



LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 9, NO. 9

Fort Myers, Florida

January, 1988

Francis L. Howington, M.D., Editor

## JANUARY MEETING WITH 1988 LEGISLATORS

Come and talk to our area Legislators.

The Legislators will be discussing topics of concern to our profession. The purpose of the meeting is to get to know your Legislator and to win support for the issues we think are important to our every day survival.

Please feel free to ask questions and present your views on the subjects important to you.

Joseph P. Walker, M.D.  
Program Chairman

## MEDICAL SOCIETY MEETING

### Royal Palm Yacht Club

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

JANUARY 18, 1988

#### TOPIC:

Legislation/Effects  
On Medicine

#### SPEAKERS:

SENATOR Fred Dudley  
REP. Keith Arnold  
REP. Tim Ireland

**"DINNER BY RESERVATIONS ONLY"**

**PLEASE!!!**

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

## "DR. JOHN" "THE KING"

You may not want to believe this, but I once was King of the World. Hard to swallow, perhaps, but facts are facts.

Freshman year in medical school ended in mid May, but my job as a dormitory prefect continued another two weeks. I had creamed the finals, and the year; I knew I could do it and now there was only a question of how well. Perched atop my world, my attention was directed to Lansing, MI, where I flew to pick up my first-ever car. In 1956, a car was not the birthright of every 16 year old, at least not in my family.

I left on a gorgeous morning, and had a meal requiring silverware for the first time on an airplane. Until then, all I ever ate was a sandwich, which they sold the steerage passengers for fifty cents. Fat on whole wheat was my favorite.

The weather in Michigan was flawless; clear, cool, with every air molecule whispering, "Spring". I pulled onto the Ohio Turnpike knowing how it felt to be the master of my destiny, no schedules to keep, brilliant sunlight sparkling on the chrome. Even the turnpike was a delight, as almost all roads then were two-laned, truck-filled and miserably. I cruised over rolling hills, smelling the clover or whatever that stuff is they grow on farms.

The radio brought me, for the first time, the music of My Fair Lady. Imagine discovering that music on a day that was already perfect! My heart shifted into overdrive, and I pictured driving my new car On the Street Where You Live.

Then it was back to Georgetown as a favored guest. My only obligation was to be there every other night. I played tennis, read for pleasure, caught up with the movies, and learned

my way around D.C. by private chariot. I never had time to learn more than one way to anyplace in that city of circles and radial avenues. Miami was easy; no diagonals.

Finally, it was time to go home, my first long solo trip with the pleasures of making one's own decisions about everything. We take such things for granted, but they are milestones and they remain in my mental scrapbook. I still remember the motel where I stayed in Raleigh. It was a dump.

So there I was, King of the World, a step up from Duke of the Western Hemisphere, the title I held in college. But I spent the summer doing manual labor, and the next school year was tougher, much tougher. My kingdom began to suffer from attrition, and I soon knew it was time to abdicate. Oh, well.

As I look back, I think my one problem in life is that I peaked too early.

John R. Agnew, M.D.

## PICTORIAL DIRECTORY

At our December meeting, over 75 physicians and their spouses had the opportunity to have their pictures taken for our first Pictorial Directory. Sam Johnson, PBS STUDIO, 1938 Suwanne Drive, Fort Myers, our photographer, WILL BE AT THE JANUARY AND FEBRUARY MEETINGS to take pictures of you and your spouse. Your wife/husband is invited to the photo session before our regular meeting.

This first Pictorial Roster will include a recent picture, name, address, office phone, area of practice, and brief background (space permitting) on each participating physician. To cover costs (including the picture) there is a \$20 charge per entry (credited toward the purchase of selected photographic packages through the Medical Society). Each participating physician will

(Continued on Page 2)

## New Continuing Medical Education Requirements

During the Annual Meeting of the Florida Medical Association, a resolution was adopted which eliminates the requirement of the Florida Medical Association of 150 hours each three year cycle required for membership. The FMA recognized the unnecessary duplication of reporting CME credits both to FMA and the Board of Medicine and rescinded the FMA's CME requirements in favor of one biennial reporting to the State Board of Medicine. **PHYSICIANS NO LONGER ARE REQUIRED TO REPORT THEIR HOURS TO THE COUNTY MEDICAL ASSOCIATION OR THE FLORIDA MEDICAL ASSOCIATION.** The following is a summarization of the new requirements;

Every physician licensed pursuant to Chapter 458 Florida Statutes shall

be required to complete 40 hours of continuing medical education courses in the 24 months preceding each biennial license renewal period 5 of these hours must be Risk Management hours. The application for renewal of license shall include a form on which the licensee shall state that he has completed the required continuing education. It is important to keep receipts, vouchers, certificates and other papers 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 of Medicine will audit at random a number of licensees as is necessary to assure that the continuing education requirements are met.

**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  
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The Editor welcomes contributions  
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the Bulletin are those of the individual  
authors and do not necessarily reflect  
policies of the Society.

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**PICTORIAL DIRECTORY**

(Continued from Page 1)

receive a free copy. Additional  
copies will be generally available  
through the Medical Society at a  
nominal charge while supplies  
last. We do not expect to repeat  
this project for 5 years.

Total space for each data entry  
will be limited to about 150 letters  
(8 lines, 20 letters per line). Please  
indicate your priority for  
background data. Do not record  
information if you do not want it  
listed. Additional "blocks" of  
space are available to extend your  
background data for \$25 per  
block. The LCMS Board reserves  
the right to request documenta-  
tion and/or restrict entry data and  
limit space available.

The Data Entry Sheet will be  
available at the January and  
February meetings. IT WILL  
ALSO BE MAILED TO YOU  
UNDER SEPARATE COVER.

**FMA MED/LEGAL  
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(904) 356-0056**

**PRESIDENT'S  
MESSAGE**



**STEVEN E. LEVINE, M.D.**  
President

*"Looking Into The Future"*

*What's Ahead?  
I don't know. I can't see any-  
thing. (Look closer, I forgot to take  
the lens cap off.) That's better. For  
a minute I was pretty worried.*

*It's so reassuring to know there  
is something . . . anything . . .  
ahead, even if I can't tell exactly  
what it is from this distance.*

*Now that I have proven I can free  
associate, can NOT compete with  
Dr. John, and have used "I" nine  
times in as many sentences, I'll  
(that's ten) get to the point.*

*The point is don't expect me or  
anyone else to know exactly what  
we are doing when it comes to the  
future of medicine. Things are  
changing. We are no longer in con-  
trol of many of the changes. This is  
not news. This is the effect of  
"power".*

*So what is "power"? "Power" is  
the ability to effect change.  
"Power" is also the ability to resist  
change. You tell me who is win-  
ning. We have not been able to  
change the things that need  
changing. We have not been able  
to resist undesirable changes.  
(Notice how I have shifted the  
blame from "I" to "we".) I apologize,  
not for shifting blame, but  
because I haven't got to the real  
point yet.*

*The point is our concept of how  
to effect change or resist change  
needs some work. We have to  
relate our concerns more effec-  
tively. We have to show our pos-  
itive efforts and gain broader  
support for our goals to keep the  
healthcare system in Southwest  
Florida at the superb level our  
community has come to enjoy and  
deserves. Next month you will see  
how WE are trying to accomplish  
this. Yes there will be risks trying  
to take a message to the public.  
When you focus in the distance it  
is hard to see in front of your feet.  
But if you only look at your feet,  
you can't tell where you're going.*

**BOARD OF GOVERNOR'S MEETING  
December 1, 1987**

The Board of Governors of the  
Lee County Medical Society, Inc.  
met Tuesday, December 1, 1987  
at 5:30 p.m. in the Society  
Conference Room. The meeting  
was called to order by the  
President, William R. Bess, Jr.,  
M.D. Present: Drs. Bess, Michael  
G. Morgan, Steven E. Levine,  
Valerie C. Moore, Phillip E.  
Andrews, Kim L. Spear, Dagmar  
Walker, Secretary, and Ann  
Wilke, Executive Director.

Dr. Bess welcomed the new  
members for 1988.

Treasurer's Report: Checking  
\$12,854.36. Money Market  
\$32,411.47.

The Board held a discussion on  
publishing a Pictorial Directory in  
conjunction with the December  
meeting and the following two  
Society meetings. For a fee of  
\$20.00, the physicians' picture  
and short biography would be  
included. Extra pictures would be  
available for an additional charge.

The Board voted to continue  
the Video Health Fair for 1988, as  
it is an excellent public relations  
program. The Board also voted to  
give their time to get the  
physicians involved. Emphasis  
will be made to instruct the  
physicians not to divulge their  
names and specialty. The date for  
the Fair was set for April 29, 1988,  
in cooperation with WINK-TV.

Harvard University requested  
the use of the Society office on  
December 7th and 8th, for a  
physicians' screening test.

T. Rankin Terry, Attorney, has  
requested the Society co-  
sponsor a Risk Management  
Course with him.

**Grievances:**

The Board approved a motion  
by Dr. Bess to set the following  
policy on grievances for all  
members of the Medical Society:  
Beginning January 1, 1988, all  
members' files with correspon-  
dence and grievances will be  
purged of records where there is  
no activity in the last three years.  
This will be done on a yearly  
basis. If a physician has not had a  
complaint or correspondence  
within three years, all records of  
previous years should be purged.

**Membership:**

Letter of resignation received

*Let's set our direction, look ahead,  
and see if we can help bring the  
future picture into proper focus. If  
we don't, one thing is clear, it won't  
be a pretty picture.*

STEVEN E. LEVINE, M.D.  
PRESIDENT

from Steven Bernstein, M.D. and  
Ellen Sayet, M.D., effective  
December 31, 1987.

Dr. Michael Murray has been  
elected Chairman of the Board of  
Censors for 1988.

The Board of Censors  
recommended approval of the  
following new members:

**Probationary Status:**

Mark E. De Santis, M.D.  
(Ophthalmology), Ramon E.  
Gallego, M.D. (Pathology),  
Robert W. Heiser, M.D. (Internal  
Medicine, Gastroenterology),  
Jansi Prabakaran, M.D. (Internal  
Medicine, Gastroenterology),  
David M. Reardon, M.D.  
(Pathology), Thomas M. Schiller,  
M.D. (Pediatrics), and Michael S.  
Verwest, M.D. (Family Practice)

**Active by Transfer:**

Randolph J. Knific, M.D.  
(Radiology), Dennis J. Stapleton,  
M.D. (Thoracic/Cardiovascular)

**Announcements:**

AMA Leadership Conference -  
February 12-14, 1988 - Marriott  
Hotel, Chicago, Illinois.

FMA Leadership Conference -  
March 18-20, 1988 - Omni Hotel,  
Jacksonville, Florida.

Paul D. Mantell, M.D.  
Secretary

**PHYSICIANS IN  
THE NEWS  
CONGRATULATIONS!!!**

Robin C. Brown, M.D. has  
published his book "FLORIDA  
FOSSILS" which is due off the  
presses in March. He recently  
talked about his study of Florida's  
first inhabitants at the Fort Myers  
Historical Museum.

A special "thank you" to Drs.  
Larry Eisenfeld, Harold  
Westervelt, John Fifer and David  
Heligman for their leadership and  
assistance in recently completing  
the scoliosis screening sessions  
at East Pointe Hospital and  
Southwest Florida Regional  
Medical Center.

**1988 DUES**

**DO NOT FORGET TO  
PAY YOUR 1988 DUES by  
January 31, 1988. Help  
support your profession by  
joining the American  
Medical Association, Florida  
Medical Association,  
FLAMPAC, Auxillary. All of  
these organizations work for  
your profession and you,  
when you do not have the  
time to give. Do your part by  
joining them all . . .**

## WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

### LEE MEMORIAL HOSPITAL

#### New Endoscopy Area Completed at Lee Memorial

An expanded diagnostic and treatment area, as well as extended hours and enhanced, fully-trained staff, have significantly improved Endoscopy Services at Lee Memorial Hospital, making it easier for physicians to attend to the needs of their patients.

The new endoscopy area, located on the first floor, adjacent to Radiology and near the laboratory and other diagnostic areas, features five procedure rooms, an improved outpatient waiting area, patient recovery rooms, and more sophisticated scopes and accessory equipment. The dedicated Endoscopy area has also expanded its service hours, now open from 7:00 a.m. to 5:30 p.m., with 24-hour emergency on-call service.

Endoscopy Services have been available at Lee Memorial for more than 10 years, but as the uses of the endoscope have expanded and diversified, so has the need for more space and a larger staff. All Staff members are specifically trained to assist with endoscopic procedures.

More than 60 percent of all endoscopic procedures can now be done on an outpatient basis with the average length of stay around two hours. Both diagnostic and therapeutic procedures can be accomplished with the endoscope. Common therapeutic procedures include: removing common bile duct stones, dilating strictures in both the upper and lower gastrointestinal tract, sclerosis of bleeding sites, and palliative laser procedures which provide ease to the cancer patient when surgery is not indicated.

All procedures are done by gastroenterologists on the Lee Memorial Hospital Medical Staff. For more information on the new Endoscopy Services area, please call 334-5291.

### 1988 LEGISLATION RE: MALPRACTICE

The FMA is looking at the MIRA bill that will be introduced in the 1988 Legislative session. Below is a summary of this bill for your review. Please express your thoughts to the Society of the FMA.

This bill incorporates the recommendations of the Academic Task Force. The major provisions include the following:

- A. Plan for prompt resolution of medical negligence claims (arbitration);
- B. A medical care availability assistance plan (subsidy);
- C. The creation of the Florida Birth-Related Neurological Injury Compensation Plan (Virginia Plan);
- D. A plan for addressing the liability problems arising out of care rendered in trauma centers and emergency rooms; and
- E. The creation of the Division of Medical Quality Assurance within the Department of Professional Regulation.

1. **Arbitration.** A system of arbitration coupled with caps on noneconomic damages is a central feature of the legislation. If the defendant and the plaintiff agree to enter arbitration, a cap of \$100,000 on noneconomic

damages is imposed, all economic damages are awarded up to 80 percent of lost wages, and reasonable attorneys fees will be paid. If the defendant agrees to enter arbitration and the plaintiff refuses, then the current tort remedies would be in effect; however, a cap of \$200,000 on noneconomic damages would be imposed. Finally, if the plaintiff is willing to seek arbitration and the defendant refuses, traditional tort remedies with no cap on noneconomic damages would be available to the plaintiff. (It is recognized that the caps will undergo judicial scrutiny; therefore, it is proposed that an accompanying constitutional amendment will be placed on the ballot -- maybe as early as the March Presidential Primary -- to implement this provision.)

2. **Premium Stabilization.** The legislation provides for a premium stabilization program for physicians practicing in a geographical area determined to be a medical manpower shortage area by the Department of HRS and whose medical malpractice premiums exceed 15 percent of gross revenue. The funding for the subsidy would come from the Insurance Regulatory Trust Fund.

3. **Virginia-Plan -- No Fault Coverage for Brain Damaged**

**Infant.** The bill provides that brain damaged infants, using a strict definition, would not seek redress through the tort system. Rather, brain damaged infants would be treated under a no-fault program whereby all economic damages -- medical and lost wages -- would be paid from a pool. The pool would be initially created by a fee charged to all physicians and a \$50 per baby charge paid by all hospitals. If these funds were insufficient, the backup would be an assessment on all casualty writers and medical malpractice insurance writers, including those that are self-insured.

4. **Emergency Rooms.** The legislation contains gross negligence language for emergency rooms and trauma centers. It provides the protection to all emergency rooms and trauma centers but limits it to trauma cases and care provided only in the emergency room or in surgical suites as a direct result of

the initial emergency. These provisions are tied to requirements for delivery of emergency services to all persons who enter the emergency room or trauma center regardless of ability to pay.

5. **Professional Regulation.** This section of the bill creates a Division of Medical Quality Assurance within the Department of Professional Regulation and further creates the Bureau of Medical Regulation within said division. The Board of Medicine and the Board of Osteopathic Medical Examiners are placed within this division. This provision expands the ability of the hospitals to do peer review of physicians who deliver health care services at their facilities. The peer review committee established by hospitals pursuant to this act shall be entitled to receive immunity from tort claims and shall be protected from federal anti-trust suits initiated by

(Continued on Page 4)



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**1988 LEGISLATION  
RE: MALPRACTICE**

(Continued from page 3)

any person whose conduct caused discipline under this particular act. Another important provision of this section is an amendment to current law dealing with medical review committees. The amendment provides that, as a condition to the immunity for medical review committees currently established under law, a state or local professional society of health care providers, in order to obtain the peer review immunity, would be required to enter a written agreement with the Division of Medical Quality Assurance to review any investigation of physicians and to provide

nonbinding expert opinions to the Department or the appropriate regulatory board. Society members who participate in such reviews would be entitled to reimbursement for per diem and travel expenses from the state.

**UNUSUAL SLANT TO  
A.I.D.S. SEMINAR**

An unusual and controversial approach to A.I.D.S. is being presented in a seminar entitled **A.I.D.S. - ISSUES AND ANSWERS** on Friday, January 22, 1988. The seminar is being presented by the Southwest Regional Council of Infection Control and has been developed for the medical and allied health community who

deals with potentially infected clients.

Speakers will be Dr. Michael Wilder, Acting State Epidemiologist for the State of Florida, and Dr. Adrian Pollack, Senior Physician in charge of Epidemiology and Communicable Diseases, Lee County Health Department. Topics of interest will be the current and future status of A.I.D.S. as well as transmission and protective measures.

Karen Goldsmith, J.D., legal counsel for the Florida Health Care Association in Tallahassee, will speak concerning the legal and ethical issues including screening, insurance and nursing home admissions.

Rebecca Malphus, R.N., C.I.C., Nurse Epidemiologist for Cape Coral Hospital will discuss the current extent of protective measures implemented in local hospitals and why.

A special panel will identify special needs for the A.I.D.S. client and ways of addressing those needs.

The day-long seminar will be held at the Community Health Care Center Auditorium, 3935 Fowler Street, Fort Myers from 8:15 a.m. to 4:45 p.m. The fee is \$20.00 which includes luncheon and breaks. Deadline for registration is January 18th. Call Mary Lou Elyatt at 936-2357.

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**MEDICAL SOCIETY MEETING**

Royal Palm Yacht Club  
Cocktails 6:30 P.M.  
Dinner 7:00 P.M.  
JANUARY 18, 1988  
TOPIC:  
Legislation/Effects  
On Medicine  
SPEAKERS:  
SENATOR Fred Dudley  
REPRESENTATIVE Keith Arnold  
REPRESENTATIVE Tim Ireland  
**"DINNER BY RESERVATIONS ONLY"**

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# BULLETIN

*The Voice of Lee County Medicine*



VOLUME 9, NO. 10

Fort Myers, Florida

February, 1988

Kim L. Spear, M.D., Editor

**FEBRUARY 15th  
LCMS MEETING  
Special Joint  
Medical Society -  
Auxiliary Meeting  
on  
PLI ISSUE  
ACTION PLAN**

**NOTE:** Last scheduled date for Pictorial Roster photos.

Spouses are invited to attend joint meeting. Please send \$17.00/spouse for meal with reservation.

**MEDICAL SOCIETY  
MEETING**

**Royal Palm  
Yacht Club**

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

FEBRUARY 15, 1988

**SPECIAL SPEAKER:  
DON WEIDNER, F.M.A.  
Legal Counsel on PLI Plan**

**SPEAKER:  
GAIL MARKHAM, C.P.A.**

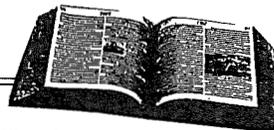
**TOPIC:  
"1988 Tax Laws  
& You"**

**"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.

**MEDICAL BOOK FAIR  
THOMAS R. CONNELLY LIBRARY  
2nd Floor, Medical Office Center  
Lee Memorial Hospital**

**FEBRUARY 22, 1988  
7:00 A.M. - 4:00 P.M.**



There will be a MEDICAL BOOK FAIR on Monday, February 22, in the Thomas R. Connelly Medical Library, from 7:00 A.M. until 4:00 P.M. Representatives from the major medical publishing companies will be there with displays of their most recent textbooks. Publishers represented include: W.B. Saunders, C.V. Mosby, Lippincott, Year Book, Lea & Febiger, and many more. Books may be purchased from the representatives, and they will answer questions that you might have concerning any of their publications.

We are hoping that many members of the Lee County Medical Society will come to the Book Fair, not only to purchase your own books, but also to help us choose new selections for the Medical Library. You will have a chance to submit your recommendations for library purchases during the fair.

## "The Problem Is That Doctors Are Sued Every Time They Miss A Field Goal."

Our recent Medical Society meeting of January 18, 1988 produced a good exchange of the physicians' viewpoints to our local legislators.

The program of the evening included our three area legislators discussing the proposed MIRA plan (Medical Incident Recovery Act). They discussed their opinion on whether it is a viable solution to our malpractice crisis in Florida.

**Representative Keith Arnold** did not feel that a special session of the legislature would occur this year. He did state that he personally supported most of the provisions of the MIRA plan.

**Representative Tim Ireland** came out strongly in support of the physicians' plight and

problems and stated that he personally would push very hard to make sure that there was action taken during this legislative session.

**Senator Fred Dudley** stated that he felt that the MIRA plan would make a good working format for a solution to the medical malpractice problem. He also discussed certain changes he felt should be made in it.

There was then an open forum of questions and comments by our members. Dr. Bill Bess made the comment that "We feel it is now in the Legislator's lap. We have done all we can. Something has to be done or the quality of care in Lee County will be reduced."

Drs. Mike Tyler and Harry

## "DR. JOHN"

MINNEAPOLIS

Two alarms go off, the cat scampers across my face, and I arise in the dark to go to Minneapolis for the weekend. My cousin is getting married, and I am the only family member available. I don't like long weekends because of the appearance of my desk on Monday morning, but I have only a limited supply of cousins.

It snowed in Minneapolis yesterday, so I pack a sweater and a lined topcoat. Alice says, "Don't forget your boots." Alice always says that, even when I go out to get the paper. I decided not to take the overcoat I still have from college days, a camel hair, 6-button, gangster model, but as I shiver at the Lee County Airport I fear I made the wrong choice.

Continued

Lowell were able to make the point to the legislators that our problem is not so much the court awards from malpractice but the court awards from maloccurrence. As Dr. Lowell put it, "The problem is that doctors are sued every time they miss a field goal." Dr. Tyler continued to make the point that with the limits of only 1½ million dollars available, this is not adequate coverage for trauma cases in the Emergency Room.

The physicians in attendance were able to impress the Legislators on the urgency of this problem.

Kim L. Spear, M.D.  
Editor, LCMS

LEE COUNTY  
MEDICAL SOCIETY  
BULLETIN

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

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

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

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of Southwest Florida, Inc.

FAMILY PRACTICE  
UPDATE 1987

The Medical Society would like  
to THANK the following physi-  
cians for donating their time and  
returning their honorarium for  
lecturing either back to the pro-  
gram or to the Library in 1987:  
Steven E. Levine, M.D.; Michael E.  
Steler, M.D.; and Harry Lowell,  
M.D.

Also a "special thank you" to all  
who participated either as  
teachers or students and to Dr.  
Jack O'Brian who did such a suc-  
cessful job coordinating the pro-  
gram.

We are looking forward to a  
successful learning experience  
with the 1988 program.

**COPY  
DEADLINE  
15th OF MONTH**

PRESIDENT'S  
MESSAGE

STEVEN E. LEVINE, M.D.  
President

*"It's Simple"*

Many of our Medical Society  
and Auxiliary members have  
found time to put together a group  
of activities that we all benefit  
from. The combined effect of all  
the projects such as the Video  
Health Fair, School Health and  
Sports Medicine Programs,  
upcoming Mini-Internship Pro-  
gram, Pictorial Medical Directory,  
Speakers Bureau, Health Career  
Day and others serve a purpose.  
The purpose is to improve physi-  
cian image and public awareness  
of health care issues. In years to  
come this will become even more  
important as external forces  
increasingly influence medicine.

Our message is simple: the  
patients' care and well being is our  
most important concern.

Whether the issue is malprac-  
tice, PRO, governmental regula-  
tion, ethics, advertising, cost  
containment, DRGs, or hospital-  
staff relations, the overriding  
objective in our position is for the  
patients' best interest. We should  
strive to be recognized as the best  
advocate for the patient. Today  
our role must be broadened  
beyond delivering health care to  
protecting the health care system  
from deteriorating.

Fortunately we have a great  
framework through which to make  
our message known. It is now our  
responsibility to deliver this mes-  
sage to our community. Please  
help do your part when you care  
called on. Remember our mes-  
sage: the patients' care and well  
being is our most important  
concern.

Note: I would welcome any com-  
ments, guest editorials or Letters  
to the Editor regarding your opin-  
ion on any current issue. Broader  
awareness of varied opinions will  
improve communication, provide  
direction and stimulate thought.  
Indicate any objections to printing  
your comments in the Newsletter  
with your submission.

PHYSICIANS IN  
THE NEWS

## CONGRATULATIONS!!!

Our Own Dr. Robert Schwartz  
and Dr. Adrian Pollock were  
selected by the News Press as Lee  
County's 1987 PEOPLE OF THE  
YEAR. The News Press Editorial  
Board selected these two  
because of the selfless effort in  
educating the public about AIDS.

DR. SCHWARTZ and DR. POL-  
LOCK were named by USA  
TODAY newspaper as people  
who "made a difference in 1987".  
Joseph P. Fiore, M.D. has been  
appointed to the Florida Medical  
Association Committee on Public  
Relations and Communications.

Rodger D. Shaver, M.D. will  
serve on the Florida Medical  
Association PRO Committee for  
1988.

Robert J. Brueck, M.D. has  
been appointed to the Health  
Care Financing and Alternative  
Delivery System Committee of  
the FMA.

Cecil C. Beehler, M.D. has been  
elected to serve on the FLAMPAC  
Board for 1988.

T. T. Knight, M.D. represents  
the Florida Association of Gen-  
eral Surgeons on the FMA Coun-  
cil of Specialty Medicine for 1988.

Joseph P. O'Bryan, M.D.  
represents District 13 on the FMA  
Committee of Membership and  
Discipline. His term expires in  
1990.

Stanley V. Schwartz, M.D. is  
now a Diplomate of the American  
Board of Dermatology, having  
passed the examination.

The office computer system of  
Joseph M. Zeterberg, M.D. was  
featured on Physician & Compu-  
ters magazine in October. Dr.  
Zeterberg will be happy to show  
any of his colleagues his system  
of innovative equipment.

Wallace M. Graves, Jr., MD. has  
been elected Director of the  
National Board of Medical Exa-  
miners.

## AUXILIARY NOTES

Any member of the Medical Society  
who wishes to be listed in the next  
Auxiliary Yearbook should contact  
Fran Fenning at 337-2003 or 936-  
8670.

Tickets for the 5th Annual  
Southwest Florida Charity Ball are  
available at this time. Please contact  
Fran Fenning at 337-2003 or 936-8670  
to reserve your table. The proceeds  
will benefit the Foster Children's  
Advisory Board and Concerned  
Citizens For Sexually Abused  
Children. The Charity Ball will be at  
the Ritz Carlton in Naples, Florida on  
Saturday, May 28, 1988. Donation is  
\$150.00 per couple.

PROCEDURE FOR  
DISPENSING A  
GENERIC DRUG

## Letter to Editor:

Recently it has come to our  
attention that some physicians  
may not be familiar with the  
proper procedure to be used to  
assure that a generic drug will not  
be dispensed when a prescription  
is written. Many physicians are  
using a multi-line prescription  
blank with the statements  
"Substitution Allowed" and  
"Dispense As Written" or  
"Medically Necessary" or a small  
box to be checked with the same  
statements.

The proper procedure under  
Florida statutes is for the  
physician to write on the  
prescription, **IN HIS/HER OWN  
HANDWRITING, "Medically  
Necessary"**. It is also possible to  
indicate "Medically Necessary"  
orally when calling in a  
prescription by phone. The  
exception to this rule is Medicaid.  
It is necessary that "Medically  
Necessary" be written on the  
prescription to prevent substitu-  
tion for a Medicaid patient.

In addition, there is a list of  
drugs, "The Negative Formulary",  
which cannot be substituted  
without physician authority.  
These drugs are: Digoxin,  
Digitoxin, Warfarin Sodium,  
Conjugated Estrogens, Erythro-  
mycin Base Oral Tablets,  
Quinidine Gluconate, Dicumarol,  
Phenytoin, Nitrofurantoin,  
Chlorpromazine Oral, Theophyl-  
line Controlled Release and  
Levothyroxine Sodium. Medicaid  
rules will not allow for payment  
for "Negative Formulary" items  
without "Medically Necessary"  
written on the prescription. So to  
insure brand dispensing for these  
items the physician should write  
"Medically Necessary" on the  
prescription.

I would like to request this  
information be given to your  
physician members to update  
them on the requirements for  
obtaining Brand Name dispensing  
on their prescriptions if they  
desire. Prescription blanks now  
being used by many physicians  
do not meet these requirements  
and I am sure are being ignored.

I thank you for your attention.  
All of the medical professions,  
both physicians and pharmacists,  
are constantly faced with  
changes in laws and regulations. I  
hope our cooperation will make it  
easier for both professions to cope.

Paul Rohrbaugh, P.D., R.Ph.  
President, Gulf Coast  
Pharmaceutical Association

# WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

## LEE MEMORIAL HOSPITAL Resource Center Provides Helpful Information

Older Adult Services at Lee Memorial Hospital has established an information center that could be just what the doctor ordered.

The SHARE Resource Center stands ready to provide vital and timely information on older adults. The Center, located on Cox II, next to the Adult Assessment Unit at Lee Memorial Hospital, is designed to be user-friendly and is very accessible for older adults and their families.

The purpose of the Resource Center is to: (1) introduce older adults and professionals in the field to a variety of materials, ranging from health issues to leisure time activities; (2) to be a resource for information, training and assistance for older adults; (3) enhance the quality of life of our older citizens through improvements in their health and preservation of their independence.

One section of the Center has been set aside for professionals working with older adults. A selection of books, pamphlets and audiovisual materials is available on a variety of topics.

For more information about the SHARE Resource Center, please call Older Adult Services at Lee Memorial Hospital, 334-5949.

## SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER New Procedure For The New Year

On New Year's Eve, an exciting new medical procedure was performed for the first time in Southwest Florida at Southwest Florida Regional Medical Center. Valvuloplasty, a non-surgical procedure, was performed by Dr. Michael Rubin, Internal Medicine/Cardiology and Dr. Jeffrey H. Rosen, also a Cardiologist. Performed regularly in France, valvuloplasty is a rare procedure in the United States, because it is performed only in those instances when open heart surgery and other procedures are not medically advisable.

"Valvuloplasty is a new, exciting and highly selective procedure", explained Michael Rubin, M.D. "It utilizes the same principle as angioplasty. A balloon catheter is inserted through the groin artery, but instead of clearing the plaque from the coronary arteries, the balloon is gently manipulated right into the heart and is used to break up the calcium deposits on the aortic valve. This enables the heart to pump blood more efficiently, with less stress and strain on the heart."

## 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. James A. Reeves, Jr. was born in Little Rock, Arkansas. He received his medical degree from Louisiana State University in New Orleans. He completed his internship and residency at the University of Alabama Medical Center in Birmingham. Dr. Reeves also attended a fellowship at the University of Alabama Medical Center in Hematology and Oncology.

Dr. Reeves will be practicing



JAMES A. REEVES, JR. M.D.

Internal Medicine and specializing in Hematology and Oncology with Associates in Hematology and Oncology, Drs. Harwin, Raymond and Teufel at 38490 Broadway.

## "DR. JOHN" (Continued from Page 1)

Other people are wearing bathing suits and seem comfortable.

I chose TWA because I had not seen their charred logo on the six o'clock news recently and figured they're on a roll. The plane is a 727, nice and clean inside. Howard Hughes would be pleased, I like to think.

I had packed with special care, omitting anything that might be considered pitiful when found at the site of a crash, I can see the headline:

### TWA FATAL CRASH--PITIFUL LUGGAGE FOR ALL BUT ONE

The stewardesses are going through their routine. They certainly look nice for seven a.m. "xtendtubingfullyputthemaskonyourfaceand-breathnormally." Normally my foot. I'll suck all the oxygen out of that thing in two minutes. Let those other people turn blue. Charity begins at home. I would have been a fine role model on the Titanic.

### LINER SINKS, ALL LOST BUT ONE, HALF DROWNED, HALF BEATEN TO DEATH

The stewardess is showing how to wear a life vest. Not me. If we go into the water, I'm holding on to you, lady. You look like you could float all day, easy.

### TWA DITCHES IN GULF, MAN REFUSES RESCUE

That won't do. Alice would guess. I pay attention to the instructions. Breakfast requires a fork but has everything that is not on my low-fat diet. Maybe if I swallow it without chewing, it will bypass my stomach and all my arteries won't snap shut. Worth a try.

We land in St. Louis where the skies are blue and the trees colorful, but as we go on towards Minneapolis everything looks gray, murky and cold. I hope it isn't too bad. Imagination can be a poor travelling companion.

### EARLY WINTER BLIZZARD - MAN DIES - NO BOOTS

Alice would know.

John R. Agnew, M.D.

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References by Local Physicians Available

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**LCMS  
Meetings/Minutes**

**Board of  
Governor's Meeting**

The Board met with the LCMS Legislative Committee to discuss 1988 Legislative Session, MIRA Plan. January's Membership meeting will be with area legislators. The Treasurer's Report was presented by the Treasurer, Dr. Walker and our 1987 financial situation was reviewed and in order.

Two brochures, "The People Have Spoken", and "Will There Be a Doctor Available When You Need One?" will be available to the Membership.

Two grievances were handled in the appropriate manner.

Future meetings are as follows:  
1/29-31/88 FMA Board Meeting

1/12-14/88 AMA Leadership Meeting

3/12-13/88 Physicians Recovery Network Intervention Workshop.

3/18-20/88 FMA Leadership Meeting

**General Membership Meeting**

Dr. Joseph Walker called the meeting to order at the Royal Palm Yacht Club. 130 members and guests were in attendance.

Dr. Joseph Fiore announced the 4th Annual Video Health Fair will be on April 29, 1988 and everyone's participation is needed to make it a success.

The following new members were approved: Randolph J. Knific, M.D.; Dennis J. Stapleton, M.D.; Mark E. De Santis, M.D.; Robert W. Heiser, M.D.; Jansi Prabakaran, M.D.; David M. Reardon, M.D.; Thomas M. Schiller, M.D.; Michael S. Verwest, M.D.

Approved for Status change from probationary to active: Charles A. Bisbee, M.D.; Thomas E. Kowlasky, M.D.; Mary C. Blue, M.D.; James D. Borden, M.D.; Kai-Fu Chow, M.D.; Lawrence Coryell, M.D.; George C. Kalemeris, M.D.; Stephen J.

Kaskie, M.D.; Harold C. Kushner, M.D.; Thomas E. Teufel, M.D.; Robert S. Tomchik, M.D.; Linda A. Veraja, M.D.

Program - Area Legislators

Senator Fred Dudley  
Representative Keith Arnold  
Representative Tim Ireland

Paul D. Mantell  
Secretary

**FMA MED/LEGAL  
HOTLINE  
(904) 356-0056**

**CLASSIFIED ADS**

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

**COMPUTER FOR SALE:** One Bois AT/file server, 2-20 MB disks, 1-20 MB tape, G40K basic memory, 1.2 MB expanded memory, Xtron monitor/color graphics for \$5,900.00. One Starr printer NB 24-15, 216 character per second draft, 72 character per second letter quality for \$900.00. One power back up system for \$750.00. One network system W-7 adaptors, S.W. and cables/Novell, 286 model advanced for \$6,608.00 936-8655.

**FOR SALE:** Several bowling side arm chairs, three secretarial chairs, free standing metal shelves, coffee table, sofa table, two recliners, miscellaneous equipment. Good condition. 936-1616.

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**MEDICAL SOCIETY MEETING**

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

FEBRUARY 15, 1988

SPECIAL SPEAKER:  
DON WEIDNER, F.M.A.  
Legal Counsel on PLI Plan

SPEAKER:  
GAIL MARKHAM, C.P.A.

TOPIC:  
"1988 Tax Laws & You"

PLEASE!!!  
"DINNER BY RESERVATIONS ONLY"

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LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 10, NO. 1

Fort Myers, Florida

March, 1988

John W. Snead, M.D., Editor

## MARCH 21st LCMS MEETING

Our special guest for the March meeting is **JOHN ANDERSON**, an active starring linebacker for the **GREEN BAY PACKERS**. In 1979 he was drafted from the University of Michigan. He will give us his perspective of injuries and training in the NFL.

### MEDICAL SOCIETY MEETING

Royal Palm  
Yacht Club

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

MARCH 21, 1988

#### SPEAKER:

**JOHN ANDERSON**  
Linebacker, Green Bay  
Packers

#### TOPIC:

"A Pro's Perspective  
of the Injuries &  
Training in the NFL."

"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.

## SOMETHING TO BE PROUD OF

You may not know it, but in April, 1985, the Lee County Medical Society started one of the most successful and effective medical public service programs in the country.

On April 29, 1988, the 4th Annual Video Health Fair will once again take place, giving physicians, the public and WINK-TV a chance to be winners in this nationally recognized meritorious endeavor. The project consists of three hours of television time devoted completely to medical programming, featuring Southwest Florida physicians and facilities (10:00-11:00 A.M. 4:00-5:00 P.M. and 8:00-9:00 P.M.). It also includes Healthline, a phone bank (manned by local physicians from 9:00 A.M. to 11:00 P.M. free of charge) through which the public is invited to ask any and all questions of a medical nature and get an educated medical answer.

Physicians can feel good about sharing their knowledge with the public in a caring, personally rewarding way. The public feels good about seeing their physicians in the spotlight in a role that leads to increased goodwill and the impression that the medical profession really cares about their well-being. WINK-TV can be proud to be associated with an educational project that brings the latest medical knowledge to their viewing public.

We need every one of you to help out by participating in this most worthwhile endeavor.

Joseph P. Fiore, M.D.

## "DR. JOHN"

### REPRISE

A name from the past appeared in the obituaries, and the memory banks were activated. An elderly man had died in Sarasota, and by the spelling of the first name of the surviving daughter, this had to be Vampira's father.

The guys called her Vampira because she was tall and slender, with fair skin and hair like the proverbial raven's wing. She was, in my opinion, Something Else, and just my type. ("Just My Type" is the only thing I ever say that evokes laughter from Alice, at least I think it is laughter.) We had gotten to the point of my traveling to Rye, NY, to meet her family. The family included a sister.

Oh, Lord.

The sister was an 18 year-old dancer, complete with ponytail, and possibly the loveliest, most vivacious 18 year-old in the Western hemisphere. This was not my kind of situation. I thought it better that my life flash before my eyes before I got a bullet in the back, not after, and realized this was beyond the call of duty if I ever hoped to graduate from medical school.

I eased out of there and never looked back, or hardly ever.

Now it appeared that her father had moved to Sarasota, died, and "friends may call" tonight. Alice was out of town, I was not on call, so why not, I thought. Why not, indeed.

After rounds, I drove to Sarasota and found the funeral home just before closing. She hadn't changed much, just a few pounds, well distributed, and several children in tow. I got a big hug, a pleasant conversation and no animosity, in return for my trip. So, a good move, the ponytail sister, I learned, had had juvenile diabetes and died on dialysis,

lovely to the end.

I drove back on I-75, late at night, with very little traffic to claim my attention. I thought about the past and some pleasant times, back when I was still alive.

Under an overpass in Charlotte County my beeper went off, I let out a yelp and nearly wrecked the car.

Damn that Alicel! Damn! How could she possibly know? It's like being married to the CIA.

It wasn't Alice, after all, but I had to tell her the whole story when she returned from Washington. Otherwise, I couldn't tell anyone else. If you keep those things bottled up, you tend to wreck the car when the beeper goes off.

John R. Agnew, M.D.

## PRO MEETING

The FMA Committee on Peer Review Organizations met February 12, 1988 in Tampa to review cases submitted by FMA members who felt the PRO had inappropriately denied admission. The Committee agreed with PRO denial in thirteen of fifteen cases. **The fundamental justification for denial invariably hinges on a chart which does not document severity of illness or intensity of service to require in-patient treatment.** The Committee would be delighted to review cases in which the PRO has acted inappropriately; if you have cases which you feel were inappropriately denied upon final PRO review, please forward them to my attention at the Lee County Medical Society office.

The Committee also asked the PRO representatives (Tom McKell, M.D. and Charles Slonim,

(Continued on Page 2)

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## PRO MEETING

(Continued from Page 1)

M.D.) about PRO plans for review of outpatient services which will begin in August 1988. The PRO agreed that physician input to develop standard of care and intensity of service screens for the PRO to utilize would be valuable. The PRO will seek such input from both the FMA and the Council on Specialty Medicine. The past PRO experience with requests for such input is that only five of twenty-seven specialty groups provided information to develop intensity of service screens for inpatient chart screening. Please encourage your specialty societies to submit appropriate criteria to the PRO or you may not like the final results!

Rodger W. Shaver, M.D.

Editor's Note: Dr. Shaver serves on the FMA PRO Committee and represents your interests from the L.C.M.S.

**COPY  
DEADLINE  
15th OF MONTH**

PRESIDENT'S  
MESSAGE

In lieu of my President's Message for this month, I thought you might be interested in reading the letter from the President of the Academy of Florida Trial Lawyers to the Academy members.

Steven E. Levine, M.D.  
President

Dear Academy Member:

As you know, the Florida Legislature in special session has passed onerous medical malpractice legislation which will do great harm to our civil justice system and to the clients we represent.

Key elements of the measure include:

- Extensive presuit screening requirements including the necessity for a written expert medical opinion filed with the notice of intent to sue (and notice of rejection of a claim) coupled with severe penalties against attorneys who file notices and medical experts who file opinions without reasonable investigation.
- Voluntary binding arbitration for all medical malpractice actions (including wrongful death) with caps on noneconomic damages and attorneys' fees structured in such a way as to allow the most clearly negligent providers the opportunity to unilaterally limit their exposure for damages.
- "Reckless disregard for the consequences" standard of care for emergency medical services in hospitals; tempered, however, by a definition of "reckless disregard" which is similar to the standard of care in current law.
- An inadequately funded "no-fault" system for certain brain-damaged babies which provides compensation limited to medical expenses, custodial expenses, and up to \$100,000 for the parents in

exchange for the complete elimination of any remedy in tort.

-- The complete abolition of joint and several liability (with respect to all parties) in any malpractice action involving the Board of Regents or a teaching hospital.

This legislation has passed despite a valiant effort by our Executive Committee, our lobbyists and key trial lawyers around the state to convince lawmakers of the rightness of our cause. Sadly, innocent victims of negligence now stand to suffer even more as the result of the Legislature's action.

Our adversaries have worked diligently to ingratiate themselves with individual legislators. This personal lobbying effort by our opponents was a major factor in the Legislature's willingness to respond to their calls for "tort reform".

To avoid future setbacks, and to undo the damage inflicted on our clients by the special session, it is critical that we redouble our efforts to build effective relationships with our legislators. I urge each of you, between now and the regular session which convenes April 5th, to make an extra effort to strengthen the personal friendship you have with your local legislators. If you have a working relationship, build on it; if you don't, then establish one.

We cannot allow what has just happened to become the prelude for further attacks on our civil justice system. Mark my words, the designs of our adversaries include all torts and the full range of civil justice system issues we care about, including a constitutional amendment campaign to impose a \$100,000 cap on noneconomic damages in all tort cases.

What happened this month was one battle in a war we can and should win. Now, more than ever before, your profession needs your individual commitment. What each of us does locally will determine what happens to all of us collectively.

In the days ahead, your Executive Committee, Board of Directors and association staff will be perfecting a comprehensive battle plan for the weeks and months to come. We will communicate this to you soon; and we welcome your suggestions.

Sincerely,

J. R. Smith  
J. Ron Smith  
President

TO GET WHAT YOU  
WANT,  
GO STRAIGHT TO  
THE TOP

If you have a complaint, the best way to have it addressed is to go right to the source of authority. The FMA feels the best way to seek a solution to the liability insurance problem is to go directly to the public. That's the way it should work in a democracy.

The plan is this: bypass the legislature, bypass the Florida Supreme Court -- go directly to the people by collecting enough signatures to bring the question of the capitation of awards for non-economic damages to a referendum vote. The question will be proposed to the public in the form of a constitutional amendment. All signatures must be collected by May 31, 1988. The question will come to a vote of the people in November, 1988 if sufficient signatures are collected.

A unique opportunity to collect the signatures will occur on March 8, 1988 because of a special provision of law. Signatures may be collected at the voting places for the Super Tuesday election because it is a petition drive for a **constitutional amendment**.

This will not be the only opportunity for signatures. Friends and relatives (who are residents of Florida) may sign your share of the petitions. You may obtain petitions from the Lee County Medical Society. You should start now.

A point to be strongly emphasized is that this is not a battle between doctors and lawyers. It affects daycare centers, parks, rollerskating rinks, etc. It is every person who is exposed to public liability versus an old tort system. A window of opportunity exists to solve a problem that may threaten the economy of Florida through its effects on small business. The Florida Chamber of Commerce supports a cap on noneconomic damages after polling 1500 delegates at its legislative workshops. When the scope of importance of this question is realized, I believe everyone, other than special interest groups, will be happy to sign petitions to bring the question before the public so that it may be openly and fairly decided.

Please do something to help your colleagues from the tiny local to the large county medical societies throughout the state of Florida carry this important question to the source of all political power, the people.

John W. Snead, M.D.  
Editor

## WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

### LEE MEMORIAL HOSPITAL

#### New Telemetry Beds Added at Lee Memorial

Four new beds equipped for telemetry monitoring are now available on 3-North at Lee Memorial Hospital. An additional four telemetry beds will be available soon. The monitored beds, which are used as a stepdown area, similar to Intermediate Special Care, are a welcome addition. The need for space where patients can be monitored is especially critical during the winter season when all special care units are filled to capacity.

The Medical Special Care Committee of the Lee Memorial Hospital Medical Staff oversees the telemetry beds on 3-North, and Bala C. Prabhakaran, M.D., as chairman of that committee, is the Medical Director. The same criteria used for determining when monitoring is needed on the other special care units applies to these beds as well.

Jerry Sushil, Head Nurse/Director, and the 14 staff RNs of 3-North, have completed a Cardiovascular Critical Care Monitoring Class and B.C.L.S. Certification. Both cardiovascular and respiratory patients are cared for on 3-North. For more information on the new telemetry beds, please call Jerry Sushil, 334-6703.

#### Scoliosis Screenings Planned for Students

Three orthopedists on the Lee Memorial Hospital Medical Staff, Edward R. Dupay, Jr., D.O.; Larry S. Eisenfeld, M.D.; and John B. Fenning, M.D., will volunteer their time to conduct a free scoliosis screening on Wednesday, March 9, from 6:30 - 8:00 p.m., at Lee Memorial Hospital. The screening is sponsored by Lee Memorial Hospital and the Lee County School Board. The screening will be available to students in grades six through nine. For more information on the screening, please call 334-5314.

### CHARTER GLADE HOSPITAL

#### Announcing a New Community Service for Teens

Charter Glade Hospital and its Medical Staff have collaborated to make available psychiatric care for adolescents who require treatment, but who lack the financial resources to pay for private care.

The "Adolescent Scholarship Program" is a free service provided for teens in our community.

The new service is made available to local physicians, mental health professionals, and the school system. In order for the applicant to be considered for these services, application must be made to determine if the candidate meets the criteria for the treatment program. An initial assessment will include a determination of clinical needs.

Family and patient motivation as well as commitment to the treatment program will be considered, along with treatment prognosis. Adolescents will be considered for this service who lack insurance benefits for inpatient treatment; whose insurance benefits provide minimal coverage for inpatient treatment; and whose families are willing to cover partial costs, but who cannot afford the full cost of inpatient care.

If you have a potential candidate in mind and need further information about the application process, please call Charter Glade Hospital at 939-0403. Charter Glade Hospital is working with the community to give teens a chance to begin again.

### PHYSICIANS RECOVERY NETWORK NUMBER

Physicians wishing to refer colleagues to the FMA-FMF Physicians Recovery Network Program should call:

**(904) 354-3397**

### CLASSIFIED ADS

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

LOOKING FOR A CAPE CORAL OFFICE LOCATION? The Towers is now open. Time sharing suite available. For details call 772-9555.

## Between The Covers

Susie Riggs, Librarian



The Thomas R. Connelly Medical Library, located on the second floor of the Medical Office Center at Lee Memorial Hospital, is available for the use of all members of the Lee County Medical Society. Although regular hours are 7:00 A.M. - 4:30 P.M. Monday through Thursday and 8:00 A.M. - 4:30 P.M. on Friday, LCMS members may be admitted 24 hours a day by calling the hospital security department.

The Medical Library subscribes to 85 current medical journals and owns back issues of these and many more. Through our interlibrary loan system, it is possible for physicians to receive copies of articles from virtually any American or foreign medical journal. Literature searches are prepared free of charge for LCMS

members. Requests for copies of articles or literature searches may be made by calling Susan Riggs, Medical Librarian, at 334-5410.

Current editions of the major textbooks in each specialty area may also be found. Suggestions for new purchases are welcomed by the Medical Library Committee. These may be sent to the committee in care of Susan Riggs or Dr. Mark Sweet, Chairman.

The Library staff will gladly research any reference questions that you might have. We have access to such information as addresses and telephone numbers of most hospitals, physicians offices, medical schools, residency programs, medical organizations and state licensing boards in the United States. We can also locate the price and publisher's address for any medical book now in print.

The Medical Library is a valuable resource made available through joint funding from the Lee County Medical Society and Lee Memorial Hospital. The Library staff is anxious to be of as much help as possible to all LCMS members. Please call or come in any time that you are in need of information.

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**AUXILIARY NEWS**

**CHARITY BALL!**

**MARK YOUR CALENDAR!**  
Plan to attend the 5th Annual Southwest Florida Charity Ball on Saturday, May 28th at the Ritz Carlton Hotel in Naples.

The proceeds will be donated to the Foster Children's Advisory Board and Concerned Citizens for Sexually Abused Children. We have an exciting weekend planned with tennis and golf tournaments, as well as a bar-b-que on Sunday.

For more information regarding tickets, please call Fran Fenning at 337-2003 (work) or 936-8670

(home) OR Sheila Kagan at 275-6200 (work) or 334-3904 (home).  
**SUPER TUESDAY**

Plans for the March 8th Super Tuesday Petition Drive are well organized, thanks to the cooperation of everyone in the Medical Society and Auxiliary. Karen Tienstra and Linda Chazal have garnered the support of the medical community and area hospitals to put us in an excellent position to meet our goal of obtaining an additional 24,500 petitions for Congressional District 13. In the April newsletter special recognition will be given to all the volunteers who participated in this project.

**PHYSICIANS  
IN  
THE NEWS**

**CONGRATULATIONS!!!**

**Wallace M. Graves, Jr., M.D.** has been elected PRESIDENT-ELECT of the Florida Society of Pathologists.

**Joseph P. Flore, M.D.** will participate in the 1988 FMA Leadership Conference, March 19, 1988, held in Jacksonville. He will present the "Video Health Fair" as a successful county medical society community project.

The following are corrections to

items that appeared in the February 1988 Bulletin:

**Wallace M. Graves, Jr., M.D.** was incorrectly listed as elected Director of the National Board of Medical Examiners. Dr. Graves was elected to the Board of Directors of the National Association of Medical Examiners.

**NEW MEMBER: Dr. James A. Reeves, Jr.** address appeared incorrectly. It should have been 3840 Broadway.

**Cecil C. Beehler, M.D.** was incorrectly listed on the FLAMPAC Board. Dr. Beehler was appointed by the FMA as Key Contact Physician for Rep. Connie Mack, as such he is on the FMA National Committee for Legislation.

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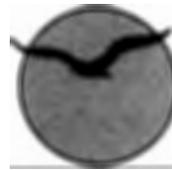
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**MEDICAL SOCIETY  
MEETING**

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

**MARCH 21, 1988**

**SPEAKER:**

**JOHN ANDERSON**  
Linebacker, Green Bay Packers

**TOPIC:**

"A Pro's Perspective of  
the Injuries & Training  
in the NFL."

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LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 10, NO. 2

Fort Myers, Florida

April, 1988

Francis L. Howington, M.D., Editor

## APRIL 18th LCMS MEETING

Robert A. Good, M.D., Ph.D. is an internationally-known expert in the field of immunology. He is author and editor of more than 40 medical books and has contributed more than 1600 articles to scientific journals. He is the past President and Director of the Sloan-Kettering Institute for cancer research in New York and is presently Professor and Chairman of the University of South Florida Department of Pediatrics as well as Physician-in-Chief of All Children's Hospital. His extensive cancer research and expertise in immunology is internationally acclaimed.

### MEDICAL SOCIETY MEETING

Royal Palm  
Yacht Club

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

APRIL 18, 1988

#### SPEAKER:

ROBERT A. GOOD, M.D.,  
Ph.D.

Professor and Chairman of  
The University of South Florida  
Department of Pediatrics

#### TOPIC:

"Common Immune  
Deficiencies"

"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.

## EBINEEZER SCROOGE: Rx for 2010

In the Sunday, March 13th edition of the News-Press, Dr. Richard Zestak, a Washington neurologist, made some predictions about Medicine in the '90's. He believes the malpractice crisis and government bureaucracy will destroy the practice of medicine as we know it. Physicians will become government employees in a dead end job and the talented students will pass it up for other professions. I hope you read it. For those who missed it, I'll be glad to send you a copy. If you are comfortable with these gloomy prophecies of impending disaster, just relax. We'll deserve what we get. If not, consider Ebenezer Scrooge. He had a glimpse of his own wretched future and determined to change it. We can do no less.

Some of us share a brighter vision for the future of medicine. We have inherited the best medical system in the world. I believe it is our duty and responsibility to pass the system on as good or better than we found it. It will take work. To do it we need to become involved in the political process, so that our advice and opinion will be heard and considered. Every Congressman, every Senator, every aspiring politician needs to have a physician prominent in his support group. Physicians should figure heavily in every candidate's war chest.

If you share our views, join FLAMPAC and help us determine our own future. Contact me if you don't know a politician - we will assign you one. Use your wallet, it's a powerful weapon.

Cecil C. Beehler, M.D.  
FLAMPAC Chairman

**WANTED: Physicians concerned about the future of medicine. We need your help. Join FLAMPAC today! Call Ann at 936-1645.**

# 19,267

## 74 Precincts Staffed Out Of 101

This is the Final Count of Petitions  
Collected for Super Tuesday.

THANKS

Auxiliary - Physicians - Office Staffs  
Friends & Neighbors

Without your help and highly organized campaign we could not have been successful meeting the goal set for District 13. Below is the final count as of March 30th.

DISTRICT	COUNTY	SUPER TUESDAY	ALREADY ON HAND	REQUIRED TO BE ON BALLOT
13	Charlotte	2,600		
	Collier	4,000		
	Lee	19,267		
	Sarasota	10,346		
	Subtotal	36,213	7,331	
TOTALS		43,544 (178%)		24,422

Continue to collect in your Office to meet Statewide Goal  
of 342,939 by June 1, 1988 — Public Opinion is with us!

## IN MEMORIAM

MORDECAI HABER, M.D.

December 10, 1905 - March 7, 1988

Dr. Mordecai Haber was born in New York City in December of 1905. He began to practice medicine when he was graduated from Boston's Tufts University School of Medicine in 1933. He began with a 2-year internship in medicine and surgery and 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 was a Life Fellow for some years. In 1957 he moved to Florida as Clinical Director of the new South Florida State Hospital in Hollywood, 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.

He was a respected physician of high moral standards. A valuable member of the medical community. A caring and dedicated physician to his patients.

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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Francis L. Howington, M.D.  
John W. Snead, M.D.

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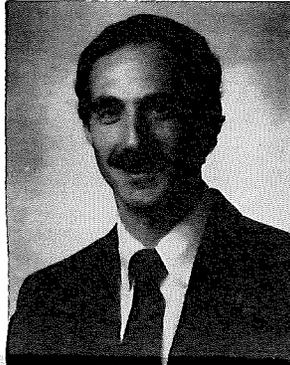
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## MANAGING EDITOR

Anne Wilke - 936-1645

The Editor welcomes contributions  
from the members. Opinions expressed in  
the Bulletin are those of the individual  
authors and do not necessarily reflect  
policies of the Society.PRINTERS INK  
of Southwest Florida, Inc.LIMITED DATES AVAILABLE  
FOR DOCTOR OF THE DAY

## For Legislative Session

Due to an overwhelming  
response from physicians  
throughout the state, only a few  
Doctor of the Day dates still  
remain open. As of this date, the  
days available are:April — 7, 11, 12, 27  
May — 3, 4, 10, 11, 23, 24, 26  
June — 1FMA members are encouraged  
to check their calendars to  
determine if they are able to serve  
as Doctor of the Day on one of  
these days. This service is  
extremely beneficial and effective  
to the Association's overall  
legislative program.Those desiring to serve as  
Doctor of the Day or those  
needing further information  
should contact the FMA Capital  
Office, Post Office Box 10269,  
Tallahassee, FL 32302, 904/224-  
6496.**COPY  
DEADLINE  
15th OF MONTH**PRESIDENT'S  
MESSAGESTEVEN E. LEVINE, M.D.  
President**"YOU BET WE CAN"***Karen Tienstra and Linda  
Chazal sure did. So did the  
Medical Society Auxilliary, many  
physicians, office staff and  
concerned citizens. What did we  
do? Sure we got a large number of  
petition signatures and one of the  
most successful drives of any  
county in Florida. Sure we  
demonstrated great organization  
and dedication. Sure we showed  
the public we care and are willing  
to work for our goals.**But more importantly than what  
we showed the public is what the  
public showed us. They care too.  
The enthusiasm, positive attitude  
and support that most of the  
petition pollsters experienced  
was truly heartwarming and  
encouraging.**The public wants us to  
persevere and succeed. Let's  
keep this landmark drive alive. We  
now know the critiques and  
detractors of liability reform are  
vocal special interest parties who  
can not stop us or the will of the  
public when the issue comes to a  
vote.**We should all be proud to be  
part of this effort.*PHYSICIANS'  
SUPPORT GROUPI'd like to take this opportunity  
to announce to the members of  
the Lee County Medical Society  
that the Physicians' Support  
Group is now operational. This  
group was formed to provide  
emotional support to physicians  
and their families who are  
suffering from the stress of a  
malpractice suit. Ann has a  
packet of information for  
physicians who request it. Any  
physician who is interested in  
serving on the panel and/orwould like counseling from a  
fellow physician, can contact Ann  
at the Medical Society and she  
will forward the necessary  
articles or provide you with the  
name of a physician whom you  
can contact.It is unfortunate that  
malpractice not only effects the  
physician who is being sued but  
his family as well. The Medical  
Auxilliary will be active in this  
organization as well. I will  
encourage any physician who  
has been through the rigors of a  
malpractice suit to contact Ann to  
be put on the panel. This is our  
organization and the success of  
this organization will be directly  
proportional to the input by its  
members. I would like to say  
thanks to physicians who have  
volunteered to be on the panel  
and I hope that this service will  
provide guidance and comfort for  
those who are in need.If you have any questions or  
would like any information,  
please contact Ann or myself  
directly.

Robert J. Brueck, M.D.

FOR YOUR  
INFORMATIONThe Florida Dept. of Insurance,  
Consumer office at 2180 W. First  
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assistance to consumers on  
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their office or request a complaint  
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CALENDARDECEMBER  
JOINT MEETINGFriday, December 9, 1988  
SHERATON HARBOR INNWe are announcing this event early  
so that you will not have any conflicts  
with the many parties given in December.  
More information will be announced as  
December approaches.**"DR. JOHN"**

## THE OTHER SIDE

Georgetown was not all button-  
down collars and somber people,  
even in the days before beards,  
beads and sandals. We had people  
such as Pete Moran and Luis.Luis was an anesthesiology  
resident from Mexico, who looked  
so perverted he was banned from  
Tijuana (or so I was told, I  
wouldn't want to argue with you  
about that). My first recollection  
of him was related to a breast  
augmentation operation with my  
friend Vinnie assisting. The  
implants then were nylon sponges  
that were cut to fit on the spot.  
Silicon came later. At the  
conclusion of surgery but before  
the patient was reacting, Luis  
leaned over the drape and said,  
"Hey, Vin, you are scrobbed, how  
do they FEEL?"Luis was doing a case with Pete  
Moran one morning, when he said,  
"Hello, Dr. Moran, do you  
remember me? I worked with you  
at Children's.""Oh yeah," he answered, "you're  
that little Mexican bastard."That passed for a friendly  
greeting from Moran, a fiery  
Irishman with a gleaming, bald  
head and a gold brocade vest. In  
the sunlight he resembled Louis  
XIV. In the O.R. he resembled Mr.  
Hyde.He once threw an entire tray of  
plastic surgery instruments into  
the parking lot because a suture  
scissors was dull. When the  
administrator chastised him, he  
said, "Sister, you know as much  
about running an O.R. as you do  
about running a whorehouse."He was thrown off the staff  
about every two weeks for such  
behavior, but he had lots of friends  
in high places and always returned  
by Monday.The OB-GYN people were not  
so noisy -- pomposity was their  
game. A typical situation was a  
quiet Sunday afternoon, when a  
particularly self-satisfied OB staff  
member delivered a private  
patient, and insisted that all the  
students on the floor come and  
watch him repair the episiotomy.  
We were Seniors and could do that  
asleep, but we assembled and  
dutifully watched."There," he said on finishing,  
"what do you think of that?""It's too bad she has to wear  
pants," one of the group  
exclaimed.He took it as a compliment, they  
told me later when they found me  
hiding in the basement.

John R. Agnew, M.D.

## WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

### LEE MEMORIAL HOSPITAL

#### Mammograms Stressed at Center for Women's Health

Nearly 3,000 women have had mammograms in the first 10 months that the Center For Women's Health has been open at Lee Memorial Hospital. The mammograms are given by the Women's Breast Health Center which opened its second location within the Center For Women's Health in Suite 704 of the Medical Office Center. An important aspect of having the Women's Breast Center within the hospital is the ease it adds for the patient who has to have a needle placement for biopsy. Instead of having to drive across town once the needle for the biopsy is inserted, the patient merely walks or is taken by wheelchair through the hospital to Same Day Surgery where the biopsy is completed.

In addition to the mammograms, the Center for Women's Health offers a variety of resource information and counseling services. An RN visits all mastectomy patients while they are inpatients to provide information and support. Upon request of the physician, the nurse will spend time with the patient, both pre-operative and post-operatively, to explain treatment options and answer questions. There is no charge for this service.

A Mastectomy Support Group has also been formed and meets the third Wednesday of each month at 7 p.m. The group has been very well attended and continues to grow each month.

Staff of the Center For Women's Health also go out into the community to meet with women's groups to speak on breast cancer and other women's issues. They also teach breast self-examination and emphasize the recommendations of the American Cancer Society for the early detection and treatment of breast cancer.

An RN is always available at the Center to answer questions from callers. Women are urged to call their physicians, but if the caller doesn't have a local doctor, she is referred to Health Search, Lee Memorial's Physician Referral Service. There is also a health resource library at the center, with books, pamphlets and videotapes. Educational programs are also offered on a regular basis, including O.B. Tours, seminars and special events, such as the Biggest Baby Shower, which was recently co-sponsored with the American Lung Association.

### EAST POINTE HOSPITAL

#### Radiology Department Renovation Begun

Renovation of the Radiology Department has begun as East Pointe Hospital prepares for the arrival of their new CT Scan Unit. With this technologically advanced equipment, CT scanning will be available at the hospital 24-hours a day; completion of the project is projected for March 15, 1988.

The Tomoscan unit is manufactured by Philips Medical Systems, Inc. This CT scan unit offers computerized tomography or body section radiography, which provides physicians with an internal view of different layers of the body. The main advantage of CT Scan versus traditional x-rays is that it produces a more detailed image of bones and tissue.

East Pointe Hospital has served as the headquarters for a mobile CT Scan unit since September, 1984. The mobile unit has been available for services at the hospital on a part time basis.

"We are confident that the new CT Scanner will enhance our radiology services," stated Earl Hart, Radiology Manager at East Pointe Hospital. "The sophistication of this equipment and the convenience of a full-time scanning service will allow us to better meet the needs of patients."

### NEW MEMBERS APPROVED AT MARCH MEETING

Jerry D. Boland, M.D./Family Practice; Michael J. Haiken, M.D./Dermatology; Thomas L. Seitz, M.D./Pediatrics; James E. Sensecqua, M.D./Internal Medicine/Cardiology; Panagiotis J. Tsakalakis, M.D./Pathology.

### PHYSICIANS IN THE NEWS

#### CONGRATULATIONS!!!

James D. Borden, M.D. has successfully completed all of the requirements for certification by the American Board of Urology.

## The FMA Ad Hoc Committee On Long Range Planning Regional Meetings

As a result of the 1987 House of Delegates actions, Substitute Resolution 87-8 was adopted requesting an Ad Hoc Committee on Long Range Planning with appropriate grassroots representation be created to provide advice to the Executive Committee for Long Range Planning.

In an effort for the Committee to gain an understanding of what the grassroots level physicians are really thinking about the FMA, as well as to ensure that the FMA programs and priorities are meeting the needs of the physicians at the grassroots level, the Committee has established five regional meetings to be held in the following cities:

April 8 & 9, 1988	Marriott Bay Point Hotel Panama City, Florida
April 22 & 23, 1988	Marriott Marina Ft. Lauderdale, Florida
April 29 & 30, 1988	Tampa Airport Marriott Hotel Tampa, Florida
May 13 & 14, 1988	Orlando Airport Marriott Orlando, Florida
May 20 & 21, 1988	Marriott J. Turner Butler Jacksonville, Florida

All county medical societies are encouraged to have their members attend these regional meetings and to R.S.V.P. to Robert W. Seligson, FMA Director of the Division of Programs at the FMA Headquarters Office - 904-356-1571.

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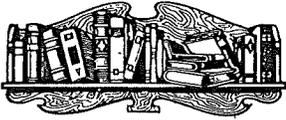
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## Between The Covers

Susie Riggs, Librarian



New Books in the Thomas R. Connelly Library:

**Surgical Infectious Diseases**, 2nd Edition, Howard.  
**Complications During Pregnancy**, 3rd Edition, Burrow.

**Soft Tissue Rheumatic Pain**, 2nd Edition, Sheon.

**Cocaine Abuse**, Spitz.

**Stroke: A Clinical Approach**, Caplain.

**Fears, Phobias, and Rituals**, Marks.

**Systemic Lupus Erythematosus**, Lahita.

**Suicide in Adolescence**, Diekstra.

**Diabetic Neuropathy**, Dyck.

**Hemostasis and Thrombosis**, 2nd Edition, Colman.

**Office Practice of Medicine**, 2nd Edition, Branch.

**Encyclopedia of Aging**, Maddox.

**Norman and Therapeutic Nutrition**, 17th Edition, Robinson.

A special thanks to all members of the Medical Society who attended the Book Fair in the Medical Library on February 22nd. The fair was a big success with 182 physicians, nurses and other interested persons attending.

**NOTE:** The AMA has produced a video on the 1988 changes in Medicare reimbursement. This video has been placed in the Thomas R. Connelly, M.D. Library at LMH for your viewing. It contains quality information on participating or non-participating decisions.

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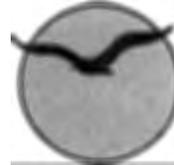
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## MEDICAL SOCIETY MEETING

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

APRIL 18, 1988

SPEAKER:

ROBERT A. GOOD, M.D., Ph.D.  
Professor and Chairman of  
The University of South Florida  
Department of Pediatrics

TOPIC:  
"Common Immune Deficiencies"

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LEE COUNTY MEDICAL SOCIETY

# BULLETIN

*The Voice of Lee County Medicine*



VOLUME 10, NO. 3

Fort Myers, Florida

May, 1988

Kim L. Spear, M.D., Editor

## MAY 16th LCMS MEETING AT CHARTER GLADE HOSPITAL

Celebration of May as Mental Health Month  
6:30 P.M. Social Time  
7:00 P.M. Dinner

**DINNER WILL BE CATERED BY LOUIS**

Our speaker will be DR. DAVID G. KELLEY, Psychotherapist, known for his individual and family counseling as well as management training and seminars. He lectures widely on stress, and will speak to the Society on "HOW TO DEAL SUCCESSFULLY WITH DIFFICULT PATIENTS."

### MEDICAL SOCIETY MEETING Charter Glade Hospital

Social Time 6:30 P.M.  
DINNER 7:00 P.M.  
MAY 16, 1988

**SPEAKER:**

**DR. DAVID G. KELLEY**

**TOPIC**

**"How To Deal Successfully With Difficult Patients"**

**"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.

### 1988 RISK MANAGEMENT CONFERENCE

Preparations for the 2nd Annual Risk Management Conference is under way with a tentative date for the Conference to be held in the Fall.

This will become an annual event in cooperation with area hospitals. Please take note that we will be doing this each year in order for all area physicians to receive the required 5 hours of CME for renewal of their license.

## READ AND REFLECT

I had an unpleasant but fortunately not too common patient encounter the other day. My first appointment of the morning arrived five minutes late. In the interim, I proceeded to evaluate my second patient who had arrived a few minutes early. The first patient, a middle aged homemaker with no more pressing concern than to get home and watch the Oprah Winfrey show, proceeded to direct a tirade of anger towards my receptionist which nearly brought her to tears. When I entered the examination room twenty minutes after her originally scheduled appointment, she read me the riot act. She stated that she had requested the first appointment of the morning and that I was rude and inconsiderate for not waiting to see her first. She also lumped me into the category of being a "money grubbing" physician who has no consideration for his patient's time.

Who is this unpleasant individual? The UNREASONABLE patient. He is of either gender and is being seen with increasing frequency. Speculation suggests that he is an amalgam of long established personality traits which are influenced by an acute unpleasant medical problem, perceptions of commodity driven, ultra convenient medical care, past experience with callous uncaring physicians, and the present medico-legal climate. He is quite demanding. He can be uncooperative and frequently is confrontative. He may treat you with civility while he is making your office staff miserable. (Our office personnel, should be showered with praise for dealing with undeserved verbal abuse in such a professional manner.)

How is this patient dealt with? Hopefully with the professional decorum carefully honed through years of past patient experiences. These experiences are tempered by the understanding that this abrasive behavior is sometimes a reflection of an unresolved medical problem or a non-verbalized perceived injustice. Allowing the patient to ventilate his displeasure (apologizing where appropriate) frequently resolves the conflict.

All of us have our own tolerance limits. Most of us are reasonable, compassionate human beings. Why are an increasing number of patients being "fired" by their physicians? Lack of compliance with medical advice, frequent "no show" appointments, persistent confrontative questioning, repeated discourtesy to office staff, and general obnoxiousness have been listed by colleagues as valid reasons for discontinuation of medical care. The behavior of the UNREASONABLE patient exceeds our tolerance levels and makes discharge an unpleasant but sometimes necessary part of our practice.

The patient mentioned in the opening paragraph was given the options of seeing another physician. I sustained another ten minute derogatory fusillade with my professional decorum wavering precariously in the balance. Finally she stated that since she was here, she would allow me to treat her. This situation bothered me. In the future if it does not bother me, I will really start to worry.

**Peter A. Donelan, M.D.**

(Reprint from HCMS Bulletin with permission of Dr. Donelan.)

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  
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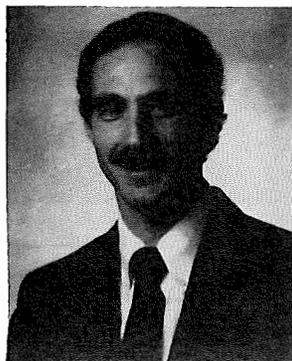
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Anne Wilke - 936-1645

The Editor welcomes contributions  
from the members. Opinions expressed in  
the Bulletin are those of the individual  
authors and do not necessarily reflect  
policies of the Society.PRINTERS INK  
of Southwest Florida, Inc.PHYSICIANS IN  
THE NEWS

## CONGRATULATIONS!!!

*Delvin and Dr. Patricia Miller*  
are the proud parents of son  
JONATHAN DELVIN, born April  
9, 1988, weighing 8 lb. 4 oz.*Thomas V. Hoagland, M.D.* has  
attained 50 years of practice in  
medicine. He is retired and will be  
leaving Ft. Myers to live in Moore  
Haven.PETITION  
UPDATEThe FMA has now verified  
200,000 petitions. PLEASE  
CONTINUE TO COLLECT  
petitions until June 1st.A media campaign for the  
Constitutional Amendment is  
being planned with heavy  
advertisement expected near the  
election date. PLEASE MAIL  
YOUR ASSESSMENT AS SOON  
AS POSSIBLE IN ORDER TO  
HELP THE FMA plan their ads for  
television, newspapers and radio.PRESIDENT'S  
MESSAGESTEVEN E. LEVINE, M.D.  
President"IT'S NOT TOO EARLY TO  
SAY "THANK YOU"*The first few months of 1988  
have gone well for the medical  
society, due to the combined  
efforts of the staff -- Ann Wilke  
and Dagmar Walker; the  
Auxiliary -- Fran Fenning, Liz  
Kagan, Sheila Kagan, Linda  
Chazal, Karen Tienstra, Vivian  
Lang, and their committee  
members; the Medical Society  
Board and many society  
physicians. I've struggled with  
some problems, learned a lot, and  
appreciate the contributions,  
cooperation and counsel of my  
colleagues, especially unsolicited  
advice which helped me stay on  
track.*

## WHY THANK YOU NOW?

*I do not intend to resign  
(despite a few sins along the way,  
perhaps). I look forward to  
completion of numerous projects  
this summer and in the fall. I just  
wanted you to know your help is  
appreciated, needed, and by the  
end of the year, we hope to show  
an accounting of results to be  
thankful for.**Have a good summer!*"DR. JOHN"  
RAINI have lived most of my life in  
South Florida, and for many years  
I fought the rain. I had raincoats,  
hats, umbrellas; usually they were  
where I wasn't, so I stood in  
doorways, under awnings,  
trapped in my car, etc. As early as  
elementary school I recall the Big  
Debate: Is it better to walk fast in  
the rain and get more drops in less  
time, or slowly and get fewer drops  
in more time? We had the ability to  
picture the puzzle but not the  
means to quantify. But, getting wet  
was important, and so it remained.About five years ago, an idea hit  
me, so sweeping and revolution-  
ary that it changed my life: It really  
doesn't matter! It's just fresh water,  
you dry off in no time! Now, I just  
go about my business and don't  
worry about it. I do try to avoid  
falling into open pits, but  
otherwise who cares?With all the time I wasted hiding  
from the rain, I could have learned  
french, or even English. But, C'est  
la vie, I say (whatever that means).Rain had its good points, even  
before my awakening. The sudden  
rains when school was dismissed  
made the girls' summer dresses  
transparent, which was pretty nifty  
in those days. At the time, I  
thought girls were just soft boys.  
That was before we had TV  
evangelists to lead us into  
temptation, so we had to make it  
up ourselves.I remember Doty Sullivan  
standing on the corner by  
Shenandoah Jr. High, trying to  
figure what she could cover with  
two hands and one notebook,  
while proving that it ain't all the  
same. I was so busy looking for my  
raincoat I missed half the show.I haven't seen Doty since ninth  
grade, but if she comes back, and  
it rains, I'm ready.

John R. Agnew, M.D.

DOCTOR,  
IT HURTS!The relief of pain for our patients  
is of concern to us all. This is of  
even greater concern when our  
patients are faced with the chronic  
pain caused by cancer.On Friday, May 20, 1988, C.  
Stratton Hill, Jr., M.D., Internist  
and Director of the Pain Clinic of  
M.D. Anderson Hospital and  
Tumor Institute, and Michael H.  
Levy, M.D., Ph.D., medical  
oncologist and co-director of the  
pain management center of the  
Fox Chase Cancer Center, shall  
present a program on the  
treatment of cancer pain. The day-  
long seminar, sponsored by Hope  
Hospice, shall provide an overview  
of the latest modalities of  
treatment of cancer pain, the  
efficacy of these treatments and  
their utilization within the  
prevailing practice of medicine.  
The speakers shall address such  
topics as the effective use of  
narcotics in the management of  
pain, the cancer pain syndrome,  
and myths and misconceptions of  
treatment.The program shall take place at  
the Ramada Airport, and the cost  
for physicians is \$50, which  
includes lunch. Approval by the  
Florida Medical Foundation to  
award 6 CMEs is pending.For further information, call  
Hope Hospice at 936-1157.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. RICHARD J. PRY

Dr. Richard J. Pry was born in  
Cheyenne, Wyoming. He  
received his medical degree from  
the University of Utah in Salt Lake  
City. He completed his internship  
at the L.D.S. Hospital in Utah and  
his residency at Michigan State  
University.Dr. Pry will be practicing  
Radiology with Smith, Hendra  
and Gerson Radiology at 3677  
Central Avenue.

## ANNOUNCEMENT

April 4, 1988, the Physicians Recovery Network Office will  
relocate from Jacksonville to Fernandina Beach, Florida.

## New Office address is:

5 South Second Street  
Suite 100  
Fernandina Beach, FL 32034

## New Mailing Address is:

P.O. Box 1881  
Fernandina Beach, FL 32034Toll free number: 1-800-888-8776 and primary number: 904-277-  
8004.Office hours: 8:30 a.m. - 5:00 p.m. Monday through Friday. Phone  
service after-hours and on weekends is possible on 904-277-8004  
through call forwarding to staff on call.

## WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

### SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER

State-of-The-Art Ultrasound Comes to The Center

The Radiology Services Department at Southwest Florida Regional Medical Center has acquired an Acuson 128 Computed Sonography Unit. This Ultrasound Unit, the only one of its kind in this area, offers a variety of state-of-the-art diagnostic services. The unit will be able to offer transrectal, transvaginal and vascular imaging using color doppler in the near future. Considered the "gold standard" in ultrasound imaging, the Acuson 128 Computed Sonography Unit increases the range of services offered, enhances the imaging on standard procedures and also greatly improves patient comfort on what were previously considered difficult procedures, especially patients who undergo fetal examinations. For more information, call Marcelle Sizemore, Director, at 939-8532.

### LEE MEMORIAL HOSPITAL

Lee Memorial Accredited by ACCMF

Lee Memorial Hospital was recently notified that the hospital has become accredited by the Accreditation Council for Continuing Medical Education (ACCMF) and the F.M.A. Committee on Medical Education.

The ACCMF, at the national level and state medical societies, conduct voluntary accreditation programs for institutions and organizations providing CME.

The purposes of the CME accreditation are: 1) to evaluate and grant recognition to institutions or organizations whose overall CME program is in compliance with established standards; 2) to assure physicians and the public the CME activities meet accepted standards of education; 3) to enhance the quality of CME; and 4) to assist physicians in identifying CME programs which meet the standards.

In February, 1988 Lee Memorial Hospital was reviewed by a survey team representing the F.M.A. Committee on Medical Education.

In order to become accredited as a CME sponsor, 7 standards must be met. These standards, called "Essentials", are:

1. The sponsor shall have a written statement of its continuing medical education mission, formally approved by its governing body.
2. The sponsor shall have established procedures for identifying and analyzing continuing medical education needs and interests of prospective participants.
3. The sponsor shall have explicit objectives for each CME activity.
4. The sponsor shall design and implement educational activities consistent in content and method with the stated objective.
5. The sponsor shall evaluate the effectiveness of its overall continuing medical education program and component activities and use this information in its CME planning.
6. The sponsor shall provide evidence that management procedures and other necessary resources are available and effectively used to fulfill its continuing medical education mission.
7. The sponsor shall accept responsibility that the essentials be met by educational activities which it jointly sponsors with non-accredited entities.

Lee Memorial becomes one of 17 hospitals in the state thus honored.

Members of the Ad Hoc CME Planning Committee that have participated in developing this program are: Mark Sweet, M.D., Jack O'Brian, M.D., Bob Gerson, M.D., Steve Paletsky, M.D., Dieter Vogtland, M.D., Keith Derco, M.D., Richard Bloy, M.D., Ed Steinmetz, M.D., and Robert Arnall, M.D.

By achieving this recognition, the hospital and physicians are meeting a commitment to provide CME economically and "close to home." It is also a commitment to quality.

### Lee Memorial Emphasizes Caring for Older Parents

The "Sandwich Generation," people caught between the demands of aging parents and the needs of their own children, will be the focus of activities planned at Lee Memorial Hospital during May, Older Americans Month.

"As Loved Ones Grow Older," a forum on caring for older adults, will be presented at Lee Memorial Hospital on Thursday, May 19, from 6:30 to 9:30 p.m. Douglas Newland, M.D., a neurologist on the Lee Memorial Hospital Medical Staff, will speak on what to expect as loved ones grow older. Michael Spellman, M.D., a psychologist, will speak on coping with the changes, especially manipulation. Other members of the Lee Memorial

Hospital professional staff will address legal issues, including guardianships and trusts; sensitivity training; and services and alternatives that are available in managing for the older adult. Displays and exhibits by various hospital services and agencies will offer helpful information.

Older Adult Services at Lee Memorial has planned a variety of activities during Older Americans' Month, including informational program for Share Club members. Share Club is a health-related membership for people age 55 and over. The theme for this year's Older Americans' Month is "Older Americans: They've Got a Lot to Offer!"

### CHARITY BALL BRUNCH

Those attending the Medical Society Charity Ball can enjoy brunch on Sunday, May 29 from 9:30 to 11:30 a.m. at the Ritz Carlton compliments of Lee Memorial Hospital. Those registered at the Ritz for Saturday evening will be given tickets at the registration table the night of the ball.

### MARK YOUR CALENDAR

DECEMBER  
JOINT MEETING

Friday, December 9, 1988  
SHERATON HARBOR INN

We are announcing this event early so that you will not have any conflicts with the many parties given in December. More information will be announced as December approaches.



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April 4, 1988

**MEMORANDUM**

TO: All County Medical Societies and Specialty Society Presidents and Executive Officers

FROM: James G. White, M.D., President FMA

SUBJECT: PRO Reviewers

I trust that by now you are aware of the Florida Medical Association's efforts in affecting positive reform in the policies and practices of Florida's Peer Review Organization the Professional Foundation for Health Care. Input from physicians in your county society has been appreciated and continued input is encouraged by the FMA's Committee on Peer Review Organizations.

I am at this time requesting that your medical society submit a list of physicians who may be willing to serve as reviewers for the PFHC. This list will be forwarded to the PFHC. Subsequently, the FMA will monitor when the PFHC contacts these physicians, how many cases these physicians review, and how often they are asked to do these reviews. The intent of this involvement is to end the PFHC's contention that they are unable to locate physician reviewers. Likewise, the FMA will be sending a positive message to the PFHC regarding an effort to work on areas of mutual concern.

Your help in this request will be of great benefit to Florida physicians and patients effected by PFHC activities. Thank you in advance for your assistance and early response.

NOTE: LCMS members interested in participating please submit your name to the society office.

**Between The Covers**

Susie Riggs, Librarian

New Books in the Thomas R. Connelly Medical Library:

**Principals and Practice of Radiation Oncology**, Perez.

**Handbook of Toxicology**, Haley.

**Handbook of Dermatoxicology**, Marzulli.

**Childhood Asthma**, Tinkelman.

**The Physicians' DRG Working Guidebook**, St. Anthony Hospital.

**Pediatric Infectious Diseases**, 2nd Edition, Felgin and Cherry.

**Clinical Psychiatry in Primary Care**, 3rd Edition, Dubovsky.

**A Colour Atlas of Gastrointestinal Endoscopy**, Schiller.

A Practical Approach to Angiography, 2nd Edition, Johnsrude.

**DSM-III-R: Diagnostic and Statistical Manual of Mental Disorders**, 3rd Edition, American Psychiatric Association.

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263-8339

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Dinner 7:30 P.M.

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SPEAKER:  
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TOPIC  
"How To Deal Successfully  
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LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 10, NO. 4

Fort Myers, Florida

July, 88

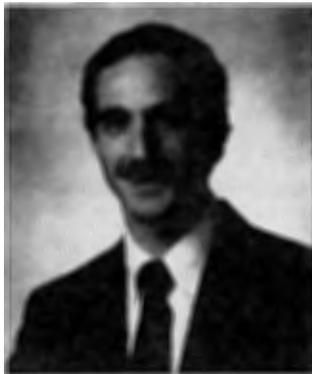
John W. Snead, M.D., Editor

## 460,443 Petitions Collected Statewide Return All Petitions By July 5, 1988

### PRESIDENT'S MESSAGE

#### "A LITTLE PERSPECTIVE"

- Fact: The recent Florida governor campaigns -- \$12 million.
- Fact: 1986 Florida U.S. Senate campaigns -- \$22 million.
- Fact: Approximate media coverage for thirty-second spot on for South Florida exposure during "The Cosby Show" -- \$8,000-\$9,000.
- Fact: Approximate media coverage for thirty-second spot during "Moonlighting" -- \$8,500.
- Fact: Approximate cost for thirty-second spot during "Entertainment Tonight" -- \$1,700.
- Fact: Approximate money raised through FMA assessment of \$500 per member -- \$5.7 million.
- Fact: Cost for insurance rates Florida versus California -- \$1,000,000 coverage.



STEVEN E. LEVINE, M.D.  
President

Specialty	Florida	California	Difference
General Medicine	\$ 17,400	\$ 5,400	\$ 12,000
OB/GYN	\$154,000	\$40,000	\$114,000
General Surgery	\$ 81,000	\$22,000	\$ 59,000
Neurosurgery	\$170,000	\$39,000	\$131,000

Fact: The Florida Supreme Court has confirmed that the 1988 amendment is proper.

We need your help; every member's participation in the campaign drive and payment of the \$500 assessment is essential.

Sources: Dade County and Broward County Medical Society Newsletters, Tad Fisher.

### 1988 RISK MANAGEMENT CONFERENCE

Preparations for the 2nd Annual Risk Management Conference is under way with a tentative date for the Conference to be held Saturday, October 8, 1988, at Lee Memorial Hospital Auditorium.

This will become an annual event in cooperation with area hospitals. Please take note that we will be doing this each year in order for all area physicians to receive the required 5 hours of CME for renewal of their license.

### REQUEST FOR MEDIA CONTACTS

Dear Member:

I am often called on by the media to make comments and provide information regarding current health issues. Some news stories require expertise in particular developments or specialties. At other times, a perspective of a practitioner involved in the area of interest would be important. Usually, the reporters need prompt responses to satisfy deadlines and schedules. At other times, reporters are seeking confirmatory or substantiating information before running information that has been brought to their attention, or to gain local perspective.

I am looking for representative physicians in each specialty who would be willing to occasionally talk with the media, sometimes on

short notice about issues of current interest. As you can imagine, issues range from indigent care; legislative issues; patient advocacy issues; medical, legal and ethical concerns; as well as advances in technology and treatment.

If you are willing to be available, please let me know at your earliest convenience (939-8588) or call Ann Wilke at the Medical Society (936-1645). Let us know areas in which you are particularly interested or not interested in discussing should we put you on the list. I would like at least two physicians in each general area or type of practice.

Steven E. Levine, M.D.  
President, LCMS

**NO MEETING UNTIL SEPTEMBER**

### IN MEMORIAM

Gustave F. Bieber, M.D.  
May 28, 1917 - May 18, 1988

Dr. Gus Bieber was born in New York City in 1917. He married his wife, Anne, in 1941. He received his B.S. degree from Rutgers University in 1939 and was a 1943 graduate of Duke University School of Medicine. Dr. Bieber received his Obstetrics and Gynecology training at the University of Chicago Clinic and Charity Hospital in New Orleans from 1948-1952. He served in the Army Medical Corps from 1944-1946 and was discharged as a Captain.

He was in private practice in Stockton, California before coming to Fort Myers in 1955. He retired from practice in 1982. He was Board Certified by the American Board of Obstetrics and Gynecology; a Fellow of the American College of Obstetrics and Gynecology; a member of the Lee County Medical Society, FMA and life member of the Southern Medical Association.

Dr. Bieber loved his patients and saw himself as a doctor who cared for all their needs. He led a very simple lifestyle, always having time for his sons. He was a devoted husband who shared his life with his family. He was a caring and dedicated physician to his patients.

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.

## CO-EDITORS

Kim L. Spear, M.D.  
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  
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## AUXILIARY NEWS

The 1988/1989 Medical Auxiliary  
Officers:President - Sheila Kagan  
President-Elect - Linda Chazal  
Vice-President - Vivian Lang  
Corresponding Secretary - Debi  
Campbell  
Recording Secretary - Anthea  
Teufel  
Treasurer - Barbara Siegel

## CHARITY BALL

The Lee County Medical  
Auxiliary's Charity Ball, held over  
Memorial Day weekend at the Ritz  
Carlton Hotel in Naples was a  
huge success. Over \$20,000 will  
be donated to two local charities.  
The first, Foster Care Advisory  
Services, Inc., enhances the  
foster care system by honoring,  
recognizing and providing  
continuing education to foster  
parents; by providing scholar-  
ships for the foster children toCOPY  
DEADLINE  
15th OF MONTHGENERIC SUBSTITUTIONS  
Between The  
Covers

Susie Riggs, Librarian

New Books in the Thomas R.  
Connelly Medical Library:The Thomas R. Connelly  
Medical Library has recently  
received a copy of Medical  
Economic's new **Encyclopedia of  
Practice and Financial Manage-  
ment**. This book includes  
chapters such as:"Starting or Changing Your  
Practice""Managing Your Office  
Personnel"

"Office Design and Equipment"

"Constructing Your Own  
Medical Building"

"Buying An Established Practice"

"Alternatives to Private Practice"

The Encyclopedia is an in-  
depth source of information for  
the physician who is involved with  
starting or managing a practice.

## Other New Books

Diseases of The Ear, Hawke.  
Blood: Textbook of Hematology,  
James and Jandl.The Mental Status Examination in  
Neurology, 2nd Edition, Strub.

Hospice, Zimmerman.

Surgical Pathology, 2nd Edition,  
Coulson.New Videocassettes in the  
Thomas R. Connelly Medical  
Library:Techniques for Joint Aspiration  
AIDS and Sexual PracticeCurrent Concepts in Nutrition  
Management of Noninvasive  
Cervical LesionsLearning Disabilities: Differential  
DiagnosisNoninvasive Temporary Cardiac  
PacingSeizure Clinic: Management of  
the Patient with Epilepsy  
Oxygen as a Drug

(Continued on Page 4)

June 1, 1988

Mr. John E. Thrasher, Esquire  
Deputy Executive Director/General Council  
Florida Medical Association, Inc.  
100 East College Avenue  
Tallahassee, Florida 32302

Dear Mr. Thrasher,

This is in response to your letter of May 23rd with reference to generic  
substitution. I agree with you that Section 465.025, F.S. requires  
pharmacists to dispense trade name drugs when the physician writes  
"medically necessary" across the face of the prescription.Furthermore, pharmacists are not permitted to substitute if the drug  
written is on the Negative Drug Formulary. I continually inform  
pharmacists of this section of Statute through our newsletter articles and  
will place another article in our next newsletter.Physicians call several times a year about pharmacists in their area who  
are inappropriately substituting generic drugs. In some instances, I will  
personally discuss the relevant law or rule with the pharmacist, if the  
physician does not choose to file a formal complaint with the Department.  
However, I suggest to you or any physician that if a pharmacist is involved  
in a grievous case, a formal complaint should be filed with the Department.I hope that I have adequately responded to your concerns. If you should  
have any further questions, please contact me.

Sincerely,

C. Rod Presnell  
Executive Director  
Board of Pharmacyparticipate in activities to  
increase their self-esteem.The other charity chosen was  
The Sexual Abuse Treatment  
Program. This organization,  
endeavors to treat child victims of  
incest through an extensive use  
of therapy approaches. Family  
members are included with  
victims in an individual, family  
and group treatment over a  
lengthy period of time.A special thank you for the  
endless hours given by the  
following committee members:  
Charity Ball Chairman - Sheila  
Kagan; Patty Borden, Michele  
Domres-Hon, Fran Fenning, Liz  
Kagan, Vivian Lang, Gail Lowrey,  
Amanda Patino, Donna Purvis,  
Mary Jo Ruilova and Marcia  
Walker.EXPRESSION  
OF SYMPATHYWe offer sympathy to the  
family of Susan Brown, the  
wife of Dr. David Brown, and  
a member of the Medical  
Society Auxiliary, who died  
tragically in an automobile  
accident on June 8, 1988.  
Susan was active in the Fort  
Myers Junior League, the  
Lee County Alliance of the  
Arts, