



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 7, NO. 9

Fort Myers, Florida

JANUARY, 1986

Francis L. Howington, M.D., Editor

"SANTERIA AND VODOO"

Dr. Wetli is the Deputy Chief Medical Examiner of Dade County, Florida, and is a nationally recognized forensic pathologist whose special interests include cocaine and other drug-related deaths as well as Santeria and other religious cults of African origin. He is the author or co-author of over 40 articles in the forensic science literature, and has been a member or testified before numerous state, congressional and presidential committees and commissions.

"DR. JOHN"

"FAMOUS PHYSICIANS"

When I started in private practice, I began to note that patients with emphysema complained of clear rhinorrhea brought on by exertion. This was such a common complaint that I assumed there must be a reflex basis for it, yet I had never heard this mentioned anywhere along my educational pathway. It wasn't in my books, yet it seemed as useful for establishing a diagnosis as a pulmonary function test. But what was the mechanism?

So I wrote a letter to the JAMA and soon received a reply from a Famous Physician from Denver, whom I had met as an intern. He had, he told me, treated thousands of patients with emphysema, and they didn't have the rhinorrhea I spoke of. It didn't exist, so there is no mechanism.

I knew my patients weren't inventing this complaint. Perhaps it just didn't happen in Denver. Dry air? Hmm.

By chance, I saw a new patient a week later, a man who had just moved to Ft. Myers from Denver, where the Famous Physician had cared for him. On questioning, he related that he did, indeed, have clear rhinorrhea brought on by exertion. I asked him if his physician had an explanation for this phenomenon, and he replied, "Oh, my doctor was a very important man, and I would never have bothered him with so minor a problem."

One advantage of being Famous is that patients don't ask you questions you can't answer. It's worth it to become famous, but it isn't easy without a big grant from the NIH. Even if you invent the results of your research,

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 Holidome, Fort 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.

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

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

January 20, 1986

SPEAKER:

Charles V. Wetli, M.D.

Deputy Chief Medical Examiner
Dade County

TOPIC:

"Santeria and Voodoo"

"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.

Boston-style, the people with the grants can invent results faster, leaving you stranded in the slow lane.

In medical school, I frequently expressed my desire to discover something important and have my name attached to it forever. In other words, Fame. I must have said this too often, for one day on the way to the hospital with my group, Paul Corcoran said, "Hey, look at those dogs Agnewing."

I saw Paul at the twenty-fifth reunion, but we talked about other things. He's not famous either.

John R. Agnew

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.

**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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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.

PRINTERS INK
of Southwest Florida, Inc.

**AUXILIARY
NEWS**

The Medical Auxiliary thanks
those Doctors who bought
opportunity tickets at the
November 18th Society Meeting.
We received \$253.00

Your contributions has now
enabled us to give Interplast
South a total of \$1,351.00. Thanks
again.

Terry Carver, Chairman
International Health

PHYSICIAN NEEDED

The Florida Medical
Association and the Lee
County Medical Society needs
the names of physician
members who would like to
testify in the Legislature on
Pro's and Con's of bills
influencing medicine. You
need to go to Tallahassee
during the Legislative Session
Please call the Society Office if
you want to participate.

**PRESIDENT'S
MESSAGE**



ROBERT J. BRUECK, M.D.
President

"THE MESSAGE IS CLEAR"
Robert J. Brueck, M.D.

Another year has come and
gone. This past year ended with
much controversy as "corporate
medicine" intruded into our
community. Some progress was
made in trying to solve the
nagging problem of professional
liability. It was a year of greater
public awareness of our long time
nemesis.

Those challenges remain and
1986 will provide us with new
ones and I am sure as a Society,
we will receive them with purpose
and enthusiasm. Whether we step
forward in 1986 will be
determined by one simple entity
— our UNITY. We all have
decisions to make as to which
PPO or HMO to join and 'which
hospital will I admit my patients'.
The above entities need to
promote and market (?)
themselves if they are to survive in
our changing and highly
competitive medical market-
place.

These unsettling forces and
attitude must not be allowed to
drive a wedge through our ranks.
We must at all cost resist the
temptation to be labeled a FMCH
doctor or an Aetna doctor. We
must all work together and avoid
"labels" and remain singular in
purpose. It reminds me of one of
Aesop's famous fables: A
husbandman who had a
quarrelsome family, after having
tried in vain to reconcile them by
words, thought he might more
readily prevail by an example. So
he called his sons and bade them
lay a bundle of sticks before him.
Then having tied them up into a
fagot, he told the lads, one after
another, to take it up and break it.

They all tried but tried in vain.
Then untying the fagot, he gave
them the sticks to break one by
one. This they did with the
greatest of ease. Then said the
father: "thus, my sons, as long as
you remain untied, you are a
match for all your enemies; but
differ and separate, and you are
undone."

The message is clear! Let's
have a great year!

**How Well Do You
Know These
Political Figures???**

They will affect your practice
of medicine and lifestyle this year.
We would like to present profiles
on the State Senators from our
area in this issue.

**STATE SENATE
Thirty-Eighth District
FRANK MANN**

330 Senate Building
Tallahassee, FL 32301
(904) 487-3350



"There is no question that
health care and health care costs
are on the minds of Floridians
probably as much as any other
single issue," notes State Senator
Frank Mann, "and it is the one
area that will continue to
dominate legislative discussions
in the next session."

As Chairman of the Senate
Appropriations Subcommittee
that budgets for the state's human
service agencies and programs
and a member of the Senate
Appropriations Committee, Mann
is one lawmaker with a clear
understanding of the important
issues of health care and health
care delivery facing Floridians
and Florida's medical profession.

The Fort Myers Democrat
was a four term member of the
House of Representatives, where
he played a key role in the House
leadership before being elected
to the State Senate in 1982. As

chairman of the budget writing
subcommittee that deals with
major health care issues, as well
as a member of the Senate HRS
Committee, Mann has been in a
position to strongly support the
medical community on many key
issues.

He co-sponsored the FMA's
medical malpractice bill in the
past few sessions, and voted
against the "compromise" bill
that passed last session because
"it really didn't adequately deal
with the medical liability
problem--it was simply too
weak."

Mann is expected to be one of
the prime supporters of the
renewed efforts to limit medical
liability damage awards in the
1986 session, as well as a
supporter on many other
important medical issues coming
before the next legislative
session.

Mann has also declared that
he is running for Governor in
1986, and his "darkhorse"
candidacy has attracted strong
support in the medical
community as it continues to gain
momentum around the state.

**Twenty-Fourth District
PAT NEAL**

210 Senate Building
Tallahassee, FL 32301
(904) 488-8455

Senator Pat Neal and his
wife, Charlene, make their home
in Bradenton, Florida. He holds a
degree in Economics from the
Wharton School of Finance at the
University of Pennsylvania. A real
estate developer, he is President
of the P.K. Neal Companies, a
Manatee County real estate
investment organization.



Senator Neal started his
legislative career in The House of
Representatives in 1974, where
he served two consecutive terms.
At 25, he was the youngest
legislator of his time elected to
that position. In 1978 he was
elected to the Senate serving

(Continued on Page 4)

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

CANCER CARE FAIR PLANNED AT LEE MEMORIAL

A Cancer Care Fair will be presented at Lee Memorial Hospital on Thursday, January 30, from noon to 6:00 p.m. in the hospital auditorium. The fair, sponsored by the hospital in conjunction with the American Cancer Society, will emphasize various aspects of treatment, diagnosis, and prevention of cancer.

Members of the Lee Memorial Hospital Medical Staff will conduct screenings for oral and skin cancer and physician lectures and discussion groups will be conducted throughout the day. Question and answer sessions will also be conducted.

The Cancer Care Fair was planned and will be carried out by the Oncology Service Line Team, a group of LMH employees representing various hospital departments. The Service Line Teams, implemented this past summer, were formed to brainstorm and plan for ideas of better ways to serve the customers--the patients and their families. The Oncology Service Line Team is one of 19 meeting on an ongoing basis.

Participants in the Cancer Care Fair will include: Home Health Services, Jacobson's Department Store, The American Cancer Society, Hospice, the George M. Cox Cancer Center staff, the Tumor Registry, Nutrition Services, the Wellness Center, Older Adult Services, Patient and Family Services, Nursing Education, and physicians of the Medical Staff of Lee Memorial Hospital.

For more information about the Cancer Care Fair, please call 334-5314.

FORT MYERS COMMUNITY HOSPITAL Records Broken In Ambulatory Surgery

For the third month in a row Fort Myers Community Hospital's Ambulatory Surgery Center has broken their own record of out-patient surgical procedures. This November the Ambulatory Surgery staff performed 699 procedures, in October 677 and in September 639.

Sally Williams, RN, Director of Ambulatory Surgery attributes the success of her department to a number of different things, but foremost she attributes the center's success to her hard working staff. Sally's face beams

with pride when she talks of the professional attitudes and excellent skills of her employees. Sally feels that this is one of the main reasons doctors and patients alike keep coming back to Fort Myers Community Hospital's Ambulatory Surgery Center. "Our patients leave here happy, healthy and satisfied. Many come back two and three times to have elective surgical procedures that they may not have otherwise had. I am extremely pleased with the success of our department" Sally expressed.

Growing local awareness of Fort Myers Community Hospital's Health Care Center has also contributed to the increase in out-patient surgical procedures. Sally feels that the weekly Physician Lecture Series, Television and Radio Talk shows (Your Health Matters) keep our community informed on current health care issues. The shows educate the public on elective and non-elective surgical procedures that can be performed the same day, on an out-patient basis.

The community is learning that if they choose to have their surgery in the Ambulatory Surgery Center they are realizing both convenience and savings in health care costs. Patients are finding and spreading the word that they become active sooner while recovering in the comfort and familiarity of their own home.

In early 1986 Fort Myers Community Hospital will be adding two new operating rooms to the existing four in the Ambulatory Surgery Center. The entire department is excited about the new expansion, because with six operating rooms the Ambulatory Surgery Center will be the largest out-patient surgical facility in Southwest Florida. Sally also reported that they will be enlarging their lobby/waiting area and making it more comfortable for the patients' family and friends. The new equipment for 1985 includes a dental machine, Yag Lazer, and an E.N.T. Microscope. The Ambulatory Surgery Center will be the only facility in Fort Myers to perform cystoscopies with x-ray capabilities on an out-patient basis. Fort Myers Community Hospital's Ambulatory Surgery Center is looking forward to the new year and will continue to show the community that excellence is our standard of performance.



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**HOW WELL DO YOU KNOW
THESE POLITICAL FIGURES**

(Continued from Page 2)

District 24 which includes all of Manatee and Hardee Counties. He is Chairman of Appropriations Committee, the Committee in the Senate responsible for preparing the budget.

Pat's colleagues in the Senate recognized him in 1984 by naming him the "Most Effective Member in Committee", and runnerup for the same award in 1982. This award is voted on in

secret ballot by all 40 Seantors, and is presented in honor of Allen Morris, Clerk of the House of Representatives, by the Florida Times Union.

Senator Neal has won State awards from The Sierra Club, The Audubon Society, The Florida Beach and Shore Preservation Association, and the Florida Education Association. In 1984, the Florida Chamber of Commerce honored him with their "Leadership in Quality of Life Award." The Florida Historic Preservation Association, Tampa

Bay Regional Planning Council, and the Florida Association of Conservation Districts all have paid special tribute to Senator Neal for his outstanding contributions to the State of Florida while serving in the Legislature.

CLASSIFIED ADS

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

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**MEDICAL SOCIETY
MEETING**

Royal Palm
Yacht Club

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

January 20, 1986

SPEAKER:

Charles V. Weill, M.D.
Deputy Chief Medical Examiner
Dade County

TOPIC:

"Santeria and Voodoo"

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PLEASE!!!**



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Kim L. Spear, M.D., Editor

"DR. JOHN"

SWEATERS AND STARS

There is not too much to like about going to the E.R. at three a.m., and I think the best is the stars in the winter. The air seems clearer then and the constellations are more interesting. At that time, Orion dominates the heavens as he did a billion years before life began, and as he will a billion years after the drunk drivers get the last of us. I think of

all the people who have needed care, and all the caregivers who have stumbled into the darkness, looked up and thought, "Boy, look at that." I wonder if even Soranus of Ephesus, going out at 111 a.m. said "Ecce astral"

One cold winter night I went through my mumble, grumble, boy-look-at-that ritual on my way to the E.R. wearing my favorite roll-collar, button-up sweater. The patient was a man with atrial fibrillation, and as I walked to the table with one eye on the monitor and the other looking for Miss Vetter (the other good reason for going in so late) the man said, "Hey, that's a nice sweater." How can you be grumpy with a man like that?

My other favorite sweater was blue and rather worn. It's hard to throw away a soft sweater that fits just right; we learn to ignore their blemishes, just like an ugly old friend. I was wearing that sweater when I passed Fran D. in the hall one cool December day. Fran was a nurse on Cox I, a young woman with a sharp face and a tongue to match.

"Hi, Dr. Agnew," she said, "what's Santa Claus going to bring you?"

"Oh, I don't know. Maybe a new sweater."

"I certainly hope so."
I haven't thought of a reply yet, and that was ten years ago.

Sweater or not, remember to look up when you charge out at night, and feel a kinship with all those physicians who have gone out from their warm beds to do incantations, cupping, purging, leeching or cardioversion, whatever is current and choice. The stars join us in a timeless bond. Well, almost all of us.

Sometimes I feel sorry for the ophthalmologists. Maybe they could just set their alarm clocks one night.

John R. Agnew

How Well Do You Know These Political Figures?

They will affect your practice of medicine and lifestyle this year. We would like to present profiles on the State Representatives from our area in this issue.

State House of Representatives
Seventy-Third District
J. Keith Arnold
P.O. Box 2860
Fort Myers, FL 33902
(813) 334-7727
Democrat

Born: July 21, 1959, Fort Myers; **Education:** Edison Community College, A.A., 1979; Florida State University, B.S., 1981. PHI Theta Kappa, Vice President; Edison Community College student Senate, Presidential Advisory Committee, nominee to the U.S. Senate for Harry S. Truman Scholarship Foundation & Recipient of the Almeta Brechtol Political Science Award; **Occupation:** Representative; **Affiliations:** Florida Jaycees, Master Mason, J. Edwin Larson Lodge #361, Ft. Myers Downtown Kiwanis Club, United Way of Lee County, Board of Directors of Outreach, Inc., March of Dimes, Concerned Citizens for Sexually Abused Children; **Legislative Service:** Elected to the House in 1982, reelected subsequently; **Legislative Committee:** Vice-Chairman of Tourism & Economic Development Committee, Chairman of the Economic Development Subcommittee, Member of the Natural Resources Committee, Growth Management Subcommittee, Health and Rehabilitative Services Committee, Aging and Mental Health Subcommittee.

Seventy-Fourth District
Fred Dudley
1708 Cape Coral Pkwy.
Cape Coral, FL 33904
(813) 542-1324
Republican

Fred R. Dudley and his wife, Carol, live in Fort Myers, Florida. He practices law in Cape Coral with emphasis on Real Property, Corporation and Probate.

Representative Dudley has been a member of the Florida House of Representatives since 1983. He serves on Legislative Committees of Judiciary, Transportation, Finance and Taxation, Joint Administrative Procedures and Citrus and Agriculture Funding. He is Minority Chairman of the House Committee on Finance and Taxation.

Fred was named Legislator of the year (1984) by the Florida Optometric Association. He was nominated for Freshman of the year (1983). He has served as Municipal Judge, for the City of Cape Coral. Representative Dudley has also served as Chairman, of the Cape Coral Hospital Board of Trustees.

Currently, Representative Dudley is a lecturer for the Florida Bar on Real Property, Probate and Trust Law Section and is also a member of the Florida Marketable Record Title Act Study Commission.

Seventy-Fifth District
Mary Ellen Hawkins
Naples City Hall
735 8th St., S.
Naples, FL 33940
(813) 263-0922
Republican

Mary Ellen Hawkins has been a member of the Florida House of Representatives since 1974 and has won re-election to successive two-year terms through either

(Continued Page 2)

MEDICAL SOCIETY MEETING

Royal Palm
Yacht Club

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

February 17, 1986

SPEAKER:

Mrs. Diane Barnes
NPW Marketing

TOPIC:

Appropriate Marketing
For Physicians

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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.FLORIDA PHYSICIANS GUIDE
TO CONTRACTING

The FMA and the Florida Physicians Association have cosponsored the publication of **The Florida Physicians Guide to Contracting**. The new booklet has been prepared by FMA's Legal Department and is designed to aid physicians when they are reviewing contracts with HMOs, PPOs and IPAs. It contains sections on general contracting principles, questions to ask when reviewing a contract, and sample provisions taken from one of the more prominent HMO contracts currently being utilized, along with commentary on those provisions. The publication of this booklet is an effort by the FPA/FMA to aid their members in understanding complicated contracts by providing a balanced legal review of the subject. A free copy of the booklet will be sent to all FPA/FMA members along with the FPA dues notice being mailed this month. Additional copies are available at a cost of \$1.00 each (including sales tax) from the FMA Headquarters in Jacksonville.

PRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
President

"A NEED TO RESPOND"

Robert J. Brueck, M.S.

Medicine is continually besieged by new government regulations, fee freezes, increased paperwork and inflation just to name a few. One that has remained with us throughout the years, sadly enough is malpractice. Slight gains were made with a bit of token legislation this past year but its effects will probably be minimal. For the first time, federal legislation is pending which may provide some relief from already spiraling increase in malpractice premiums.

Many of you have expressed your concerns about this continuing problem. In the end, it affects all of us. To some, it will mean a change in practice patterns and to others a change even in their profession. It's a truly regrettable and sad situation. In Dade and Broward counties, some of the high risk specialties will be paying premiums in excess of \$140,000 for 1.5 million in coverage, which in many cases is totally inadequate. Each year we see premium increases of 20, 30, or even 100% . . . it has to STOP.

In mid-December, Quill Jones asked our Society membership to contact Congressman Connie Mack and request that he sponsor Senator Orin Hatch's legislation for national malpractice reform. The response to his request has been dismal. Perhaps this was just due to bad timing with it being so close to the holidays. Whatever the case, it is imperative that we respond to this important issue now. Our response CAN make a difference. We have a responsibil-

ity to our profession and to our political leaders to let our thoughts and feelings be known.

In order to increase our response to pending legislation, I thought we could send out periodic "Legislative Alerts." This would be a letter-sized piece of paper with a DISTRICT color identifying it as something that requires your immediate response whether it be via phone, letter, telegram or all three. The pending legislation would be described and the position of the medical community clearly stated. We would provide the names of the appropriate legislators to be contacted regarding the particular bills.

I firmly believe that a good response on the part of the medical community can and will make a difference. We need to make every effort possible to respond with a unified voice.

