Court Reform or the
method of resolving Medical Mal-
practice disputes must be
removed completely from the
Court System. Any Court Reform
package, in order to be effective,
must include:

- 1) Caps on awards
- 2) Mandatory structural settle-
ments of large verdicts, and
- 3) Elimination of the Doctrine
of Joint and Several Liability

The Governor's Task Force has
been directed to explore all alter-
natives to the Court System and is
expected to adopt general con-
cepts for such new mechanisms
by April 1, 1985. This will form
the basis for decisions of the FMA
Board of Governors as to a spec-
ific alternative system that can
bring about long-term resolu-
tions.In the meantime, the Senate
Select Committee of Court
Reform and the House Commit-
tee on Health Care and Insurance
have begun hearings aimed at
bringing bills to the Floor of the
House and Senate. In all likeli-
hood, the issue will end up in the
House-Senate Conference Com-
mittee for final decision.There will be other key issues of
concern to Florida's physicians
that will be actively debated in the
1985 Legislature. Two of these
receiving the highest priority
attention by the FMA Capital
Office are:1) Mandated Hospital Privi-
leges for Non-Physicians.One proposal would provide
that no application for hospital
staff privileges can be denied
solely because the applicant is a
nurse anesthetist. In addition, it is
expected that the legislation sim-
ilar to the bill defeated in 1984 will
be filed to provide hospital staff
privileges for psychologists.2) Pharmacy Self-Care
ConsultantThis concept, which is being
advocated by the Florida Phar-
macy Association will authorize
community pharmacists to pre-
scribe drugs from a formulary
without a physician's diagnosis or
prescriptions. The formulary
would be developed by a joint
committee consisting of
members of the State Board of
Medical Examiners and the Board
of Pharmacy.The Lee County Legislative
Delegation is on a majority of the
committees that will have juris-
diction for the Key Medical Care
issues. This gives us an important
opportunity to help shape the

(Continued on Page 3)

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

EAST POINT HOSPITAL

East Pointe Hospital sponsors "Run to the East"...Steps to Good Health" Spring Festival Run.

LEHIGH ACRES, FL -- For the fourth year in a row, East Pointe Hospital is sponsoring the NINTH ANNUAL LEHIGH ACRES SPRING FESTIVAL ROAD RACE to be held this year, rain or shine, on Saturday, March 23 at 8 a.m.

The four mile "Run to the East...Steps to Good Health" race begins and ends at the Sun Bank on Homestead Road in Lehigh Acres. It is one of the seven races in the Fort Myers Track Club Grand Prix Series of Races and has 22 age divisions -- 11 for women and an equal number for men.

Earl Hart, East Pointe Hospital director of radiology and race coordinator, expects approximately 150 to 175 runners from throughout Southwest Florida to enter the race.

"This race is exciting because entrants in all age categories go all out, either competing against others or with themselves to reach a personal goal," says Hart. "This is one race that has no losers."

This year, the race solgan encompasses the goal of most runners -- "Run to the East...steps to good health" -- and is a combination of East Pointe Hospital's slogan and the name of an educational television program that was produced at the hospital.

Entry fee prior to the race day is \$4 and \$5 on the day of the race.

LEGISLATIVE REPORT

(Continued from Page 2)

final form of the decisions that will be made by the 1985 Legislature -- provided that we keep the delegation informed as to the feelings of the Lee County Medical Society on the issues.

The Health Related Committee Members of the Lee County Delegation are:

Senator Frank Mann - State Health and Rehabilitation Service Committee

Senator Patrick Neal - Senate Appropriations Committee

Rep. Keith Arnold - House Health and Rehabilitation Services Committee

Rep. Mary Ellen Hawkins - House Appropriations Committee and Commerce Committee.

Submitted by: H. Quillian Jones, Jr., M.D.

T-shirts will be presented to the first 175 entrants with trophies awarded to the three top finishers in each of the 22 divisions. Proceeds from the race will be donated to the Lehigh Acres Pop Warner Football League and the Lehigh Aqua-nets Swim Team.

Entry blanks are available at Robby's Sporting Goods, The Footlocker, the office of Ronald E. Trapp, DDS on S. Loop Boulevard in Lehigh Acres and East Pointe Hospital. For more information call Mr. Earl Hart, (813) 369-2101, extension 1113 during the day and (813) 369-4783, evenings.

CAPE CORAL HOSPITAL

The Cape Coral Hospital is pleased to announce the opening of its much needed 80 bed addition. Patients services were expanded in several areas and new services were also added. The CCH continues the primary care system which gives your patient professional care 24 hours a day.

The Telemetry Unit was expanded from 12-bed monitoring capabilities to 24 on the third floor. A total of 24 patients can be monitored in any bed on this 40 bed unit. The telemetry monitors are now located on the floor, and not in the Intensive Care Unit. The nurses on this unit have been specially trained by the hospital.

The fourth floor is the location of our Oncology/Neurology floor. This is also a 40 bed unit with highly trained nursing personnel. This service is new to CCH and we are looking forward to serving the community and area physicians. Out-patient chemotherapy and blood transfusions are available for those patients not needing hospitalization.

The Intensive Care Unit has expanded by one and a half of its original size. The 12-bed Intensive Care Unit is located on the second floor. The patient is visible to the nurses in the Nursing Station through 'breakaway' glass doors. These can be closed and a curtain drawn to give the patient privacy during family visits or procedures. The patient rooms are also large enough to accommodate necessary equipment for the patient's treatment. A meditation room is located just outside of ICU to provide privacy for the family and physician to discuss the patient's progress.

The Operating Room has

(Continued on Page 4)



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WHAT'S NEW?

(Continued from Page 3)

Expanded to 5 suites and is located on the second floor. Our Ambulatory Surgery area has expanded along with the Operating Room affording all the comforts of home for out-patients. A family waiting room and consultation room is located outside the Operating Room.

The Cape Coral Hospital Education Department is offering out-patient and in-patient Diabetic Teaching Courses. With a physician order, your patient can attend a 5 day course on diabetes and how to live with the disease. Contact our Health and Education Department for more information at 574-3129.

and that was \$25.00 to off set the cost of meals at the Royal Palm Yacht Club. The Society has been able to operate an office, purchase necessary equipment, pay salaries and keep dues from increasing only by a close watch on dinner reservations.

JANUARY 164 reservations were received, 133 reservations were made with the Yacht Club, 110 members actually attended. \$354.00 was paid for the no shows.

FEBRUARY 156 reservations were received, 130 reservations were made, 103 members actually attended. \$450.00 was paid for the no shows.

\$750.00 in two months was just given away. We have not hired full time staff because of budget problems. This amount would have paid for the other half of our part-time help.

WE NEED YOUR HELP - DO NOT SEND YOUR RESERVATIONS FOR DINNER UNLESS YOU WILL BE ATTENDING. (We understand that circumstances do occur when you cannot attend or are out of town and you cannot make a reservation.) Please call the office by noon Friday with

your changes - this is the day we make the reservations and order the food.

Of the 103 members who attended the February meeting only about 50 remained after dinner to hear a very excellent speaker. This show of manners certainly leaves an impression of unconcern for your organization that has caused the physician's image to deteriorate. It does not help your officer's and staff's morale, who stand up and defend your actions and listen then to your remarks that the FMA, AMA and County Society does nothing for you. These organizations are made up of you - they reflect your participation and conduct...the

public sees this image when you care for them. Our speakers also see this loyalty and unity. If you don't care about making your AMA, FMA and County Society the best, who does? Who's watching out for medicine? If not you, then someone who will take it away from your control!

Editor

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OFFICE for Rent in Professional Center. Good location on Central Avenue. Call Ann 936-6818.

FOR YOUR INFORMATION

ONE REASON YOUR 1986 SOCIETY DUES WILL INCREASE

Of the \$250.00 you pay in Society dues, \$100.00 is your actual dues. \$150.00 is paid for your meals. The Society has only increased dues once in 7 years



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MEDICAL SOCIETY MEETING
Fort Myers
Community Hospital
Auditorium
SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM
MARCH 18, 1985
SPEAKER:
Frank C. Coleman, M.D.
President, Florida Medical
Association
TOPIC:
Practice of Medicine
In 1985
"DINNER BY RESERVATIONS ONLY"
PLEASE!!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 2

Fort Myers, Florida

APRIL, 1985

Kim L. Spear, M.D., Editor

NEW COLUMN

PERCEPTION

I have given much thought to starting a new column for our Medical Society Bulletin. With the many new trends developing in medicine today it becomes more imperative that we become even more responsive to the needs of that one critical and essential ingredient of all medical practice ...our patients. Just as medicine is undergoing explosive changes so to are the attitudes of our patients. When we understand those attitude changes and more importantly respond appropriately to them, the image of you as a physician and medicine as a whole is heightened.

It likewise is important for physicians to know what their colleagues think and feel about certain issues. Our mandate today should be loud and clearly understood by all within the profession ...UNITY. If any of you have opinions, surveys or polls that are timely and would like to share

them with us please call me or Ann at the Society office.

We live in an era of medicine in which a new word has entered our vocabulary ...competition. It is more prevalent today than at any other time in medicine. One of the key questions we may ask ourselves is why a particular patient chose me as their physician and once having chosen, why they elected to stay or seek medical care elsewhere.

"Suppose you or a member of your family became sick and didn't have a regular doctor. If you were choosing a doctor, how important would ...be?"

Public Opinion 1982	Very Important	Fairly Important	Not Very Important	Not At All Important
The recommendation of friends and relatives	63%	26%	5%	6%
The doctor's fees compared to other doctors in your area	38	28	20	12
The doctor's qualifications and training	89	8	2	1
Advertising that tells you about the doctor (for example, in the phone book or newspaper)	19	17	29	33
The length of time before the doctor can see you	74	19	4	2

"How important are each of the following reasons for keeping your personal physician?"

Public Opinion 1982	Very Important	Fairly Important	Not Very Important	Not At All Important
Your personal relationship with the doctor	65%	22%	9%	4%
The doctor's fees compared to other doctors in your area	35	34	21	9
The way you are treated by the doctor's staff	75	20	3	1
The length of time before the doctor can see you	66	26	6	1
The length of time you wait in the doctor's office	51	32	14	3
Your doctor's knowledge of medicine	96	3	0	0

Three very important factors come into play in first choosing a physician in recommendations (63%), qualifications and training (89%) and length of time before the doctor can see you (74%). Surprisingly advertising and fees were not important in the decision making process initially.

Once having chosen a physician people stay with the physician because he is knowledgeable (96%), has a courteous staff (75%) and has a good personal relationship with the doctor (65%).

It becomes quite clear that in both instances patients perception of a physicians' competence was very important. Very few patients have the medical knowledge to determine competence and research has shown that this is based on the interaction process between the physician and patient. Developing close ties with our patients, having an efficient caring staff and respecting our patients time by being punctual can go a long way in maintaining and building a practice.

Robert J. Brueck, M.D.

APRIL SPEAKER

Edward E. Mason, M.D. is the speaker for our April meeting of the Lee County Medical Society. Dr. Mason is professor and chairman of the Division of General Surgery and Head of Surgery at the University of Iowa in Iowa City, Iowa.

Dr. Mason's topic will be on Obesity Surgery 1985. Dr. Mason first introduced the concept of gastric restrictive operations in 1969 when he pioneered in performing the first gastric bypass for the treatment of morbid obesity. He has been actively involved in evaluating vertical banded gastroplasty which is the newest of the gastric restrictive operations which he first introduced approximately three years ago.

We wish to thank Automated Instruments for sponsoring our program and making it possible for Dr. Mason to speak to our membership.

Stuart S. Harrison, M.D.

MEDICAL SOCIETY MEETING

Fort Myers
Community Hospital
Auditorium

SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM

April 15, 1985

SPEAKER:

Edward E. Mason, M.D.
Professor & Head of Surgery
University of Iowa

TOPIC:

"Obesity Surgery
1985"

"DINNER BY RESERVATIONS ONLY"

PLEASE!!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.

**LEE COUNTY
MEDICAL SOCIETY
BULLETIN**

3805 Fowler Street
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Phone (813) 936-1645

The Lee County Medical Society
Bulletin is published monthly with the
June and August editions omitted.

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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
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**PRESIDENT'S
MESSAGE**



DOUGLAS A. NEWLAND, M.D.
President

**BALANCING MEDICAL
and
BUSINESS ETHICS**

DOUGLAS A. NEWLAND, M.D.

*The management of medicine
is becoming more and more
business oriented. Furthermore,
competitive pressures are
increasingly forcing physicians
to diversify their financial
interest. Many of these interests*

*are by right within the area of
health care enterprises. The
potential for conflict of interest
raises many ethical questions in
medical practice. Medical ethics
require physicians to make
decisions about where the patient
goes based on what is good for
the patient not what is best for
their pocketbooks.*

*Recognizing this problem the
AMA Judicial Counsel proposed
five guidelines by which doctors
can judge whether they are
involved in an "impermissible
conflict". These guidelines
adopted at the January 1985
Interim Meeting in Honolulu are
preceded by following
statements:*

*"Physician ownership interest
in a commercial venture with a
potential for abuse is not in itself
unethical. Physicians are free to
acquire ownership interest in
health facilities or equipment or
pharmaceuticals."*

*Potential conflicts of interest
can be managed by the following
guidelines: "(1) Whenever a
doctor owns an interest in a
facility or therapy he or she must
disclose that to the patient or to
referring colleagues before its
use. (2) The physician may not
exploit the patient in any way
including through inappropriate
or unnecessary use of a facility or
therapy in which the physician
has an interest. (3) The doctors
activities must conform strictly
with the law. (4) The patient
should be given free choice to
either use the physicians
proprietary facility or therapy or
find medical services elsewhere.
(5) If a physician's commercial
interest conflicts so greatly with
the patients interest as to be
incompatible, the physician
should make alternative
arrangements for the care of the
patient."*

*Every day we are faced with
resolving differences between the
two basic ethics: the business
ethic which is to make a buck and
the medical ethic which is
devoted entirely to the welfare of
the patient. Management of both
our medical business and patient
care must be successful for
adequate delivery of health care.
Larger organizational structures
such as HMO's, PPO's and the
DRG system will further amplify
these potential differences.*

*The problem is best summa-
rized by AMA Delegate Dr. Henry
J. Mineur who states, "The ethic
of business will become more and
more important for survival and
the ethic of medicine will become
more and more important to
protect."*

*Taken from Medical World News January
14, 1985 reporting the AMA Guidelines
Judicial Report.

**"A Journey
to the PRC"**

by BRUCE C. BACON, M.D.
PART I

It turns out that thirteen to
fourteen hours of flying time out
of O'Hare in Chicago only gets
one as far as Tokyo, or more
specifically, Narita International
Airport.

Narita is fetchingly decked out
with a double row of barbed wire
and sentry posts, armed and
otherwise. These precautions are
apparently in tribute to some fun-
loving activists who disagreed
with the site selection and
construction of the facility.

Notwithstanding all of this
scenic charm, we were promptly
bundled together and whisked off
to a nearby motel that serves as a
halfway house for benumbed air
travelers to the Orient who are
just passing through.

A short, mandatory meeting
was called for by the tour guides
prior to allowing supper and,
more importantly, sleep. There
were some guide lines to be
covered and a few rules to be
followed.

The main point seemed to be
that while in China, one refers to
the country as the People's
Republic or PRC, but never as
Red China (political sensitivity)
or mainland China (Taiwan
sensitivity).

The written characters of the
Chinese language unite all the
provinces of China, although the
spoken language is so rich in
dialect that a person from one
province may well not be able to
speak with someone from
another.

The Friendship Stores unite
tourists in China with the sense
that the items and artifacts for
sale may vary from one region to
another, and for some things are
unique to a given store, but the
tourist may rest assured that he or
she will stop in every single one
on the route from one end of
China to the other.

In other words, the language
and the Friendship Stores are the
universals of the PRC.

One obtains all information
from the two tour guides supplied
by the tourist bureau (CITS)
because everyone else speaks
only Chinese, so that the
language barrier is virtually
absolute; and one buys almost all
souvenirs from the Friendship
Stores, from which Chinese
citizens are completely excluded-
except, of course, government
officials.

This does not sound especially
discriminatory since few Chinese
citizens either need or could
afford souvenirs; but it takes on

"PARTICIPATING" PHYSICIANS

*that is, those who have signed an agreement to accept Medicare
assignment 100% of the time, account for 37.2% of non-federal, patient
care MDs, according to the Socioeconomic Monitoring System survey
conducted by the AMA Center for Health Policy Research. This estimate,
which is based on a sample of non-federal patient care MDs, excluding
residents, is somewhat higher than the participation rate that was
reported by the Health Care Financing Administration, 29.8%. HCFA's
figure was based on a census that included federal, non-patient care, and
resident MDs as well as osteopaths and oral surgeons. The AMA findings,
which were reported to the Board of Trustees, suggest that many
physicians were reluctant to participate in the program established by
the Deficit Reduction Act. The SMS survey shows that 23% of the
physicians who always had accepted assignment before the Oct. 1, 1984
deadline, declined to sign the participation agreement, suggesting that
they disagreed philosophically with the regulations.*

STATE	PARTICIPATING MDs - DOs	PARTICIPATING RATE	RANK
Florida	4,599	23.8	29

PARTICIPATING PHYSICIAN DATA BY STATE

State	Physicians/Suppliers	
	Number	Percent
FLORIDA	6,094	24.4%
Physicians	4,599	23.8%
Limited License Practice	863	51.4%
Suppliers	632	16.1%

more significance when one realizes that these stores are the only source for nearly any appliance, any alcoholic beverage other than beer, or any even minor luxury item of life such as stationery, perfume, many canned foods, et cetera.

It is a truly remarkable sight to watch as any Westerner freely walks into these shops, but every Chinese is carefully checked for an I.D. Certainly there are always a few locals looking in the windows, if they are not covered.

We were allowed to visit one of the apparently few people's department stores, and it was strikingly different from the Friendship Stores in terms of variety, quality, and quantity of goods offered.

But I digress, and to return to Narita and the conclusion of this little orientation session, I think neither Lynne nor I have ever slept more soundly than that night after flying from Fort Myers to Chicago to Tokyo. The rest proved valuable since the next morning we left for Peking, the capital of the PRC.

In addition to Peking, we visited Xian (site of the terra cotta warriors of the Emperor Qu'in, after whom it is thought the term China derives), Suzhou,

Shanghai, Hangzhou, Gullin, Canton, and then out of the PRC to Hong Kong.

Instead of pursuing any of this, however, I would like to devote a moment to a visit we had with a Chinese surgeon whom I will not further identify except to say that he is chairman of his department in a large, urban teaching hospital--or more accurately, what is once again becoming a teaching hospital.

We ended up in an unprogrammed conversation because of a sudden downpour and lack of a taxi for transport. Our host was too polite to leave us waiting on the front steps, and that rather forced informal talk.

The facility reminded me of Cook County Hospital in an earlier day. Most everything about the place was old and dim. It had the old hospital smells. The head surgeon was in his late fifties and had had some of his training in the States. Training in the U.S. was as good as a death sentence during the Cultural Revolution; and so it seemed that this doctor had fared well, all things considered (as I learned from later reading).

[Editor's Note: Part II will be featured in the May Bulletin].



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WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

FORT MYERS COMMUNITY HOSPITAL

Magnetic Resonance for Health Planners: Beginning in April, Fort Myers Community Hospital outpatients will be able to utilize the benefits of the (MRI) Mobile Magnetic Resonance Imaging Scanner Unit, which is owned by B&W Diagnostics, Inc., a subsidiary of Basic American Medical, Inc. This state-of-the-art mobile MRI unit is the **first in the state of Florida**. It will be fully operational for patient usage in April.

Magnetic resonance systems have the capability to accurately display anatomical structures without the use of ionizing radiation.

During the procedure the patient will lay on a table that slides into the magnet area. There are no injections or contrast materials to swallow. The main requirement is that the patient will not be able to move once the examination starts. The exams take from 30 minutes to one hour. It is safe, comfortable, and

painless.

For more information regarding the MRI and its operational hours, please contact James Langley, Medical Services Director, at 939-8582.

LEE MEMORIAL HOSPITAL

Lee Memorial Introduces Sleep Disorders Center

Adults spend about one-third of their time sleeping. At the same time, complaints of troubled or disturbed sleep are very common. Studies have shown that an estimated 20 to 25 million Americans sleep too little, too much, at the wrong time of the day, or have special medical problems that occur only when they sleep.

The Sleep Disorders Center at Lee Memorial is located on the fourth floor of the hospital. Overnight polysomnography for the diagnosis of sleep disorders involves monitoring of: electrocardiogram (EKG), electro-oculogram (EOG), ear oximetry, and respiratory monitoring via respiratory

(Continued on Page 4)

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WHAT'S NEW?

(Continued from Page 3)

Inductive plethysmography.

Evaluations in the sleep center are made upon physician referral. Individuals making inquiries are sent a preliminary questionnaire to fill out so that potential sleep disorders can be identified. Diagnostic testing will concentrate on the most common and potentially harmful disorders, including: **sleep apnea**, cessation of breathing many times during the night's sleep; **narcolepsy**, excessive daily sleepiness, tiredness, lack of energy, and irresistible sleepiness; and **insomnia**, difficulty getting to sleep and periods of wakefulness.

CAPE CORAL HOSPITAL

We are pleased to announce effective immediately, non-invasive imaging of the carotid arteries is being offered in the Ultrasound Vascular Lab of the Cape Coral Hospital.

Indications for duplex ultrasound vascular evaluation include:

1. Selective screening of high-risk patients;
2. Asymptomatic patients with carotid bruits;
3. Pre-angiography evaluation;
4. Post-endarterectomy follow-up;

5. Follow progression or regression of atherosclerotic disease;

6. Pre-operative examination before major surgery;

7. Angiography contraindication.

The Ultrasound Vascular Lab will be open Monday through Thursday, 7:00 a.m. to 5:30 p.m., Friday 7:00 a.m. to 3:30 p.m. and Saturday, 7:30 a.m. to 11:30 a.m.

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**MEDICAL SOCIETY
MEETING**

Fort Myers
Community Hospital
Auditorium

**SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM**

April 15, 1985

SPEAKER:

Edward E. Mason, M.D.
Professor & Head of Surgery
University of Iowa

TOPIC:

"Obesity Surgery
1985"

**"DINNER BY RESERVATIONS ONLY"
PLEASE!!!**



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 3

Fort Myers, Florida

MAY, 1985

Francis L. Howington, M.D., Editor

May Meeting - 6:30 P.M. - Dinner Hosted By Charter Glade Hospital

"DINNER EXTRAORDINARY"

Wok Cooking / Raw Bar / Living Salad / Fruit / Pastry / Cheese / Chocolate Fondue

"Catering by Louis"

This month we are happy to have our monthly meeting hosted by Charter Glade Hospital. Our guest speaker will be Roger Goetz, M.D. Coordinator, Florida Impaired Physicians Program of the FMA a noted lecturer who will discuss physician stress - what is it? How can we handle it? Stress is inherent in our profession - it is

something we cannot escape; but we can learn how to cushion its effects. It should be an evening that will provide us with a greater understanding of the stress structure of medicine. Look forward to seeing all of you Monday night.

CONGRATULATIONS!

Your Bulletin has done it again! Five years running. Actually, those individuals who give of their talents have honored us with recognition by the FMA Journal. This year's winners are: John R. Agnew, M.D. ("Dr. John") and Joseph P. Fiore, M.D. ("President's Message"). Category was for "Best Regular Feature".

We encourage ALL members to actively participate by contributing articles. - Editors.

First Place Awards

Congratulations to Dr. Joseph Fiore on being awarded for the second year the FIRST PLACE AWARD FOR MEDICAL SPEAKER FOR THE STATE OF FLORIDA. Dr. Fiore was given this award at the 1st House of Delegates Meeting of the Florida Medical Association Annual Meeting in Hollywood, Florida, May 1, 1985. This is the second year Dr. Fiore has won this award with the TV Show "To Your Health".

**COPY
DEADLINE
15th
OF MONTH**

A Smile and a Thank You.

Two years ago, we became aware that the image of the medical profession was in trouble. It seemed everyone, the media, government and the public at large was taking gratuitous "pot shots" at us, largely because we had not paid enough attention to our public image. Well, the Lee County Medical Society decided then to attempt to change our negative into a positive image and we embarked upon a campaign of Public Service through education.

We started the Medically Speaking column, Speakers Bureau, etc. Today, you can feel the difference in our public image. This effort reached a peak with the Lee County Medical Society involvement in the Video Health Fair on April 19, 1985.

To everyone involved in this worthwhile endeavor, in whatever way possible, I say, thank you! Give yourselves a hand. Our patients, the public, as well as our profession are the winners. You all should be proud to have been a part of this service project.

Joe Fiore

PERCEPTION Physicians Image

Robert J. Brueck, M.D.

Two Part Series
Part I

This month we would like to delve into a complex and highly charged issue, the physicians image.

Last month we explored the issue of the doctor-patient relationship and why you were chosen by that individual to be their physician. This month I would like to discuss the public's image of "their physician".

The AMA House of Delegates has recently endowed a major campaign geared to improving this physician image. It is very important to realize that a dichotomy exists in trying to understand the public's image of physicians.

This unusual finding was discovered in 1955 when a survey research report concluded: "Since people apparently feel more favorably inclined toward their own doctors than toward most doctors, it is **not the public relations of the individual physician which requires increased attention, but the public relations of the medical profession as a whole.** One conclusion can, however, be drawn from public relations. People's attitudes toward their own doctors are based upon their own personal experiences, while their attitudes toward doctors in general must necessarily be based upon secondary information and hearsay." (Physician & Public Attitudes on Health Care Issues, p.81.)

First, let us examine some statistics and viewpoints about physicians in general. A survey was performed by the AMA in cooperation with American College of Emergency Physicians in November of 1984. This was a telephone interview conducted by V. Lance Tarrance and Associates with over 1,000 participating adults. Here are the results of that survey.

"Most doctors spend enough time with their patients." Agree, 64%, Disagree 61%.

(Continued on Page 2)

MEDICAL SOCIETY MEETING

Charter Glade Hospital
6900 Colonial Blvd.

DINNER - 6:30 P.M.
May 20, 1985

SPEAKER:

Roger Goetz, M.D.
Coordinator FMA/FMF
Florida Impaired
Physicians Program

TOPIC:

"Physician Stress"

"DINNER BY RESERVATIONS ONLY"

PLEASE!!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.

**LEE COUNTY
MEDICAL SOCIETY
BULLETIN**

3805 Fowler Street
Fort Myers, Florida 33901
Phone (813) 936-1645

The Lee County Medical Society
Bulletin is published monthly with the
June and August editions omitted.

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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.

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**COMMUNICATIONS
WORKSHOP 1985**

Twenty-five physicians participated in this year's Media Workshop, sponsored by the Medical Society and Lee Memorial Hospital Media Services. Basic Communications Concepts for speaking engagements and Radio-TV appearance were addressed in the three hour Workshop.

We would like to especially thank Mrs. T.T. Knight (Jo-Anne) for her expertise concerning the mode of dress in personal appearances. Several physicians participated in personal color analysis.

We hope to make this an annual Workshop and invite every member to plan to attend at least one.

Our appreciation is extended to Dr. Joseph Zeterberg, Chairman of the LCMS Speakers Bureau and Dr. Joseph Fiore for organizing and presenting this Workshop.

**PRESIDENT'S
MESSAGE**



DOUGLAS A. NEWLAND, M.D.
President

**"FEELINGS
OF PRIDE"**

DOUGLAS A. NEWLAND, M.D.

The Health Expo '85 and Video Health Fair represent perhaps the most ambitious public relations projects the Medical Society has ever undertaken. The Health Expo reached over 800 people and the Video Healthline 2,265 callers. The majority of these people expressed their sincere admiration and gratitude for the public service provided.

These outstanding projects certainly point out the power of both individual dedication and group efforts in achieving an unprecedented positive result. The Society owes a world of thanks to Dr. Robin Brown in organizing our contribution to the Health Expo. Few could match Dr. Joe Fiore's remarkable foresight and drive as he placed the Lee County Medical Society on prime time TV throughout Southwest Florida. I certainly felt the pride shared by all of the Lee County Medical Society members participating in these media events.

With this kind of positive campaign and group spirit, we can overcome the, at times, tarnished public image of physicians in the media. But moreover, these accomplishments show us that we can indeed overcome the greater hurdles facing us with the individual dedication and cooperative efforts of our medical community.

PERCEPTION

(Continued from Front Page)

"Doctors don't care about people as much as they used to." Agree, 54%, Disagree 42%.

"Doctors' incomes are fair because of the importance of what they do and the many years of training they have to undergo." Agree, 62%, Disagree 33%.

"Most men and women who become doctors today do so because they want (to help other people) (the money and prestige it brings)." Help people, 28%, Money and prestige, 44%, Both 25%.

This data presents the physician with some rather negative ideas regarding this image. The majority of Americans believe that most physicians do not care about patients as much as they used to, they do not spend enough time with them and are more likely to be motivated by money rather than a sincere desire to want to help people. This last public perception regarding career motivation is the cornerstone to the public's understanding of physicians' images because it strikes right at the questions of why a doctor becomes a doctor ... money! This has been a negative aspect of the physician's image for a long time and I am sure there are many contributing factors. How strongly related is this viewpoint to the other three attitudes?

Why Doctors Practice

	% Agree	Help People	Money	Difference
Spend Enough Time	47%	47%	24%	23%
Do Not Care As Much	44%	44%	71%	37%
Incomes Are Fair	77%	77%	48%	29%

From the above data it becomes obvious that people who hold the "help people" perception are much more likely to: 1) Agree that physicians' incomes are reasonable. 2) Agree that physicians spend enough time with their patients. 3) Disagree that physicians do not care as much.

Career motivation is vital in understanding some of the negative attitudes towards physicians in general.

(Continued Next Month)

"DR. JOHN"

OMNI-DIRECTIONAL

Sometimes I think I liked sex better when it was dirty. All of this "openness" is too much for me.

There has been a lot of interest (none by me) in penile implant prostheses lately, even on the morning talk shows where the participants pass this thing around the circle, make it go boing, boing, and comment on how nice it is. I just don't think I could do that (boing, boing, I mean.)

I received an advertisement for an "omni-directional prosthesis" and was puzzled and fascinated by what that means. How many directions do you need? Even on Anderson Avenue, one or two should be enough. Do they tie you to a wheel of fortune and let 'er rip?

The company solicited (make that invited) me to ask for a demonstration and sent a brochure with names and addresses of their representatives, including pictures. An attractive young lady is assigned to our area. I'm sure she is very serious and professional, can sit there with a straight face and talk about silicone and post-op complications, but I just don't believe I can handle that. Especially if she makes it go boing, boing.

So I asked Larry Schoenfeld if he knew what an omni-directional prosthesis was, and he didn't know but thought it was a good idea. I then asked Steve Paletsky, who blushed and fainted dead away (well, not exactly).

That's as far as I can go, and I'm no closer to the answer than when I started. If you know about those directions, please send me a letter, but mail it in a plain brown envelope, and send it to my office, not my home. And don't tell that sales representative about me.

Boing, Boing!

Personal

Dear Ann:

Mrs. Teagarten, a nurse at FMCH, recently lost her husband to cancer. She called me earlier today relating her desire to say thank you to the physicians of Lee County. She has offered her services as a "free babysitter" to any physician in town who would request and/or require her services and asked that this be made known to the County Society membership. Perhaps this may be a suitable article for the Bulletin and/or placed as a advertisement.

Her phone number is 275-8017.

Sincerely,
Stephen R. Zellner, M.D.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

LIFESTYLE AT LEE MEMORIAL: FITNESS FOR EVERYONE

The lifestyle program at Lee Memorial Hospital continues to expand, adding classes and programs for specific groups and age levels that prove that anytime or any age is the right time for wellness. Part of the overall health education and wellness program of the hospital, Lifestyle classes are taught in the Wellness Center at Lee Memorial Hospital and are open to both members and non-members. The new programs and related Lifestyle classes -- Youth Development, Gold Card Club, and Well Expectations, were designed with specific needs in mind.

Youth Development -- An ounce of prevention is worth a pound of cure. That's why the Youth Development program was developed, designed to help adolescents give their exercise plans a solid footing. Athletes and non-athletes will find their individual needs met in this program that emphasizes training principles for sports, injury prevention and maintenance, health fitness improvements, weight loss/gain counseling, and other aspects related to proper youth health development.

The Youth Development program is part of the total exercise and health education program of the Wellness Center and memberships of three months or one year are offered to high-school-age youth (14-18 years) at substantially lowered prices.

Gold Card Club -- Since more than 50 percent of factors often attributed to the aging process can actually be attributed to elements of poor lifestyle such as smoking, stress, diet, and especially, a lack of exercise, the Wellness Center established the Gold Card Club. This special Wellness Center membership category is designed for people over the age of 60 and features the "Growing Active" program.

Hours for the Growing Active program are 9 a.m. to 3 p.m., Monday through Friday, and 7:30 a.m. to 4:30 p.m. on Saturday.

Well Expectations -- Pregnancy. A time for staying in shape? The Wellness Center's Well Expectations program for Pregnancy and Postpartum Fitness is designed to do just that. Well Expectations is actually a program that benefits both

mother and baby. Lifestyle history, medical history, and physical conditions are carefully considered and a fitness plan is developed. Admission to the Well Expectations program is through physician referral.

In addition, a new Well Expectations Lifestyle class began in March and is scheduled again for mid-July. Classes meet weekly from 7 to 9 p.m. for ten weeks. Classes are open to both fathers and mothers and participants may join at any stage of pregnancy, although the early months are preferred.

For more information on Lifestyle, call the Wellness Center at 275-WELL or 334-5959.

FORT MYERS COMMUNITY HOSPITAL HIGHLIGHTS

The first two angioplasty procedures in Southwest Florida were performed at Fort Myers Community Hospital on March 21, 1985.

Dr. Margolis was the featured speaker later that same evening at the Helm Club at The Landings in a presentation sponsored by the Southwest Florida Heart Institute. He shared his experience and observations on the development of angioplasty during the past decade.

According to Margolis, "The primary goals of all of us involved in cardiovascular care is still prevention. However, cardiac care becomes a team effort in providing the most appropriate treatment. The cardiologists could not perform angioplasty without the assistance of the cardiovascular surgeons on standby."

Tremendous advances in angioplasty have been made since 1978. Routine candidates for the procedure in 1985 were not even considered prior to 1980. The most successful candidates for angioplasty are still those where the occlusions have been present for less than a month. Margolis added, "It becomes virtually impossible when the occlusions have been present for three or more months, at which time you need to use the laser."

Margolis also noted that the most recent successes have involved post-operative bypass surgery cases that were performed more than four years ago. Angioplasty has been successful in many of these cases when no other treatment was

(Continued on Page 4)



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WHAT'S NEW?

(Continued from Page 3)

available.

Although angioplasty is not for everyone, it does currently offer about 15-20% of catheterization patients a possible alternative to surgery. An alternative that many patients need.

CAPE CORAL HOSPITAL

The Cape Coral Hospital offers several educational programs for your patients. The HEART CLUB is a support group made up of persons who have experienced heart problems; they meet the first Thursday of each month from 10:00 a.m. to 12 Noon. The STROKE CLUB is an hour full of

exercises, therapeutic crafts and socializing for your patients who have had a stroke or other neurological problems. They meet on Fridays from 11:30 a.m. to 12:30 p.m. A physician's order is required for patient participation. An ALZHEIMER'S SUPPORT GROUP meets twice monthly at the hospital. The group has been established to help family members cope with the various problems arising from Alzheimer's. They meet on the first and third Thursdays of each month from 2:00 p.m. to 4:00 p.m. ARTHRITIS Classes are also available which run for six consecutive Friday afternoons.

Individuals interested need to file an application with the Health and Education department and also have a physician's referral.

DIABETIC classes are given Monday through Friday. Each class is from 9 a.m. to 11 a.m. These sessions are taught by a registered nurse and dietician. A physician's referral is required. This class is meant for Diabetics newly diagnosed, beginning insulin, or uncontrolled.

If you are interested in any of these programs, please contact our HEALTH AND EDUCATION DEPARTMENT for more information. (574-3129).

CLASSIFIED ADS

Classified Ads are for only Physician Members of the Society to use.

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MEDICAL SOCIETY MEETING

Charter Glade Hospital
6900 Colonial Blvd.

DINNER - 6:30 P.M.
May 20, 1985

SPEAKER:
Roger Goetz, M.D.
Coordinator FMA/FMF
Florida Impaired
Physicians Program

TOPIC:
"Physician Stress"

"DINNER BY RESERVATIONS ONLY"
PLEASE!!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 4

Fort Myers, Florida

JULY, 1985

Kim L. Spear, M.D., Editor

DOCTOR... YOU ARE YOUR BEST INVESTMENT!

PERCEPTIONS HMO IN LEE COUNTY

Robert J. Brueck, M.D.

In this month's column I thought I would review some of the opinions to alternative health care that were generated by the Jurgovan and Blair study. This is important at this time since many physicians have decided to join the Physical Health Plan of Florida, Inc.

Jurgovan and Blair sampled 900 households in Lee County and this forms the basis for these statistics and conclusion.

Currently 91.7% of those surveyed were satisfied with their present health coverage plan while 8.3% voiced dissatisfaction. This percentage of satisfied individuals will likely decline as employers increase the employee's share of expenses toward health care. Furthermore, our local population is relatively uneducated on the matter of alternative health care plans such as HMO's.

The survey respondents were then asked to rate the importance of certain factors in choosing a particular health plan. Here are those results:

Factor	Not Important	Somewhat	Important	Very Important
Amt. Paid Toward Premium	0%	14.2%	24.8%	61.0%
Choice of Doctors	2.8%	6.4%	24.1%	66.7%
Choice of Hospitals	.7%	10.6%	34.0%	54.7%

Close to 90% of all respondents felt these three factors were important in deciding the choice of health plans. An alternative health care delivery system such as the Physicians Health Plan, Inc. that can provide a

competitive premium for quality, broad choice of physicians and a choice of hospitals should be a winner if what the people of Lee County tell us is correct.

REPORT FROM THE 111th ANNUAL MEETING OF THE FLORIDA MEDICAL ASSOCIATION

REFERENCE COMMITTEE NO. 1

HEALTH & EDUCATION
Douglas A. Newland, M.D.
Delegate

Reports on scientific activities, specialty medicine, Health and Education and FMF Committee on Continuing Medical Education were reviewed and approved.

Resolution 85-20 was reviewed

and ultimately **defeated** on the floor by the House of Delegates. Resolution 85-20 read: Resolved that the Florida Medical Association assume the responsibility for collecting and verifying continuing medical education reporting forms.

The net effect of this defeated resolution is that CME credits will still be verified and enforced at the County Medical Society level.

(Continued on Page 2)

IN MEMORIAM

FRED J. BURFORD 29 September 1930 - 30 April 1985

Fred J. Burford was born in Atlanta, Georgia on 29 September 1930. He received his B.A. degree from Emory University in 1952, and his M.D. degree from Emory University in 1956. Following an internship at Mound Park Hospital in St. Petersburg, Florida, he served two years in the United States Army from 1957 to 1959. During that period of time he served on the Research Staff at Kennedy V.A. Hospital in Memphis, Tennessee. Following his tenure in the Army, he returned to Emory University for Residency in Internal Medicine. He moved to Fort Myers, Florida in December, 1960 to open an office for the practice of Internal Medicine and Cardiology until his death on 30 April 1985.

Fred is survived by his wife, Susie, and three children, Fred, Doug, and Virginia. From the time he moved to Fort Myers, Fred was active in community affairs as well as the medical community. He was actively involved in development of the Emergency Medical Services, was Past-President of the Lee County Heart Association, and Past-President of Florida Heart Association, Past-President of the Lee County Medical Society, and served on the Board of Trustees of Fort Myers Community Hospital. Fred made significant contributions in the area of professional education, blood pressure screening programs and was a certified Cardiac Life Support Instructor.

Fred and his family were active members of St. Luke's Episcopal Church. All of those who knew Fred Burford recognized that he was a man for "all times". He knew no quarters and had an undeniably genuine character. Fred was a Physician of exceptional integrity and above all a human being with unsurpassed compassion for life. His final days exemplified his character of courage, indomitable spirit and zest for life.

Fred J. Burford will be sorely missed by this community.

Francis L. Howington, M.D.

IN MEMORIAM

M. SHAN, M.D. 1944 - 1985

Dr. Muthukrishnapillai Shanmugathasa, better known as "Shan", died Saturday, May 4th, 1985, under tragic circumstances.

Shan was born in Sri Lanka on January 29, 1944. He graduated from University of Ceylon, Sri Lanka in 1967. He had his residency and fellowship at New Jersey College of Medicine and was board certified in Oncology and Hematology.

He moved to Fort Myers in 1980 and practiced Oncology and Hematology for five years. He was one of several doctors who helped to establish the Oncology units of Fort Myers Community and Lee Memorial hospitals.

He was an active member of the medical community and the local chapter of the American Cancer Society. He was well liked by his colleagues, and was noted for his compassion and devotion to patient care.

Lee county community will surely miss his dedication and service. The medical society extends their sincerest sympathies to his wife Silva and other family members.

K. Deva Caanathan, M.D.
K. Ranjit Fernando, M.D.

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Make Plans For The October Meeting

By BOB BRUECK

Mark your calendars! The month of October will provide us with an opportunity to get together with our colleagues in Collier County. They are inviting us to participate in their "2nd Annual Good Times Family Retreat and Seminar". The event will start Thursday, October 17, 1985 with a registration and cocktail party. The remainder of the weekend will be filled with lectures for CME credit, family games, parties, tennis, golf, water sports and much more. This will be a great weekend for Mom and Dad or better the whole family. A final discussion on a resort has not been made. Possible choices include Casa Ybel, La Plaza or the Hilton on Marco Island. They also would like our input on possible speakers. So if you have any ideas on speakers or resorts call either myself or Ann? Let's give this our enthusiastic support - the more unity we have, the more people will listen.

PRESIDENT'S MESSAGE



DOUGLAS A. NEWLAND, M.D.
President

"THE PROACTIVE PHYSICIAN"

Douglas A. Newland, M.D.

The time has come for our physicians to take charge of their destiny. We are at risk of losing public trust and the ultimate authority for control of patient management, taken for granted in previous year.

In reality, the medical profession is better trained, better organized and technically better equipped to dictate patient treatment and prevention strategies. More resources are being expended on health and medical care than ever before. Yet, the public image of physicians is portrayed as that of a highly successful businessman placing the business ethic over the professional ethic.

These changing perceptions have been well documented in recent statistics. More people perceive "cost" as the main problem facing health care. It is more the public than the physicians belief that quality care can be maintained at significantly reduced costs. Fewer patients believe that physician fees are reasonable. Physicians are seen as less caring.

What steps can we now take to reverse these trends. First and foremost, we need to re-establish the fact that we represent the best interest of our patients and publish this widely. This starts in our own offices when we consider the financial circumstances of each patient and reduce fees when warranted. We can manage our own practices and personnel more efficiently and effectively. The patients appreciate

increased availability of appointments and decreased waiting room time. We can spend more time listening to patients and showing a genuine interest in them as well as their diseases.

On a large scale, we must take a leadership role in establishing cost effective health care in our own area. More time and money should be spent on making things right than on influencing laws and regulations. In doing so, we change not just our image but reality itself. We become viewed as proactive rather than reactive and as promoting rather than opposing progress.

Finally, in all of these endeavors, we need to maintain the caring quality of being physicians. For if there is an ultimate secret in good patient care, it is in caring for the patient.

(Continued from Front Page)

REFERENCE COMMITTEE NO. II PUBLIC POLICY

H. Quillian Jones, Jr., M.D.,
Delegate

A relatively quiet Reference Committee this year.

The House approved the Council on Medical Services Report and Report B of the Board of Governors after minor modification. Each should be printed in your FMA Journal covering the actions of the House.

Dade County Medical Association's resolution 85-11 on Organ Harvesting was amended for improvement and was adopted.

Collier County Medical Society's resolution 85-17 "All Terrain Vehicle Injuries" was adopted and referred to the Board of Governors for determination of fiscal impact.

Duval County Medical Society's resolution 85-23 "Pre-School Physical Examination" was adopted. This resolution was instructing the Florida Medical Association to work through the legislature to change the Florida Statutes Section 232.0315 (1) so that physical exams for pre-school can be given only by physicians. (M.D.'s or D.O.'s).

REFERENCE COMMITTEE NO. III FINANCE & ADMINISTRATION

Marcus M. Moore, M.D., Delegate

This reference committee considered many issues. Below are three that will affect the Annual Meeting and the make-up of the FMA Governing Body:

1. The FMA moved the Annual

Meeting time from Spring to September beginning in 1986. The FMA Annual Meeting will not interfere with the Florida Legislative Session. It has become important to medicine to monitor all bills filed concerning medicine.

2. That the FMA Annual Meeting format be reduced from a five-day program (Wednesday to Sunday) to a four-day program (Thursday to Sunday).

3. Members of the FMA Board of Governors now appointed by the President to be elected by the House of Delegates with one representative from each medical district in order that the Board responds to the will of the FMA membership.

The Lee County Medical Society's Resolution 85-15 - "Specialty Society Awards" - doing away with unnecessary presentations was approved.

REFERENCE COMMITTEE NO. IV LEGISLATION

Larry P. Garrett, M.D., Delegate

The reference committee considered the FMA's legislation efforts in Tallahassee. There was little controversy on these issues. The following resolutions were considered:

Resolution 85-5: Dade County would mandate that insurance companies honor assignment of benefit forms when signed by the patient. **Passed.**

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Resolution 85-5: Dade County would mandate that insurance companies honor assignment of benefit forms when signed by the patient. **Passed.**

Resolution 85-8: Requirements for expert testimony. There was much debate and no consensus on requirements for expert testimony so this was referred to the Board of Governors.

Resolution 85-9: Dade County would have mandated membership in the FMA to be licensed to practice in Florida, creating something like the Florida Bar for attorneys. This was referred to the Board of Governors for study.

Resolution 85-12 and 85-16: The latter from the Lee County Medical Society requested that the FMA work vigorously to have the legislation pass on workmens compensation approach to medical liability insurance. This was changed and merely endorsed as a viable alternative to the present tort system.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

CAPE CORAL HOSPITAL

Laboratory Courier - The Cape Coral Hospital Laboratory has an additional courier to assist in timely testing and reporting. Specimens picked up between the hours of 12:00 p.m. through 2:00 p.m. and again at 4:00 p.m. through 6:00 p.m. could have results delivered as soon as 8:30 a.m. the following day.

Successful Weight Management Classes - This 12-week program is based on medically sound nutrition planning, alternative eating behaviors, stress management, and instructions in exercise. Discussions with a psychologist and skilled group leaders, as well as individual consultations with the hospital dietician and fitness coordinator will be included.

Enterostomal Therapy - After successful implementation of an inpatient enterostomal program, Cape Coral Hospital is pleased to announce that the service is now available to assist outpatients. If you have any further questions regarding this program please contact Marilyn Knaff, RN, ET.

FORT MYERS COMMUNITY HOSPITAL HIGHLIGHTS

The Women's Pavilion slated to open July 4 at Fort Myers Community Hospital was developed as part of a long-range plan to identify and address community needs, putting special emphasis on preventive health measures.

As a special unit apart from the rest of the hospital, the Women's Pavilion will accommodate sixty-two patients in a choice of semi-private rooms or a VIP suite. The Pavilion or what was formerly Two-South will reflect a sophisticated feminine theme with a soft mauve and navy motif,

carried out in carpeting, draperies, special admission kits, placemats and napkins.

More important is the function of the Women's Pavilion. Not only will it concentrate of needs specifically female, in such areas as gynecology, diseases of the breast, disease of the genitourinary system and plastic surgery, but it will also focus on other areas of female health such as preventive measures and education.

LEE MEMORIAL OFFERS EARLY DISCHARGE PROGRAM

The Early Discharge Program was instituted at Lee Memorial because, in some cases, both mother and baby are ready to go home in approximately 24 hours after birth. This can mean a substantial savings to the new parents -- as much as 25 to 30 percent.

In order to be eligible for early discharge, there are a number of requirements that must be met. These include: (1) mother must have regular medical care during the entire pregnancy; mother and baby must have normal and uncomplicated pregnancy, labor and delivery, and post-delivery period; (2) mother and the person who will be with her during labor and in the first days at home must attend classes on childbirth, baby care, and mother care; (3) mother must have help at home for the first three to five days after discharge from the hospital; (4) mother must have a telephone in the home; (5) mother and helper must show that they have an understanding of baby care; and (6) mother must be able to take the baby to the doctor or health department for a routine checkup and blood testing within two to three days after going home.

REFERENCE COMMITTEE NO.IV (Continued from Page 2)

Resolution 85-18: Lee County Medical Society mandatory personal injury protection for motorcyclists. The reference committee recommended that it not be adopted because the FMA was presently fighting mandatory malpractice insurance and didn't want to oppose one mandatory issue and support another. We garnered moderate support in a floor fight but lost in the final vote.

Resolution 85-19: Polk County would set up a mechanism that would require the State Board of Medical Examiners to contact the FMA to aid in contacting a physician before his license was voided for technical problems such as not paying fees or not responding to mailings. **Passed.**

Resolution 85-24: Duval County. This resolution urges the legislature to make no exceptions in the medical practice act for any physicians, ie. Mayo Clinic or medical schools.

(Continued on Page 4)



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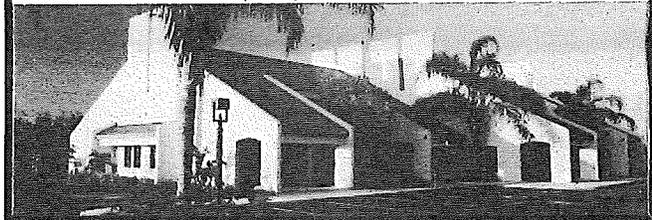
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**REFERENCE
COMMITTEE NO. V**

MEDICAL ECONOMICS
Stephen R. Zellner, M.D.,
Delegate

Reference Committee #5 of the House of Delegates, Florida Medical Association, dealt with medical economics. The prime areas of concern were those of alternate delivery health care systems. There was much discussion about the involvement of HMO type systems in Florida community. The Board of Governors, FMA, was urged to be of more help to County Medical societies in providing information

so that the organizations can effectively deal with alternate delivery systems. Additional discussion centered around the worker's compensation medical fee schedule. The FMA Board was once again urged to bring legal action to affect change in the fee structure, as it is presently inequitable, at the low end of the scale across the country, and does not take into account the fee for service component of remuneration.

I would like to report also on the Florida Medical Association's **Council on Hospital Medical Staffs**. This Council had its first meeting this year and should

prove to be a worthwhile endeavor. The goals of the Council are to provide a form for addressing the dramatic changes occurring in Florida's health care delivery systems, for representation of hospital medical staffs and as an adviser to hospital medical staffs throughout the State. It is the prime goal to develop a program that would improve the hospital Medical staff voice in hospital planning. In addition, the Council will provide the avenue for hospital medical staff to have access to the policymaking body of the FMA. Specific areas of concern include hospital cost containment, the effects of PRO

contracts, the role of non-physician health care provider in the hospital, closed Medical Staffs and/or contractual arrangements, and to assist hospital staffs in dealing with the hospital's efforts at other profitmaking activities and hospital diversification.

Involvement by hospital medical staffs to the country and state level will be helpful for formulating policy and procedure as well as assisting other physicians within the state.

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LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 5

Fort Myers, Florida

SEPTEMBER, 1985

Francis L. Howington, M.D., Editor

MONTHLY MEETING DATE CHANGED TO SEPTEMBER 23, 1985

**Monthly Meeting At
Fort Myers Community Hospital Auditorium
MARK YOUR CALENDAR!
"SEPTEMBER 23, 1985"**

Our September meeting should be outstanding. OUR guest speaker is the renowned **Dr. David Kelley**. Dr. Kelley is a well known lecturer and he will discuss an affliction we all suffer from — STRESS.

More importantly he will give

us an insight in how we can deal and cope with the daily stresses we all feel. It should be outstanding but more importantly it hopefully will end up making our lives "less stressful".

See you there!

Bob Brueck

NEW DOCTORS WELCOMING PARTY

The Lee County Medical Society and Auxiliary invites you to attend a Wine & Cheese Welcoming Party honoring the new doctors and their spouses in Lee County.

The reception will be held at the home of

Dr. & Mrs. John Fenning

1141 Wales Drive

Fort Myers, FL 33901

September 29, 1985

5:30 - 7:30 P.M.

Invitations to be mailed.

MEDICAL SOCIETY MEETING

**Fort Myers
Community Hospital
Auditorium**

**SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM**

September 23, 1985

SPEAKER:

Dr. David Kelly

TOPIC:

"Coping with Stress"

"DINNER BY RESERVATIONS ONLY"

PLEASE!!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.

1986 BUDGET

The proposed 1986 Lee County Medical Society budget is provided in this issue of The Bulletin for your review. The budget will be voted on by the membership at the September meeting. Please note that this budget includes a proposed dues increase as a result of multiple factors including increasing office expenses and the move to the larger office. In addition meeting (meal) costs at the Yacht Club are increasing this year also.

The Lee County Medical Society has not had a dues increase in seven years. Although a great deal of effort has been expended to try to minimize operating costs, the need for more clerical help, an expanding office, the inflationary aspects of phone and other utilities, and increasing meal costs, all combine to necessitate a consideration of an increase in the membership dues at this time.

The below is provided for membership review and discussion. Budget voting will follow at the meeting at the end of September.

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Guest Faculty: Henry E. Black, M.D., Richard A. Chazal, M.D., Horace P. Dansby, M.D., Michael D. Danzig, M.D., Harold G. Halbrook, M.D., Joshua Kieval, M.D., Garrett Lee, M.D., Robert D. Pascotto, M.D., Wayne Peters, M.D., Ileana L. Pina, M.D., Bertram Pitt, M.D., Jeffrey H. Rosen, M.D., Stephen Scheidt, M.D., James L. Talano, M.D., Harvey Tritel, M.D., Bruce Waller, M.D., Steven West, M.D.

**LEE COUNTY
MEDICAL SOCIETY
BULLETIN**

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Phone (813) 936-1645

The Lee County Medical Society
Bulletin is published monthly with the
June and August editions omitted.

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Francis L. Howington, M.D.

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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.

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Congratulations!

**FORT MYERS DOCTOR
IS HEALTH COMMUNICATOR**

Joseph P. Fiore, M.D., known
for his numerous consumer
health education activities, has
been selected by the Florida
Hospital Association's Public
Relations and Marketing Council
Past Presidents' Council and
Board of Directors as the 1985
Health Communicator Award
recipient. The award will be
presented at the Public Relations
and Marketing Council's 19th
Annual Meeting/Seminar,
October 21-23, 1985, at the
Mayfair House, Coconut Grove.

A Past President of the Lee
County Medical Society, Dr. Fiore
has committed much of his time
and energy to consumer health
education over the past several
years. This year he received the
"Medical Speaker of the Year"
award from the FMA.

**PRESIDENT'S
MESSAGE**



DOUGLAS A. NEWLAND, M.D.
President

**Adult Day Care In Fort
Myers — A Project
Long Over Due**

Finally, we have an excellent
facility and well sponsored
commitment to increase the
availability of adult day care in
Lee County and surrounding
areas. I am asking members of the
Lee County Medical Society for
their support to help bring this
about.

As physicians we all see
patients and families who are
increasingly desperate for some
daytime relief. Many mentally and
physically handicap adults now
end up in expensive nursing
homes or create a continual
burden on care givers at home.
The alternative day care offers
activities and self-help skills for
home bounded adults. Moreover,
it allows care givers time for
employment, badly needed
respite.

Local nursing homes are ill
equipped to handle the
ambulatory Alzheimer's patient
who frequently ends up drugged
and posited into an incontinent
stupor. Current trends in health
care reimbursement, particularly
Medicare, are further increasing
the health care gap which day
care would fill.

The faculty designated for
this day care project was once the
Juvenile Detention Center off
Gladolus. It has been refurbished
by the Lee County (Good
Sheppard) Mission, Inc., named
the Edna Grady Roberts Center,
and offered for day care use.
Members from The Mission and
three other local organizations,
South Florida Rotary Club,
Alzheimer's Disease and Related

Disorders Association, and the
Lee County Medical Society are
organizing the project.

The South Fort Myes Rotary
Club has committed to a project
helping the elderly under the
Chairmanship of Dr. Washington
Baquero. Rotary members are
also involved in helping the local
head injury support group (HIS &
G) whose members will benefit
from the center. The Alzheimer's
Association Board, which I am a
member, and Mrs. Dorothy Vane,
the Chairman, has had a long
standing drive to bring day care
for demented patients into this
county. The Lee County Mission
will use a separate part of this
facility to temporarily lodge
homeless mothers with children.
Ben Zaglaniczny originally
contacted Dr. Baquero regarding
this project and has been active in
the organizational committee
now in progress.

Much work needs to be done
to set up legal paper work, hire
staff and obtain funding of this
worthy project. Of course, our
medical community must play a
vital role in making this endeavor
possible. Your support and
involvement will be most
appreciated by Lee County and
surrounding area citizens.

**For Your
Information**

(Reprint from the current OPINIONS of the
Judicial Council of The American Medical
Association.)

**4.04 HEALTH FACILITY
OWNERSHIP BY PHYSICIAN.** A
physician may own or have a
financial interest in a for-profit
hospital, nursing home or other
health facility, such as a free-
standing surgical center or
emergency clinic. However, the
physician has an affirmative
ethical obligation to disclose his
ownership of a health facility to
his patient, prior to admission or
utilization.

Under no circumstances,
may the physician place his own
financial interest above the
welfare of his patients. The prime
objective of the medical
profession is to render service to
humanity; reward or financial
gain is a subordinate considera-
tion. For a physician to
unnecessarily hospitalize a
patient or prolong a patient's stay
in the health facility for the
physician's financial benefit
would be unethical.

**PERCEPTIONS
Problems Facing Health Care**
Robert J. Brueck, M.D.

The health care industry today is constantly besieged with
complaints and changes both from within and from without. Cost is
uppermost in everyone's mind. This is well illustrated in the following
opinion surveys:

"Now thinking about everything that has to do with health care,
medicine, and doctors, what do you feel is the main problem facing
health care and medicine in the United States today?"

Public Opinion	1981	1982	1983	1984
Cost	55%	62%	65%	68%
Quality	14	13	14	12
Access	6	8	6	5
Other	25	17	15	15

From the above we can see a steady upward trend in concern for high
costs.

Interestingly enough the following survey was conducted in 1983.
"Do you discuss fees ahead of time with your doctor?"

Public Opinion	
Yes	20%
No	80%

With cost being uppermost in our patients minds it seems strange
that more patients do not discuss costs ahead of time. Perhaps we would
be wise to discuss fees ahead of time with our patients to avoid any
misunderstanding or ill will. We all need to work to enhance our image
with our patients.

One last thought that relates to health care costs. A public opinion
poll in 1984 asked the following question: "Do you believe medical care
costs can be reduced without reduction in the quality of health care?"
Over 85 percent said yes while 11% said no. But I guess that is not too
surprising — after all we want a Mercedes at Volkswagen prices.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

LEE MEMORIAL HOSPITAL

When the Lee Memorial Hospital Board of Directors voted recently to join the Voluntary Hospitals of America (VHA), it marked a major step toward improving the hospital's position in a rapidly increasing competitive health care marketplace. Without giving up local ownership and control, the alliance with the VHA — the nation's largest voluntary, multi-hospital network, provides Lee Memorial Hospital with the clout of a large national system.

The VHA is composed of some of the most respected hospitals and health care corporations throughout America. The VHA system now includes more than 460 licensed, independent hospitals, spanning 41 states and representing about 130,000 beds.

VHA is structured to provide the benefits of a large multi-hospital system without any control or infringement on individual hospitals. The VHA network serves member hospitals in a number of ways: as a resource for management; by providing large scale nationwide cooperation in purchasing; by increasing access to system-wide information; and by enhancing marketing and planning strategies.

Lee Memorial has become a partner in VHA, joining 14 other non-profit Florida hospitals in the formation of a new corporation called VHA FLORIDA, Inc., with headquarters in Tampa. The governing body of the organization is composed of the chief executive officer of each hospital. M.T. Mustian, president of Tallahassee Memorial Regional Medical Center, is Chairman of the Board.

Perhaps the greatest advantage to the independent hospitals in joining the VHA is the strengthened position in becoming preferred providers. VHA and Aetna Insurance Company have formed a nationwide partnership called Voluntary Health Plans of America (VHPA). VHPA is dedicated to new, less costly forms of health care delivery contracts not usually available to other independent hospitals.

FORT MYERS COMMUNITY HOSPITAL HIGHLIGHTS

The new Angiography Suite at Fort Myers Community

Hospital, a first for Southwest Florida, will feature the Phillips Poly Diagnost U/V, the first complete universal vascular imaging system with high resolution. This is the new system of choice for accomplishing the widest range of applications in general and cardiac angiography or peripheral angioplasty. A 14 inch field of view permits the largest single view of anatomy during fluoroscopy. The ceiling suspended U-Arm and compact table maximize the efficient use of clinical space, providing patient accessibility without conventional equipment constraints. The motorized change-over from the image intensifier to the film changer, makes it possible to visualize anatomy that will be recorded on full-size film, preventing accidental over-columnation or positioning errors after change-over. The unit is also capable of highly complex angles which permits unlimited patient projections. All of these equipment functions are performed without moving the patient.

The Angiography Suite has been specifically designed to enhance patient comfort while, at the same time, meeting the technical needs of physicians and technologists. The equipment control room, where the technologist will operate the equipment during rapid filming, has the computers located behind glass panels to permit proper cooling, while maintaining a comfortable climate for the patient. Ten foot glass windows through which the physician can view the patient during the procedure and an intercom system provide constant monitoring and reassurance for the patient.

The physician viewing room permits the radiologist to immediately view the patient's films during the procedure without leaving the area. In addition, there is a pre-procedure holding area for in-patients where the physician can greet the patient upon arrival.

This Angiography Suite is especially unique because the bulk of the services will be provided on an out-patient basis which will be more convenient and cost effective for the patient. An out-patient holding area will provide staffed nursing care and observation. The patient will remain in this area 4-5 hours

(Continued on Page 4)



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following the procedure. Television will be available at no charge to the patient and meals can be provided if necessary. The Angiography Suite will be open for use on September 1, and a physician may schedule an out-patient angiography by calling the radiologist's office coordinator at 939-8646. If the referring physician wishes to discuss the patient's history, a radiologist will be available.

On Wednesday, September 11, Fort Myers Community Hospital will host an open house for physicians in the Angiography Suite from 4:30 to 8:00 p.m. Representatives from Phillips Medical Systems, Inc., our

radiology technicians and radiologists will be present to answer your questions and guide you through the unit.

CAPE CORAL HOSPITAL

Inflammatory Bowel Disease
Patients with Crohn's Disease or Ulcerative Colitis now have a support group at CCH. Patti Pugliese, RN, has established this group to provide support and education for patients and their families who need these services. The next meeting is tentatively scheduled for WEDNESDAY, September 18th at 7:00 p.m. If you have any patient that could benefit from this FREE service or if you have

any questions, please contact Patti Pugliese, at 574-2323, extension 162 or 463.

"I Can Cope"

The "I Can Cope" program at Cape Coral Hospital is going very well. The next eight-week session of classes will begin on OCTOBER 4th from 2 p.m.-4 p.m. and run for eight consecutive Fridays. Topics include "Living with Cancer"; "Learning More About Cancer"; "Dealing with Daily Health"; "Understanding Your Emotions"; "Enhancing Self-Esteem and Sexuality"; "Keeping Active in Body and Mind"; and "Identifying Support Systems and Resources".

Speakers include: physicians, nurses, social workers, enterostomy therapist, physical therapist, occupational therapist, clergy, attorney, and a dietician.

Stress Management

The next six week session for Stress Management will begin THURSDAY, October 3rd, from 7:00 p.m. to 9:00 p.m. The content of this course includes self-esteem, relaxation techniques, effective communication skills, time management, and nutrition and exercise. If you have any patients that would benefit from this offering please contact our Health and Education Department 574-2323, ext. 287.

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MEETING**
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SOCIAL HOUR - 6:30 PM
DINNER - 7:00 PM
September 23, 1985
SPEAKER:
Dr. David Kelly
TOPIC:
"Coping with Stress"
"DINNER BY RESERVATIONS ONLY"
PLEASE!!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 6

Fort Myers, Florida

OCTOBER, 1985

Kim L. Spear, M.D., Editor

Joint Meeting with Spouses/Guests

At the Newly Renovated, Beautiful Royal Palm Yacht Club
RESERVATIONS A MUST!!

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

CASH BAR

Cocktail/Buffer 6:30 PM

October 21, 1985
Program - 8:30

SPEAKER;

Wallace M. Graves Jr., M.D.
"Tribute to
Dr. Edith L. Potter"

"DINNER BY RESERVATIONS ONLY"

PLEASE!!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.

RENEWAL OF MEDICAL LICENSE

All licensed physicians are obligated to keep the Board of Medical Examiners notified of their proper addresses, and they must make certain to keep their medical licenses valid. All renewal registrations are issued for two years and the present renewal will expire on December 31, 1985. All physicians should receive a computerized renewal application by November 1985, but if this fails to arrive, or if the physician fails to mail the



Edith L. Potter, M.D.

The October meeting of the Lee County Medical Society, a joint meeting with the Auxiliary, will honor Edith L. Potter, M.D., a resident of Lee County for several decades.

Dr. Potter is a world-recognized pioneer in medicine, the founder of the specialty of neonatal and fetal pathology. She has been recognized by national and international scientific organizations and by several nations, especially for her important contribution to the decrease worldwide in infant mortality.

registration form back to DPR with the proper amount of money, his/her medical license will automatically become inactive on January 1, 1986. If that physician practices in 1986 with an inactive medical license, that practice is done so illegally and in violation of state law. The physician may face disciplinary action. In addition, according to Federal authorities, any monies received from Federal, and possibly even private insurance carriers during

"DR. JOHN"

"PULMONARY EDEMA"

Diseases come and go, like rheumatic fever and gastric carcinoma, and one of the things we don't see so much of is pulmonary edema. It must be because the newer drugs keep patients under better control.

Jerry F. had a leather heart and used to come in regularly in pulmonary edema. He was a mean old guy who kept his family in a state of terror. I don't know how much money he had, but he didn't spend any on medical care.

One night it was my turn to bail him out. Nothing worked. I went through the routine three times with no results. It was four a.m., we were both covered with sweat, and he looked up at me and said, "For God's dake, do SOMETHing!"

I asked his doctor, Frank Rawl, why he didn't have him come in regularly and try and keep ahead of the problems. Frank answered, "Hell, it took me ten years to convince him to stay away."

Mr. M. had horrible emphysema and frequent episodes of dyspnea due to pulmonary edema, which was difficult to diagnose. Frank Rawl had discovered that morphine worked better than anything; he passed that along to the others. I was willing to use it, so was Frank

the period the license was inactive, may have to be returned to the government with interest and penalties.

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Bryan, and John Butler was delighted, because morphine was his treatment for everything at two a.m. But Tom Gore was a purist and was unwilling to give morphine to an emphysema patient in respiratory distress.

Tom spent a night struggling with Mr. M. After an hour, the wife said in a bored monotone, "The other doctors would have him better by now." Tom really appreciated that.

I came through the ER in the morning, observing Mr. M. with his arms and legs wrapped around the hardware of his oxygen tent, his mouth stuck in the vent, sucking out the oxygen noisily, looking like a blue monkey on a stick, with a perplexed Tom wondering what to do next.

John Butler came by and said, "Oh, just give him some more morphine, he'll be OK."

So he did, and he was. And Tom was mortified, for a purist hates to be aced by a pragmatist.

John R. Agnew, M.D.

CONGRATULATIONS

New members approved at the September meeting;

Vanraj G. Rana, M.D. - Internal Med./Oncology; William W. Gezzar, M.D. - Anesthesiology; Steven R. West, M.D. - Internal Med./Cardiology; Ronald J. Delans, M.D. - Internal Med./Nephrology; Joseph G. Howard, M.D. - General Practice; Abbott Kagan, II, M.D. - Orthopedic; Richard L. Bloy, M.D. - OB/GYN.

Status change from probationary to active:

Janice M. Herbert, M.D.; Thomas L. Schaar, M.D.; Miriam A. Feliz, M.D.; Bharath Radhakrishna, M.D.; Michael D. Carron, M.D.; Krishna D. Valjee, M.D.; John J. Dusseau, M.D.; Stephen Scholle, M.D.; Jeff R. Comer, M.D.; Horacio Gonzalez, M.D.; Donn O. Fuller, M.D.

**LEE COUNTY
MEDICAL SOCIETY
BULLETIN**

3805 Fowler Street
Fort Myers, Florida 33901
Phone (813) 936-1645

The Lee County Medical Society
Bulletin is published monthly with the
June and August editions omitted.

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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.

PRINTERS INK
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**NEW MEMBER
APPLICANTS**

Application For Membership
Active members are requested to express to the Membership Committee any information or opinions they may have concerning the eligibility of the applicants.



CHARLES H. CURTIS III, M.D.

Dr. Charles H. Curtis, III is a native of Sumter, South Carolina. He received his medical degree at the Medical University of South Carolina in Charleston, South Carolina.

(Continued on Page 4)

**PRESIDENT'S
MESSAGE**



DOUGLAS A. NEWLAND, M.D.
President

**DON'T ROLL OVER BEFORE
THE BATTLE EVEN BEGINS**

You can feel the tension in the air. For many months the gloom and doom forecast for alternative health care delivery powers have lurked in our futures. Now, as the contest moves too close to ignore, we all sense the insecurity and uncertainty of these untread waters.

The questions can be heard from lunch table orations to specialty group gatherings. "Who do I sign up with, and why should I?" We feel like a row of dominoes standing on end. If the first one goes down, then all of the other ones will follow. "I don't want to but if he (she) signs then I guess I better as well". In most of these discussions, we have drawn security in the conviction of our peers to stick together.

Now is the true test of our resolve. The battle cries are clear "let's stick together", "united we stand, divided we fall" and "control your own destiny." Can we set our own standard for quality medical care and compete with the super powers of the health care industry? Will we be working for ourselves five years from now? Or will we be employed and dictated to by hospital corporate giants? Can we preserve the best medical care delivery system in the world? I don't know the answers anymore than you. But I do know that now is not the time to give up and roll over before the battle even begins. There is strength in our numbers and we represent the most important component in health care delivery.

For the present, be careful what you sign. Some contracts

may put you at an increased medical/legal liability or leave you with little or no say in policy decisions. And keep in mind that your individual actions may have a very significant effect on how others respond to these critical decisions.

Your local medical society leadership has made an increased commitment to searching nationwide health funds and physician union

movements. We are gearing up for a battle that will determine the future of health care delivery in Southwest Florida. The opponents are formidable and the outcome uncertain. Compromises will likely be made on all sides. One thing is clear, however, we can best achieve our goals by working as a team. We will otherwise be divided and conquered as many predict. **THE CHOICE IS UP TO YOU.**

**PERCEPTION
Physicians Image**

Robert J. Brueck, M.D.

Two Part Series
Part II

Let's discuss in a little more detail the apparent dichotomy that exists when we consider "physicians image". What actually is the "gap" between the public view towards their own personal physician and physicians as a whole. The following survey depicts the public's image of physicians as a group:

"Please tell me if you agree or disagree with each of the following statements about doctors."

Public Opinion	(% Agree)		
	1982	1983	1984
Accessibility			
Most physicians are accessible in an emergency	*	56	53
Most physicians are available for routine health care problems	*	69	*
Dedication			
Most doctors are genuinely dedicated to helping people	80	76	*
Most doctors take a genuine interest in their patients	88	82	82
Fees, Income, Cost-Effectiveness			
Doctors fees are usually reasonable	42	32	27
Doctors are too interested in making money	80	88	87
Doctors are active in trying to hold down the cost of medical care	*	22	21
The MD/Patient Interaction			
Most doctors spend enough time with their patients	48	38	34
Doctors usually explain things well to their patients	55	49	44

Note that most of the positive aspects of physicians are on the DECLINE. Now let's look at how the patient perceives his own personal physician.

Public Opinion 1983	% Agree	Image Gap
Accessibility		
My doctor is available in an emergency	79	23%
My doctor is available for routine health care problems	88	19
Dedication		
My doctor is genuinely dedicated to helping people	89	13
My doctor takes a genuine interest in me	83	21
Fees, Income, Cost-Effectiveness		
My doctor's fees are usually reasonable	71	39
My doctor is too interested in making money	28	38
My doctor is active in trying to hold down the costs of medical care	48	26
The MD/Patient Interaction		
My doctor spends enough time with me	77	39
My doctor usually explains things well to me	80	32

The right hand column above indicates the "gap" between what people think of their physician versus physicians as a group.

In each instance this gap is sizeable. Of major importance is the fact that the image gap was greatest in areas when the public's image was MOST negative in fees, income and cost effectiveness. The most negative image perception are ones related to the patients own personal experiences. Therefore, in order to have an effective campaign to improve physicians image one has to strengthen the bridge between personal image and general image on their negative dimensions. The public's image of physicians is a complex and multi-faceted issue. I also feel that it further points to a greater need for all of us to remain UNITED as a group of caring, dedicated, and highly trained professionals. Each one of us needs to continue to prove our patients with a system of medicine that transcends mere scientific fact and embodies the qualities of caring and understanding. Only then will the "gap" begin to dissipate.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

CAPE CORAL HOSPITAL

ALZHEIMER SUPPORT GROUP - The Alzheimer Support Group is for family members or friends who care for a person with Alzheimer's Disease. The meetings are held on the 1st and 3rd Thursday of each month from 2:00 p.m. - 4:00 p.m. To register call 574-3129.

INFLAMMATORY BOWEL DISEASE SUPPORT GROUP - The Inflammatory Bowel Disease Support Group meets on the 3rd Thursday of each month at 7:00 p.m. The group is for people with Crohns Disease or Ulcerative Colitis who need help in coping with these diseases. To register, please call 574-3129.

"I CAN COPE" - The next "I Can Cope" group will begin FRIDAY, OCTOBER 4th at 2:00 p.m. - 4:00 p.m. This program is co-sponsored by the American Cancer Society. Patients with cancer and family members are welcomed into this support group. Call 574-3129.

DIABETIC SUPPORT GROUP - A new support group for Diabetic's and their families will begin on OCTOBER 23rd and will continue on the 4th Wednesday of each month, from 7:00 a.m. to 9:00 a.m. Blood pressure, weight and fasting blood glucose testing will be done, followed by breakfast. We will then have a lecture/discussion session. To register call 574-3129. If you would be interested in being a speaker for this group please contact Kathi Box, at 574-3129.

AMERICAN DIABETIC ASSOCIATION - Meetings will be held at Cape Coral Hospital beginning on the 9th of OCTOBER. These meetings will meet bi-monthly on the 2nd Wednesday from 7:30 p.m. - 9:00 p.m.

LEE MEMORIAL HOSPITAL

Plans are underway for the second running of the "City of Palms River Run," featuring a 10K (6 mile) race and a 2.3 mile fun run/walk, is scheduled for December 14. The run is part of the Fifth Annual Fort Myers Track Club Grand Prix Running Series.

Several physicians were among the participants in last year's race and it is hoped that number will be even greater in this year's race. Physician office staff members are encouraged to join together to run as units in either the 10K or the two-mile fun run/walk.

Race headquarters has been designated at the Wellness Center and the entire staff of the hospital has been involved in the planning of the run. Last year, more than 300 volunteers, hospital and city employees, helped in the race.

For more information on The City of Palms River Run, call The Wellness Center at 275-WELL, Public Relations at 334-5314, or Health Education at 334-5959.

FORT MYERS COMMUNITY HOSPITAL

Keeping up with its promise to identify and address women's concerns, Fort Myers Community Hospital Women's Pavilion will hold Breast Awareness Week, October 21 through 25, 1985. This educational week will feature lectures by local physicians, health care professionals and will be open to the public. Call 939-8550.

The Breast education lectures will be held each evening in the Auditorium of the Hospital, Monday through Thursday from 7:00 p.m. to 9:00 p.m. Monday's topic will be "The Medical Aspects of Breast Disease". Tuesday's discussion will center on "Emotional Aspects of Breast Cancer". How to give self-breast examinations will be taught on Wednesday and Thursday evenings.

On Friday, October 25, 1985, an all-day seminar "Breast Cancer Update" will be held for health care professionals.

9-10 a.m. - Diagnostic Procedures: Dr. Howard Sheridan;

10-11 a.m. - Surgical Interventions: Dr. Michael Rosenberg;

11-12 a.m. - Impact of Mastectomy: Helen Baker, R.N.

1-145 - Support Systems: American Cancer Society; 145-230 - Radiation Therapy - Dr. Michael Katin; 245-345 - Metastatic Breast Disease: Dr. Michael Raymond.

MONTHLY MEETINGS OF THE SOCIETY

October 21, 1985 - Monday, Joint Meeting with Spouses, Royal Palm Yacht Club.

November 18, 1985 - Monday, Royal Palm Yacht Club.

December 17, 1985 - Tuesday (Note change of day due to Holiday Bookings), Royal Palm Yacht Club.



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NEW MEMBERS

(Continued from Page 2)

Carolina. He completed his internship and residency at the Bayfront Medical Center in St. Petersburg, Florida.

Dr. Curtis will be practicing Family Practice Medicine at 708 Del Prado Blvd., Cape Coral Family Physician's Association.

GREGORY F. ADAMS, M.D.

Dr. Gregory F. Adams is a native of Evansville, Indiana. He received his medical degree at the Indiana University of Medicine in Indianapolis, Indiana. He completed his internship and residency at the Indiana University Medical Center in



Indiana.

Dr. Adams will be practicing Anesthesiology at 3949 Evans Avenue, Suite 102 with Anesthesia Associates Migliore, Hedden, Manalili.

JUAN A. IBANEZ, M.D.

Dr. Juan A. Ibanez is a native of Havana, Cuba. He received his



medical degree at the University of Del Caribe in Cayey, Puerto

Rico. He completed his internship and residency at the All Children's Hospital in St. Petersburg, Florida.

Dr. Ibanez will be practicing Pediatrics at 1505 Lee Blvd. in Lehigh Acres.

**CLASSIFIED
ADS**

Classified Ads are for only Physician Members of the Society to use.

FOR SALE - three (3) Lanier desk dictating machines with microphones. One (1) Sanyo transcribing machine with foot plate. All use regular size cassette tapes, good condition. Contact Beth, 939-2621.

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BULLETIN

The Voice of Lee County Medicine



VOLUME 7 NO. 7

Fort Myers, Florida

NOVEMBER, 1985

Francis L. Howington, M.D., Editor

NOVEMBER MEETING

E. Charlton Prather, M.D.
"Epidemiology of AIDS in Florida"

Dr Prather, a career Public Health professional in Florida for many years, has recently been appointed State Epidemiologist, a return to an area of his "first love" and formal training. Those of us in Lee County who have know "Skeeter" for many years and have depended on his experience and expertise in problems concerning the interface of "private" practice and "public" health as well as problems in infectious disease, know him to be an articulate, sensitive and caring physician.

Wallace M. Graves, Jr., M.D.

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

Cocktails 6:30 P.M.
Dinner 7:00 P.M.

November 18, 1985

SPEAKER:
E. Charlton Prather, M.D.
State Epidemiologist

TOPIC:

"Epidemiology of AIDS in Florida"

"DINNER BY RESERVATIONS ONLY"

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"DR. JOHN" MEDICAL SOCIETY

The low point in my checkered career came at a Medical Society meeting at the Sheraton Inn. Although we had met there for several years, our regular room, which was barely adequate, was assigned to a ladies' softball league banquet. Our new room was ordinarily used to store telephone poles. The speakers and P.A. system were at one end; I was at the other.

The folding chair was rickety and didn't match the folding table, which was under my chin, leaving me at eyeball level with the food. When the waitress brought my dinner, she looked at it and said, "Ohhh, boy!" I knew I was in trouble. Dinner was an artificial steak and petrified potato, possibly a family heirloom. I couldn't get a fork in the gravy.

I had parked three-quarters of a mile away, couldn't eat the dinner, could see only the tops of the heads of the speakers and hear every fifth word. Rather than say a bad word I went home and arm-wrestled my dog for rights to the table scraps.

After that, the complaints were so numerous that we changed our meeting place to the yacht club. I refused to believe it was better and didn't attend for a year.

When I first came to Fort Myers, the society was small and met in the attic of the old Smitty's restaurant. The food was pretty good but the bare bulbs and unpainted floor were depressing. I was always afraid I would stick a nail in my head.

For a short time, we met in the bar at the Holiday Inn, which was dark and unsuited for our purpose, and the unattached

women hanging around made me nervous.

After that, we wound up in a Chinese restaurant which is now the Spanish Main. Ed Salko called it the Chinese Armpit. I recall it had two paper lanterns and a Coca-Cola calendar for decor, and the floor show looked like a commercial for Raid. At one time, this must have been the kind of motel you find near an Army camp, and there were some tiny, unoccupied buildings scattered about. The dining room looked out on an empty pool, with weeds growing around the edges. I think Tennessee Williams must have written one of his more cheerful plays while staying here. All I remember about the food is I was afraid to eat it.

And now we are at the new yacht club, which is so nice they have a man at the door to remind me to go around to the back. My dog is waiting there, but I beat him two out of three.

John R. Agnew, M.D.

SLATE OF OFFICERS 1986

The following slate of officers will be presented and voted on at the November 18, 1985 general membership meeting. **Nominations will be accepted from the floor**, if you wish to nominate someone from the floor, please speak to them prior to the meeting for their approval.

President, William R. Bess, Jr., M.D.

Treasurer, Joseph P. Walker, M.D.

Secretary, Steven E. Levine, M.D.

Member-at-large (1), (elected for two years), F. Richard Kirley, M.D.

Chairman, Grievance Committee, John R. Agnew, M.D.
Board of Censors (2),

(Elected for three years), Larry Eisenfeld, M.D., Michael W. Rosenberg, M.D.

FMA Delegates (6) - Larry P. Garrett, M.D.; F.L. Howington, M.D.; H. Quillian Jones, Jr., M.D.; Marcus M. Moore, M.D.; Douglas A. Newland, M.D.; Robert J. Brueck, M.D.

FMA Alternates (6) - Ronald D. Castellanos, M.D.; Joseph P. Fiore, M.D.; J. Stewart Hagen, M.D.; Benjamin G. Martin, M.D.; Joseph P. O'Bryan, M.D.; T.T. Knight, M.D.

THIRD-PARTY PAYMENT

Third-party payment constitutes a significant part of physicians' revenues, the AMA Socioeconomic Monitoring System (SMS) of the Center for Health Policy Research reported. Medicare and Blue Cross/Blue Shield accounted for 22.7% and 31.2%, respectively, of physician incomes. Other third-party payers' contributions to physicians' incomes: Medicaid (9.3%), health maintenance organizations or individual practice associations (6.1%) and private insurance companies (20.5%). The SMS core survey of 4,040 non-federal patient care physicians found that hospital-based specialists, including anesthesiologists, pathologists and radiologists, derived the largest percentage of their income from Medicare (30%) and Blue Cross/Blue Shield (26.9%). Surgical specialists had the largest percentage of income from private insurance (24.7%). Medical specialists had the largest percentage of income from Medicaid (11.2%) and HMOs/IPAs (7.3%).

(Reprinted from AMA Newsletter, Sept. 18)

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Bulletin are those of the individual
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policies of the Society.PRINTERS INK
of Southwest Florida, Inc.PRESIDENT'S
MESSAGEDOUGLAS A. NEWLAND, M.D.
President"Patient Advocacy and Medicare
Abuse: The Medical Society's
Responsibility"

I believe that Lee County citizens are being taken advantage of by certain unscrupulous Medicare providers in our area. Increasing evidence suggests that one such provider is generating poorly documented claims of atherosclerotic disease of the carotids and extremities by way of limited

non-invasive vascular screening techniques. Furthermore, treatment of these diagnosed conditions is being rendered in the form of unconventional mega-vitamins and other concoctions boarding on quackery. With Medicare picking up the tab, patients to date have had few complaints.

Several local physicians have now refuted this individuals findings by way of more conventional vascular evaluation techniques. A retirement center Administrator tells me of residents rendered ill by taking 30 or more "pills" given by this individual to allegedly reduce vascular blockage. Exorbitant fees are being charged and covered by Medicare.

With Medicare squeezing medical doctors to the point of compromising their ability to render quality care, how can this high price quackery be tolerated? You can help the Lee County Medical Society address problems like this by providing documented evidence and written patient complaints. We in turn can inform Medicare, FDA, political representatives, local newspapers and other influential sources. Moreover, we can individually help our patients make better educated choices of their medical care.

The Lee County Medical Society by-laws include in our purpose "to enlighten and alert the public and to merit its respect and confidence". Our community responsibilities include our readiness "to explain medicine's position as it relates to ethics, science or economics". Surely our responsibilities include protecting a vulnerable public from misleading advertisements and non-effective medical treatments. Ultimately, we all pay the price through Medicare. Let us at least assure that those decreasing Medicare dollars go for quality medical care by qualified providers. We have been effective in eliminating abusive Medicare practices in the past. We will continue to do so in the future with your help.

federal resources to support the production of tobacco while federal health policy clearly recognizes the health hazards of smoking and while budget cutbacks are being made for other federal health care programs that are in critical need. Smoking adds 4-5 billion dollars to the Medicare spending program. This is primarily in direct health care cost secondary to cancer of the lung and coronary artery disease.

At the present time, there is a bill before Congress to increase the cigarette tax from 16¢ to 32¢ a pack. The increased revenue from the additional tax could be earmarked for the Medicare program to help defray the 4-5 billion dollar Medicare expenditure which results from smoking.

Federal subsidy of the tobacco industry should end and tobacco farmers should be encouraged to plant other less toxic and potentially more profitable crops. There is no way that the federal government can justify its continued support for the single most preventable cause of death of 350,000 Americans each year and its associated illness simply on the basis that it helps tobacco farmers. While thousands die the tobacco industry promotes the view that it provides enjoyment for millions of people each day.

What is the responsibility of a society and industry with regard to marketing a product which according to virtually all medical judgement, is lethal?

Many physicians have joined calling for a smokeless society by the year 2000. I hope we, locally, as a group, by example and through discussion with our patients, are able to promote this goal.

Sincerely,
Robert D. Pascotto, M.D.
F.A.C.S.

NEW MEMBER
APPLICANTS

Application For Membership
Active members are requested to express to the Membership Committee any information or opinions they may have concerning the eligibility of the applicants.

MICHAEL D. ALLISON, M.D.

Dr. Michael D. Allison is a native of Orangeburg, South Carolina. He received his medical degree at the University of Miami Medical School in Miami, Florida. He completed his internship and residency at the Florida Hospital South in Orlando, Florida.

Dr. Allison will be practicing

(Continued on Page 4)

LEGISLATIVE EDUCATIONAL SEMINAR

"M.D. - Medical Dilemma or Making a Difference"

Sponsored by FMA Council on Legislation
and
Florida Medical Association Auxiliary

3 Hours CME AMA Category 1 Credit and FMA Mandatory Credit

For: All Lee County Medical Society and Auxiliary Members

Date: January 15, 1986

Time: 6:30 p.m. - 9:30 p.m.

Place: Holiday Inn Riverfront Holiday, Ft. Myers

Purpose: This seminar is a practical approach to Florida's unique political process. It is designed to give participants insight and information necessary to effectively impact legislation that affects health care delivery in the state.

Offered in 11 major counties in Florida as a pilot program proposed by the Council on Legislation of the FMA.

PROGRAM FORMAT

- I. What's special about Florida politics... a political perspective.
 - II. The Basics - How the Legislative Process Works and Why.
Questions and Answers
 - III. Legislators and Political Reality - What's Possible and What Isn't.
Legislators, from each of the counties involved in this project, will be asked to give concise, practical information on how to get a legislator's "ear". What works and what doesn't.
 - IV. Medicine and its Legislative Package - Where have we been and where are we going?
A. General Legislative Issues, Key Contacts and Legs Alert Programs.
B. Malpractice
 - V. Summary - Questions and Answers
- Participants - Area Legislators, Council on Legislation Representative, Key FMA Staff.

Letter to Editor

October 21, 1985

Lee County Medical Society

Editor

P.O. Box 1704

Fort Myers, FL 33901

Dear Sir,

Just the way it is unconscionable for me to understand why some physicians continue to smoke, I think it is unconscionable at this time to continue to use

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

Lee Memorial Facilitates Area On Aging Grant Program

The Area Agency on Aging, District VIII, recently received two grants, one a \$100,000 federal grant, and the other a state-funded model program amounting to a total of \$190,000 for a two-year program. Lee Memorial Hospital's Older Adult Services will assist or facilitate the programs provided through the grants.

The \$100,000 federal grant will fund training programs for primary caregivers of the frail elderly. Area Agency on Aging will administer the program and has sub-contracted to Lee Memorial Hospital to facilitate the training. The training will be coordinated by Cindy Higbea, Older Adult Services, assisted by Nursing Education.

The courses will be offered free and it is estimated that 240 persons will receive training in the first year of the program. The training program will consist of three components: a 20-hour training program for primary caregivers, such as spouses or family members; a 40-hour training program for respite caregivers, such as paid companions or part-time caregivers; and monthly support groups.

According to Cindy Higbea, one of the most significant factors in the grant application was that the private sector will be involved in providing the services. An additional \$35,000 in donated time and services supplements the \$100,000 in federal monies. WINK, WBBH and WEVU television stations, SETI Productions, and Press Printing have committed air time, production and printing for the materials and promotion for the training programs. Lee Memorial Hospital will donate the space in the hospital for the classes and personnel.

The state grant funds a Community Services System model and will be located at Lee Memorial Hospital. There are four such model projects being funded in the state of Florida.

This new system will provide a centralized coordination of all agencies offering services to the elderly and will make it easier for older persons to locate the help they need. The program represents the first time such a consortium of community organizations has worked together for service delivery.

For more information, please call Cindy Higbea, Coordinator of Older Adult Services, Lee Memorial Hospital, 334-5949.

QUALICOM MEDI-CALL NEWS

Medi-Call now has over 100 accounts and is generating over 21,000 calls per month, that your secretaries are responding to. This does not count other transactions like paging, locates, etc., within 30 days we will be able to handle accounts in the downtown area, Cape Coral and South area with our new concentrators. We have moved into our new area for Medi-Call and will be having an open house as soon as the finishing touches are done. Be looking for your invitation shortly. We have expanded our network paging on Tone/Only and Display page to include Tallahassee and Jacksonville, Florida to go with our existing service from Marco Island to Tampa and the East Coast from Homestead to West Palm Beach area. New paging accounts include Motorola's new slim line (pencil like) sensor Display pager, the Alpha numeric pagers that will include words on the screen that our operators would send you direct from her console. Also, shortly, we will be offering printers for your office so that all your daily messages can be delivered to your office via the printer.

We are very near having a hand-held direct telephone system in operation for the Doctors who need this type of service.

Last, but not least, we have come a long way with Medi-Call and experienced our growing pains along in the process. As to date we have hired as our Medi-Call Manager Evelyn Molina, who has past experience with answering services. We have updated our hiring and training procedures for our telephone secretaries to make them more efficient and knowledgeable in handling your calls. Our main goal is to provide to the Medical Community of Lee County a service that they can be proud to be a part of and trust.



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NEW MEMBERS

(Continued from Page 3)



Family Practice Medicine at the Med-Center Plaza with Dr. Flora Razon.

PEDRO R. MENCIA, M.D.

Dr. Pedro R. Mencia is a native of Cuba. He received his



medical degree at the George-Washington University Medical School in Washington, D.C. He completed his internship and residency at the George-Washington University Hospital also in Washington, D.C.

Dr. Mencia will be practicing Obstetrics and Gynecology at 1857 High Street.

CLASSIFIED ADS

Classified Ads are for only Physician Members of the Society to use.

The VA Outpatient Clinic at 2070 Carrell Road in Fort Myers is recruiting for a full-time or half-time primary care physician (Family Practice or Internist). Interested physicians should contact FRED WASSERMAN, M.D., 939-3939, Extension 310.

MEDICAL OFFICE SPACE to rent. Various size suites, reasonable rent, conveniently located, attractive surroundings. 3707 Broadway. Call 936-8538 or 936-5317.

FOR SALE - three (3) Lanier desk top dictating machines with microphones. One (1) Sanyo transcribing machine with foot plate. All use regular size cassette tapes, good condition. Contact Beth, 939-2621.

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**MEDICAL SOCIETY
MEETING**

Royal Palm
Yacht Club

Cocktails 6:30 P.M.
Dinner 7:00 P.M.
November 18, 1985

SPEAKER:
E. Charlton Prather, M.D.
State Epidemiologist

TOPIC:
"Epidemiology of
AIDS in Florida"

**"DINNER BY RESERVATIONS ONLY"
PLEASE!!!**



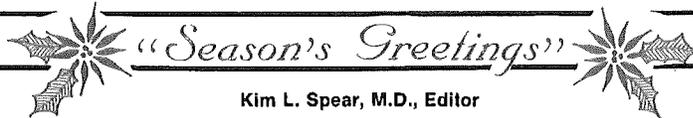
LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7, NO. 8



DECEMBER, 1985

Kim L. Spear, M.D., Editor

December Meeting Changed to Tuesday, 17, 1985

Mr. Tom Kirby is a nationally known Communication Consultant and he will be speaking to the Medical Society about media relations. This will become increasingly important to your practice of medicine in 1986. Mr. Kirby is both highly entertaining and very informative. Our speaker is sponsored by Fort Myers Community Hospital.

MEDICAL SOCIETY MEETING

Royal Palm
Yacht Club

Cocktails 6:30 P.M.
Dinner 7:00 P.M.

December 17, 1985

SPEAKER:
Mr. Tom Kirby
National Consultant on
Communications

TOPIC:
"Media Relations"

"DINNER BY RESERVATIONS ONLY"

PLEASE !!!

L.C.M.S. Members: All reservations must be made by Friday noon before the Meeting on Monday. Cancellations should be no later than noon on Monday. The Society must pay for all reservations made.

"DR. JOHN" Christmas

I'm sitting here looking at a wind chill of 84 degrees and trying to get ready for Christmas. It isn't easy.

Years ago, when I was still alive, Christmas was a peculiar mixture of seasons and people, jumping from the dull, cold gray of D.C. to the palm trees and sun of Miami, and quickly back again after the Orange Bowl game. Anticipation was always better than realization for me, and it didn't sit well when the anticipation was suddenly finished, riding back on that train, passing through Rocky Mount, N.C., at two a.m., feeling the cold through the window and looking at the decorations lining the empty streets. My mind supplied the chorus:

"We're doing our Christmas Shopping at Robert Hall this year; Low overhead, low overhead."

Robert Hall was a plain-pipe-rack clothing store in D.C., owned by a man with the soul of a dried clam. They used the same radio commercial every year, so that ridiculous jingle was branded onto my cortex, replacing Boyle's Law and Avogadro's Constant, where it remains. What a burden to bear, being the Flying Dutchman of Christmas, cursed to see and hear Rocky Mount and Robert Hall when I remember Christmas past! Scrooge got a better deal.

I try to remember Midnight Mass with my sister and friends, and ham sandwiches at three a.m. I remember eating too much dinner the next day, taking a nap with the help of some unaccustomed wine, and being awakened by a call from Ann Perry inviting me to a party. Wow, an invitation from Ann! I was so excited and befuddled I couldn't remember what she said and had

to call her back. My social life never blossomed after that.

With this background, the temperature and the balmy breezes should not deter enjoyment of the season. I've had it both ways, so I can live with anything.

So, we have mailed the cards and put up the tree, and I'm really trying. How does that go again?

"It came upon a midnight clear, Low overhead, low overhead."

Maybe I'll just try later. I hope you have a happy holiday.

John R. Agnew, M.D.

OFFICERS 1986

The following officers were voted into office at the November 18, 1985 general membership meeting:

President - Robert J. Brueck, M.D.

President-Elect - William R. Bess, Jr., M.D.

Treasurer - Joseph P. Walker, M.D.

Secretary - Steven E. Levine, M.D.

Members-at-large, (elected for two years), F. Richard Kirley, M.D., William Evans, M.D., Austin A. Aardema, M.D.

Chairman, Grievance Committee - John R. Agnew, M.D.

Board of Censors (2), (elected for three years), Larry Eisenfeld, M.D., Michael W. Rosenberg, M.D.

FMA Delegates (6) - Larry P. Garrett, M.D.; F.L. Howington, M.D.; H. Quillian Jones, Jr., M.D.; Marcus M. Moore, M.D.; Douglas A. Newland, M.D.; Robert J. Brueck, M.D.

FMA Alternates (6) - Ronald D. Castellanos, M.D.; Joseph P. Fiore, M.D.; J. Stewart Hagen, M.D.; Benjamin G. Martin, M.D.; Joseph P. O'Bryan, M.D.; T. T. Knight, M.D.

CONGRATULATIONS

NEW MEMBERS APPROVED AT THE NOVEMBER MEETING:

Gregory E. Krill, M.D., Michael Rubin, M.D., Florferida Razon, M.D., Joseph E. Tienstra, M.D., Robert E. Newman, M.D., Gregory F. Adams, M.D., Michael D. Ailison, M.S.

STATUS CHANGE FROM PROBATIONARY MEMBERSHIP TO ACTIVE MEMBERSHIP:

Michael J. Sweeney, M.D.

HAPPY HOLIDAYS

PHYSICIANS AND SPOUSES
OFFICE STAFFS
ADVERTISERS
HOSPITAL PERSONNEL

WE THANK YOU FOR BEING A PART OF OUR LIVES THIS YEAR AND LOOK FORWARD TO A PROSPEROUS AND HAPPY NEW YEAR WITH YOU.

FROM THE STAFF OF THE
LEE COUNTY MEDICAL SOCIETY

**LEE COUNTY
MEDICAL SOCIETY
BULLETIN**

3805 Fowler Street
Fort Myers, Florida 33901
Phone (813) 936-1645

The Lee County Medical Society
Bulletin is published monthly with the
June and August editions omitted.

CO-EDITORS

Kim L. Spear, M.D.
Francis L. Howington, M.D.

EDITORIAL BOARD**PRESIDENT**

Douglas A. Newland, M.D.

PRESIDENT-ELECT

Robert J. Brueck, M.D.

SECRETARY

William R. Bess, Jr., M.D.

TREASURER

Joseph P. Walker, M.D.

MEMBERS-AT-LARGE

Michael Morgan, M.D.

William Evans, M.D.

Austin A. Aardema, M.D.

PAST PRESIDENT

Joseph P. Fiore, M.D.

ADMINISTRATIVE SECRETARY

Anne Wilke - 936-1645

The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.

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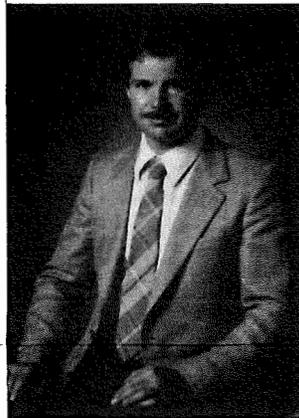
**"Between The
Covers"**

Thomas R. Connelly Library

The Thomas R. Connelly Library at Lee Memorial Hospital has been greatly enriched by the generous donations and contributions from area physicians and patrons. These donations have purchased a book cart and will help purchase audiovisual equipment that will help facilitate the use of the library and a book case for the many historic books which have also been donated.

Donations to the Thomas R. Connelly Library, now totalling over \$850, augment the operating budget of the library, shared by Lee Memorial Hospital and the Lee County Medical Society. Recent benefactors include: Wallace E. Graves, Jr., M.D.; Mr. and Mrs. J. R. Johnson; Robert Schwartz, M.D.; Steven E. Levine, M.D., and Richard T. Scott, on behalf of Smith, Kline and French Laboratories.

Mary Cloyd, Librarian

**PRESIDENT'S
MESSAGE**

DOUGLAS A. NEWLAND, M.D.
President

**"Looking Back at the
Challenge of 1985"**

It seems the prophecies of 1984 have come to bare in 1985. It is no longer news that medicine is in an economic and philosophical upheaval. HMO, PPO's hotly debated in 1984 are now in place and ready to open. Malpractice crisis predictions are materializing as many physicians watch their premiums more than double this year. There is no end in sight. Marketing and advertising are in full operation at local hospitals with the ice also broken amongst our members. Medicare has proven itself a fickle friend in 1985 and is now setting the standard for many third party payers.

So far we have managed to survive the gloom and doom predictions. Looking at the positive side, the Lee County Medical Society has made further strides in the areas of public service and media exposure. Our Video Health Fair and Health Expo '85 projects received highly favorable public acclaim. T.V., radio and public speaking appearances by Lee County Medical Society members are now daily occurrences. Certain Newspaper exposures have been more favorable than others but the final score has been on the positive side. A tremendous amount of work has gone into setting up the Physicians Health Plan of Lee County. And as controversial as the PHP might be, it is seen as a very positive move by many other medical communities a few years into the HMO-PPO battles.

The ground work has been set for 1986. We have established a

Joint Medical Society/Hospital Staff Committee for the purpose of strengthening common interests and helping our medical community through the rough road ahead. The Medical Society will be active in establishing an adult day care facility in Lee County by mid 1986. Our public relations program will likely include "internship experiences" for local citizens who will spend one or more days sharing the daily activities of local physicians. The Lee County Medical Society Board of Governors has made a commitment to informing its membership about latest developments in the areas of Professional Liability Insurance and alternative health care delivery across the nation.

Finally, I wish to thank everyone who has put forth an unprecedented team effort to help the Lee County Medical Society meet the challenge of 1985. For me personally, this year has been an invaluable experience. And on this note I would like to again quote from Dr. Albert Schwitzer in last year's December President's Message: "One thing I know, the only ones among you who will be really happy are those who will have sought and found how to serve".

Happy Holidays!

Douglas A. Newland, M.D.
President, LCMS

**1986 FMA Leadership
Conference To Include
House of Delegates
Meeting**

JANUARY 24-26, 1985 at the LINCOLN HOTEL IN TAMPA - Make reservations direct with the hotel. WORKSHOPS WILL BE PROVIDED ON STATE GOVERNMENT, UNIONIZATION, RISK MANAGEMENT AND MEDIA RELATIONS. Dr. Joseph Fiore will be involved with the media relations workshop. THE HOUSE OF DELEGATES WILL TAKE UP THE MALPRACTICE ISSUE AND WAYS TO RESOLVE IT WITH THE 1986 LEGISLATURE.

ALL MEMBERS ARE INVITED TO ATTEND.

Mark Your Calendar**LEGISLATIVE EDUCATIONAL
SEMINAR
"M.D. — MEDICAL DILEMMA OR
MAKING A DIFFERENCE"**

Sponsored by FMA Council on Legislation and Florida Medical Association Auxiliary. 3 Hours CME AMA Category 1 Credit and FMA Mandatory Credit.

For all Lee County Medical Society and Auxiliary Members.

Date: January 15, 1985.

Time: 8:30p.m.-9:30p.m.

Place: Holiday Inn Riverfront
Holidome - Ft. Myers.

Purpose: This seminar is a practical approach to Florida's unique political process. It is designed to give participants insight and information necessary to effectively impact legislation that affects health care delivery in the state.

Offered in 11 major counties in Florida as a pilot program proposed by the Council on Legislation of the FMA.

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I will make out your ticket stubs. Thanks for your help.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

Rehabilitation Hospital Locates at Lee Memorial

Through the joint efforts of local physicians, Lee Memorial Hospital and Rehabilitation Hospital Services Corporation (RHSC), a 40-bed, specialized, inpatient rehabilitation center will soon be located within the existing facilities of Lee Memorial Hospital.

For the physician, the addition of the rehabilitation hospital to Lee Memorial's campus means that the full complement of rehabilitation services will be available for his/her patients at one site. Patients can be transferred quickly from one area to another without leaving the building.

Construction of the facilities within the Medical Office Center is now underway with a completion date anticipated for late summer of 1986.

Fort Myers Community Hospital

Herbert F. Dorsett, president of Fort Myers Community Hospital, has been appointed **Chairman of the Board for the Florida Hospital Association, F.H.A.** The Orlando based F.H.A. is the state's largest professional association for hospitals. The association represents all types of hospitals and has 254 Florida hospitals in the organization this year.

STAYING ON TIME

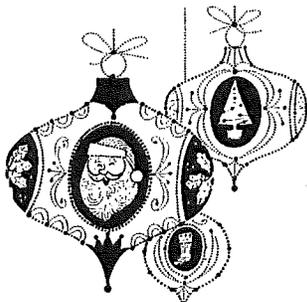
(Excerpt from Palmer Practice Management Report).

In our fast paced society time means money, not only to the doctor providing service but to the patients we are serving. How to use time efficiently has been the subject of many best selling books, such as Alan Lakein's "How to Get Control of Your Time and Your Life".

Convenience food stores have proliferated and become very profitable by promoting the concept of saving their customers time with convenient, hassle-free service. The **number one pet peeve**, reported by researcher Ken Cooper in "Always Bear Left", was **waiting in the doctor's office.** That old adage--when you need extra time, the doctor will give it to you -- doesn't carry much weight with 1985's time conscious patient.

How can your office stay on schedule but still provide the quality service patients desire? Organize, organize, organize! In any progressive, concerned, practice, the key to using both the patient's and the doctor's time effectively is structuring the schedule to fit the needs of your specific practice; each office is unique. Take a critical look at your scheduling habits and monitor your progress. If you are wasting the patient's or doctor's time, now is the time for **action.**

Perhaps one of the most important considerations is the



attitude of the doctor and entire staff. **Set a high priority for on-time scheduling; patients will follow your role model.**

CHECKLIST FOR STAYING ON TIME

Determine Your Practice Needs - Keep a daily record of no-shows, work-ins, and same-day cancellations for a month. Record the actual length of time devoted to various types of visits; new patient interviews, rechecks, specialized procedures.

Evaluate Methods for Meeting Practice Needs - Discuss how your scheduling methods can be improved to meet the requirements determined by your survey. Include the entire office team in this discussion at your monthly staff meeting.

Revise Your Appointment Schedule - Customize your appointment book to fit your practice. Study the daily schedule and plan for work-ins; don't practice crisis management unless you are in a "crisis clinic".

(Continued next page)



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STAYING ON TIME

(Continued from Page 3)

See patients by appointment time, not time of arrival.

Phone Calls - Don't have the doctor accept phone calls while seeing patients except for other doctors or true emergencies; male call-backs during a pre-scheduled time period.

Schedule New Patients Early - Have new patients come in early to allow time for the completion of paperwork; history, insurance information, etc.

Confirm Appointments - Call patients the day before the scheduled appointment for confirmation. This procedure is especially beneficial when longer time periods are allocated.

Advance Preparation - An organized staff will review charts to determine specific needs and have treatment rooms fully prepared before patients are escorted into the area.

Team Work - An important consideration for most staff personnel is having efficient, considerate people to work with;

offer to help each other out when possible. Posting a schedule (out of patient's view) where clinical and clerical personnel can see it or indicating the patient's appointment time on the "charge slip" will notify the entire staff of potential scheduling problems.

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- Port Charlotte
- North Port
- Englewood
- Call 625-5502

- Cape Coral
- Fort Myers
- Call 275-3737

Insurance Pay or Private I

LEE COUNTY MEDICAL SOCIETY
P.O. Box 1704
Fort Myers, Florida 33902

Bulk Rate
U.S. Postage
PAID
Ft. Myers, FL
Permit No. 534

**MEDICAL SOCIETY
MEETING**

Royal Palm
Yacht Club

Cocktails 6:30 P.M.
Dinner 7:00 P.M.

December 17, 1985

SPEAKER:
Mr. Tom Kirby
National Consultant on
Communications

TOPIC:
"Media Relations"
"DINNER BY RESERVATIONS ONLY"
PLEASE!!!