LEE COUNTY **MEDICAL** SOCIETY





THE VOICE OF LEE COUNTY MEDICINE

VOLUME 15. NO. 5

Fort Myers, Florida John W. Snead, M.D., Editor September, 1992

SEPTEMBER MEETING

"Welcome Back"

We hope your summer has been a pleasant one and we welcome you back to our regular meeting time each month on the third Monday at the Royal Palm Yacht Club

It is our hope you will join us for fellowship, and informative enlightening presentations.

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

Cocktails 6:30 Dinner 7:00 p.m.

September 21, 1992

TOPIC: "We Care Program"

SPEAKER:

Micheal J. Lukowski, M.D. Secretary of Alachua County Medical Society, Gainesville

DINNER BY RESERVATIONS ONLY

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

BY-LAW CHANGE

OLD-CHAPTER V-COMMITTEES Section 1. Board of Censors: COM-POSITION - At the first annual meeting, POSITION - At the first annual meeting, following the adoption of this Constitution and By-Laws, the Board of Censors shall be elected as follows: Each member present and voting shall cast a ballot for not more than six candidates. The two candidates receiving the first and second highest vote shall be elected for three years; the two candidates receiving the third and fourth highest vote shall be elected for two years and the two candidates receiving the fifth and sixth highest vote shall be elected for one year. The Board of Censors shall then elect its own Chairman and Secretary. Following the first annual election, two members of the Board of Censors shall be elected each year to serve for a shall be elected each year to serve for a period of three years. The elected Secretary of the Lee County Medical Society shall sit as a member-at-large of the Board of Censors for a term of one year.

NEW-CHAPTER V-COMMITTEES

Section 1. Board of Censors: COM-POSITION - At the first annual meeting, rOSHION - A the first annual meeting, following the adoption of this Constitution and By-Laws, the Board of Censors shall be elected as follows: Each member present and voting shall cast a ballot for not more than eight candidates. The two candidates receiving the first and second highest vote shall be elected for three years; the two candidates receiv-ing the third and fourth highest vote (continued on page 2)

PRESIDENT'S MESSAGE



VALERIE C. MOORE What Does It Mean To Be A Physician?

It means to me that we are healers. Not only are we expected to heal our patients, but sometimes our neighbors and our communities. Now we are being asked to heal our medical system as well. It does not matter who is to blame for the condition of the health care sys-

for the condition of the health care sys-tem, or that in fact the United States health care system provides the best medical care in the world. Recently, I was asked by Beth Francis, the medical editor of the News-Press, what physicians in Lee County were dowhat physicians in Lee County were do-ing to improve access to medical care. At that moment I was delighted to be a-ble to tell her of some very specific pro-jects that are taking shape in Lee County.

After firmly establishing "Paint Your Heart Out" as a community institution, Bob Brueck was interested in doing (continued on page 2)

Tribute To Our Friend

TRAVIS B. PUGH, III, M.D. 1941-1992

1941-1992
Travis B. Pugh, III was born in Louisville Kentucky in 1941. He grew up, attended high school and college in
Bowling Green, Kentucky. He graduated from Western Kentucky University with a B.S. degree in 1963. He attended medical school at the University fixed type and graduated in 1967. tended medical school at the University of Kentucky and graduated in 1967. He completed a rotating internship in Savannah Georgia in 1968 and then served in the U.S. navy for two years in Vietnam and Pensacola, Florida. He then returned to a Diagnostic Radiology residency at the University of Tennessee in Memphis. He was certified by the American Board of Radiology in 1974.

1974.

He came to Lee County as a diagnostic radiologist in 1973 and joined with Dr. Joseph K. Isley's group (Radiology & Nuclear Medicine, Inc.). He practiced Radiology until his death on July 27, 1992. He was a member of the American College of Radiology, the Lee County Medical Society and the Florida Medical Society.

Taz was best known for his kindness, generosity, and percentiveness. He

generosity, and perceptiveness. He was loved and respected by all who was loved and respected by all who knew him. He was an excellent radiologist and very much respected by his peers. He is survived by his wife, Lonna, his children, Scott Pugh, Allison Pugh and Trevor Atkin, and a twin brother Joseph R. Pugh, M.D. of Fort Myers.

"DR. JOHN" M-----F (Sorry)

I made a confirmation pledge to my mother that I would never, ever write about Medicare. For a satirist, it's like

hourer that I would never, ever write about Medicare. For a satirist, it's like fishing with dynamite, hardly a sport. In a battle for wits you should never attack an unarmed man. But, through no fault of mine, they have finally gone too far. I can no longer resist. Sorry, Mom.

A recent issue of "Medicare B Update" had a list of diagnoses approved for occult blood testing, a list which explained why all our Hemoccult claims had been denied. My recollection is that not a single diagnosis had any relation to occult blood testing. I thought it was a joke, but the date was not April 1.

Listed were such things as: "Syphilitic peritonitis (misspelled); Anthrax (misspelled); Appendicitis with perforation and peritonitis; Duodenal ulcer with hemorrhage". (continued on page 2)

AMA

National Coalition of Physicians
Against Family Violence
The American Medical Association
(AMA) is asking that you join the AMA
National Coalition of Physicians Against
Family Violence. The need for physicians to take a more active role in dealing with family violence is obvious, given the extent of the problem. In joining the National Coalition, physicians can register their concern about the effects of family violence and become advo-cates in their community for the prevention for family violence.

tion for family violence.

Becoming a member of the Coalition is easy. Attached is an application form. Upon completing and mailing the small application form to the AMA, the physician will receive the AMA's Child Abuse, Child Sexual Abuse and Domestic Violence Guidelines as a member benefit. Members will also be provided with information regarding model education programs; have access to newsletters, public education materials and other publications; receive an official mem-bership card and frameable poster alerting patients of their concern for this problem. There is no cost to becoming a member, only a commitment to help curb this problem.

Name		
Address		
City/ST/Zip		
Telephone	_	
Specialty		
Auxiliary Member	□Yes	□No

Area of interest within Family Violence: □Child Abuse □Sexual Assault

□Spouse Abuse

□Elder Abuse

Other

JUST THE FAX PLEASE!

By Barbara Harty-Golder, M.D., J.D.

The advent of facsimile transmission has made communication among geographically separated offices much simpler, but it has also raised problems for the physician

faced with confidentiality restraints.

Except for a few statutory exceptions, Florida law requires that patient information be kept confidential until and unless the patient releases the information. Communication of patient information to another individual without proper authorization from the patient, leaves the physician liable for breach of confidentiality. Intent is not a necessary part of the cause of action. Even inadvertent leaks are actionable, which brings

essary part of the cause of action. Even inadvertent leaks are actionable, which brings up the troublesome matter of fax transmissions.

The Privacy Question - In a recent criminal case, an appellate court held that radiotelephone transmissions do not carry with them an expectation of privacy, since it is relatively easy for outside parties to monitor the transmission by means of other, commonly available instruments, most notably, other radiotelephones.

The same issue of expectation of privacy may ultimately come to bear on the issue of fax transmission of records. The fax is not so public as a radiotelephone transmission, but neither does it compare with the usual methods of communicating patient information across distance like mail and telephone conversations.

Fax transmissions differ from mail delivery because they are not sealed from view of someone other than the intended recipient. Mail is to be delivered to the addressee, and interfering with delivery or opening another's mail may be punishable by law. Not

someone other than the intended recipient. Mail is to be delivered to the addressee, and interfering with delivery or opening another's mail may be punishable by law. Not so-at least not yet-with fax transmissions.

Who Sees FAX? The fax differs from ordinary telephone conversation, for which there is an expectation of privacy, because there is no general way to verify the transmission before sending it. If the fax number is wrong or misdialed, the fax will be delivered to an unauthorized person and the sender may never know. Further, in some offices, fax transmission may be received by individuals not authorized to receive the information. Unless he has checked beforehand, the sender will have no way of know-

ing whether this is so.

Think Before Sending - Consequently, it pays to think twice before faxing records. Limit fax transmissions to real emergencies. Use mail delivery, even overnight service, whenever possible. If you must fax, call to verify the number beforehand and designate a time for the transmission to be sent. Ask that the recipient be on hand to receive the

transmission and verify its receipt. Record your attempts to safeguard the transmission.

Most important, if you need to fax patient information, obtain a release which authorizes you to use facsimile transmission. In addition to the usual release of records, this "fax-specific" release should inform the patient that the material may be faxed, and that there is some inherent risk of misdelivery. (continued on page 2) (continued on page 2)

LEE COUNTY MEDICAL **SOCIETY BULLETIN**

3805 Fowler Street Fort Myers, Florida 33901 Phone (813)936-1645
The Lee County Medical Society Bulletin is published monthly with the June and August editions

omitted.

CO-EDITORS

Mary C. Blue, M. D. John D. Donaldson, M. D. John W. Snead, M. D. EDITORIAL BOARD PRESIDENT Valerie C. Moore, M. D. PRESIDENT-ELECT Phillip E. Andrews, M. D. SECRETARY Ronald J. Delans, M. D. TREASURER Roger W. Shaver, M. D. MEMBERS-AT-LARGE Donn O. Fuller, M. D. Steven R. West, M. D. John W. Snead, M. D.

PAST PRESIDENT William P. Evans, M. D. MANAGING EDITOR Ann Wilke 936-1645

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

By-Law Change (cont. from pg. 1) shall be elected for two years and the two candidates receiving the fifth and sixth highest vote shall be elected for one year. The Board of Censors shall then elect its own Chairman and Secretary. Following the first annual election, two members of the Board of Censors shall be elected each year to serve for a period of three years. The elected Secretary of the Lee County Medical Society shall sit as a member-at-large of the Board of Censors for a term of one year. Board of Censors for a term of one year. This Bylaw is changed to increase the

Board of Censors from six members to eight members in order to keep pace with our work load and membership.

President's Message (cont. from pg. 1) more for his community. He has put together a plan for a medical clinic for the homeless at the Salvation Army. The numbers of the homeless in Lee County. are difficult to determine, but estimates are at 2,700 and growing. The homeless frequently are not eligible for Medicaid and fall through the cracks for medical and fall through the cracks for medical care in other programs. The clinic as en-visioned will begin by being open one night a week. It will need volunteer phy-siclans to staff it on a rotating basis. So-vereign immunity will be arranged with

vereign immunity will be arranged with HRS.

This clinic and other clinics providing medical care to the indigent and medically needy in Lee County need a system of back up for referrals to specialists, labs, and hospitals. Lee County "We Care" is a program that would provide a coordinator of volunteer services. The Hospitals have pledged their support for this program. State funds are available for a coordinator to be hired. The next step is that physicians are needed as volunteers. In the next month you will be inundated with indigent patients. On the contrary, it is an attempt to spread the burden of care equally through the medical community. The key to the program's success is participation by all physicians. It needs your support. With this program in place, the News-Press and media will not have to ask what we are doing to improve access to medical care in this community. It will be easy to document what services are provided. When a person that is medically needy is identified by a physician or a clinic, the "We Care" coordinator would be made to the next volunteer physician or hospital in rotation. The contract with each physician is for only twelve patients a year. This program has had success in Alachua and Leon Counteans of Lee County.

APPLICATION OF ADA TO HEARING IMPAIRED **PATIENTS**

Jeffrey L. Cohen, Esq.; Assoc. Gen. Counsel
As you are probably aware, the Americans with Disabilities Act (ADA) became law in 1990. It is an extremely broad prohibition of discrimination on the basis of disability. All physically and mentally handicapped individuals are protected by the Act, and "public accommodations" are required to modify buildings, policies, and practices which discriminate or exclude disabled persons.

Lately, the question we receive most frequently regarding the ADA is whether a physician must provide (and pay for) an interpreter for a hearing impaired patient. The answer to the question is "maybe."

A physician's office is a "public accommodation" under the ADA. As such, a physician may not refuse to treat a hearing impaired person simply because of the handicap. Moreover, once the physician-patient relationship is formed with a hearing impaired person, the ADA specifically requires the use of aids and services that are necessary to ensure effective communication. A patient may prefer one method over another, but ensure effective communication. A patient may prefer one method over another, but the physician must provide only the method which the physician determines is necessar-

the physician must provide only the method which the physician determines is necessary to accomplish the law's purpose.

Moreover, the particular aid or service employed depends on the length and the complexity of the communication. Writing notes back and forth may be sufficient in some instances, but a qualified interpreter may be necessary in others. A past practice of note-writing suggests that an interpreter is not necessary, even though it may be preferred by

the patient.

The only exceptions to the requirement are where furnishing the services that ensure

The only exceptions to the requirement are where furnishing the services that ensure communication would (1) fundamentally alter the nature of services offered, or (2) result in an undue burden. "Fundamental alteration" occurs in the unlikely event where providing the services is so significant that it alters the essential nature of the services offered. The "undue burden" exception applies where, for example; the cost of the action to ensure effective communication is significant and when viewed in light of the overall financial resources of the office, and appears to apply most readily to small practices where fairly minor costs may have a major impact.

Assuming a physican determines it is necessary to hire an interpreter, those costs may not be passed onto the hearing impaired patient. The physician will, however, be eligible for a tax credit after reaching an expenditure threshold of \$250.00 during a given year. Additionally, reimbursement for the cost of the interpreter should be sought from third party payors, including Medicaid, though there is no guarantee that reimbursement will be paid.

The Act is enforceable by private parties and the federal government. Required compliance with all aspects of the ADA began on January 2, 1992, but small businesses have limited protection from lawsuits that are unrelated to the law's construction and alteration requirements. Suits may not be brought before July 26, 1993 against a businesses with 10 or fewer employees and gross receipts of \$500,000 or less. While civil penalities in suits by the government do not include punitive damages, compensatory damages may be as high as \$50,000 for a first violation, and \$100,000 for any subsequent violation. Private parties are entitled solely to injunctive relief to force compliance with the Act, but may be entitled to attorneys fees. ■ entitled to attorneys fees.



DON'T FORGET! **WE NEED YOUR VOTE!**

STD PHYSICIAN UPDATE — October

The Florida Sexually Transmitted Disease (STD) prevention/training center and Florida HRS District 8 will be sponsoring a two-day STD physician update course at the Sheraton Harbor Place Hotel in Ft. Myers October 29-30. There is no registration fee for this course. Those attending the two-day course will receive 16 CME Category One, Physician Recognition Award. For further information call Mr. Ronald Cremo in Fort Myers at (813) 338-1254 or Ms. Sylvia Detweller in Tampa (813) 272-6326.

Will meet the State requirement for HIV/AIDS continuing medical education for Licease register.

cense renewal.

In cooperation with Centers for Disease Control and University of South Florida College of Medicine. ■

CONTINUING MEDICAL EDUCATION

Risk Management Seminar - Holiday Inn, Punta Gorda; Saturday, September 19; 7:30 a.m.-Registration, 8 a.m.- 1 p.m. Contact Charlotte Co. Med. Soc. (813) 625-6229.

Lee Memorial Hosptial - September 1992 C.M.E. Programs. Every Thursday 12:30 p.m.-1:30 p.m. in the Hospital Auditorium, Call 334-559 to register: Sept. 3, Sterotaxic Biop-sies, John Dusseau, M.D.; Sept. 10, Update in Hyperlipidemia and Coronary Preven-tion, Horace Dansby, M.D.; Sept. 17, Methicillin Resistent Staphylococcus Aureus, Kenneth Sanders, M.D.; Sept. 24, Joint Cancer Conference, Michael Katin, M.D. ■

Florida Georgia Blood Alliance - Symposium on Transfusion Medicine and Blood Banking, Sept. 25-26, Ponte Vedra Inn & Club, Ponte Vedra Beach, FL. 12½ hours CME approved by FMA Foundation. Contact 1-904-353-8263 for more information. ■

University of South Florida - Advanced Laparoscopic Surgical Techniques in General Surgery, one day intense laboratory workshop. Course directors: Michael Albrink, M.D. and Larry C. Carey, M.D. Department of Surgery. CME Credit: 8 hours. Surgical Laboratory, Tampa, FL, Sept. 18, Oct. 2, Nov. 6 and Dec. 11. For more information contact Dorrie Rossi, RN, 1-813-253-6001. ■

AMA Financing & Practicing Services, Inc./FLorida -Young Physicians Series: Tampa, Joining a Partnership or Group Practice, Nov. 12; Starting Your Practice, Nov. 13-14; Medical Office Staff Series: Tampa, Insurance Processing and Coding, Oct. 20; ICD-9 Coding for Doctor's Offices, Oct. 21; CPT Coding for Doctors Offices, Oct. 22 a.m.; Medical Collections Management, Oct. 22 p.m.; The Business Side of Medicine, Oct. 23. Financial Planning Series: Tampa, Successful Money Management, Sept. 18; Financial Strategies for Successful Retirement for Mid-Career Physicians, Sept. 19. Retirement Series: Miami, Financial Strategies for Successful Retirement for Senior Physicians, Oct. 2; Gearing Up for Retirement, Oct. 3.

1993 AMA National Leadership Conference - February 12-14, Atlanta, Georgia.



OPINIONS - EDITORIALS LETTERS TO THE EDITOR

John W. Snead, M.D.

NEXT MONTH'S QUESTION

"How should we handle scientists who engage in scientific misconduct, such as falsifying experiments?"

Send your comments to the Medical

Bulletin deadline is the 15th of each month . . . we want to see you in the print medial

"Dr. John" (cont. from pg. 1)

I wrote a letter, expressing my usual o-pinion that they had "lost it," and my su-spicion that they never had it in the first

spicion that they never had it in the first place. To my great surprise, I received a signed reply indicating the list was generated by "a panel of nurses and physicians" and that they were taking another look. Ignorance multiplied by ten doesn't equal knowledge, it appears.

Sure enough, the next "Medicare B Update" had a brief revision which added several diagnoses but removed none. So, two things are certain when you see a patient with syphilitic peritonitis: 1) you won't recognize it, and 2) do a Hemoccult and Medicare will reimburse you. Just make sure you misspell burse you. Just make sure you misspell syphilitic.

syphilitic.

The next communication was about the short stay admissions we have been using since Medicare finally agreed you can't always be sure who needs admission. These were to the "observation unit" of the hospital, presumably near the sidewalk, and were reimbursed at office rates. From this time hence we were rates. From this time hence, we were told, such admissions are to be called "observation as outpatient," again for 24 hours. Probably such patients will not be allowed to lie down or use the bath-

My thermostat locked when I read that. It struck me that this is the "New-speak" George Orwell wrote of in 1984. The government is able to change the meaning of words to suit its purposes, so that ultimately one cannot have an in-correct thought, words being necessary for thought. I can hardly wait for the next development.

next development.
Every month, to change the subject slightly. I receive a three-page form from Medicaid, listing all my submitted charges for the past month, and indicating none will be paid. I am grateful that this doesn't arrive postage due, but shocked and hurt that they won't pay for the two with syphilitic peritonitis. Maybe I shouldn't have spelled it correctly. I ohn R. Agnew, M.D.

Just The Fax Please (cont. from pg. 1)
You may wish to point out that fax transmissions may not be treated confidentially in the process of delivery. Include language that indicates the patient acknowledges and accepts these limitations and consents to the use of facsimile transmission.

An added safeguard is to require that the patient or his legal representative provide you the fax number in his own handwriting. If you prepare a standard release to cover these items, you'll eliminate the need to obtain special permission for fax transmissions and be one

inate the need to obtain special permis-sion for fax transmissions and be one step ahead of the game. Dr. Harty-Golder is both a practicing pathologist and attorney. Her law prac-tice in Sarasota specializes in medicallyrelated cases.

Reprint: with permission from Sarasota County Medical Society "Topics".

BULLETIN DEADLINE IS THE 15th OF EACH MONTH

NEW MEMBER APPLICANTS

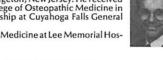
Application For Membership

Active members are requested to express to the Board of Censors or Board of Governors any information or opinions they may have concerning the eligibility of the appli-

CHARLES P. FRIEDRICH, D.O.

Dr. Charles Friedrich was born in Bridgeton, New Jersey. He received his medical degree at Philadelphia College of Osteopathic Medicine in Pennsylvania. He completed his internship at Cuyahoga Falls General Hospital in Cuyahoga Falls, Ohio.

Dr. Friedrich is practicing Emergency Medicine at Lee Memorial Hospital.



ROBERT G. SHARKEY, M.D.
Dr. Sharkey was born in New York, New York. He received his medical degree at U.H.S. The Chicago Medical School in North Chicago, Illinois. He completed his internship and his residency at Morristown Memorial Hospital also in Morristown, New Jersey.

Dr. Sharkey is practicing Emergency Medicine at Lee Memorial

EDWARD L. DAVIS, D.O.