How Well Do You
Know These
Political Figures?

(Continued from Page 1)

wide voter margins or without opposition.

She has served as a member of most of the important standing and select committees of the



Florida House of Representatives, and is currently a member of the Agriculture Committee, the Commerce Committee and the Appropriations Committee. She was chairman of the House Republican Caucus from 1980-1982.

Representative Hawkins lives in Naples and is vice-chairman of the board of directors of NAFCO Financial Group, Inc., and of its chief subsidiary, Naples Federal. She is also a marketing and public relations consultant with the firm of Daniels-Hawkins Inc.

Seventy-Seventh District
Vernon Peoples
Charlotte County Courthouse
Room 140
Punta Gorda, FL 33950
(813) 637-2165
Democrat

Dear Friends:

Thank you for your recent request for information. It is my pleasure to respond to you, and I hope the following information will assist you. Vernon Peoples, Democrat; Representative, House District #72; Born March 2, 1930, Live Oak, Florida; Graduate, Florida State University, B.S. 1952; Married, 34 years, Edna Jane; Affiliations:



Florida Historical Society, Director 1978-81; Peace River Valley Historical Society, Past President; Sons of the American Revolution Charlotte Chapter, Past President; Charlotte County Chamber of Commerce, Past President; Punta Gorda Medical Center Hospital, Director, 1959-71; Charlotte Harbor Water Association, Director; Port Charlotte Cultural Center, Trustee; Boy Scouts of America; Edison Community College, Trustee, 1979-82.

First elected to the Florida House of Representatives in 1982, Vernon Peoples continues a family tradition of service in the legislature. His father, Vasco Peoples, served during the 1929 Florida Legislature. His great-grandfather, William L. Peoples, served from 1885-87; and his great-great-great-grandfather, Daniel Bell, served on the Legislative Council from 1840-41. A noted historian, Representative Peoples has received the Florida History Award and published articles in the Florida Historical Quarterly.

A complete listing of Representative Peoples' committee assignments are: Claims (Select), Chairman; Transportation, Vice Chairman; Management Accountability (Oversight) Subcommittee, Chairman; Judiciary; Natural Resources; Rules & Calendar.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

FORT MYERS COMMUNITY HOSPITAL

MEN'S SERVICE LEAGUE

Fort Myers Community Hospital is pleased to announce the formation of the Men's Service League. The men, under the leadership of Connie Mack, have established a separate division within the Fort Myers Community Hospital Auxiliary which is the Men's Service League. The first project of this new group was to develop and implement a transportation service.

This new transportation service became a reality with Mr. John Santini's generous donation of a Rolls Royce golf cart to the Men's Service League. Since January 10, 1986, Community Hospital patients and their families have been treated to a "Royal Ride" to and from the parking lot. The men are fully staffing this service to operate seven days a week from 9:00 a.m. to 5:00 p.m.

In addition to providing this new transportation service, the men will continue their regular duties throughout the hospital while researching new projects to pursue. Although new, the Men's Service League is making a definite impact upon patients, visitors and staff at Fort Myers Community Hospital.

THE WOMEN'S PAVILION EDUCATIONAL RESOURCE CENTER

The Educational Resource Center of the Women's Pavilion is expanding to include more information for our patients. We are considering printed material as well as video tapes. We presently have video tapes dealing with the following topics: Breast Self Examination, Menopause, PMS, Overweight - What Can I Do About It, and Nutrition for Better Health.

If you have any teaching tapes or other pertinent information you would like to donate to the Educational Resource Center, it would be very much appreciated. Call Susan Jacobs, Director of the Women's Pavilion at 939-8678.

PHYSICIAN REFERRAL SERVICE

With the influx of tourists and part time residents to the Fort Myers area, the Physician

Referral service has noted a marked increase in requests for physicians. The community response has been extremely positive regarding doctors' willingness to participate in a referral program and the timely response with which doctors are seeing new patients.

To better serve you and the community please call Sue Redd, Physician Referral Specialist, at 939-8414 with any new information such as a second office, new telephone number of requirements for seeing new patients.

LEE MEMORIAL TO HOLD CAREGIVER CLASSES

On a monthly basis, beginning February 17, Lee Memorial Hospital will present a series of classes designed to help people learn to cope and care for dependent older adults in their homes.

The Caregivers Classes are funded under the provisions of a \$137,000 federal grant given to Area Agency on Aging. The local office of the agency then sub-contracted to Lee Memorial Hospital to facilitate the training program. The classes are coordinated under the direction of Cindy Higbee, Coordinator of Older Adult Services at Lee Memorial.

The Caregivers Classes include 20 hours of education and support in all aspects of caring for the elderly, including emergency care, personal care such as feeding, toilet care, and exercise; dealing with changes in behavior; feelings of caregivers; caregiver responsibilities and role changes; and the availability of community resources that can provide support. The class will meet for four hours per day for five days in Jewett 276 at the hospital. Assistance is available for caregivers who need respite aid for their older adult relative while the caregiver is attending class. The classes will be taught by health care professionals at Lee Memorial, including health educators, nurses and social workers.

The classes are provided free and all materials are provided under the provisions of the grant. Many community businesses have donated in-kind services such as printing and production of materials and free broadcast

(Continued on Page 4)



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WHAT'S NEW?

(Continued from page 3)

time for announcements of the classes.

The Caregivers Classes are designed to offer support and training to those who care for immediate family members or neighbors in their homes, not those who work as paid companions or caregivers. A second series of classes, scheduled to begin in March, will be directed to Respite workers, those who work as part-time or full-time companions. The

Respite Care Classes will include 40 hours of training, lasting four weeks.

For more information on either the Caregiver or Respite Care Training Classes, please call Cindy Higbea, Coordinator, Older Adult Services, Lee Memorial Hospital, 334-5949.

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**MEDICAL SOCIETY
MEETING**

Royal Palm
Yacht Club

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

February 17, 1986
SPEAKER:

Mrs. Diane Barnes
NPW Marketing

TOPIC:
Appropriate Marketing
For Physicians

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



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 1

Fort Myers, Florida

MARCH, 1986

Francis L. Howington, M.D., Editor

"How To Keep From Being Sued And Win If You Are — A Summary

T. Rankin Terry, Jr., is a local graduate of Fort Myers Senior High School. He completed undergraduate school at the University of Kentucky, he attended law school at Washington University and completed his graduate work at the University of Florida. He is a board certified Civil Trial Lawyer. Mr. Terry has two recent publications out, "How To Be An

Effective Expert Witness" and "How To Keep From Being Sued And Win If You Are". He will be speaking on "How To Keep From Being Sued And Win If You Are - A Summary".

"DR. JOHN"

A WINTER MEETING

In the Air Force, you can be ordered to a medical meeting at Government expense only after serving twelve months, but you must have twelve months' service remaining. That pretty well eliminates two-year men from consideration, but the Colonel found some money in Miscellaneous and sent me to a meeting in Denver. He liked me because I came in on time and didn't hide in the cafeteria like the draftee doctors, who didn't own an intact uniform between them (one guy I thought was a flasher wore his raincoat all the time because that was all he had that was in one piece.)

I left in mid-January, on a day without a cloud in the sky and 65 degrees temperature. Normally, the January sky in Omaha can only be identified by memory. Alice suggested I wear my boots. No way. Wild horses couldn't make me walk on that plane wearing boots on a sunny day. What man could do that? "You'll be sorry," Alice said. Wives always say that.

The Frontier flight bounced across the state, landing at places where they just stopped one engine and threw off the mail. I wouldn't have been surprised if a cow got on.

The next morning in Denver it was 20 below zero with 12 inches of snow on the ground, or vice versa, I have never been able to remember which. The snowdrifts were up to the windows. The

motel manager said he couldn't give me a ride as he couldn't find his car.

I walked in the general direction of the street, hoping a bus would come along. Nothing else was moving. I had only a raincoat, gloves, scarf and winter uniform, but I was young, optimistic and unaware of my mortality.

The first two buses were full and didn't stop. I got on the lee side of the people at the bus stop and noticed that my toes and ears were no longer in communication with my brain.

Finally, a bus stopped with room for me to squeeze in. By the time we came to my stop I was feeling fit again. A four-block walk to the VA Hospital was the next task, and I trudged down the middle of the street, the only place that I knew where I was.

After a block the cold became painful, and after two blocks I became concerned. Maybe I should knock on a door and say, "Excuse me, ma'am, but I believe I am freezing to death. Could I have hot chocolate and a Twinkie?" But I'm not a forward person, and this might be met with suspicion. Perhaps I should leave off the Twinkie.

At last, the VA came into view, and I stumbled in to be cheered by the sight of patients shooting pool and getting fitted for glasses while waiting for the man with free cigarettes

Warmth did not come into my body for eight hours, and when it did I noticed conjunctivitis, a rash on my forearms and postauricular nodes. Ye gods, Rubella!

Totally discouraged, and unwilling to go to Fitzsimmons Army Hospital, I took the red eye flight back to Omaha, avoiding all potentially pregnant ladies like the plague.

The very worst part of this was Alice. "You should have worn

your boots," she said. To this day, when I make any complaint about my health, she just sighs, shrugs her shoulders and rolls her eyes.

She had that phrase put on my stationery, in case I should forget. Fat chance.

John R. Agnew, M.D.

NOTICE FOR MEDICAL SOCIETY BULLETIN

The annual Health Exposition is scheduled for April 26, 1986 from 9:00 a.m. to 3:00 p.m. It will be returning to the Fort Myers Exhibition Hall. This means we are anticipating a big crowd this year. We will be needing many physician volunteers to perform the screenings.

This year's screenings will include breast, prostate, skin, oral, glaucoma, stroke, peripheral circulation, osteo arthritis, rheumatoid arthritis, foot disorders, hypertension, hearing, speech, and finally, pap tests if we can accommodate it space-wise.

If you are interested in participating, please call Bonnie Jozowski at 334-5316.

Auxiliary News

HEALTH CAREER FORUM

The annual Health Career Forum was co-sponsored by the Medical Auxiliary--Lee Memorial Hospital--Lee County Public and Private Schools. It was held February 4, 1986 at the Hospital auditorium. A special thanks to the following doctors who took time from other professional duties to be present: DR. J. DRUSSEAU, DR. R. ARNALL, DR. J. FIFER, DR. W. DAKOS and

(Continued Page 2)

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

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

March 17, 1986

SPEAKER

T. Rankin Terry, Jr.
Attorney

TOPIC:

How To Keep From Being Sued And Win If You Are - A Summary

"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
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
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policies of the Society.PRINTERS INK
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AUXILIARY NEWS

(Continued from Page 1)

DR. C. CURTIS.

Seven years ago our auxiliary, MARY STEINMETZ, saw a need for a Health Career Forum for all Lee County High School Students. Since then, each year we have over thirty medical professionals gathered at Lee Memorial Hospital. Students are able to question, listen, and decide about a possible medical career.

We have had excellent student feed-back. Their future professional life has been changed because they attended our Health Career Forum.

We look forward to another program in 1987.

Josey Cullen
Terri CarverMedical Auxiliary Co-Chairmen
Health Care ForumCOPY
DEADLINE
15th
OF MONTHPRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
President

"A CALL FOR ACTION"

Robert J. Brueck, M.D.

Frustration, aggravation, injustice . . . just a few of the many words I often use to describe my feelings about the current professional liability crisis. The word current seems ludicrous. It seems to imply recent onset but we all know this nemesis has been with us much longer.

Last year we were able to draw some attention to the malpractice issue because of our constitutional amendment campaign. In spite of the amendment being stricken from the ballot, we were able to focus public attention on this critical issue. For years our pleas for relief from this psychological and financial monster fell on deaf ears. Those ears are now poised to listen. What happened? What brought about this sudden and dramatic change in attitude?

It's simple - the spiraling costs of liability insurance is now affecting EVERY phase of American entrepreneurship. Every business, from the smallest family-owned storefront to the industrial giants, is seeing skyrocketing premium increases, some as high as 700%. To some, the answer is predetermined and simple - close up and give up. Many are fighting a struggle for survival much the way we have for years.

Recently in California, two town municipalities had to abandon their city charter and government because they were unable to obtain liability for the police and fire departments. Many Boy Scout and Girl Scout troops have ceased functioning due to the unavailability of liability insurance.

We are familiar with the day care scenario - many have gone by the wayside due to the rapid escalation in their liability premiums.

We have seen a sudden reversal in name calling by the trial lawyers association. No longer is malpractice the offspring of the "bad" doctor! Now that the liability crisis has spread, we put the blame on the insurance companies.

Facts aside, we soon will be presented with a unique opportunity to publicly show our concerns relating to the malpractice crisis. Rhetoric has proven to be a dead end. That same rhetoric abounds in the doctor's lounge, in the O. R., and has become a part of our social conversations. Now we are being called upon to show our concern and at the same time, display our UNITY in trying to get this monkey off our backs. The FMA is calling for ALL physicians from around the state to march on the State Capitol on April 21, 1986. We have an opportunity to ACT and not just talk. Don't let it slip away!

We're all tired of the oppressive legislation being rammed down our throats and it is time now to say: ENOUGH! As soon as the time of the march is available to me, I will pass the information on. But now is the time to prepare. We need everyone's support!

VIDEO HEALTH
FAIR

To quote that well-known philosopher, Mae West, "too much of a good thing is pretty good".....In time when we get plenty of bad things affecting the medical profession along comes a good thing. For the repeat performance no less. We're talking about the LCMS public service project, the Video Health Fair.

At a recent meeting of the Collier County Medical Society where we had gone to discuss the Health Fair, Senator Frank Mann who was also there stated, "this project has done more to enhance the image of the medical profession in the public's eyes than all the PAC money spent last year by all of the medical societies in the entire state". Nice feedback but we can't rest on our past deeds.

We have the opportunity to do it again on April 11, 1986. A chance to appear live and on camera before 100-200 thousand

people in Southwest Florida in a caring, sharing, and giving position. This project will be rewarding to you and your patients but only if we have your complete support.

Please commit your time and efforts now to this project. We need you to answer phones to suggest information to be interviewed in many other roles. How about taking this moment to let your office staff block out time for you to participate for a 3-4 hour period sometime that day.

Want more specific information on how you can help -- call Joe Fiore at 936-5425.

Thanks.

Joe Fiore, M.D.

At the February 17, 1986 meeting Dr. Otis T. Jordan and Dr. Mordecai Haber were presented plaques for 50 years and more of dedicated service to medicine. Below is some background information on each of them - OUR CONGRATULATIONS TO THESE FINE PHYSICIANS.

Otis Leon Jordan, M.D.
General Family & Surgery
Practice
1935-1986

Born in 1904. During the great depression of 1929 he worked his way through the University of Alabama and Louisiana State University School of Medicine, earning four degrees. A.B., B.S., B.M., M.D.

Dr. Jordan interned at Charity Hospital, New Orleans, and entered practice in 1935. He established Jordan Clinic in Tuscaloosa, Alabama, where he practiced surgery until 1970.

During that time he not only carried the load of an active practice, but served as a Fellow and past president of the Southeastern Surgical Congress, a fellow and regent of the International College of Surgeons, past president of the Alabama Chapter. Member of the National Legislative Committee, member of the Board of Directors of the National Tuberculosis Association. Chairman of the Board of Trustees of Hale Memorial Tuberculosis Hospital for which he was responsible for obtaining funds to build.

In 1961 he was awarded the Rotary Rose as outstanding citizen of the year.

In 1965, he served as special consultant to Social Security Administration in forming the

(Continued next page)

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

LEE MEMORIAL ANNOUNCES OPENING OF GAMEFIELDS

Gamefields, a new concept in self-directed fitness, is now a part of the Lee County scene, thanks to a \$70,000 grant awarded to Lee Memorial Hospital by Wells Fargo Bank. The Gamefields, now under construction at several schools, parks and senior citizens facilities, provide a unique outdoor fitness system that is played by following the pictured instructions posted at each station. Participants then perform exercises that are particularly designed to improve cardiovascular fitness. The Gamefields are designed around one of four formats: a jogging course, a fitness course, a wheelchair sports course, or a jogging course for seniors. The courses are divided into varying levels for the beginner, intermediate, advanced and wheelchair participant.

The official opening of Gamefields is scheduled for Tuesday, March 11, from 2:30 to

3:30 p.m., at Fort Myers High School. Fort Myers High is one of 20 locations throughout the county where Gamefields will be established. Ten Gamefields are currently in place. Gamefields were developed by experts from the Stanford University Heart Disease Prevention Center and the Arizona Heart Institute.

The Gamefields allow Lee Memorial the opportunity to work hand in hand with county government, the school system and the corporate community in bringing the "wellness message" to the citizens of Lee County. The other locations include: Bay Oak Senior Center, Caloosa Elementary and Middle Schools, Cypress Lake High and Middle Schools, Lehigh Senior Center, Riverdale High School, Seven Lakes Association, Spring Creek Elementary School, Suncoast Elementary and Middle Schools, and North Fort Myers Senior Center.

For more information about the Gamefields, please call The Wellness Center at Lee Memorial Hospital, 275-WELL.



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mation or opinions they may have concerning the eligibility of the applicants.

Dr. Harold C. Kushner is a native of Miami Beach, Florida. He received his medical degree at the University of Miami in Miami, Florida. He completed his internship and residency at the University of Miami and Jackson Memorial Hospital in Miami, Florida.

Dr. Kushner will be practicing Otolaryngology with Dr. Wingert at 625 Del Prado Blvd., Cape Coral.



DR. HAROLD C. KUSHNER

(Continued on page 4)

OTIS LEON JORDAN, M.D. (Continued)

Medicare Program.

In his spare time, he served as President of two companies, on the Board of Directors of a Life Insurance Company, Medical Director of an Insurance Company and Team physician for U. of Alabama.

In 1970 fire destroyed the Jordan Clinic. Dr. Jordan moved to Fort Myers, he was Director of Lee Memorial Emergency Room for a year, then he entered private practice in Fort Myers and later Alva.

Mordecai Haber, M.D. Psychiatry 1933-1983

Dr. Haber was born in New York City in December of 1905. He began to practice medicine when he graduated from Boston's Tufts University School of Medicine in 1933. He began with a 2-year internship in medicine and surgery and then continued into private practice in New York State both before and after serving 5 years in the Medical Corps of the United States Army during World War II. After a 3-year residency in

Psychiatry and Neurology at the Veterans Administration Hospital and Stanford University in Palo Alto, California, he became Chief of the Psychiatric Service at the Veterans Administration Hospital in East Orange, New Jersey. He became Board Certified in Psychiatry and Neurology in 1955, and has been a Life Fellow for some years. In 1957 he moved to Florida as Clinical Director of the new South Florida State Hospital in Hollywood, Florida, and as Associate Professor of Psychiatry at the University of Miami.

In late 1960 he returned to private practice in Fort Lauderdale, Florida, until 1969 when he moved to the Sanibel-Fort Myers area. He remained in private practice in this area until retirement on October 1, 1983, having then completed 50 years in the active practice of medicine.

NEW MEMBER APPLICANTS

Application For Membership
Active members are requested to express to the Membership Committee any infor-

NEW MEMBER APPLICANTS
(Continued from page 3)



DR. GEORGE C. KALEMERIS

Dr. George C. Kalemeris is a native of Miami, Florida. He received his medical degree at the University of South Florida in Tampa, Florida. He completed his residency at the University of Texas Medical School in Houston, Texas. Dr. Kalemeris also completed a fellowship in Surgical Pathology and Laboratory Medicine Management at the Vanderbilt University in Nashville, Tennessee.

Dr. Kalemeris will be practicing Pathology with Laboratory Medicine Associates at 3660 Central Avenue, Suite 8.



DR. KAI-FU CHOW

Dr. Kai-Fu Chow is a native of Canton, China. He received his medical degree at the University of Miami School of Medicine in Miami, Florida. He completed his internship at Franklin Square Hospital in Baltimore, Maryland and residency at Maryland General Hospital also in Baltimore, Maryland.

Dr. Chow will be practicing Internal Medicine at 16681 McGregor Boulevard in the Kingston Square Center.



DR. LAWRENCE W. CORYELL

Dr. Lawrence W. Coryell is a native of Lansing, Michigan. He received his medical degree at Michigan State University in East Lansing, Michigan. He completed his internship and residency also

at the Michigan State University. Dr. Coryell attends fellowships at the University of Florida in Gainesville Florida.

Dr. Coryell will be practicing Radiology with Drs. Smith, Hendra and Gerson at 3677 Central Avenue.

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Cocktails 6:30 P.M.
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March 17, 1986
SPEAKER
T. Rankin Terry, Jr.
Attorney
TOPIC:
How To Keep From Being Sued And Win If You Are - A Summary
"DINNER BY RESERVATIONS ONLY"
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LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 2

Fort Myers, Florida

APRIL, 1986

Kim L. Spear, M.D., Editor

APRIL SOCIETY MEETING CANCELLED

Doctor's Have Lost Their Clout

Editor's Note: The following is an excerpt from a speech by Boston Lawyer, Neil Chayet.

The first question is why did it happen? For if we cannot diagnosis the root cause of the problem, we cannot do much to solve it. Some will say Doctor's promised to much and simply could not deliver. Others will blame arrogance, and the inability to understand the current times, but most will agree the Doctor has **lost** his political, legal and economic **clout**.

If the Doctor could regain clout there is no limit to what he could accomplish. There is no reason why plaintiff's lawyers should be able to sue in shotgun fashion, that statutes of limitations should stay open forever, and that informed consent should be the exercise in futility that it is.

Malpractice screening panels can work and the contingency fee system in these cases can and should be deep sixed. Peer review should be enforced by Doctor's who look at their colleagues pattern of practice rather than fulltime hospital or political bureaucrat acting as Monday morning quarterbacks. As for cost containment, like certificate of need, we know that these laws contain quality and raise costs, rather than vice versa and DRG's applied to physicians will carry the Doctor's experience with Medicare throughout his entire practice.

As with ethical dilemmas, life and death decisions should be restored to the Doctor and the family. We have to inspire trust and show that in these areas when the courts enter they cause

more trouble and confusion than they prevent. How can clout be regained? The key lies in Churchill's second book "The Grand Alliance". If the Doctor fights alone he will lose. If he joins with his colleagues in productive well financed and most important, well advised efforts, he will win; and most of all, he must be seen as fighting for his patients and not against them.

I have been involved in very controversial issues on behalf of Doctors and patients together and the results have been astonishing. We will soon double the number of elderly people in this country. As far as cost, let us remember we are 5% of the world's population. We use up 30% of its resources. On an annualized basis the United States or its citizens own outright more than one half of all the tangible wealth of the world.

We can afford good health care for all and no other industry could stand the spot light focused on the Doctor and the hospital. The battle for cost control was lost the day the health care delivery systems became the insurance system controlled by the State and Federal Governments, Blue Cross/Blue Shield and private insurance. What happens to the dollar from the time it leaves the patient's wallet to become an insurance premium to the time it comes back to pay for the line, that is where the waste occurs. And for those who take pleasure in bringing the Doctor down let him remember the words of Lincoln, "You cannot strengthen the weak, by weakening the strong".

Well what are you going to do about this, Doctor? I recall a story

of the Main fisherman who went out and brought back a boat load of fresh fish every day. Nobody could figure out how he did it since all he had was a leaky boat, some oars and no fishing equipment. The Fish and Game Warden was under a lot of pressure to find out how he did it and he asked the old man if he could go fishing with him, the old man said sure and the next

(Continued Page 2)

"RALLY TO TALLAHASSEE"

ALL LEE COUNTY PHYSICIANS are in some way or another supporting the activities of the "Rally To Tallahassee".

We have 86 physicians signed up from Southwest Florida (Lee, Collier & Charlotte). Those who are not marching are helping by going on "Holiday" and providing holiday coverage for our patients.

Auxiliary News

FMA-A INTERNATIONAL HEALTH NEWSFLASH !!!!!!!!!!!!!!!

INTERPLAST SOUTH INTERPLAST SOUTH INTERPLAST SOUTH



Pictured above is the LUCKY WINNER of the POT OF GOLD drawing which was held at the FMA-A Leadership Conference January 1986. Dr. Louis Perez, FMA President picked the winning ticket.

The Winner

Dr. and Mrs. Michael Lowrey
Ft. Myers, FL
Lee County

They are shown receiving a check for \$2,500.00 from Terri Carver, FMA-A International Health Chairman.

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.CONTINUING
MEDICAL
EDUCATIONThe Florida Society for
Adolescent Psychiatry will be
having a seminar to be held at the
Sundial Beach and Tennis Resort
during April 24-27, 1986. The
featured speaker is Regina
Casper, M.D., Director of the
Eating Disorders Research and
Treatment Program at the
Michael Reese Hospital in
Chicago, Illinois.Other topics are "Alcohol,
Drugs and Adolescents -
Diagnosis & Treatment Implications",
"Current Issues in Child
Sexual Abuse", "Psychological
Aspects of Projective Drawings in
Adolescents", "Treatment of
Anorexia and Bulimia", "The
Psychological Structure in
Anorexia Nervosa and Its
Implications in Treatment",
"Psychobiological Review of
Adolescent Depression".There are 8 CME Credits
available. For further information
contact Karen Krymski at
Charter Glade Hospital, 939-
0403.PRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
PresidentMALPRACTICE SUPPORT
GROUPS

Through the years, we, as
physicians, are called upon to
provide services to the
community, above and beyond
those we provide to our patients.
We are called upon to donate time
and money to the Boy Scouts,
Little League, United Way,
American Heart Association, The
Barbara Mann Performing Arts
Center . . . well, the list is endless.

These are very laudable and
commendable actions. But in all
of our eager desires to provide for
our patients and community, we
often forget that we, too, are part
of that association and
community.

One of the greatest stress
factors in medicine today is
malpractice. We read about it, we
think about it, we sleep on it and
the realities of today show that
one in four doctors will be sued
every year and the numbers
continue to mount. It is hard to
escape. We all fall prey to the
greed and dissatisfaction of
others, not to mention the
inequities..of our...system.

An aspect of malpractice that
seldom is discussed is the
psychological trauma and
humiliation that we AND our
families have to face as a result of
these actions. Sitting in a
courtroom with its cold, bare
walls and imposing vaulted
ceilings, a large seemingly
endless room filled with our
adversaries centered around a
jury not of peers, but of people
from all walks of life. Their job is
to become medical "experts" over
the next few days or weeks to
pass judgement over the quality
of medical care rendered in a particular situation. It is truly a very
sobering and confronting
experience. Certainly a scenario

many have faced with much
trepidation.

I think it would be most
beneficial if we could start a
support group which could
provide emotional and psycho-
logical support to those
unfortunate enough to be going
through a malpractice suit.
Perhaps lectures could be set up
on how to become a better wit-
ness and discuss the do's and
don'ts of courtroom proceed-
ings. Discussions and seminars
on stress management could also
be an integral part of that
support mechanism. In some
cases we merely need a sympa-
thetic ear. We need reassurance
that we're not alone. We need the
knowledge that our colleagues
will not think any less of us
physicians because of our ordeal.
Having these supports in place
and seeing familiar faces in a
courtroom can go a long way in
easing tension and lessening the
humiliation that is so often felt.
Remember, we are all in this
TOGETHER.

If any of you have interest or
thoughts on this matter contact
me or Ann at the Medical Society
office. See you all in Tallahassee
April 21st.
Thanks!!

DOCTORS HAVE LOST
THEIR CLOUT

(continued from page 1)

morning before dawn they rowed
out beyond sight of land. All the
old man had with him was a little
black box and he said, "Are you
ready?". He opened the black box
took out a hand grenade, pulled
the pin, and threw it over board; it
went off and all the dead fish
floated to the top of the water. The
old man said, "Aren't you going to
help me load them in the boat?".
The Fish and Game Warden said,
"That's the most illegal thing I
have ever seen. I am going to
place you under arrest." The old
man said, "Wait a minute.", took
out another hand grenade, pulled
the pin, threw it in the Fish and
Game Warden's lap and said, "Are
you going to talk or are you going
to fish?".

There is no question about it
but you must and can regain
control of your destiny. The
answer lies in clout. Behind clout
in politics, medical and
otherwise; and it won't be easy.
Chruchill also said, "Politics is
like war and indeed is dangerous
except in war you can only get
killed once, in politics many
times." We do know there will be
triumph and tragedy and that
physicians have not yet seen their

finest hour.

And lastly, we begin by
noting that medicine is in crisis.
Let us remember the Chinese
symbols for the word crisis, they
are danger and opportunity. The
danger is great, so is the
opportunity.

UPCOMING
RISK
MANAGEMENT

A Risk Management Semi-
nar, sponsored by the Florida
Obstetric and Gynecologic
Society and American College of
Obstetricians and Gynecologists,
will be held on Monday, April 21,
from 8:30 to 11:00 a.m. at the Civic
Center in Tallahassee, at a charge
of \$25.00 per person. Speakers
for the seminar will be Mr. David
L. Rader, President, Florida
Physicians Insurance Company;
Mr. Robert White, Vice President,
Physicians Protection Trust
Fund; and Ms. Amy Young and
Mr. J. Michael Huey, Legislative
Affairs, Florida Obstetric and
Gynecological Society. In the
event you need additional
information or have any
questions, please contact George
Lewis, M.D., 1203 Miccosukee
Road, Tallahassee, FL 32303.

MASSACHUSETTS
LEGISLATIVE
ACTION

RESOLVED, That the
American Medical Association
maintain its vigorous opposition
to the Massachusetts legislation
which mandates that, as a
condition of licensure, physicians
who treat Medicare beneficiaries
agree to charge or collect from
Medicare beneficiaries no more
than the Medicare allowed
amount, and that the Board of
Trustees be commended for its
timely response in challenging
the validity of the Massachusetts
law; and be it further

RESOLVED, That the AMA
strongly affirm the policy that
medical licensure should be
determined by educational
qualifications, professional
competence, ethics and other
appropriate factors necessary to
assure professional character
and fitness to practice; and be it
further

RESOLVED, That the AMA
oppose any law that compels
either acceptance of Medicare
assignment of acceptance of the
Medicare allowed amount as
payment in full as a condition of
state licensure.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

THOUSANDS RESPOND TO HEMOCCULT SCREENING

More than 18,800 hemoccult screening kits have been processed by Lee Memorial Hospital in a free screening program sponsored by Eckerd Drugs, WBBH-TV 20 and Lee Memorial, under the direction of the Cancer Care Committee. More than 32,000 kits were distributed by Eckerd Drugstores during the distribution period, January 27 through February 14. Kits were processed through the end of March by hospital staff members.

Instructions included in the kits informed people that the purpose of the test was to detect small quantities of blood in the stool. A positive test, they were told, suggests that an abnormality may be present. They were also informed that most people with a positive test do not have colon cancer, but that it might indicate other problems in the digestive system.

All persons taking the test

were informed of the negative or positive results from Lee Memorial. The letter indicated that it was important that the person with a positive test see a doctor as soon as possible so that the cause of the positive findings could be determined. The letter was directed by Daniel E. Dosoretz, M.D., Chairman of the Cancer Care Committee of Lee Memorial Hospital. More than 900 persons were notified of positive results from the free screening program. Numerous letters from physicians indicate that many of the people have consulted a physician as a direct result of the test findings.

At least one patient has already received surgery at Lee Memorial Hospital after consulting his physician following the hemoccult screening. Many more calls have come into the 334-LIFE cancer information line during the time of the Hemoccult Screening. The cancer information line is made available by Lee Memorial Hospital to answer questions the public may have concerning detection, prevention and treatment of all forms of cancer.



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"DR. JOHN"

CLASS NOTES

My university, and probably yours, sends a slick-paper magazine extolling the wonders of Alma Mater, with lots of pictures and reminders to send more money. In the back of the magazine are the Class Notes, little bits about the graduates. These are really depressing. For example:

"ADAMS, R.W. C'55 Bob is on the board of directors of several multi-national corporations. He saves time by flying his Lear jet to the meetings. He is considering an Ambassadorship but he doesn't want to sell the Chicago White Sox. Betsy teaches a graduate course in Sanskrit, a skill she acquired in the Peace Corps (teaching, that is -- she already knew the language). Son Mike is living under water at the South Pole while completing his undergraduate degree by mail."

I know that somebody has to own the Chicago White Sox, but

why does it have to be somebody I knew when he couldn't tie his shoes two tries out of three? If my university only graduates perfect people leading perfect lives, how did I go astray?

Maybe the normal people just don't send in their cards. If they did, we might read:

"WENGA, J.R. C'55, M'59 John continues to practice Internal Medicine, once considered a specialty. He attended 152 committee meetings last year and didn't get home for dinner once. He had 100% denial of benefits by PRO and the hospital has him on probation. His pension fund folded at the same time the stock market hit the all-time high. Alice went to consciousness-raising seminar and apparently enjoyed it because she hasn't been seen since. Son Marvin moved to San Francisco with his lovely wife, Bruce. Son Fred is on TV doing those shows that explain how to buy real estate without money. He uses another name and hasn't been home for years. The dog has mange and the garbage truck

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doesn't stop."

"KELLY, H.V. C'58 Harold got out of the aluminum siding game and into a franchise sexual dysfunction clinic, where he did some marvelous things. His trial begins next month. Wife Becky was interviewed by People magazine when she left to polish cars for the Bhagwan. They have three children, all born while Harold was in Viet Nam."

"COCHRAN, P.J. C'56 Patrick continued his love of exploration until the police caught up with him. He swears he

is a victim of the liberal press, which has been after him since he voted for Eisenhower. He still wears those funny raincoats even when it isn't raining. He is a bachelor, not by choice, however; girls just don't like men with hairy palms. He sent a check but forgot to sign it. Always a card, our Pat."

Actually, I did send in my card once, with a check, but they returned the check. Said they just didn't need the money that much.

John R. Agnew M.D.

MEDICARE FEE FREEZE

The Senate Last week passed HR 3128, the Fiscal Year 1986 budget reconciliation bill. The Senate-passed version of the bill is not identical to the House-passed version, but provisions applicable to Medicare Part B reimbursement are identical. Under both bills the fee freeze on non-participating physicians would be continued through the end of calendar year 1986. Effective May 1, participating physicians would receive a 4.15% increase in their reimbursement, which consists of the 3.15% adjustment in the Medicare Economic Index (MEI), plus an additional 1% authorized during the reconciliation process. This increase gives participating physicians the benefit of the full MEI increase, since Gramm Rudman cuts reduce actual reimbursement by 1%.

Action Needed:

Write to us House & Senate members expressing your feeling regarding your freeze.

Rational

1. Unfair to freeze physicians' fees when other components are not subject to freeze.
2. Will compound difficulties of Medicare recipients in getting medical care.

Information From The FMA Board Of Governors

Council On Hospital Medical Staffs

Development of Risk Management Program. The Board of Governors authorized the FMA, through the Council on Hospital Medical Staffs Committee on Risk Management, to develop a risk management program to educate physicians on ways to reduce medical malpractice as well as ways to develop procedures for the individual physician to follow when a suit has been filed; and further, that this program be developed to satisfy state CME requirements in risk management

for physicians.

Malpractice Prevention Standards. The Board authorized the FMA Committee on Risk Management to act as a catalyst to encourage specialty societies to develop malpractice prevention standards for their specialty and that this information be disseminated to their membership and further that the FMA provide the specialty society with statistical information as needed.

Updates on Malpractice Laws. The Board approved the recommendation that the FMA

publish on a timely basis in the FMA Today updates on the changes in malpractice laws for the purpose of educating the membership on specific changes that are taking place.

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MEETING
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LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 3

Fort Myers, Florida

MAY, 1986

Francis L. Howington, M.D., Editor

May Speaker

Our May speaker will be Dr. John Pennock, Associate Professor of Cardiothoracic Surgery for Pennsylvania State University. Dr. Pennock has been a member of the Hershey Hospital Center artificial heart team, and is board certified in Thoracic Surgery. Dr. Pennock was born in Reading, Pennsylvania and did a residency in Cardiothoracic Surgery at Penn State and Post doctoral fellowship at Penn State and Stanford. Dr. Pennock will be speaking on cardiac assist devices and the Penn State total artificial heart. We can all anticipate a fascinating presentation by Dr. Pennock.

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

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club
Cocktails 6:30 P.M.
Dinner 7:00 P.M.

May 19, 1986

SPEAKER

John Pennock

Associate Professor of
Cardiothoracic Surgery
Pennsylvania State University

TOPIC:

Cardiac Assist Devices &
Penn State Total
Artificial Heart

"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.

Where Is Your License Tonight?

Forty-one disciplinary cases were heard at the recent (April 4-6) Board of Medical Examiners meeting. Twenty-two of these concerned the failure to renew the Florida Medical license; and, the resultant practice of medicine without a valid license.

According to Florida Statute (Medical Practice Act) any medical license not renewed at the end of the prescribed two year period **automatically** reverts to an inactive status. The law also states the practice of medicine without an active license, constitutes a **felony of the third degree**. None of the twenty-two doctors were charged with a felony, but all were issued a reprimand and each received a \$500.00 fine. In addition, the majority suffered the inconvenience (and expense, as many retained attorneys) of an appearance before the Medical Board. Assuming that physicians are more intelligent than most, the excuses rendered for failure to comply were trite and ineffectual. They all were variations of a theme and included:

- 1) The DPR did not remind the doctor that his license had not been renewed.
- 2) His office staff, who ordinarily handled those matters, was inept and did not send in the renewal fee on time.
- 3) The physician was inattentive to the renewal date (this admission was hard for many to acknowledge, as one might expect).

The DPR obviously intends to adhere to the letter of the law. Those who do not renew their licenses on time will be sought out and penalized. The HRS (and possibly private insurance carriers) have shown a keen interest in the indentity of those found in violation. It is

conjectured that these agencies will demand refunds of Medicare insurance payments made during the time the physician's license was invalid.

What can be done to prevent expiration of one's medical license? The obvious way is to know the expiration date. The wallet card, sent when the licenses renewed, should be kept in the wallet (where it belongs - not in a desk drawer) as a reminder. Make certain the DPR has one's current address. Many had not received notifications of renewal (sent 60 days before the expiration date) because they did not notify the DPR of their new office address. Be sure the office staff knows to return the renewal fee and paperwork on time.

In summary, the Florida Legislature has empowered the DPR to ensure the proper licensure of physicians. The DPR takes this responsibility seriously and will penalize those in violation of the law. One can save much time. When is your license due to expire?

Joseph P. O'Bryan, M.D.
* * * *

EDITOR'S NOTE: Beware! Dr. O'Bryan's article is timely, extremely important and accurate. Historically this has never been a major problem.

One issue not discussed is 'computer error'. It is not unusual that you will **not** receive a notice (reminder of renewal) from DPR. When this occurs, the reason given is 'computer error'. Unfortunately, if this happens, it is your 'fault', not theirs.

Beware!

Florida Doctor Considered Leading Candidate for Assistant Secretary of Health at HHS

Robert Windom, MD, an internist from Sarasota Fla., is the

"DR. JOHN"

OLD DOC

He had already been in practice 30 years before I arrived; he was Frank Bryan's friend; he drove me bats.

He could see more people in the office in a day than I could in a month, but he spent every night and weekend at home, quite the opposite of me. **That** drove me bats.

He knew every trick and originated most of them.

His practice consisted mostly of old Crackers with watery blue eyes, skin cancers and ugly feet, who couldn't remember a single previous diagnosis or current medicine. Any patient who looked like a potential problem he had Frank see once. That way, if they came in with a disaster, they belonged to us. Lord, we never slept, but eight hours a night was his norm.

His vertuoso trick was to send a patient to our office precisely at noon with a scribbled note; "EKG and treat." His office was closed until 2, and his secret phone number was pinned to the bra of Miss Rankin, head nurse in the ER, and only John Butler had the nerve to ask for it. The patient would have a normal EKG and an unintelligible story -- my afternoon was blown and my catecholamine level ran on tilt.

I was a hotshot medical purist, baffled by a man with a four-foot-long stethoscope who used "chronic flu" as a diagnosis

(Continued Page 2)

leading candidate for the position of Assistant Secretary of Health at HHS. Dr. Windom is an AMA delegate, chairman of Florida's medical political action committee, and a former president of the Florida Medical Assn.

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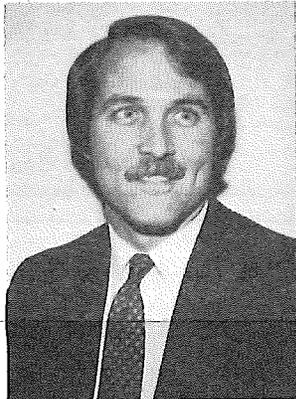
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The Editor welcomes contributions
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authors and do not necessarily reflect
policies of the Society.PRINTERS INK
of Southwest Florida, Inc.**"DR. JOHN"**

(Continued from page 1)

and described a rheumatic heart
as "enlarged and leaky." Bats,
bats, bats.He once called me on a
Friday at 3, and said, "there's an
old man with emphysema I've
been meaning to ask you to see,
he's in the ER now and I'm going
hunting for the weekend; would
you take a look at him?"The patient had asbestosis
and acute pulmonary hyperten-
sion from a pulmonary embolus. I
had a very long look at him, and
kept him going for five years
afterwards. Not a word of thanks.Those weekend hunting trips
had no respect for the season,
and his hospital patients might
not have much attention. One
Sunday I was walking through
Cox I when Mrs. Nelson grabbed
me and said, "Dr. Agnew, I just
can't follow this order." The order
was "transfuse prn." The man was
bleeding from an ulcer and I spent
two hours getting him sorted out.
Not a word.All of his consult requests to
me were addressed to "Dr.
Agnew," and that drove me bats. I
never could tell when he was
kidding, or manipulating or justPRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
PresidentTRUTH
OR
CONSEQUENCES*Science and advocacy are two
terms we are all familiar with; they
have varying meanings yet are so
closely intertwined in the
malpractice issue. As doctors, we
are trained to be impartial observers
seeking out the facts (truth?) to
guide us in our decision-making. We
have to rise above emotion and bias
if we are to be effective. Attorneys
are the advocates of the legal
system - they are not trained to
search for truth but to represent a
point of view in a forceful vigorous*

doing a Good Ol' Boy's best.

He had bought and sold 10%
of Lee County and he drove a
Jeep. He told me once, "People
say I'm a rich old bastard, but I
ain't rich."He was independent as a
cowlick, did exactly what he
wanted and died at an advanced
age, probably with the lowest
catecholamine level ever known.
But Frank was right about him, he
did know sick when he saw it, his
patients liked him, and I wish I
could have mellowed sooner and
appreciated what a nice old guy
he was, tricks and all. And even I
have seen several chronic flu
cases lately.So long, old timer, wherever
you are, from

Dr. Agnew

Auxiliary News

April 16, 1986 the Medical
Society Auxiliary co-sponsored
"Exploring Medical Occupations"
with the Ft. Myers Community
Hospital and the Lee County

(Continued on Insert)

*way regardless of the character of
their client. In the arena of the
courtroom, we, as physicians, must
realize that the plaintiff's attorney is
totally dedicated 100% for his client.
He would strip you of all your worldly
possessions if the settlement
allowed it - this is the heart and soul
of the contingency fee system.**Most physicians confronted
with a ruthless badgering plaintiff's
attorney are not prepared
emotionally. We assume the facts
will be made known and that truth
will triumph in the end. Physicians
soon realize that the ethical
standards of the opposition are
source for little comfort. A few
"ethical" situations may help
illustrate this point.**Is the plaintiff's attorney
ethically bound or required to
disclose to the opposition or the
court any weakness in his clients
case? What if he knows his client is
lying? At one time, an attorney had
no duty to reveal harmful
information, however, more recently
in some jurisdiction, the attorney is
NOT required to have his client
provide testimony that is harmful to
himself. Ethically the attorney could
withdraw from the case if his client
lied. Is this always the case and can
we count on it?**What if the attorney has
uncovered factual information that
is injurious to his client's case?
Legal ethics dictate he has no duty
to you; your attorney has to uncover
these facts for himself. What if
during his preparation of his case,
he comes across case law that is
harmful to his case? Do you feel he
will convey the information to the
defense team? What about a
plaintiff's attorney who goes
shopping for an expert witness to
establish the standard care; he
interviews three, four or perhaps five
experts and ALL-agree that the
defendant is NOT negligent. Is it
ethical to continue to forage the
ranks of "expert" witnesses to come
up with one who will, for a fee, state
that the standard of care was not
met? Under our present system, it is
ethical.**Recently the American Trial
Lawyers Association held their
convention in Baltimore. Several
members of the board were
interested in changing their code of
ethics to allow solicitation through
the mails! At first glance, one might
say so what - they already advertise
on TV and radio, not to mention the
newspapers and Yellow Pages.**I can assure you that the U. S.
postal system will have to hire
additional letter carriers. Every
mother who gave birth to a child will
be inundated with letters from every
"personal injury" attorney asking
the question, "Is your baby normal?"
Every car accident & every public
disaster will bring similar pleas.**Mass mailings enumerating
examples of "personal injury" and
potential financial gains to be had**will be common.**This is not necessarily a
condemnation of attorneys but
merely points out some of the
differences in the codes of ethics
that clash during litigation. This is
more a fault of the system rather
than a rebuking of attorneys'
standards. There are so many
intangibles that come into play,
personality, psychology, sympathy,
just to name a few. Certainly a
system such as ours needs reform
and needs constraints placed on
those intangible elements that have
caused a "just" system to go out of
control. The gap between science
and advocacy needs to be
narrowed.*VIDEO HEALTH
FAIROn April 11, 1986, all over
Southwest Florida 150 physicians
and the general public
participated in an exchange of
information that was beneficial to
everyone concerned. Physicians
shared their medical knowledge
with the public and in the process
displayed their concern about
public health education in a most
visible and commendable
fashion.During a 14 hour period, from
9 a.m. until the last phone rang at
11:04 p.m. a total of 2800 plus
phone calls were received and
answered by physicians from the
Lee, Charlotte and Collier County
Medical Societies. Questions
ranged from cocaine addiction in
a 13 yr. old to concerns about
urinary incontinence, sexuality
over 65 and AIDS. Many
physicians stated they learned
much from this experience. We
learned what the public wanted to
know and what questions were
not being answered clearly by
their personal physicians. In
short we learned more about what
the real health concerns of the
community we serve. We also
learned that overwhelmingly the
public looks to the medical
profession with respect and trust
when it comes to being a source
of reliable medical information.
To those of you who participated
in this endeavor I say
congratulations and thank you
for caring enough about your
profession as well as the
communities we serve to donate
your time and service.

Joseph P. Fiore, M.D.

COPY
DEADLINE
15th
OF MONTH

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

PHYSICIANS SPEAK AT LEE MEMORIAL CONFERENCE

Three members of the Lee Memorial Hospital Medical Staff fielded questions from representative of Lee County's major employers recently at a hospital-sponsored Physician-Employer Forum. Harris L. Bonnette, M.D., Jack C. O'Brian, M.D., and Phillip E. Andrews, M.D., addressed more than 150 business leaders and then participated in a two-hour interchange on topics ranging from what physicians are doing to control rising healthcare costs to the prudent use of medical consultants and tests.

Dr. O'Brian pointed to the practice of preventative medicine as the best way to control the rising cost of healthcare. Physicians, Dr. O'Brian said, are continually working to educate their patients as to what they can do to control their own healthcare costs. He pointed out that consumers can use such things as programs to stop smoking, diets, seat belts, and exercise programs which have proven most effective in lessening medical costs. Dr. O'Brian also pointed to the increased utilization of outpatient facilities such as same day surgery and outpatient testing as major contributors to lowering the cost of healthcare.

Dr. Andrews addressed the question of how the physician fits in as a business person versus the traditional image of medicine as a calling. Physicians, Dr. Andrews pointed out, have no formal training in business. Most, he said, are reluctant businessmen, although many are becoming more aggressive.

Dr. Bonnette spoke to the question of why so many consultants and so many tests are used. Physicians, Dr. Bonnette pointed out, are moving from being "generalists" to becoming "specialists" because of the increasing complexity of Medical technology. In most cases, he added, the use of consultants is a cost-effective measure. The prudent use of consultants in many cases may result in a shortened length of hospital stay. Utilization review procedures in hospitals here, the physicians pointed out, have resulted in a wiser and more appropriate use of tests and consultants.

The panel was moderated by Robert E. Arnall, M.D., Medical Director at Lee Memorial Hospital. The conference was one of a series of Business

Executive Conferences scheduled on a regular basis to help area employers learn how to make the most effective use of their health care dollars.

FORT MYERS COMMUNITY HOSPITAL HIGHLIGHTS

On Sunday, April 20th, Fort Myers Community Hospital in cooperation with the South Florida Artificial Kidney Center and Cape Coral Dialysis Clinic, Inc. sponsored the first annual symposium on "Renal Failure... Facts and Fantasy." The symposium featured Daniel R. Butcher, M.D.; Arnold Whalber, M.S.W.; Barbara McCoy, R.D., and was moderated by Marcia Fennen, R.N., C.H.N.

The program was presented in recognition of Donor Awareness Week, April 20-27.

DICTATING MADE EASY

The Fort Myers Community Hospital Medical Information Service has installed a new Transcription Unit. The System IV by Lanier is a digital disc dictating system with many innovative features. Physicians use the existing dictaphone stations, but hear verbal prompts from the phone reminding them to enter complete identifying numbers before beginning to dictate. The phone lines carry the messages directly to a digital disc, eliminating the cassette tapes that were previously used. A computer CRT, serving as a control, identifies all incoming dictation and can sort and route each piece of dictation to the transcriptionists as commanded. This technology enables the dictation to be prioritized so that transcription can be done in a more efficient manner and turnaround time will be improved. The equipment includes an uninterrupted power source, so that power failures will not disrupt activity and dictation will not be lost. With the addition of the new dictation system, Fort Myers Community Hospital transcription will be the best ever!

Senior Friendship Health Center

Despite government medical programs for senior citizens (e.g. Medicare and Medicaid), there is still a segment of the senior indigent population that is not



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wholly served by government and/or private insurance. Many of these patients have difficulty in meeting their medical needs and often are unable to afford the cost of routine medical care and medication. As a result, though ill, they often do not seek medical attention until serious complications occur. This group of patients can barely make their board and room and therefore are unable to afford additional medical bills. These patients are now served by a volunteer medical organization known as senior Friendship Health Center

located on Carson Street, Fort Myers, Florida. It is staffed by a group of volunteer retired physicians, nurses and clinical help who serve without compensation. The Medical Director is Dr. Hugo Vecchiotti (an Internist/Cardiologist). The staff physicians serve one to two half days per week and perform examinations and treatment in an office practice setting. More complex or serious illnesses or complications are referred to local physicians and specialists.

The Lee County Medical

(Continued on Page 4)

**SENIOR FRIENDSHIP
HEALTH CENTER**

(Continued from page 3)

Society and its physicians and area Hospitals have provided full and close cooperation with the Center. Monthly staff and medical conferences are held to insure "Up To Date" knowledge for the physicians and nurses. Continuing medical education are also required for State licensure. The Center also subsidizes the deductions of insured patients. Patients without insurance are treated without cost except for voluntary donations. The funds to operate the Center are provided by private and public charitable organizations (e.g. United Way, Gannett Corporation, Social Clubs such as the Italian American Club, Church Groups and etc.). Local physicians and hospitals also contribute their facilities. The Administrator is H. Schumacher and Kathy Holland, R. N. is the Manager. The phone number is 337-2108. Similar Centers operate in Sarasota and Naples. The Fort Myers Center

can use more retired physicians and nurses to serve this endeavor. Hugo E. J. Vecchiotti, M. D.

**CAUTION URGED IN
CHOOSING "RISK
MANAGEMENT"
PROGRAMS**

Florida physicians and county medical societies are being inundated by promotions for so-called risk management programs. This is an expected result of legislative requirements mandating five hours of CME is risk management for relicensure. The FMA Committee on Risk Management and Committee on Medical Education are completing a proposed program to be submitted to the Department of Professional Regulation (DPR) for approval. Please note that to date the DPR has not promulgated rules relative to risk management guidelines. When reviewing program brochures, the following questions should be asked:

- 1) Is AMA Category I credit being offered? Does the

credit statement, if any, indicate the name of the organization providing the credit?

- 2) What is the registration fee? Does it seem excessive? Does this look more like an entrepreneurial effort than educational effort?
- 3) Does the material flatly state the course will satisfy relicensure requirements? As DPR has not yet promulgated rules, how can they make such a statement?

CLASSIFIED ADS

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

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Associate Professor of
Cardiothoracic Surgery
Pennsylvania State University
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Cardiac Assist Devices &
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LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 4

Fort Myers, Florida

JULY, 1986

Kim L. Spear, M.D., Editor

"DR. JOHN"

PAUL

I am in the auditorium of D.C. General Hospital, waiting for the morning conference to begin. A student will present a case, then give a short lecture. Hugh Hussey, Professor of Medicine, will moderate. He will later be the editor of JAMA. He has not been known to smile. It will be a tense hour. We will start at 8:00.01, one minute from now, and we are all present except Paul.

Paul spends so much time figuring the most efficient way to do things that he often doesn't do them. He built a scut kit and terrorized the patients, who thought he was a plumber who did rectals. He devised a 4-hour sleep-study schedule for final exams and slept through the first day. He arrives five minutes late this morning, carrying all his possessions except his car in a briefcase, making a clump CLANK clump CLANK sound as he approaches. The students freeze. Hussey ignores him.

Paul dives into his briefcase, extracting a cup, pre-mixed instant coffee and instant cream, a water jug and a heating coil. BLOOP BLOOP BLOOP from the water jug. I sink lower in my seat. Hussey ignores him.

The lecture continues, all otherwise quiet for a while. then BURBLEBURBLEBURBLE as the heating coil does its work. I know I will be struck by lightning and waste three years' tuition. I can't stand "scenes."

He removes the coil, tapping off the drops of coffee with a PLINK, PLINK, PLINK. How much longer can Hussey take this? Why must he use a ceramic cup?

SLURRRR! AH! I don't dare look at him for fear Hussey will think I know him and somehow blame me for everything.

Keeping and Releasing Medical Records

by:

John E. Thrasher, General Counsel
Donald W. Weldner, Associate General Counsel

The most common series of questions asked on the FMA Legal Department's Hot Line deal with medical records. Although the rules for handling medical records are relatively simple, misapplication of the rules can cause major problems. Below are some of the most common questions asked regarding medical records and brief answers to the questions. We suggest that you make a copy of this article and provide it to your

Time passes, no unusual noises are heard, and I cautiously glance in his direction. What next?

He's asleep! Oh, God, we're all going to fail! I contemplate crawling under the seats and going out the window, but there are native Washingtonians out there, running around loose. I stay put.

The conference is over. I wake him up and we go to our next scheduled fiasco. He is in fine spirits while I am a wreck, never to entirely recover my composure or resting pulse.

His love of gadgetry and gimmicks led him into Physical Medicine, where he made significant contributions. He was recently named "Rehabilitation Physician of the Year," with a banquet and a plaque from President Reagan, the whole works. I followed a more orthodox route and here I am, as we all know, with nothing to show for it.

And I missed all those naps!
John R. Agnew, M.D.

key office staff so they are aware of the correct procedure for handling a patient's records. More questions and answers on this subject will appear in the next month's issue.

Q. Must a doctor provide a patient with a copy of the patient's medical record or can he insist on releasing them only to another physician?

A. Florida law is very clear that upon request the physician must provide the patient with a copy of the patient's medical records. The physician may not legally refuse to release the records to the patient except in special circumstances involving privileged communications between a psychotherapist and his patient.

Q. What can a doctor charge for providing medical records? What charges are considered unreasonable?

A. The Judicial Council of the Florida Medical Association has held that a doctor may ethically charge a patient for the actual cost incurred in providing copies of medical records to that patient. Anything more than the actual cost would be unreasonable.

Q. If a doctor's charge is unreasonable, what can the patient do?

A. The patient could either complain to the local county medical society if the doctor is a member or, if not, to the Board of Medical Examiners.

Q. Does a doctor have to provide a specific x-ray to a patient at the patient's request?

A. The medical x-ray is a medical record like any other medical record and the doctor should provide a copy to the

patient provided the patient is willing to pay for such a copy. If the patient does not really desire the actual x-ray, a copy of the interpretation of the x-ray would be appropriate. Many patients may not be aware that the interpretation would be more valuable to them and this fact should be explained to the patient when the records are requested.

Q. Can a doctor provide a summary report of the medical records or does he have to provide a copy of each document he has on file?

A. The doctor is required to furnish a copy of the medical records he has in his possession.

Q. Can a doctor provide the originals to the patient at the patient's request and have the patient sign a release form protecting the doctor of any responsibility if there happens to be litigation?

A. The doctor ought not to do this because he would have no way of then having access to the originals if litigation is, in fact, initiated. The release would probably not be upheld, therefore, the doctor should always retain the original records.

Q. How long should a doctor keep a patient's medical records?

A. We recommend that records be maintained for seven years.

Q. What happens if a doctor doesn't keep medical records for seven years?

A. Basically, the statute of limitations for bringing a medical negligence suit against a physician in Florida can run to a maximum of seven years. Obviously, if the physician chooses not to maintain records for this length of time and a lawsuit is filed against a physician, the physician may have difficulty in defending his or her actions in respect to the medical treatment rendered.

**LEE COUNTY
MEDICAL SOCIETY
BULLETIN**

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

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The Editor welcomes contributions
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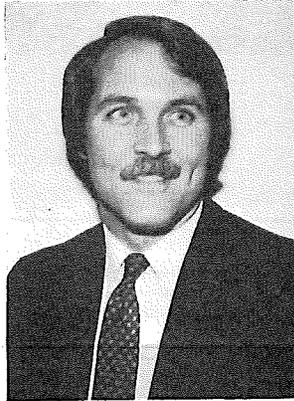
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**MEMBER SELECTED
FMA COMMITTEE
CHAIRMAN**

We wish to congratulate H.
Quillian Jones, Jr., M.D. who has
accepted the Chairmanship of the
Florida Medical Association
Committee on EMERGENCY
MEDICAL SERVICES.

**MC COURT
SCHOLARSHIP
FUND**

This year the Mc Court
Scholarship fund sent to children
to the Florida Camp for Children
and Youth With Diabetes. Tiffany
Cartee attended Session I for her
third time to the camp. Scott
Davis attended Session II for his
first time. The Sessions are
according to age groups.
Physicians are encouraged to
nominate their patients for these
scholarship each year when
selection time comes around, as
families are finding it more
difficult to send their children to
camp due to the increasing cost
of the camp and inflation.

**PRESIDENT'S
MESSAGE**

ROBERT J. BRUECK, M.D.
President

**Physicians
Image**

The recently ended legisla-
tive session saw a victory for the
medical profession. A step in the
right direction was taken when
important legislation was passed
to try to curb the skyrocketing
liability premiums we are all
facing. This success was made
possible by a determined and
conscientious effort on the part of
physicians from all over the state.
Perhaps we now have shaken
loose the age-old myth that
doctors cannot unite for the
common good. This unity, this
coming together will remain our
greatest success.

But we have had another
"success" story which has been
partially forgotten and hidden,
not by intent but by the
overwhelming need to seek
liability reform. This success
story deals with the physicians
image, an image which has lost
some of its luster and shine, an
image torn by overriding
economic pressures and
legislative mandates, only to
name a few. Physicians image is
so vitally important today!

On April 11, 1986, we had the
second annual Video Health Fair.
This year's efforts were decidedly
more successful than those of
1985. More than 150 physicians
gave of their time voluntarily to
answer over 3000 questions! This
was a monumental task which
never would have been possible
without the efforts of WINK-TV,
Mr. Ken Sneeden and Joe Fiore.
Joe came across the idea of a
Video Health Fair while attending
a national Medical Conference.
He heard of a TV station in
Pittsburgh, WTAE-TV, which
staged a similar program with
tremendous success. With Joe's
experience as a television

medical reporter and the
realization that health-related
issues are quite popular with
viewers in Southwest Florida, he
set out to try to bring the Video
Health Fair to Southwest Florida.

This undertaking was
prodigious, requiring hundreds
of hours of dedicated hard work,
perseverance and sacrifice. To
do a small three minute segment
on television requires as much as
ten to fifteen hours of writing,
filming and editing! I know a lot of
"midnight oil" was spent on
Sunday evening by Joe, Mr.
Sneeden and other staff people at
WINK-TV to make this a reality
and a resounding success. The
people in our area are better
informed and our physicians
image has been greatly enhanced
as a result of their commitment
and untiring efforts. It also
required hundreds of hours of
volunteer time by our medical
community as well.

The Video Health Fair was
presented the award for
OUTSTANDING COMMUNITY
PROJECT by the Community
Coordinating Council of Lee
County. Mr. Ken Sneeden, Dr.
Joe Fiore and members of the Lee
County Medical Society were
awarded a plaque and certificate.
That was at the First Annual
Awards Banquet, June 22, 1986.

Perhaps the greatest
message in this success story is
how an idea became reality
through hard work and
dedication. Many of our own
members possess such ideas and
special talents which can be
utilized but so many go
unrecognized due to a lack of
involvement and commitment.
The future of our profession rests
in OUR hands, and it will grow
with our "new ideas" personal
commitment and dedication to
excellence. Our march in Talla-
hassee is another example of
"success" through involvement.

I urge each and every one of
you to become active partici-
pants, not passive observers. The
future of medicine is OURS and
how we elect to accept the
challenge will determine the
future of our profession. Through
unity and involvement, we can
ensure a bright future for
medicine. The Video Health Fair
and the March to Tallahassee are
just two examples of "success"
through involvement.

To Joe, Ken Sneeden and all
the staff at WINK-TV, our hands
go out to say THANKS for a job
well done!

**COPY
DEADLINE
15th
OF MONTH**

**A Friend
of Medicine**

Shortly after the end of the
Florida Legislative session,
the undersigned received a call
from Representative Vernon
Peeples, asking for support from
his doctor constituents. Since I
was his "key contact physician", I
was the logical person for him to
contact.

Those who met with Vernon
during our April jaunt to
Tallahassee had somewhat of a
negative feeling because of his
reluctance to unconditionally
endorse any bill that furthered
our interests. His main hang-up at
that time was his perception of
the inflexibility of a permanent
cap of \$250,000 on non-economic
damages. The bottom line is he
did vote for the house bill that had
this cap. In addition, he
supported and voted for the final
bill that changed some aspects of
joint and several liability.

Vernon is our friend and his
"tennence" in the Legislature is
likely to be over an extended
period of time. Our support will
indicate to him our appreciation
for his recent attention to our
complaints.

Vernon's letter to me, with
his voting record, is on file at the
County Medical Society office.

Tom Wiley

**SCHEDULING LOCAL
CME COURSES**

Any member physicians who
are organizing a local CME
Course, please notify Medical
Society Office. This will allow us
to notify members thru the
BULLETIN and eliminate
scheduling conflicts.

**SCHOOL BOARD
APPRECIATES
SCOLIOSIS
SCREENING**

The School Board of Lee
County wishes to thank the
following ORTHOPEDIC PHY-
SICIANS for providing SCOLIO-
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Abbott Kagan, M.D.
John Kagan, M.D.
John Fifer, M.D.
Harold Westervelt, M.D.

A total of 10,093 students
were screened. This represents
all 6th, 7th, 8th & 9th graders at
Cape Coral High and Fort Myers
High.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

FORT MYERS COMMUNITY HOSPITAL HIGHLIGHTS

CPR MASK

In response to nationwide reluctance to perform mouth-to-mouth resuscitation on CPR victims, Cardiopulmonary Services at Fort Myers Community Hospital has developed a CPR mask.

The device consists of a mask to place over the victim's nose and mouth, a bacteria filter and a mouth piece for the rescuer to perform artificial respiration through.

The purpose behind the mask's development is to provide the first person on the scene with a short term method to perform artificial respiration until the "crash cart" with advanced airway management equipment arrives.

The mask is assembled from readily available respiratory therapy parts, and appears to be easier to perform than mouth to mouth.

Currently the mask is being inserviced to hospital employees.

and will be placed in each patient's room.

THE HEART OF FASHION

Fort Myers Community Hospital in cooperation with the Southwest Florida Heart Institute sponsored "The Heart of Fashion" May 28th at the Community Hospital Auditorium.

Casual Corner and Robbins Uniform modeled the latest fashions for work and play. All proceeds benefited the American Heart Association.

WALK FOR YOUR HEART AWARDS LUNCHEON

Wayne Ferris, WEVU-TV anchorman was the guest speaker at Fort Myers Community Hospital's Walk for Your Heart Awards Luncheon which was held May 19th.

The luncheon honored the 350 Heart Walkers who have walked over 20,000 miles this year.

The Heart Walker's program runs October 15th through May 15th, and is sponsored by the Southwest Florida Heart Institute of Fort Myers Community Hospital in cooperation with the American Heart Association and the Bell Tower.

Librarian Leaves

Mary Cloyd, our Librarian since March 1981, will be leaving her position to assist her husband in his business. Speaking for the members of the Lee County Medical Society, we have enjoyed working with Mary. She will be truly missed and we wish her much success.

Mark Sweet, M.D., Chairman
LCMS Library Committee

\$500 TAX FOR MEDICAIDE DEFEATED

The House Finance and Tax Committee rejected the proposal to tax physicians \$500 every two years to fund increases in physician reimbursement for seeing Medicaid patients.

Representative FRED DUDLEY co-sponsored the amendment adopted by the committee in DELETING the physician tax.

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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.



DR. CHARLES A. BISBEE

Dr. Charles A. Bisbee is a native of El Paso, Texas. He received his medical degree at the Medical College of Georgia in Augusta, Georgia. He completed his internship at Lloyd Noland Hospital in Birmingham, Alabama and his residency at the Medical College of Georgia in Augusta, Georgia. He is married and in addition his two favorite activities are fishing and sailing.

Dr. Bisbee will be practicing Anesthesiology with Anesthesia Associates at 3949 Evans Avenue, Suite 202.

Dr. Peter H. Blitzer is a native of New York, New York. He received his medical degree at the Medical College of Wisconsin. He



DR. PETER H. BLITZER

completed his internship at the Brockton Hospital in Brockton, Massachusetts and his residency at Massachusetts General Hospital in Boston, Massachusetts. Dr. Blitzer also attended a fellowship in Radiation Medicine at Massachusetts General Hospital. He completed postgraduate studies at the Harvard School of Public Health and will receive a PHD from this. He is married and his wife Jeannie is a Pediatrician. He enjoys snow skiing and wind-surfing.

Dr. Blitzer will be practicing Therapeutic Radiology at Radiation Therapy Associates at 3680 Broadway.

Dr. Alan D. Siegel is a native of Milwaukee, Wisconsin. He received his medical degree at Washington University. He completed his internship at the University of Florida Medical Center in Gainesville, Florida and his residency also at the University of Florida Medical Center, the VA Medical Center

and Shands Hospital in Gainesville, Florida. Dr. Siegel completed fellowships at the University of Florida Medical Center and VA Medical Center in Pulmonary Medicine. He is married with one child, and his favorite activities are swimming and golf.



DR. ALAN D. SIEGEL

Dr. Siegel will be practicing Internal Medicine specializing in Pulmonary Medicine with Drs. Harris and Henricks at 3615 Central Avenue, Suite 3.

AMA Membership Retention

IN AN EFFORT to retain older physicians in the AMA, the House of Delegates adopted a Board of Trustees report revamping the dues structure for retired and older physicians. It is the fourth such effort in the past five years.

Under the new plan, physicians under the age of 70 who are fully retired would be eligible for membership at only 20% of regular dues. Previously, retired physicians under the age of 70 had to pay full dues.

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**NO
MEDICAL
SOCIETY
MEETING
UNTIL
SEPTEMBER**



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 5

Fort Myers, Florida

SEPTEMBER, 1986

Francis L. Howington, M.D., Editor

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

September 15, 1986

SPEAKER

David H. Smith
PH.D., Chief

Division for the Study of
Human Values in
Medicine, University of
Florida

TOPIC:

"MEDICAL ETHICS"

"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.

September Meeting

This month we are fortunate to have Dr. David Smith, Chief of The Division For the Study of Human Values in Medicine at University of South Florida as our speaker. Dr. Smith is an accomplished researcher and speaker and will devote his time here speaking on "Medical Ethics."

"DR. JOHN" MISTAKES

You may have seen a bumper sticker recently that read, "I thought I was wrong once, but I was mistaken." If so, it wasn't my car.

I have certainly made my share. For example, I sold my 1965 Mustang in 1972 for \$200, and even more unfortunately, to a cute little blonde who wouldn't take off a window sticker clearly identifying it as mine. I thought she would never leave town.

My other mistakes my wife

FMA ANNUAL MEETING September 17-21, 1986, Diplomat Hotel, Hollywood, FL

YOUR DELEGATES AND ALTERNATES:

Robert J. Brueck, M.D.
Larry P. Garrett, M.D.
F. Lee Howington, M.D.
T.T. Knight, M.D.
Marcus M. Moore, M.D.
Douglas A. Newland, M.D.
William R. Bess, M.D.

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.
Robert E. Arnall, M.D.

stores in a gunny sack, to be trotted out whenever things are going smoothly. Many of them revolve around pregnancies, which women remember in laser-sharp detail.

Alice went into labor for the first time shortly after I made a banana split for her. A good one, too. What a mess when vomiting set in. She could hit the doorknob with those cherries. I'll never know why I didn't just give her a little Jello. Aesop said, "No act of kindness, however small, is ever wasted." He didn't know about Alice.

Several days later I dragged her throbbing body home. She didn't know you could ask for pain medicine and was reluctant to call attention to herself, so it wasn't a fun time. She was attempting to nurse the scrawny little kid, who seemed to be always mad as hell about something, and as another act of kindness I brought her lunch in bed: a baloney sandwich on a tray.

I was quite fond of baloney myself, having lived on it for four years ("No wonder you couldn't get a date," John Butler says), but Alice thought this was very inappropriate, and has told me so whenever she drags out that gunny sack.

After a later delivery, I was more casual about parenthood, and told Alice I planned to pick up the TV set on the way home from the hospital, and stop at the drug store for a few items, while she sat in the un-airconditioned car with this little waif rooting into her blouse in search of the great smell, and passersby gawking. It's efficient to combine the trips, I thought. You can take a running jump, Alice thought. And does, to this day.

I fear that, when I finally confront St. Peter at the pearly gates, he will say, "In our book you're pretty good, but we have a gunny sack here with a one-way ticket to the other place, and a note that says, 'We're even.'"

Oh, well. Maybe I'll find that little blonde with my Mustang.

John R. Agnew, M.D.

A WELCOME RECEPTION FOR NEW PHYSICIANS AND THEIR SPOUSES

We hope you will plan to attend our joint Medical Society/Auxiliary event to honor the new doctors in Lee County.

The reception/cocktail party will be held at the ROYAL PALM YACHT CLUB, SUNDAY, SEPTEMBER 28, 1986, 6:00 to 8:00p.m.

INVITATIONS to be Mailed and RSVP requested.

1986 Florida Relative Value Studies

In order to receive your copy of the 1986 Florida Relative Value Studies Book from The Florida Medical Association, you must fill out the enclosed form or the order blank found in the FMA TODAY and mail with your check for \$5.00 to cover postage and shipping.

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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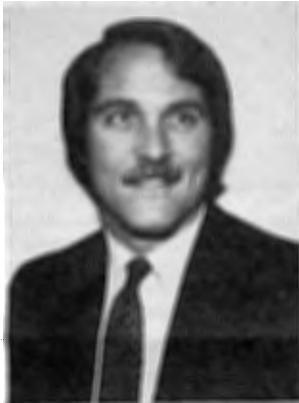
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The Editor welcomes contributions
from the members. Opinions expressed in
the Bulletin are those of the individual
authors and do not necessarily reflect
policies of the Society.PRINTERS INK
of Southwest Florida, Inc.FMA SEMINAR ON
RISK MANAGEMENTThe Hospital Medical Staffs
Committee on Risk Management
will be conducting a seminar on
risk management in concert with
the Florida Physicians Insurance
Company on Thursday, Septem-
ber 18, from 1:00 p.m. until 6:00
p.m. during the 1986 FMA Annual
Meeting in Hollywood. Registra-
tion and additional information
will be provided at a later date.Risk Management Program
sponsored by Pasco County
Medical Society, Sunday,
October 12, 1986, 8:00a.m.-
1:00p.m. Continental Breakfast.
Pre-registration prior to October
6, 1986, call Mrs. Joan Lawson,
(813) 848-1644.Risk Management Program
sponsored by Charlotte County
Medical Society, Saturday,
November 1, 1986, 8:00a.m.-
1:00p.m. Continental Breakfast.
For further information call
CCMS (813) 625-6229.PRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
President

"QUALITY OF LIFE"

This year the members of our Medical Society took a most visible and positive stand on behalf of our community when we participated in an organized march in Tallahassee to persuade our Legislators to address the problem of skyrocketing liability premiums. It was another message to the people of Southwest Florida - our patients and their families - that we care about them.

Another opportunity will soon present itself - it is an opportunity to improve the quality of life in Lee County. It is an opportunity that many of us have never really understood including myself. This "Opportunity" is the annual fund raising campaign for UNITED WAY. The money raised by United Way goes to fund many public service organizations in Lee County. Many of these agencies touch the lives of our patients and friends, and yes, even our own families. The goal this year is \$1,030,000. This money will go to help fund Abuse Counseling and Treatment, Inc., American Red Cross, Big Brothers/Big Sisters, Boy Scouts of America, Boy's Club of Lee County, Inc., Children's Home Society, Dr. Ella Piper Center, First Call for Help Information and Referral, Girl Scouts, Guardian Ad Litem, IMPACT for Developmental Education, Inc., LARC, Inc., Lee County Child Care, Inc., Lee County Food Cooperative, Inc., Lee Mental Health Center, Inc., Legal Aid Society, Medicare Assistance, Inc., Salvation Army, Senior Friendship Centers, Inc., Serenity House, Inc., the Visually Impaired Persons Blind Adjustment Center, Y.M.C.A.,

and the Youth Shelter. Quite an impressive list!

The UNITED WAY in Lee County dates back to March 22, 1957 when several community leaders met to review by-laws, elect directors and hear the announcement that United Fund of Lee County had petitioned for a State Charter. The name was later changed to the UNITED WAY.

If our community is to experience "quality growth" and attract new industries, and enhance our cultural community, we must have a community with a keen sense for social responsibility and commitment. The United Way presents us with another opportunity to further express our commitment to the citizens of Lee County...our patients. Remember it works...the UNITED WAY.

Society For The Right
To Die

Many physicians today are faced with very complex and emotionally draining decisions regarding terminally ill patients. This has received considerable emphasis both in local news and across the Nation on national TV and radio. The right to die with dignity has been a hotly contested debate in many States across the Nation. Florida is a State that has several cases pending regarding this. Frequently physicians are torn between the decision to stop all life support mechanisms versus the possibility of facing punishment under State laws, which in many cases prevent the withholding of life support equipment and medications.

We as physicians need to be able to practice medicine in the best interest of our patients and their families. We need to be guided by our conscience to eliminate pain and suffering and at the same time comply with the wishes of our patients and families. An organization known as **The Society For The Right To Die**, 250 West 57th Street, New York, N.Y. 10107 is a non-profit, charitable organization which has taken up the task to try and resolve many of these issues which relate to the patient's right to die with dignity. It currently has over 100,000 members who join for \$10.00. This organization will give free "living will" forms to individuals upon request. Donations to the **Society** are tax deductible. Any members who would wish to contribute to this organization may do so by writing to the Society at the above address.

It certainly is an issue that concerns all of us and hopefully some resolution to it will be forthcoming.

Bob Brueck

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.



Dr. Kevin S. Campbell is native of Birmingham, Alabama. He received his medical degree at the University of South Florida in Tampa, Florida. He completed his internship and residency at the University Hospital of Jacksonville, Florida.

Dr. Campbell will be practicing Obstetrics and Gynecology with Drs. Marilyn Young and Rex Stubbs, Jr. at 3707 Broadway, Suite B.

Effective Oct. 1, 1986,
State Medicaid Agencies

will be required to exclusively use and accept the AMA-developed standard health insurance claim form called: Standard Form HCFA 1500. A product of extensive AMA efforts, the form is already required by Medicare, and has been adopted for use by the Civilian Health and Medical Program of the Uniformed Services, the U.S. Dept. of Labor, and by many private insurance companies.

The AMA has several high quality, reasonably priced versions of the form available. Prices per carton of 1,000 are: Single sheets, \$34.10; two-part snap-out, \$49.50; and two-part

(Continued on Page 4)

FMA MED/LEGAL
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WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

GET SET TO VOTE!

Fort Myers Community Hospital was host to over 30 local, state and federal candidates for Candidates Day '86 which was held on August 5th. Over 200 employees took the opportunity to meet the candidates face-to-face and to decide who they would vote for in the upcoming election. Among those candidates on hand to answer questions were: State Representative Fred Dudley; Lee County Commissioner Bill Fussell; and State Representative Keith Arnold.

STARCRUISER IS HERE!

Fort Myers Community Hospital is proud to announce - Starcruiser, a new patient care van available to the residents and visitors of Lee County.

Starcruiser, a complimentary service of Fort Myers Community Hospital, provides transportation to and from the hospital, and the hospital's out-patient facilities, including the Ambulatory Surgery Center, and the Southwest Regional Rehabilitation Center. The Starcruiser is a comfortable, air-conditioned vehicle that provides safe travel for inpatients, out-patients in need of testing or procedures and patients requiring ambulatory surgery.

Starcruiser provides seating for nine and is equipped with a convenient lift for wheelchairs. Transportation is available Monday through Saturday, 6 a.m. - 6 p.m., by calling 939-8400, 24 hours in advance.

SARA

Fort Myers Community Hospital is the only facility in Southwest Florida to have a new anesthetic monitoring system called SARA - System for Anesthetic & Respiratory Analysis. This system consists of a mass spectrometer which analyzes the gas concentrations; a small computer; and a display terminal in each operating room, the recovery room and the central coordinating system.

SARA monitors how much oxygen, nitrogen, nitrous oxide, carbon dioxide and anesthetic gas is being inhaled and exhaled by the patient every 15 seconds -- 1 minute. The machine has more than a dozen safeguards built in to monitor the equipment as well as the patient. At the first sign of trouble, an alarm system

automatically sounds.

With SARA anesthesiologists can fine tune the amount of gas given in order to achieve the maximum effect with the least amount of gas. In so doing, we can reduce the amount of gas used during surgery -- which makes operations both safer and more economical.

ALTERNATE BIRTHING AREA UNDER CONSTRUCTION AT LEE MEMORIAL HOSPITAL

Labor and delivery. Although having babies remains very much the same as it was in grandmother's day, today's women are seeking new alternatives in the delivery of this very special care. 24-hour stays, family members present at delivery, a home-like atmosphere are just some of the special alternatives they request.

The Birthday Suite, an innovative new concept in birthing, is now under construction at Lee Memorial Hospital. With an opening anticipated for early fall, The Birthday Suite will provide the warmth and closeness of home delivery with the security of a medically supported environment. The Birthday Suite facilities include private bath suites, a kitchen-family room, a playroom, class rooms and an examination room. Labor and delivery are both accomplished in the intimate setting of the private birth suite, which will be decorated in the style of home setting.

The Birthday Suite is designed to make the birth of a child a true family bonding experience. Delivery in The Birthday Suite is to be considered as an alternative to delivery in the hospital's traditional Labor and Delivery area. The determination of whether a woman is a candidate for this very special program is made by her physician.

Construction of The Birthday Suite is now underway at the south end of the former "East Wing" section. For more information about The Birthday Suite, please call 334-5500.

LEE MEMORIAL BEGINS PRE-ADMISSION TESTING PROGRAM

The renovation of the Admitting Department at Lee Memorial Hospital is now

(Continued on Page 4)



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- North Port
- Englewood
- Call 625-5502

- Cape Coral
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- Call 275-3737

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WHAT'S NEW?

(Continued from Page 3)

complete and, with the move to the new, expanded area, a pre-admission testing program is now in operation. The new, more efficient testing program allows for more equitable use of all hospital facilities.

Pre-Admission Testing is a program designed to benefit the physician, the patient and the hospital by allowing patients who are scheduled for elective surgery to be pre-admitted approximately three to four days prior to their admission to the hospital. At this time, the patient's insurance will be verified and the necessary information for the hospital record will be obtained. The physician testing orders for laboratory, radiology and cardiology will be done at a pre-arranged date and time and in a central area. Pre-op teaching can also be given with instructions on the date and time to be admitted. This process lessens the stress on the patient on the day of actual admission.

The Admitting Department was

recently relocated to more spacious and accommodating quarters on the north side of the main lobby of the hospital. The Pre-Admission Testing Program is part of an overall effort to make hospital admissions easier and less stressful for the patient and more efficient for the physician.

By the early admission process, admitting interviewers are better able to spot potential problems with the admission and have time to work them out. These problems, which may be related to insurance verification or abnormal test results, are reviewed by a registered nurse and can then be phoned to the physician. A complete chart is then ready on the day of the actual admission and will accompany the patient to the nursing unit.

STATE MEDICAID AGENCIES

(Continued from Page 2)

continuous for computer printers, \$51.75. All shipping and handling charges are included in the price, and bulk orders are discounted. AMA members

receive a 10% discount. Inquiries and orders should be sent to: AMA Insurance Form, Book and Pamphlet Fulfillment, c/o AMA, P.O. Box 10946, Chicago, Ill. 60610. VISA and MasterCard orders may be made by calling 1-800-621-8335, or in Illinois, call (312) 645-4987 collect.

EDITOR'S NOTE

FMA Annual Meeting will convene on Wednesday, September 17, 1986 at the Diplomat Hotel, Hollywood, Fla.

All members are encouraged to attend all or portions of this meeting. This is an opportunity to make contacts with your peers throughout the state and also obtain CME credits in your specialty. Remember, state law requires 5 CME credit hours in Risk Management Annually, — Thursday September 18, 1986 1:00 - 5:00 p.m.

See following for general information - more detailed schedule in LCMS office.

As an organization accredited for continuing medical education, the Florida Medical Foundation Committee on Continuing Medical Education has designated the 12th Annual Meeting Scientific Program as meeting the criteria for 15 credit hours of Category I of the Physician's

Recognition Award of the American Medical Association.

Physicians may earn additional Category I hours by participating in the "Programmed Instruction System" using the Wyeth Auto-Tutors, which will be available in the Exhibit Hall during regular exhibit hours.

The following activities have been designated by the American Academy of Family Physicians as acceptable for AAFP Prescribed Credit:

- Wednesday afternoon — Section on Chemical Dependency (3.5 hours)
- Thursday afternoon — Section on Family Practice (3.0 hours)

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SADDLEBROOK Golf & Tennis Resort 2 unit Condo - Tampa area - Leaseback available with option for personal use. \$185,000 - J. M. Zeterberg 549-1398.

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**MEDICAL SOCIETY
MEETING**
Royal Palm
Yacht Club
September 15, 1986
SPEAKER
David H. Smith
PH.D., Chief
Division for the Study of
Human Values in
Medicine, University of
Florida
TOPIC:
"MEDICAL ETHICS"
"DINNER BY RESERVATIONS ONLY"
PLEASE!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 6

Fort Myers, Florida

OCTOBER, 1986

Kim L. Spear, M.D., Editor

October Meeting - 6:30P.M. "Dinner"

Hosted By Charter Glade Hospital

"DINNER EXTRAORDINARY"

"Catering by Louis"

Assortment of vegetable linguine, sauces and raw bar
Buffet of grouper medallions, seafood grill,
Petite stuffed chicken breast
Compliments of lahvosh vegetables & salad
Fresh fruit smoothies

MEDICAL SOCIETY MEETING

Charter Glade Hospital

6900 Colonial Blvd.

Dinner - 6:30 p.m. — October 20, 1986

SPEAKER

Sarah C. Charles, M.D.

Illinois State Medical Society

TOPIC:

"Impact of Litigation on Physician and Family"

"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.

Speakers Training Program

The Speakers Bureau will offer a training program again this year. Drs. Fiore and Zeterberg will conduct two separate programs.

October 9, 1986 - MEDIA INTERVIEWS

October 30, 1986 - PUBLIC SPEAKING

Both sessions will involve VCR taping for "hands on" experience as well as didactic lectures.

Location: Dr. Zeterberg's Cape Coral Office
Del Prado Blvd. at Coronado Pkwy.

Time: 7P.M. - 9P.M.

Enrollment will be limited to 15 physicians for each night. A \$10.00 advance registration fee will be charged for each night to cover expenses of supplies, equipment, and technical support.

October Speaker

SARAH C. CHARLES, M.D.

"Impact of Litigation/Physician Support Groups"

This month as a guest speaker we are very fortunate to have Dr. Sarah C. Charles, Associate Professor of Psychiatry at the University of Illinois School of Medicine. She is Chairperson of the Sub-committee on Physician Support Groups of the Illinois State Medical Association.

In, 1982, Dr. Charles was involved in a malpractice suit and as a result of this, began to delve into the aspects of stress as it relates to malpractice. She successfully defended herself against negligence charges that took almost four years of her time to prepare; followed by a two week trial in Federal Court. Her experiences resulted in a book entitled **DEFENDANT**. In the course of her ordeal, Dr. Charles had an opportunity to discuss her reactions to the stress with other physicians and she began to realize there were many similarities in their reactions. She realized that being sued for malpractice had considerable effect on the doctors as well as their families.

One of the most interesting things that she found during the course of her investigation was that very few doctors actually talked to anyone about their experience especially to other doctors. One of the misconceptions that physicians are faced with is that if you are sued for malpractice, you are an incompetent individual. Nothing could be further from the truth. The stigma of a suit brought on feelings of shame and isolation to the medical community.

As a result of not being able to verbalize their frustrations,

many physicians internalized their feelings of guilt and shame and hostility which created tremendous burdens on themselves. Malpractice is considered a major life stress to the physician. The reactions which physicians feel may be severe anger, depression, headaches, mood swings and various other types of psychological trauma. It must be understood that these reactions are normal.

As a result of Dr. Charles' years of research, she, in conjunction with the Illinois State Medical Society Ad Hoc Committee on Loss, Prevention Education, developed a physician support group. She found that one of the effective means to cope with this distasteful situation is to share our reactions with other members of the medical community.

A preliminary meeting to set up a support group for the physicians here in Lee County was held last week in an effort to gather some ideas and form some guidelines. We will be asking for the assistance of those physicians who have been through the malpractice crisis from the initial summon through the trial itself to act as intermediaries, counselors and supporters. All interaction between the physician being sued and the panel physician is held in the strictest confidence. We would like the Auxiliary members, of the panel physicians, involved so they can provide counseling and assistance to the family. An orientation session will be conducted prior to the beginning of the program. This will give

(Continued page 2, col. 1)

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BULLETIN**

3805 Fowler Street
Fort Myers, Florida 33901
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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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OCTOBER SPEAKER

(Continued from page 1)

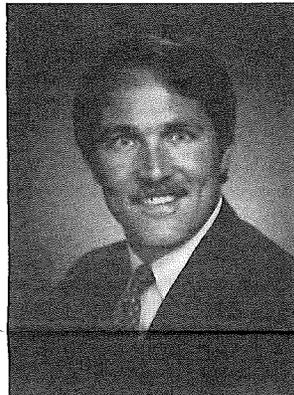
some guidelines and ideas as to how to be a good listener and how to detect an undue amount of stress. Educational programs will be presented on topics such as being a good witness, dressing for the courtroom, your family, and protecting your assets.

Dr. Charles will speak on the impact of litigation on physicians and their families and the effectiveness of support groups. We need to break down the social barriers that surround the physician who is being sued because in most cases, it is not a question of incompetence but a question of personal grievance or unrealistic expectations on the part of the patient.

Since we are currently forming our own panel support group, this talk should be informative, helpful and timely, PLEASE PLAN TO ATTEND.

**FMA MED/LEGAL
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**PRESIDENT'S
MESSAGE**



ROBERT J. BRUECK, M.D.
President

THOUGHTS FOR THE FUTURE

The year is quickly moving along. In a way, September is the beginning of a new year. Thousands of school children are starting their "new year". Many young physicians have come to town this past season to begin a "new" chapter in their professional careers. A "new" tourist season is now underway.

The word "new" also connotes change in certain instances. Sometimes that change is as easy as buying a new suit, a new car, a new book, and at other times, change only occurs with much trial and tribulation. Perhaps the most difficult change involves a change of ideas, a change in our basic ethics and principles that govern the direction our lives or a change in our attitude in the realm of responsibility to ourselves and those around us.

More than twenty years ago, a piece of legislation was signed that was to alter the balance of responsibility. Lyndon B. Johnson signed legislation that created Medicare. As he was signing that document, he said "No longer will older Americans be denied the healing miracle of modern medicine. No longer will illness crush and destroy the savings that they have so carefully put away over a lifetime so that they might enjoy dignity in their later years." The budget for Medicare has grown from \$1 billion in 1966 to about \$70 billion in 1985. In spite of the governments free handouts elderly Americans today spend 15% of their income for health care - the same percent they were paying BEFORE the advent of Medicare.

There is no question that

Medicare has improved the access to health care for many elderly and as a result prolonged their life span.

Medicare is just one of many social programs to arise from Washington in the last 20 years to help the indigent and impoverished, yet in spite of all that help the number of indigent people in this country has GROWN by 10 million. We all turn to Washington to "cure" the ills of society. As we become more and more reliant on government to solve society's problems, we also are becoming more enslaved to the Washington bureaucrats. Take a moment to think of the countless numbers of street people who populate the skid rows of America. Their very existence is based on handouts - a quarter here, a free meal there and YET by doing this we are making them slaves to poverty. We are not giving them the necessary guidance, counseling, skills - whatever you want to call it - to "escape" from their lot in life. What we need is a return to the "I" or "self" principle as I call it. We need to rediscover some of those basic tenets and philosophies of life that helped fashion our country into the greatest nation of free people; self reliance and self sufficiency. "I" need to provide for my future not the government. This is not to say all social programs should be abandoned but it is a plea to start our younger generations thinking in terms of self reliance and not government reliance.

**Advanced Cardial
Life Support Course**

At the September 15, 1986 meeting of our Society, a show of hands indicated some interest in an ACLS course for our members. Such a course would require current basic life support certification, and will teach fundamentals of airway management, CPR techniques, IV access, drug therapy, acid base balance and more. A complete course would take an entire weekend or the equivalent amount of time.

Before we can commit to developing such a course, we need to know how many of our members are interested. If you are, please fill out the enclosed slip and return it to the Society office.

It behooves all physicians to master the course material, especially those who use invasive procedures and or anesthesia in an out-patient setting or hospital practice.

Bill Bess

**"DR. JOHN"
DAD**

My father was a city boy in fact, but a farmer at heart, and when the opportunity presented, he grew things. Anything. He went from radishes to tomatoes to animals. He particularly liked chickens, and his efforts reduced the price of eggs to \$18 a dozen. But economy isn't everything, to a true son of the soil.

I remember the pigeons best. The idea of a pigeon returning home after flying great distances intrigued my father, and he set about constructing a loft. He had a carpenter's tool set, and with it he built all sorts of things, and they were built to last. Most of the things he built couldn't be picked up. The loft, for example, conformed to the building code for major hurricanes.

A fringe benefit was the pigeonettes, or squabs, which can be made into a pie and are considered a great delicacy. That is just hearsay with me, as I never could eat anything I was personally acquainted with.

After the prescribed period of confinement, the pigeons were allowed to leave the loft, and all returned but one. He had stopped to rest on a neighbor's chimney and had fallen in, probably while yawning and stretching. He spent the day alone in that house, knocking over lamps, smashing his sooty body into mirrors and walls, all the while his intestinal tract worked at fever pitch. The house was a scene from Dante's *Inferno*. My mother had to clean it up, and she didn't even consider herself a co-owner of the pigeon.

The next time the flock was released, they all returned but one wouldn't go in the trap door. My father waited as long as his patience allowed (three minutes) and then he tried the trail-of-corn trick. The pigeon ate the corn but didn't enter the door. After watching him walk in front of the door for as long as he could, my father said, "Take that, you son of a bitch!" (the traditional Agnew battle cry) and shot him with my BB gun.

After that episode, the pigeons were returned to their original owner. With only some minor modifications, the loft was turned into a branch bank. Tomatoes soon sprouted again in our back yard.

I watched all this and said nothing. Later, when the opportunity presented, I tried raising tropical fish. I had little success, but at least none of them ran away.

John R. Agnew, M.D.

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

FORT MYERS COMMUNITY HOSPITAL

Operating Room Open House

Fort Myers Community Hospital will celebrate the eighth annual O.R. Open House on Saturday, October 25, with a premiere showing of "Curtain Up" featuring the operating room staff. The production will be presented every hour from 10 a.m. - 3 p.m., in the O.R. area at Fort Myers Community Hospital, 3785 Evans Avenue, Fort Myers, Florida.

GET READY TO WALK

The Southwest Florida Heart Institute of Fort Myers Community Hospital in cooperation with the American Heart Association and the Bell Tower Shops are having a special celebration of The 1986-1987 "Walk For Your Heart" program on Tuesday, October 14, at 9 a.m. in the Center Court at the Bell Tower Shops. Registration for the new season and free refreshments will be provided.

The "Walk For Your Heart" program is free and open to everyone who wants to improve their health by walking. The program is available Monday through Friday, 8 a.m. - 10 a.m. through May 1987 at the Bell Tower Shops, located at U.S. 41 and Daniels Road in south Fort Myers.

Nurses will be on hand to monitor blood pressure before and after each walk and keep a record of how many miles have been traveled. Participants will even have the opportunity to earn a variety of awards for the miles they've walked, including Heart Walker t-shirts, mugs and plaques.

You may want to encourage your patients to join our 300 Heart Walkers who walked over 20,000 miles last year. For more information or for brochures for your office, contact the Fort Myers Community Hospital Marketing/Community Relations Department at 939-4444.

LEE MEMORIAL HOSPITAL

Lee Memorial's Birthday Suite Off to Flying Start

Lee Memorial Hospital physicians and staff didn't have to wait long to see the new Birthday Suite in full operation. The first family checked in to test out the family-centered alternative

delivery unit within the first hour of the first day of full operation. The Birthday Suite is the newest addition to Lee Memorial and is housed in the former "West Wing" area of the hospital.

More than 1,000 people turned out on Sunday, September 7, for Grand Opening and Ribbon Cutting Ceremonies for the new center. Visitors were then treated to tours of the four birth suites, the family room, classrooms and examining rooms of the Birthday Suite. Birthday cake and punch were served to commemorate the "birth" of the newest addition to the hospital's Family Birth Place Place.

The Birthday Suite was opened at Lee Memorial in response to the requests from today's families who are seeking new alternatives in the delivery of their children. The Birth Day Suite provides the warmth and closeness of home delivery with the security of a medically supported environment. The Birthday Suite facilities include private birth suites, a kitchen-family room, a playroom, classrooms and an examination room. Labor and delivery are both accomplished in the intimate setting of the private birth suite, which is decorated in the style of a home setting. The Birthday Suite is designed to make the birth of a child a true family bonding experience.

EAST POINTE HOSPITAL East Pointe Hospital's Children's Health Fair

East Pointe Hospital sponsored a Children's Health Fair on August 23rd for children entering the Lee County School System for the first time. The purpose of the fair was to help children meet the physical examination and immunization requirements that are mandatory for starting school. This event was the first of its kind in this area.

The physical examinations were performed by Dr. Juan Ibanez, M.D., Dr. Pinakin Raval, M.D. and Ms. Marilyn Nelson, Nurse Practitioner. The children also were given many other services free of charge: dental examinations by Dr. Edward Herod, D.D.S., hearing screenings by Mr. Frank Favaro, Clinical Audiologist, laboratory testing and vision screening by East Pointe Hospital, and immunizations by Ms. Virginia Little, R.N.,

(Continued on Page 4)



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Insurance Pay or Private Pay

WHAT'S NEW?

(Continued from Page 3)

Lee County Department of Health. The Lee County Sheriff's Office provided fingerprinting for the children as a part of their "Operation ID" program. Cartoon and clowns were provided by Network Video and the Elks, respectively.

Due to large success of the Children's Health Fair, East Pointe has decided to make this an annual event.

WELCOME NEW MEMBERS

The following doctors were approved for membership at the September 15, 1986 meeting:

Charles A. Bisee, M.D./Anesthesia; Mary C. Blue, M.D./Pathology; James D. Borden, M.D./Urology; Kai Chow, M.D./Internal Medicine; Lawrence W. Coryell, M.D./Radiology; Harold C. Kushner, M.D./Otolaryngology; Thomas E. Teufel, M.D./Internal Medicine/Oncology/Hematology; George

C. Kalemeris, M.D./Pathology; Robert E. Laurei, M.D./Public Health Medicine.

The following members were approved for active status:

Felix R. Mestas, M.D.; Fernando R. Betancourt, M.D. Shahid Sultan, M.D.

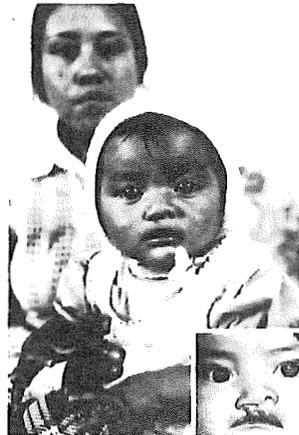
Auxiliary News

WHAT IS INTERPLAST SOUTH?

If you viewed the television program "60 Minutes," you know that INTERPLAST is a non-profit, national organization that sends medical teams to developing nations to perform re-constructive surgery on children.

INTERPLAST SOUTH'S headquarters are located in Ft. Lauderdale. This October, a medical team with supplies and equipment will be sent to Honduras to help make a child beautiful.

The FMA and FMA-A have raised funds for INTERPLAST SOUTH for many years. In fact,



they are the sole support for this worthy organization.

At the FMA-A September meeting, the Broward County Medical Society won second place in the 200-plus membership category for contributing funds to INTERPLAST SOUTH. Without the continued support of the medical society members, we would not have reached our financial goal.

This year please help the

auxiliaries raise funds to brighten a child's future. Buy many of our \$2 "Pot of Gold" opportunity tickets, plastic non-spillable all-purpose mugs for \$5 or the custom-made FMA-A umbrella for only \$20. Don't forget, your donation is tax-deductible.

The Auxiliary thanks you for your continued support of INTERPLAST SOUTH, which enables them to help innocent children enjoy a better life.

Terri

FMA-A International
Health Chairman

CLASSIFIED ADS

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

HOUSE FOR SALE BY OWNER 3BR/2BA near river. Cathedral ceiling. Large lot (ok for tennis court). 13 Peck Ave., \$90,000.00, Financing Available. 334-0239

PRINTER NEEDED FOR SOCIETY COMPUTER. The Society is in need of a DOT MATRIX PRINTER compatible with the IBM PC. We would appreciate you keeping the Society in mind when you up-grade your equipment.

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MEDICAL SOCIETY MEETING

Charter Glade Hospital
6900 Colonial Blvd.

Dinner - 6:30 PM
October 20, 1986

SPEAKER
Sarah C. Charles, M.D.
Illinois State Medical Society

TOPIC:
"Impact of Litigation on
Physician and Family"

"DINNER BY RESERVATION"
PLEASE!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 7

Fort Myers, Florida

NOVEMBER, 1986

Francis L. Howington, M.D., Editor

NOVEMBER PROGRAM

Annual Meeting

The November meeting of the Lee County Medical Society will devote its program to a discussion of **Contracts and Joint Ventures**. Co-speakers will be John Thrasher Chief Council for the FMA who will address legal aspects of contracts and Larry Wolper, CMC who is a National Health Care Consultant. Larry will address joint collaborations, and competition with alternative delivery systems.

1987 Nomination Of Officers

The nominations committee make the following nominations of Officers for 1987. To be presented and voted on at the November 17, 1986 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. **Elected President** for 1987 is William R. Bess, Jr., M.D.; **President Elect**, Steven E. Levine, M.D.; **Treasurer**, Joseph P. Walker, M.D.; **Secretary**, Paul Mantell, M.D.; **Member-at-large**, (1) (Elected for two years), Kim Spear, M.D.; **Chairman, Grievance Committee**, John R. Agnew, M.D.; **Board of Censors**, (2) (Elected three years), Michael Murray, M.D., Rex Stubbs, Jr., M.D.; **FMA Delegates**, (7), Robert J. Brueck, M.D., Larry P. Garrett M.D., F. L. Howington, M.D., H. Quillan Jones, Jr. M.D., Marcus M. Moore, M.D., William R. Bess, Jr., M.D., Steven E. Levine, M.D.; **FMA Alternates**, (7), Robert E. Arnall, M.D., Ronald D. Castellanos, M.D., T. T. Knight, M.D., Benjamin G. Martin, M.D., Joseph P. O'Bryan, M.D., Douglas A. Newland, M.D., Joseph P. Fiore, M.D.

REPORT FROM THE 112th ANNUAL MEETING OF THE FLORIDA MEDICAL ASSOCIATION

REFERENCE COMMITTEE NO. 1 HEALTH & EDUCATION

Robert J. Brueck, M.D., Delegate

During the recent FMA Convention in Hollywood Florida; I attended Reference Committee Number 1.

This was the Committee on Health and Education and was chaired by Dr. O. Frank Agee. Basically there were two controversial topics that our committee addressed: The first had to do with the percent of membership of specialty groups within the state of Florida who would like to have a delegate seated on the House of Delegates for the FMA. In the past, each specialty society had to have 100% of its members be members of the FMA. The Board of Governors recently met and allowed a 105% variance to this requirement. This caused concern among many of the subspecialty groups within the state of Florida, because they are finding it more and more difficult to obtain 90% or better in terms of membership.

The reasons for this many times are due to mandates from the national society and various other reasons. A resolution was adopted by the Reference Committee which I sat on which allows up to 25% variance. Basically this states that any specialty society that has 75% or more of its members also members of the FMA may be seated and be represented in the House of Delegates. This passed with very little difficulty and I think it is advantageous.

The second resolution that created some controversy had to do with nasogastric tubes in terminally ill patients in nursing homes. Apparently HRS has a ruling that any patient in a nursing home must be given some type of hydration and/or feedings whether it is intravenous or via an NG tube. Even if the family and physicians have signed and agreed on the fact that no heroic measures are to be taken, the nursing home is required by law to have an NG tube inserted. The law states that if the tube is not placed, the nursing home has to immediately discharge the patient and that means to the hospital. This obviously is an expense and not in keeping with current medical ethics. The House of Delegates voted to refer this issue to the Board of Governors for further discussion and negotiating with the Department of HRS.

Editor's Note: Dr. Brueck represented the Lee County Medical Society as a member of Reference Committee #1

REFERENCE COMMITTEE NO. 2 PUBLIC POLICY

F.L. Howington, M.D., Delegate

Your Delegate attended Reference Committee #2 hearing on Friday, September 19, 1986.

There were no matters of debate to come before this committee.

Lee County's resolution concerning labeling of prescription drugs was adopted as presented: resolved, the FMA

(Continued page 2, col. 1)

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

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

November 17, 1986
Annual Meeting

SPEAKER

John Thrasher, Chief Council, FMA

Larry Walder, CMC
National Health Care Consultant

TOPIC:

"Contracts and Joint Ventures"

"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.

ADVISE DPR IF YOU MOVE

If you have move your office and have not advised the Department of Professional Regulations, DO SO TODAY! This will keep your license notices coming to you. If a notice is returned to DPR, no further action is taken to locate you and your license will expire!

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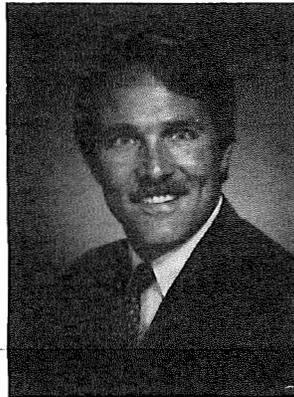
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MANAGING EDITOR

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Susie Riggs, Librarian

NEW BOOKS IN THE
MEDICAL LIBRARY"Clinical Management of
Memory Problems" - Wilson,
Aspen, 1984."Congenital Heart Disease" -
Fink, Year Book Press, 1985."Perinatal and Infant Brain
Imaging" - Rumack - Year Book
Press, 1984."Breastfeeding: A Guide for
the Medical Profession" -
Lawrence, Mosby, 1984."Pathogenesis of Skin
Disease" - Theirs, Churchill -
Livingstone, 1986."When Food is a Four Letter
Word" - Hashew, Prentice - Hall,
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(904) 356-0056PRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
President"WHY THE LEE COUNTY
MEDICAL SOCIETY
NEEDS YOU!"

To say the past few years in medicine have been years of "change" is an understatement of the highest magnitude. These changes have created chaos, turmoil and confusion. Yet, through it all, we are being presented with a challenge and an opportunity to pursue what has been our stated goal from time immemorial. Establishment of the highest quality of medical care in the world. We have achieved that goal but it is imperative that we continue to work TOGETHER to continue our progress. How we fare in the battle will depend on how well our medical society and all of organized medicine responds to those changes. Today, more than ever, the Lee County Medical Society needs YOU! This was well demonstrated in our march to Tallahassee. Through individual and collective efforts, we were able to alter the future course of events in a most favorable way. Without your support we never would have been able to achieve our goal.

In order for our medical society to function as the voice of medicine in our community we need input as well as your individual support. Our committees on school and public health address many issues concerning our young people such as drugs, teenage pregnancies and disease control. YOUR ideas, your work, your time are all needed to make this a viable, productive committee. Your willingness at our recent meeting to donate \$500.00 to purchase a special cabinet to store videotaped film of our

school children is just another example of how important your support is.

We need your input on our grievance and peer review committees to try to maintain a standard of care governed by the highest of ethics and principle. We need you to assist in weeding out the unethical and incompetent physician who occasionally wanders onto the block.

We are in need of your time to volunteer for performing physical exams for our school age children, talk to our teenagers about drug abuse, and provide career counseling for those interested in medicine as a career. We need you to do public education programs on T.V. and radio. We need you to provide information for our medically speaking column in the News Press. We need you to lobby, encourage and support our efforts for a 911 emergency call system and, because of those efforts, it soon will be a reality and our community will be a safer place to live.

You are also needed on a state level to provide support for voluntary drug testing for physicians. Your support is needed to hopefully lobby for a statewide trauma system with designated trauma centers. Your commitment to lobby for and support legislation on such diverse issues as child abuse, drug abuse, and indigent care, is so crucial.

Your county medical society needs your concern, caring attitude in donating your time and service to provide care for our indigent patients. We need your input on various hospital committees to help insure that our patients are receiving the highest quality of care.

We need you financial support through payment of dues. This money is needed to fund our general meetings and educational programs. It also pays to maintain our office and pay the salaries of our staff people. It goes toward funding of our medical library. Your financial support is also needed for the Dr. Jerome McCourt Scholarship Fund and the High School Scholarship Fund.

Does your Medical Society need you? The Lee County Medical Society needs you... organized medicine needs you. Each and everyone of you is so vitally important to our future success. At the same time we want you to be proud of your association with our county medical society. Together we can grow and provide a fertile

environment to continue to provide the quality of care our community deserves. Together as a team we can continue as leaders in the greatest health care system in the world.

112th ANNUAL MEETING

(Continued from page 1)

intercede with the Florida Board of Pharmacy to have instituted the requirement that all prescriptions for trade name drugs when filled with generic drugs be labeled in the following or similar manner:

Drug prescribed: Trade

Name

Drug Dispensed: Gener-

ic Name

and be it further resolved, if negotiations fail, the FMA will attempt through the legislative process to accomplish this goal.

Resolutions from other counties indicate that the Lee County model programs for preschool and sports physicals have not been adopted. There is an apparent widespread problem with effective programs for low income students.

A resolution addressing prescription drugs substitution bio-equivalency was adopted. This resolution requested that the FMA with members of the Florida Congressional Delegation, the AMA and FDA officials seek legal remedies in updating the 1938 Food Drug Cosmetic Act to resolve this issue.

It is a privilege to represent our Society at the Annual Florida Medical Association meeting. Thank you for this honor.

REFERENCE
COMMITTEE NO 3

FINANCE AND ADMINISTRATION

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

Issues that affect your membership include the following:

1. FMA dues increase to \$300/year for active members and \$100/year for associate members.
\$50/year assessment for current life and retired members (or one time assessment of \$1000).
Change in dues delinquent date from April 1st to February 1st, and drop date from October 31st to July 1st.
2. Resolution 86-A3 which would require AMA membership for FMA members was referred to the Board of Governors without action.
3. Resolution 86-A6 passed,

which requires the Board of Governors to conduct a desirability study regarding FMA membership as prerequisite for state licensure and submit a report to the 1987 house.

- Extensive proposed changes in the Judicial Council grievance process were hotly debated. These changes were proposed to standardize the grievance process especially when violations of state law APPEAR to have occurred. All such cases would be referred to the Board of Medical Examiners whether the complaint was filed locally or to the State Judicial Council. The charges proposed were referred to the Board of Governors with authorization to review, modify, and implement without referral back to the house.

You as Lee County Medical Society members will be affected by whatever is adopted, and we will endeavor to keep you informed about any upcoming actions by the FMA Board of Governors as well as ramifications of such action.

REFERENCE COMMITTEE NO. 4

LEGISLATION AND MISCELLANEOUS

Larry P. Garrett, M.D., Delegate

This committee considered many important resolutions. The following resolutions were approved by the FMA:

86-A16 Oppose a sales tax on physicians services.

86-A18 Oppose Federal legislation limiting the use of sample medications.

86-A19 Ask the AMA to organize a rally in Washington, D.C. to influence passage of national tort reform legislation.

86-A20 Promote a law to guarantee that most of an award goes to the plaintiff

\$50,000 - 60% to patients, \$50,000-\$100,000 - 67% patient, above \$100,000-75% of \$100,000-\$200,000 goes to patient, above \$200,000 - 90% of that above goes to patient.

86-A21 Recommends trying to reinstate mediation panels.

86-A23 Try to pass a law setting standards for pre-medical education and a medical school curriculum for licensure in Florida.

86-A24 Oppose any effort to tie licensure to acceptance of medicare assignment.

86-A25 Support state and federal legislation mandating that employers offering health benefit plans includes an offer of medical

insurance covering fee-for-service medical care.

86-A34 Support legislation requiring that an attorney engaged on a contingency basis be required to pay a portion of the defendants legal costs if the suit is lost.

86-A38 Support legislation that would require that an expert witness be licensed in Florida and have been in active practice of his specialty for the past four years, and derive less than 10% of his income from the activity of expert witness.

86-A41 Seek passage of "no fault" legislation for vaccine related injuries which are due to vaccines required by state law or regulation.

86-A44 Support legislation extending the State of Florida limited sovereign immunity to include physicians on contract with County Health Departments.

Editor's Note: Dr. Garrett represented the Lee County Medical Society as a member of Reference Committee #IV.

REFERENCE COMMITTEE NO. 5

MEDICAL ECONOMICS;

T. T. Knight, M.D., Delegate

- Reported on completion of new Relative Value Study and its distribution.
- Has employed legal council in effort to upgrade workmans compensation fee schedule.
- Reported on efforts to monitor PRO activities. Point out that documentation not always complete and is a key reason for denial. Also, pointed out that PRO must deny admissions in order to vent its money savings mandate.
- Passed resolution to have HCFA better explained and identify restrictions on convalescent care by multiple physicians.
- Stressed importance of effectiveness of busness coalition in achieving and working for tort reform.
- Confirmed deliberate slow down in reimbursement of medicare claims by Federal government for purpose of earning more interest on money scheduled for payment.

Auxiliary News

WHAT IS INTERPLAST SOUTH?

If you viewed the television program "60 Minutes," you know

(Continued on Page 4)



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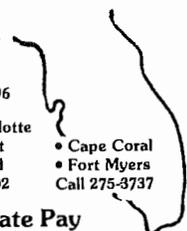
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AUXILIARY NEWS
(continued from page 3)

that INTERPLAST is a non-profit, national organization that sends medical teams to developing nations to perform re-constructive surgery on children.

INTERPLAST SOUTH'S headquarters are located in Ft. Lauderdale. This October, a medical team with supplies and equipment will be sent to Honduras to help make a child beautiful.

The FMA and FMA-A have raised funds for INTERPLAST SOUTH for many years. In fact, they are the sole support for this worthy organization.

At the FMA-A September meeting, the Broward County Medical Society Auxiliary won first place and the Lee County Medical Society Auxiliary won second place in the 200-plus membership category for contributing funds to **Interplast South**. Without the continued support of the medical society members, we would not have reached our financial goal.

This year please help the auxillians raise funds to brighten a child's future. Buy many of our \$2 "Pot of Gold" opportunity tickets, plastic non-spillable all-purpose mugs for \$5 or the custom-made FMA-A umbrella for only \$20. Don't forget, your donation is tax-deductible.

The Auxilliary thanks you for your continued support of INTERPLAST SOUTH, which enables them to help innocent children enjoy a better life.

Terri Carver
FMA-A INTERNATIONAL
HEALTH CHAIRMAN

**HOW MUCH DOES
INSURANCE COST
PER PROFESSIONAL
SERVICE?**

Just how much does a doctor's professional liability insurance cost per patient visit? ... per surgical procedure? ... per obstetrical delivery?

The answers to these questions have been **estimated** using countrywide average

statistics from the American Medical Association (AMA) report, 1985 Socioeconomic Characteristics of Medical Practice; the American College of Obstetricians and Gynecologists (ACOG); and, The St. Paul's 1986 proposed average countrywide, mature claims-made, professional liability insurance rates for \$1 million/\$3 million limits of liability. (The "average" St. Paul physician policyholder carries those liability limits.)

To make a comparison, a few assumptions were necessary. The cost of medical liability insurance is based on St. Paul 1986 proposed rates purely as an example. However, the characteristics of medical practice have been based on 1984 statistics (the latest data available).

■ The average U.S. general/family practitioner (St. Paul Class I doctor) works 47.4 weeks per year and sees 143.1 patients per week. Professional liability insurance with St. Paul 1986 proposed rates will cost this physician 46 cents per patient visit in 1986.

■ The average surgeon works

about 47.2 weeks per year in the U.S. and performs 7.3 surgical procedures per week. Again, with 1986 St. Paul proposed rates, the cost of medical liability insurance for a Class V surgeon will average \$40.72 per surgical procedure. For a Class VI surgeon it will average \$54.30 per surgical procedure.

■ Obstetricians (St. Paul Class VII doctors) across the country practice medicine 46.8 weeks per year, delivering three babies per week on the average. The cost of insurance for each baby delivered will average \$166.57 based on St. Paul 1986 proposed rates.

The St. Paul Annual Report, July 1986.

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**MEDICAL SOCIETY
MEETING**
Royal Palm
Yacht Club

Cocktails 6:30 P.M.
Dinner - 7:00 PM
November 17, 1986
Annual Meeting

SPEAKER
John Thrasher, Chief Concll,
FMA
Larry Walder, CMC
National Health Care Consultant

TOPIC:
"Contracts and Joint Ventures"

"DINNER BY RESERVATION"
PLEASE!!



LEE COUNTY MEDICAL SOCIETY

BULLETIN

The Voice of Lee County Medicine



VOLUME 8, NO. 8

Fort Myers, Florida

DECEMBER, 1986

Kim L. Spear, M.D., Editor



DECEMBER 15, 1986 CHRISTMAS PARTY FOR MEMBERS AND SPOUSES

ROYAL PALM YACHT CLUB

PROGRAM: JOHN W. SNEAD, M.D.

Special joint Christmas Meeting, The Lee County Medical Society and The Medical Society Auxiliary

Royal Palm Yacht Club
December 15, 1986

MONET'S CATARACTS

Monet, the Father of Impressionist Painting, developed cataracts in his later years which affected his style of painting. A fascinating slide presentation will trace these changes in Monet's style.

(Reservations essential)

6:00 P.M.

Cocktails

7:00 P.M.

Installation of Officers

7:15 P.M.

Program

8:00 P.M.

Dinner & Dance

Special Guest Musician
ANDY WALHBERG

Reservations by Friday Noon

OFFICERS 1987

The following officers were voted into office at the November 17, 1986 general membership meeting:

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

President-Elect, Steven E. Levine, M.D.

Treasurer, Joseph P. Walker, M.D.

Secretary, Paul R. Mantell, M.D.
Member-at-large (elected for two years), Kim L. Spear, M.D.

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

Board of Censors (2), (elected for three years).

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

Michael J. Murray, M.D.

Rex. E. Stubbs, Jr., M.D.

FMA Delegates, William R. Bess, Jr., M.D., Robert J. Brueck, M.D., Larry P. Garrett, M.D., F. L.

Howington, M.D., H. Quillian Jones, Jr., M.D., Steven E. Levine, M.D., Marcus M. Moore, M.D.

FMA Alternate Delegates, Robert E. Arnall, M.D., Ronald D. Castellanos, M.D., T. T. Knight, M.D., Benjamin G. Martin, M.D., Joseph P. O'Bryan, M.D., Douglas A. Newland, M.D., Joseph P. Fiore, M.D.

CONGRATULATIONS

New members approved at November meeting: Peter Blitzer, M.D.; Kevin S. Campbell, M.D.; Alan D. Siegel, M.D.; James W. Simpson, M.D.; George A. Vatakencherry, M.D.; Michael Berg, M.D.

Status change to active membership: Gregory Krill, M.D.; Michael Rubin, M.D.; Joseph Tienstra, M.D.; Robert Newman, M.D.; Gregory Adams, M.D.; Florferida Razon, M.D.; Vanraj Rana, M.D.; William Gezzar, M.D.; Steven West, M.D.; Ronald Delans, M.D.; Joseph Howard, M.D.

"DR. JOHN"

FANTASY

I can see it all clearly.

I am in the window seat of a home somewhere in the North on a quiet Fall day. Probably this is Larchmont, N.Y.; the home is neither new nor old, the neighborhood is likewise; Thru Trucks are not allowed.

I am nestled in cushions, reading a book. My back does not hurt in this position. Or any other position, I notice. The book is particularly good, the pages crisp, the print clear, the illustrations well-chosen. Sometimes it makes me smile, other times I look to the lawn and think. I do not need glasses.

I am eating an apple, a big red one that is cold and juicy. It is excellent, and the skin does not get stuck between my teeth. The juice splatters; such things do not concern me.

It is Saturday, I think, and there has been a cold, misty rain falling. A few remaining leaves flutter from the trees. The cold can be felt through the window, and I appreciate the crew neck sweater I wear with a button-down shirt, no tie, flannel slacks and shoes from L.L. Bean.

Life is good, and I deserve it. Everyone admits that. Money is not one of my problems. Neither is anything else.

The house is quiet, but a Glenn Miller recording can be faintly heard from another room. The music complements, but does not intrude. Raindrops on the window magnify the street lights. Only a little daylight remains. The neighboring houses glow warmly in the mist.

IN MEMORIAM

OTIS LEON JORDAN, M.D.

Dr. Jordan died on September 23, 1986 at the age of 82.

He practiced medicine and surgery in Tuscaloosa, Alabama from 1937 to 1970. He was active in tuberculosis work in the State of Alabama and served as President of the State Tuberculosis Association.

He moved to Lee County in 1970 and set up a practice first in Fort Myers and later in Alva. Our Society presented Dr. Jordan a plaque in February 1986 to honor his 51 years of practice and dedication to medicine. He is survived by his wife, Juanita.

Dr. Jordan is an example of medicine as "a way of Life."

Kim L. Spear, M.
Editor

(Continued page 2, col. 1)

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LEE COUNTY
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"DR. JOHN"

(Continued from page 1)

A woman comes into the room. She looks like Gene Tierney in the movie "Laura." (Ingrid Bergman is more than I can handle, even in fantasy.) She is wearing a tweed skirt and a dark cashmere sweater. She does not wear makeup. She is Something Else. I hope Alice does not find out about all this. I look up from my book at her approach, without irritation. Crew-neck sweater people are like that.

"Would you like a steak and salad for dinner?" she asks, in a voice that reminds me of silk. "The butcher sent out some steaks I didn't order because they were so nice and he thought you would like them."

My beeper goes off. The soft rain disappears, my back hurts, and I am called to the E.R. to see a fat lady with abdominal pain. I can't remember where I left my glasses.

Sigh.

John R. Agnew, M.D.

PRESIDENT'S
MESSAGEROBERT J. BRUECK, M.D.
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Responsibility and Commitment

As I sit here writing my last editorial, I can't help but think of my thoughts and feelings of a year ago when I was preparing to take office. I wondered what kind of a year it would be? Quiet? Non-controversial? I was hoping for such, but in our environment today, change and controversy surround us.

At the same time, my mind is buzzing with the events surrounding Dr. Rosier's interviews on television. On the 11 o'clock news they aired a segment of an interview that I had given earlier in the day before "the flood gates" opened. I patiently laid in bed waiting for the 11 o'clock news - when it was over, my patience was gone. I was overcome with feelings of anger and disappointment. I thought about all of the T.V. viewers who must have been overcome with amazement and, in some cases, fear. The next day I began to collect my thoughts and, more than ever before, I began to realize the tremendous power of the news media. Their power has been heightened by a most liberal interpretation of the first amendment to our Constitution. The greatest challenge facing the media today is to assume the responsibility that goes with that power.

We, too, have a tremendous amount of power and an even greater responsibility to the people of this community. We assumed that responsibility when we chose to be members of the medical profession. That responsibility goes beyond the doctor-patient relationship and the commitment to excellence in patient care. It transcends all aspects of life in our community.

It involves volunteering to do such work as health screening, providing indigent care. It means contributing to the charity of your choice such as the United Way, the American Cancer Society or the host of other charitable organizations. I feel we also have a responsibility to support the arts through such groups as the Lee County Alliance of the Arts, the Junior Welfare League, and the SW Fla Symphony Orchestra. We have a commitment to serve in our churches and synagogues. Many serve such calls to responsibility by being a scout master or by being a member of a service oriented organization, such as Rotary or Kiwanis. Many are involved with public education and P.T.A. The Video Health Fair is another example of meeting our responsibility to the community.

We also have a responsibility to become involved in our medical organizations. We need to understand how they work, how we make change and how we can help to continue to reserve the qualities and standards of medical care that have no equal. The opportunities are great but far greater are the responsibilities.

I thought by this time of year I would suffer from an old nemesis; namely, "burnout." I still have a youthful enthusiasm for organized medicine — that enthusiasm has grown as I became more knowledgeable about how it works and what can be done. We live in a world of constant change and in that change comes opportunity. Become active! Become involved, for a bright future depends on today's commitment.

Council On Hospital
Medical Staffs

The most recently formed council of the FMA, The Council on Hospital Medical Staffs, held its second annual statewide meeting on Wednesday, September 17, 1986 at the FMA meeting in Hollywood.

John M. McBride, President of the Florida Hospital Association, was the lead speaker. He outlined the FHA legislative program for 1987 which will focus on the development of an indigent care bill.

In addition to finding new funding sources for those unable to pay, a better way to distribute funds collected must be structured. Currently, all hospitals pay 1-1/2 percent of gross revenues into an indigent care fund; but of the 150 million

dollars collected, only 29 million has been paid out. Most of this has been distributed in the Miami area (none in Lee County). The most likely source for new funds is via the sales tax. The process of "sunsetting" of exemptions potentially will generate one billion dollars more in sales tax revenue next year.

Another interesting part of the program was a question and answer session by some physicians from the PRO in Tampa. They were scheduled to discuss the PRO role in quality care but spent the entire time defending themselves. Instead of pleading the "Fifth Amendment" their standard comment was, "We have to do it that way because HCFA tells us we must."

An important part of the council meeting was a presentation by H. Quillian Jones, Jr., M., FMA Chairman of the Committee on Emergency Medical Services. Quill discussed "Trauma Center Legislation."

The Council on Hospital Medical Staffs is a new division of the FMA that is still learning how to function. As it matures and as hospital/medical staff relationships grow, the significance of the Council will increase.

Robert Arnall, M.D.

Auxiliary News

Health Career Newsflash

The eighth annual HEALTH CAREER FORUM was held November 6, 1986 at the Lee Memorial Hospital Auditorium. In attendance were 175 third-year high school students from both public and private schools. They had access to over 25 medical specialists. They had time to visit all booths, ask questions and then decide which medical field they wish to pursue in the future. A special thanks to Dr. John Dusseau and Dr. Lee Howington for taking time from their busy practices to be at the forum to answer questions.

Hospital tours were also available. Those who WALKED MILES are: Judy Tyler, Connie Howington, Becky Bess, Josey Cullen and Gene Harrison. Thanks ladies!

Terri Carver
Chairman, Health Career Day

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OF MONTH**

WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

LEE MEMORIAL HOSPITAL

Lee Memorial's array of specialty health services will be made more complete December 14 with the opening of a **Regional Diabetes Treatment Center**. It is a unique and exciting opportunity for the hospital to combine its diabetic expertise with that of a nationally recognized corporation, Diabetic Treatment Centers of America (DTCA). Diabetic Treatment Centers of America is a nationwide network of 30 centers designed for the specialized treatment of individuals with diabetes.

The center will provide the most advanced philosophy for the treatment of diabetes available in Southwest Florida. Co-Medical Directors of the centers are Zenaida C. Javier, M.D.; Sergio R. Mather, M.D.; and Alagumalai K. Swamy, J.D. The 20-bed unit will be located on Cox I and will have dining, exercise and classrooms. In addition to the highly trained diabetic nurses, the center will have its own program coordinator, nurse educator, dietitian, counselor and an exercise specialist. The philosophy of the unit will focus on helping patients maintain close control over their blood sugar and will provide multidisciplinary services designed to help patients live an otherwise normal, healthy life.

FORT MYERS COMMUNITY HOSPITAL

Fort Myers Community Hospital opened **The Diabetes Center of Southwest Florida** on December 1. The goal of the Center is to provide complete support for the diabetic patient and his or her family, from specialized inpatient care to lifestyle management and family counseling.

The Diabetes Center of Southwest Florida includes:

- Dedicated 14-bed nursing unit with specially-trained staff
- Complete outpatient services and follow-up care
- Educational services including drug management, diet and exercise and family involvement
- Diabetes support group for patients and family

Fort Myers Community Hospital is proud to bring to the Southwest Florida region this new, comprehensive service.

The **Women's Pavilion**, the **Radiology Regional Center** and the **Oncology/Hematology** unit of

Fort Myers Community Hospital sponsored three days of special breast screenings for women on November 15, 22 and December 6. The baseline mammograms, performed at The Radiology Regional Center, 3680 Broadway, were offered at minimal cost to those women who had never had a mammogram. In addition to the screenings, the women also received free information on breast self-examination and a free cancer risk assessment.

Fort Myers Community Hospital thanks Drs. Michael Kyle, William Kyle, Rodger Shaver, Howard Sheridan, John Thorn and Michael Carron for making possible this opportunity; also Dr. Michael Heller and other members of the Cancer Committee for their assistance.

MAINTAINING IDEALISM

When we start we have it. We see others that have lost it, and with a nod we understand why.

It is so difficult in the face of government meddling, law suits, bad press.

Small and large injustices gradually erodes our faith.

All the professions start with idealism: teachers, attorneys, policemen, and especially physicians.

Then we are seduced. By Money, Power, Fatigue, and the feeling that it is hard to make a difference.

We remember the patients that were difficult, complaining, ungrateful, and complained about the bill.

We forget those that appreciate us.

It is good to be a patient now and then.

To remind us of the values you look for in your physician. For Knowledge, For Compassion, For Help.

If we would at times look at ourselves in the mirror and remember what we like about medicine, instead of what we don't like.

This will help keep alive your idealism and protect us from the seduction of pessimism.

KIM L. SPEAR M.D.



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Florida License Renewal Guidelines

(1) **Every** physician licensed pursuant to Chapter 458, Florida Statutes, shall be required to complete **40 hours** of continuing medical education courses approved by the Board in the 24 months preceding **each biennial renewal period** as established by the Department. **At least 5** of such continuing medical education hours required for renewal shall concern **risk management**.

(2) **For purposes of this rule, risk management means** the identification, investigation, analysis, and evaluation of risks and the selection of the most advantageous method of correcting, reducing, or eliminating identifiable risks.

(3) During the license renewal period of each biennium, an application for renewal **will be**

mailed to each licensee at the last address provided to the Board. Failure to receive any notification during this period does not relieve the licensee of the responsibility of meeting the continuing education requirements. The application for renewal shall include **a form** on which the licensee shall state that he has completed the required continuing education. The licensee must retain such receipts, vouchers, certificates, or other papers, such as the physician's recognition awards issued by the AMA, as may be necessary to document completion of the continuing education listed on the renewal form for a period of not less than 4 years from the date the course was taken. **The Board will audit at random** a number of licensees as is necessary to assure that the continuing education requirements are met.

(4) **Failure** to document compliance with the continuing

education requirements or the furnishing of false or misleading information regarding compliance shall be grounds for disciplinary action up to and including **license revocation**.

(5) The continuing education requirements for renewal shall not apply to a licensee during the biennium in which he is first licensed in Florida, but shall apply to such licensee in every biennium thereafter.

(6) The following courses are approved by the Board:

(a) Organized courses approved for American Medical Association Category I Continuing Medical Education credits or accepted for the American Medical Association physician recognition award.

(b) Any postgraduate training program accredited by the Accreditation Council for Graduate Medical Education.

(c) The following specialty training: American College of Emergency Physicians, Category

I; American Academy of Family Physicians prescribed credit; and American College of Obstetricians and Gynecologists cognates.

Specific Authority: 458.309, 455.213(5), F.S.

Law Implemented: 455.213(5), F.S.

History: New 9-7-86

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