

Lee County Medical Society

Bulletin

Physicians Caring for our Community

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BULLETIN

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Lee County Medical Society Mission Statement

The mission of Lee County Medical Society is to advocate for physicians and their relationships with patients; promote public health and uphold the professionalism of the practice of medicine.

CONTENTS

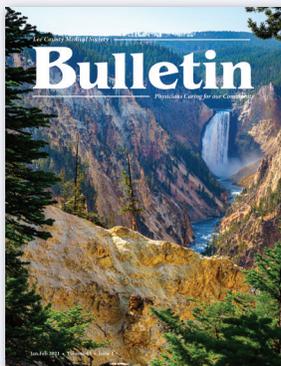
Calendar of Events	2
Member News	3
President’s Message.....	4
2021 Installation Photos.....	5
The Ramirez Report	7
URGENT: Science Fair Judges Needed	8
FEATURE ARTICLE: Health Tech.....	9
5K FUN RUN Details	11

STATE SURGEON GENERAL EXTENDS LICENSE EXPIRATION DATE

As part of the response efforts to the Novel Coronavirus 2019 (COVID-19), State Surgeon General Dr. Scott A. Rivkees issued Emergency Order DOH No. 20-015 extending the licensure renewal expiration date until March 31, 2021 **for any health care practitioner with licensure renewal deadlines between December 31, 2020 and March 01, 2021.**

The license expiration date for Diagnostic Radiological Physicians, Therapeutic Radiological Physicians, Medical Nuclear Radio Physicists and Medical Health Physicists expiring January 31, 2021 is extended to March 31, 2021.

COVER IMAGE



Yellowstone and Teton parks in early October 2020.
by: Peter Sidell, M.D.

Members are encouraged to submit photos to be considered for the *Bulletin* cover. Must be large format/300dpi.
Email photos to valerie@lcmsfl.org

CALENDAR OF EVENTS

FEB 27 **3rd Annual LCMS Foundation 5K Fun Run & 2K Walk**
Jaycee Park - Cape Coral (see page 11 for details)

RVSP to LCMS events at www.lcmsfl.org

MEMBERS ON THE MOVE

Jesus Mendiolaza, MD is welcoming new patients to his Bonita Springs office as of January 4, 2021. Dr. Mendiolaza has been caring for the Lee and Collier County area for the past 17 years, providing the most comprehensive and highest quality Cardiovascular Care and all Cardiac Imaging and Non-Invasive Cardiac Procedures.

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email: jmendiolazamd@gmail.com

MEDICARE 2% PAYMENT CUT SUSPENDED THROUGH MARCH

Medicare sequestration – the federal government's 2% across-the-board payment cut – has been suspended until March 31, 2021 because of the COVID-19 pandemic.

The suspension was part of the Coronavirus Aid, Relief, and Economic Security (CARES) Act but was originally set to expire on Dec. 31, 2020. It was extended to March 31st as part of an omnibus spending package that was signed on Dec. 27, 2020.

RETIRING MEMBERS

The following LCMS members are retiring from practice. We wish them all the best in the years to come.

Ronald Delans, MD
Amber Jandik, MD
Phyllis Neef, MD

CLASSIFIED ADS

PRACTICE FOR SALE! Established Family Practice office for sale in Fort Myers, Florida. For information, please contact Deborah Pynckel at (239) 357-7746 or email dpynckel@gmail.com for more information.

Join the Lee Health System ACGME Accredited Internal Medicine Residency Program in 2022. They are actively recruiting for several faculty physicians to join the team and help build this new and exciting program. If you or someone you may know is board certified in Internal Medicine and has a history of scholarly activities, research, and teaching, please e-mail a CV to physicianrecruitment@leehealth.org.

Email your Classified submissions to valerie@lcmsfl.org.

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ON THE FOREFRONT OF PREVENTIVE CARE

PRESIDENT'S MESSAGE: Annette St. Pierre-MacKoul, M.D.



As I started my journey toward the Lee County Medical Society presidency four years ago, I never imagined that I would be starting my year in the midst of a pandemic. But I am so proud of the Medical Society's established role in our medical community, and its new role as the coronavirus information source for the physicians in our community. Our Society has risen to the various demands placed upon it and will continue to do so.

I look forward to the challenges that we will face during 2021. The constantly changing information and availability of the coronavirus vaccine will be followed closely. Having 26 years experience being medical correspondent for our various local television stations, my communication skills are up to the task. We will let you know each and every time we know more information.

Our Physician Wellness Program (PWP) has been so successful over the years and much needed in this last difficult 2020. We opened the program up to all medical professionals including non-members and we are so proud of how many used it. We are presently having a fundraiser for the PWP and for donating, you will receive our new masks. I have donated and I hope that everyone reading this will also support this great cause!

This is our first year with a virtual Medical Society. The best way to contact the Society is through email or telephone call. Without an actual physical office, we are saving the Society much in terms of rent, electricity, etc...

Last year we had fewer meetings and publications, also decreasing Medical Society costs without decreasing all the benefits the Society has to offer. Once coronavirus is under better control, we will have more social events. Our first in-person event will take place in February. It will be the **2021 Wellness 5K Run and 2K Walk on February 27, 2021**. It will be a masked Run/Walk. The event will take place at Jaycee Park in Cape Coral and will benefit the PWP. CDC Guidelines will be followed for a **safe** event.

Our Legislative Committee continues to work hand-in-hand with the Florida Medical Association.



2020 President Dr. Eligabeth Cosmai is gifted a special plaque with a commemorative gavel by incoming 2021 President Dr. Annette St. Pierre-MacKoul

I am honored to be your 91st President of the Lee County Medical Society. The Society was established in 1927 and I will be your Fifth Female President. In looking through the history of the Society, there have not been many Pediatricians involved. I would like to change that this year and challenge my colleagues to become more involved in the Society. As a Pediatrician, our training instills the values of anticipatory guidance and preventive care. **Immunizations are the forefront of preventive care.** Perhaps that is why a Pediatrician is your President during this pandemic? Here's to a better year, 2021!



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2021 LCMS BOARD OF DIRECTORS INSTALLATION CEREMONY

January 14, 2021



1. LCMS 2021 Executive Committee (l-r): Dr. Gamini Soori, Dr. Tracy Vo, Dr. Elizabeth Cosmai, Dr. Annette St. Pierre-MacKoul, Dr. Scott Caesar (not pictured Dr. Ryan Lundquist)

2. Dr. Daniel De La Torre is awarded a plaque recognizing his eight years of service to the LCMS Board of Directors

3. In recognition of her efforts during a challenging year, 2020 LCMS President Dr. Elizabeth Cosmai was presented with an original framed caricature that captures her definitive spirit

4. LCMS 2021 Board of Directors (l-r): Dr. Gamini Soori, Dr. Harmindar Gill, Dr. Elizabeth Cosmai, Dr. Tracy Vo, Dr. Annette St. Pierre-MacKoul, Dr. Scott Caesar, Dr. Stuart Bobman, Dr. Ramon Pabalan, Dr. Jeanette Gaw, 2018 LCMS President Dr. Rick Palmon, Dr. Danielle Malta, 2019 LCMS President Dr. Daniel De La Torre



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Physicians

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EX OFFICIO MEMBERS

Stuart Bobman, MD

Julie Ramirez

John Schmidt, DO

ALL ABOUT THE VACCINE

THE RAMIREZ REPORT: Julie Ramirez, LCMS Executive Director



The new year always brings about the excitement of what could be. I think this year it brings hope of avoiding what happened last year. The COVID-19 vaccine distribution rollout was a bit choppy, but the kinks are getting worked out and we are now seeing better collaboration and communication. Your Medical Society will continue to stay on top of any news of allocations available in our county. Should you hear of something, please be sure to call or email to let us know. Here are some resources that can help you navigate vaccine allocation status:

- Participating **Publix Stores in Lee County**
www.publix.com/covid-vaccine/florida
- **Lee County Health Department** vaccine appointment information for patients: www.leegov.com/covid-19/vaccine
- The **State of Florida** provides additional COVID-19 vaccination sites, by appointment in these major Florida cities:

Tampa – 1.866.200.3896
Miami – 1.888.499.0840
Jacksonville – 1.866.200.3762
- **Florida SHOTS:** Your office can retrieve the vaccine when available by creating an account at www.flshotsusers.com

You must have a Florida SHOTS account if your office chooses to give the vaccine to CDC-approved patients. As a Florida SHOTS provider, you are NOT required to give the vaccine to the general public.
- Instructions for **Lee County Health** provision of the vaccine for community healthcare providers (when supplies are available) can be found at www.leegov.com/covid-19/vaccine. Real-time information on vaccine resources at www.lcmsfl.org/covid-resources



We Appreciate Your Referrals



From left: Nina Burt, O.D.; Sarah Eccles-Brown, M.D.; Kate Wagner, O.D.; E. Trevor Elmquist, D.O.; Yasaira Rodriguez, M.D.

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URGENT!