Dr. Davis was born in Philadelphia, Pennsylvania. He received his medical degree at Philadelphia College of Osteopathic Medicine in Pennsylvania. He completed his internship at Lancaster Osteopathic Hospital in Lancaster, Pennsylvania and his residency at the Medical University of South Carolina in Charleston.

Dr. Edward Davis will be practicing Neurology at 6100 Winkler Road

in solo practice. ■



PAUL WOZNEY, M.D.

Dr. Paul Wozney was born in Lynn, Massachusetts. He received his medical degree at the University of Texas in San Antonio. He completed his internship at Shadyside Hospital in Pittsburgh, Pennsylvania and his residency at the University of Pennsylvania Medical Center in Pittsburgh. Dr. Wozney attended a fellowship at the University of Pittsburgh

Medical Center in Diagnostic Radiology.

Dr. Paul Wozney will be practicing Diagnostic Radiology at East

Pointe Hospital.



In 1985 the area medical office managers formed an organization for networking to learn more about common problems that medical practices share and the solutions to solve those problems.

The Health Management Association continues to grow and currently has 145 active members. The area hospitals have been instrumental in the establishment of the Asso-

remembers. The area nospitals have been instrumental in the establishment of the Association and continue to guide and support its development.

The Association provides a unique forum that enables members to exchange ideas and information that can be immediately applied to current problems in the medical office management. We have monthly meetings at the area hospitals during which an invited speaker makes a presentation on important topics such as the ever changing Medicare; CLIA laws; ADA laws; OSHA laws; wage and hour laws; and the expenses extend by these resultations.

Medicare; CLIA laws; ADA laws; OSHA laws; wage and hour laws; and the expenses caused by these regulations.

How can you, the doctors benefit? By sponsoring your office manager's membership in The Health Management Association, you can realize immediate benefits to help increase productivity and revenues, while avoiding potential problems.

This year our annual conference will be held at the Marriott Marco Island Resort, Friday and Saturday, October 9-10. We hope you will send your office management to this important conference when many of the current issues regarding medical practice in the 90's will be discussed by national and local speakers.

As we all know, the future for medical practices is here now. We just need to learn how to live with it!

how to live with it!

Annual Conference: Oct. 9-10 at the Marriott, Marco Island Resort. For more information contact: Donna, 939-0774 or Valerie, 939-2412. ■

OCAL PHYSICIANS NEEDED

U S Fencing Association National Championships

The Fort Myers Fencing Club and the Central Division of the USFA (United States Fencing Association) will be hosting the USFA National Championships, at Harborside Convention Center on June 5th-12th, 1993. As we will be bringing approximately two thousand visitors we believe this will be a boost to the Fort Myers economy. In order to hold this event, however, we must provide a medical doctor on the premises at all times during the competition. We would like to ask for the help of some of our members to participate in this event as a volunteer medical physician, or perhaps you know of a retired physician who is still licensed and would be available in this regard. The USFA is a registered non profit organization and any time given should be tax deductible.

We need you for this exciting community project! Please contact: Stuart Levy, M.D., 334-2256 or Thomas Howson, Fort Myers Fencing Club, 853 Java Plum Avenue, N. Ft. Myers, Ft. 33903.

Myers, FL 33903. ■

IF HRS DID A BIOHAZARDOUS WASTE INSPECTION TODAY, WOULD YOU BE IN COMPLIANCE?

Compliance with today's increasingly strict environmental regulations places the proper disposal of medical waste high on your list of priorities. As you know, more responsibility now rests with healthcare professionals for every aspect of medical waste disposal, from planning, training, record-keeping and containers to labeling, storage and transport.

So call BFI Medical Waste Systems today. It could be the most important call you'll make all year.

(813) 466-8800



Medical Waste Systems[®]

Browning - Ferris Industries of Florida, Inc. 17101 Pine Ridge Road, S.W. Ft. Myers, Florida 33913

HOSPITAL NEWS

THE HOUSE THAT LOVE BUILT
The Ronald McDonald House at Health Park Florida will be a welcome home away from home for the families of seriously ill children being treated at hospitals in our five-county area. Here, parents will be able to be with their child at crucial and often difficult times for the family. The Ronald McDonald House provides a warm, caring atmosphere and the provides of the child we obtain the serious provides a warm, caring atmosphere was the child we obtain the serious provides and the serious provides are serious provides and the serious provides and the serious provides are serious provides and the serious provides are serious provides and the serious provides and the serious provides are serious provides and the serious

phere and support for other family members.

Children's Charities of Southwest Florida, a not-for-profit organization, will lease land at HealthPark Florida in south Lee County, just off Bass and Summerlin Roads. Lee Health Ventures, Inc., the developer of HealthPark Florida, is kicking off the fundraising effort by providing the land for the house through a nominal land lease agreement. Groundbreaking is scheduled to begin in early 1993.

CAPE CORAL HOSPITAL SATELLITE FACILITY

Groundbreaking ceremonies will be held in Southwest Cape Coral to mark the beginning of construction of Cay West Medical Pavilion, 1616 Cape Coral Parkway. Cape Coral Hospital will hold the master lease for the 62,000 sq. ft. project, located adjacent to the new Camelot Isles Shopping Center. The hospital's goal is to provide convenient access to health and fitness related services to residents of southwest Cape Coral. Completion is related by the 1000 cape.

pletion is scheduled for July of 1993.

Plans call for Cay West Medical Pavilion to include a 16,000 sq. ft. fitness center, 9,000 sq. ft. of physician office space and 10,000 sq. ft. of retail space on the southern portion of the building. The balance of the 62,000 sq. ft. will include an outpatient lab, outpatient diagnostic services and rehabilitation therapies, a breast health care center and

pre-admission testing. ■

LCMS WINS AASME PINNACLE OF SUCCESS AWARD

"Best Special Event"

The American Association of Medical Society Executives honored the LCMS at their

Annual Business Meeting August 1st in Portland Oregon.

Our entry of the 8th Annual Video Health Fair was chosen as the best "Special Event" in the 1992 AAMSE Pinnacle of Success Awards Program.

One hundred twenty-two high quality entries were received from 47 different states, Specially and County Medical Societies across the U.S.A.

We are very pleased to be the first recipient of this prestige award and winning over such qualified competition. ■

"BE KIND, REMEMBER EVERYONE YOU MEET IS FIGHTING A HARD BATTLE."

Our Business Park Is All Business And A Lot Of Park

55 custom designed office buildings situated on 21 acres, located north of College Parkway between Summerlin Road and US 41. An enriched environment that will soothe and inspire those who work hard. The World Plaza II park is available for office and medical facilities. Lease or Purchase. For information call 936-3336.

WORLD PLAZA II

College Parkway and New Brittany Blvd. Fort Myers, FL 33907



FINANCIAL AND ESTATE PLANNING
INVESTMENT COUNSELING
INCOME TAX PLANNING AND RETURN PREPARATION
DEFERRED COMPENSATION PLANS

MEDICAL OFFICE MANAGEMENT CONSULTING: ACCOUNTS RECEIVABLE/COLLECTIONS
OFFICE SYSTEMS REVIEW
COMPUTERIZED BILLING SYSTEMS REVIEW EMPLOYEE PRODUCTIVITY - CASH CONTROLS - WORK FLOW

8211 College Parkway • Fort Myers, Florida • 482-5522



1-800-282-6361

United Health Care Services, Inc.

Another Basic American Company

A JCAHO accredited health care provider

ASSISTING YOU TO PROVIDE A TOTAL HOME HEALTH CARE PROGRAM

- COMPLETE HOME INFUSION PROGRAM
 COMPREHENSIVE AND HIGH TECH DME-RENTAL, SALES, AND SERVICE
 24 HOUR NURSING AND PHARMACY SERVICE
 OXYGEN AND FULL LINE RESPIRATORY THERAPY SERVICES AND EQUIPMENT
 DIRECT MEDICARE BILLING
 COMPLETE CASE MANAGEMENT, SERVICE FOR HOME CARE PATIENTS
 PHYSICIAN HOME CARE BILLING ASSISTANCE
- STOCKED MOBILE VANS FOR BETTER RESPONSE TIME 24 HOUR EMERGENCY SERVICE

SERVICING ALL OF SOUTHWEST FLORIDA

3805 Fowler Street, Suite #3 Fort Myers, FL 33901

813-936-1800

AUXILIARY NEWS

You are invited to participate. Statewide FMAA Fall Conference in Lee County. Submitted by Betty Rubenstein, Pres.-Elect, LCMSA.

As president of the Florida Medical Association Auxiliary, Liz Kagan and the Lee County Medical Society Auxiliary will host a state wide conference at the Sanibel Harbour Resort Sept. 17-19. A full day of notable speakers is planned for Sept. 18, including Dr. Marge Yanker and Tipper Gore, wife of the Democratic Vice-Presidential Nominee. The day will culminate with a legislative dinner that will include briefings by the FMA leadership and Tallahasses staff on issues expected to be called during the 100. nee. The day will culminate with a legislative dinner that will include briefings by the FMA leadership and Tallahassee staff on issues expected to be raised during the 1992 Legislative session. There will also be an educational presentation on term limitation by state representatives of the organization responsible for getting the issue on the November ballot as well as the representative of the group opposed to its passage. All physicians, auxilians, office staff and hospital staff are invited and encouraged to attend. For your convenience you may register for individual speakers and programs if you are unable to attend the entire conference. For information please contact the Lee County Medical Society office.

Now more than ever, all medical professionals and their families must understand, participate and take a proactive stance in the legislative and health issues facing medicine in the 90's.

CLASSIFIED ADS

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

4-3 "Florida 1926 Boom Time Spanish" home located McGregor-River/Country Club-3614 sq. ft. completely renovated since 1984. Heated pool/spa, family room, sunporch, commercial appliances. Asking \$439,900. 939-1635 or 936-1145.

FOR SALE

Two fourth floor corner units in professional office condominium available in the Landmark Building, Evans and Winkler Avenues, adjacent to Southwest Florida Regional Medical Center.

One corner unit (1,448 sq. ft.) currently set up as laboratory with large counter areas, sinks, unit hot water heater, storage, ventilation as well as clerical areas. Second corner unit (1,120 sq. ft.) established as an executive suite with five offices as

well as a reception area.

Space available mid-September. Contact Carolyn Major at (813) 275-4004 or Wallace M. Graves, Jr., M.D. or Carol J. Huser, M.D. at (813) 936-4323 for appointment.

WORDS OF WISDOM

Words from Mother Teresa given during her 1981 visit to the United Nations: "People are not just hungry for bread; they are hungry for love. They are not just naked for a piece of clothing; they are naked of human dignity. They are not just homeless for a room made of bricks but because of rejection". ■

Gora Architecture SOUTHWEST FLORIDA'S MOST

EXPERIENCED MEDICAL OFFICE

DESIGN TEAM

Southwest Florida's medical community is growing to meet the regions changing health care needs. Since 1981, Gora/McGahey has set the standard in medical and dental facilities designed for today... with an eye toward tomorrow.

43 Barkley Circle, Suite 202 Fort Myers, Florida 33907 813/275-0225



REMEMBER! VOTE YOUR DOES COUNT!

5076

MEDICAL OFFICE SITES ON COLONIAL BLVD.

1/3 to 2 Acre Lots — Fully Developed 15 Year Bank Financing Available! Established Professional/Medical Park

GULF STATE REALTY, INC. 278-5551 • 275-1999 Eves.

Since 1983



 \mathcal{U} : Home Infusion Therapies Sig: Call Option Care for

- ☐ IV Antibiotics
- ☐ TPN
- □ Other Parenteral Therapies
- ☐ Pain Management ☐ Pic Lines ☐ Tube Feeding

Accept No Substitutes, OPTION Care is JCAHO Accredited

261-6353 Naples

275-7997

743-0522

Port Charlotte



As your pace slows, so should your worries

You could be eligible for free tail coverage upon retirement at age 55 or older. For more information, call your independent agent or an FPIC underwriter at 800-741-FPIC.

1000 Riverside Avenue • P.O. Box 44033 Jacksonville, Florida 32231-4033

Sponsored by Florida Medical Association

MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

Cocktails 6:30 Dinner 7:00 p.m.

September 21, 1992

TOPIC: "We Care Program"

SPEAKER: Micheal J. Lukowski, M.D. Secretary of Alachua County Medical Society, Gainesville

DINNER BY RESERVATIONS ONLY

PLEASE

LC.M.S. Members: All reservations must be made by friday non 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 P.O. BOX 06041 Fort Myers, Florida 33906-6041

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