SCIENCE FAIR JUDGES NEEDED



The **Thomas Alva Edison Kiwanis Regional Science and Engineering Fair** brings together the winners from middle school and high school science fairs in Lee and Charlotte Counties, including private schools and homeschool students. The Grand Award winners will go on to compete in the Florida State Science & Engineering Fair (Florida SSEF) and at the Regeneron International Science and Engineering Fair (Regeneron ISEF).

The 2021 Thomas Alva Edison Kiwanis Regional Science and Engineering Fair will be a virtual event. LCMS members act as volunteer judges and, as such, provide an invaluable service to the academic community.

JUDGING SCHEDULE

Judging of projects begins at 8:00 am on Sunday, February 7, 2021. All judging and a consensus meeting must be complete by Saturday, February 13th. Judges can access the projects 24/7.

Additional information on how to register as a judge and review student projects are available at <http://bit.ly/edisonsciencefair2021>.

MAJOR WELLNESS INVESTORS

In December, LCMS challenged its members to replenish funds in the Physician Wellness Program, which continues to be an important mental health benefit for many members facing above-normal stress caused by the pandemic. We are pleased to report that the following members and practices took part in this fundraiser to ensure we are able to continue offering this service in 2021. In addition to earning praise and thanks from anonymous members in need, we also showed these big givers our appreciation with custom face masks!

PLATINUM

ASSOCIATES IN DERMATOLOGY:

Dr. Stanley Schwartz, Dr. Anthony Fransway, Dr. Kip Cullimore, Dr. Shari Skinner, Dr. Laertes Manuelidis, Dr. Keith Benbenisty, Dr. Scott Crater, Dr. Hugh Gloster, Dr. Carlos Cerruto, and Dr. Stephanie Gardner.

GOLD

DR. ANNETTE ST. PIERRE-MACKOUL

SILVER

**DR. JON & GWEN BURDZY
DR. BRIAN HARRIS
DR. JAMES OMAILIA**

BRONZE

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DR. PETER SIDELL
DR. DEAN TRAIGER
DR. PAUL TRITEL
DR. TRACY VO
DR. MARY YANKASKAS
DR. KRISTA ZIVKOVIC**

PEARL

DR. DAVID RITTER



Is your office staff struggling to finish daily tasks because they are fielding phone calls about coronavirus testing and the vaccine? DID YOU KNOW: most patients check provider websites or social media pages before they pick up the phone. So share your COVID-19 office policies, links to vaccine resources, and telehealth information on your website and social media pages and watch these calls decrease.

7

Predictions for WHAT LIES AHEAD FOR HEALTH TECH IN 2021

Heather Landi, Fierce Healthcare/The Doctors Company



Experts say that the COVID-19 pandemic has accelerated the adoption of digital health and virtual care forward by at least three years.

The industry has fast-forwarded in areas like telehealth, remote monitoring, and artificial intelligence and this will cause disruptive changes that will significantly impact the technology market. Many experts expect that communication and collaboration tools will explode in 2021.

Next-generation solutions for patient matching also will be in high demand as COVID-19 vaccination efforts roll out, said Mark LaRow, CEO of Verato.

From analytics to telehealth to care coordination around COVID-19 testing and tracing, providers are integrating more data sources and conventional patient matching methods will no longer suffice, he said.

Healthcare stakeholders got out their crystal balls and shared their thoughts with Fierce Healthcare on what changes will come for the healthcare technology sector in 2021 and how healthcare organizations will adapt.

Here's what the new year holds in store for health tech:

1. Consumers will be in the driver's seat in 2021:

The way patients experience healthcare is evolving, and these changes, catalyzed by consumer behavior, COVID-19, and technology, among other accelerants, are causing healthcare economic dynamics to restructure, according to Mary Edwards, president of healthcare provider business at NTT Data Services.

"Consumer expectation levels around virtual and digital healthcare are also rising, and business processes will change to meet those expectations. As a result, technology will help healthcare providers meet the new expectation levels of 'digital' in their healthcare offerings, and consumers will take the driver's seat in their own healthcare journeys," she said.

Healthcare organizations will be pushed to leverage technology to support patients as they go about their daily lives, including supporting social determinants of health, according to Susan Collins, Twilio's global head of healthcare.

"Patients expect their experiences to be personalized and tailored to their preferences and prior interactions," Collins said.

"The opportunity to leverage technologies like smart devices, machine learning and orchestrated omnichannel communication tools allow this sort of tailored experience to be delivered at scale for a reasonable cost, creating the opportunity for a much more proactive approach to health management as a continuum of care rather than a reactive, transactional experience that has been common in the past," she said.

2. Virtual care services will expand, but there will be risks:

Reimbursements for virtual care will likely be expanded through 2021, as a new hybrid model combining telehealth check-ins and in-person visits will become the norm, according to Baha Zeidan, CEO of Azalea Health.

"Although it started with one-off check-ins or virtual mental health coaching, 2021 will see the continued rise in the use and efficacy of virtual care services once thought to be in-person only such as maternity, postpartum, pediatric, and even tutoring," said Cleo CEO Sarahjane Sacchetti.

"Employers are taking notice of this shift with 32% indicating that expanded virtual health services are a top priority, and this number will quickly rise as employers look to offer flexible and convenient benefits in support of employees and to drive productivity," she said.

But there is a downside to the rapid shift to virtual care; 2021 will see the first COVID-19-related medical malpractice suits, predicts Bob White, executive vice president at The Doctors Company.

continued on page 8

"For months, healthcare providers have been in crisis mode as they faced the challenges of the pandemic. As new forms of care take shape, it is certain that COVID-related claims are also on the horizon," he said.

3. Cash will continue to flow into digital health:

During the COVID-19 pandemic, the industry garnered an influx of public and private investment at a level the industry hasn't seen before.

The pandemic forced non-digitally native companies to rapidly develop the ability to care for patients through digital means and these factors drove up the value of companies providing these services, leading to the deals such as the Livongo/Teledoc merger and the Amwell initial public offering, according to Jami Doucette, president of Premise Health.

"We'll see an acceleration of the 2020 trends in deal flow, such as M&A and IPOs for quality assets will be rare and competitive, driving up valuation," he said.

At the same time, digital health companies will become more comprehensive rather than focus on just one health problem. In areas like women's health, CB Insights managing analyst Ja Lee believes tech firms will take a more integrated approach by focusing on issues like menopause and the relationship to other chronic conditions.

4. 2021 will be pivotal for machine learning and artificial intelligence:

The industry has heard about advances in AI for years, but in 2021, healthcare will start to see the benefits of machine learning in solutions that are highly scalable, predicts Tom Knight, CEO of Invistics.

New technology funded by the National Institutes of Health (NIH), for example, can detect and fix many problems with medication administration, while helping to raise hospital revenues by millions of dollars annually, Knight said.

Providers are increasingly accepting AI's role in medicine and the capability to identify sequences and trends in data that humans cannot," said Yann Fleureau, co-founder and CEO of Cardiologs.

Kimberly Powell, vice president and general manager at NVIDIA Healthcare, predicts that hospitals will get "smarter." Similar to the experience at home, smart speakers and smart cameras will help automate and inform activities.

The technology, when used in hospitals, will help scale the work of nurses on the front lines, increase operational efficiency and provide virtual patient monitoring to predict and prevent adverse patient events, said Powell.

5. The shift to the cloud will ramp up: The financial pressures of the pandemic has led many providers to reevaluate the overhead costs of managing their IT infrastructure on-premises and this is leading a shift to cloud-based EHR platforms, according to Zeidan.

Cloud-based systems will enable providers to access patient data anywhere, enabling telehealth and better care coordination.

John Matthews, managing director of healthcare and life sciences at Teradata, said the smart money is on leaders that recognize the difference between solutions that solve problems and trends that attract mob mentality and next-silver-bulletism.

"Like all choices, the question is efficacy and value: where is cloud a net benefit as opposed to a net-negative and what might you give up by staying on-prem or going cloud?" he said.

6. Walmart will redesign healthcare (so will Amazon and Alphabet):

With 85% of Americans living within a 15-minute drive to a Walmart—it's one of the most accessible resources with ample opportunity to serve rural populations or Medicaid recipients.

By establishing healthcare facilities within a reliable, low-cost no-frills environment that is functional bright and clean, Walmart can introduce predictability, innovation, and standardization that align with the social determinates of the working core, said Andy Arends, vice president, health plan solution strategy and innovation at NTT Data Services.

"This ultimately means Walmart will become both the health plan and the provider and eventually lead to the creation of own its insurance distribution as well," he said.

7. Social determinants efforts will shift from aspirational to operational:

Megan Callahan, vice president of healthcare at Lyft, believes efforts to measure social determinants of health data will solidify in 2021.

"As social determinants of health interventions are used more frequently in healthcare, there have been calls-to-action across the industry to create a standardized approach to collecting and measuring SDOH data and we believe that will begin to take shape in 2021," she said. "Partnerships to enable measurement are already happening in 2020, including our recent integration with Epic, which will allow health systems to measure the impact of rideshare on hospital spend and population health outcomes."

Proceeds support LMCS Foundation and the Physician Wellness Program



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YOUTH WALK 2K

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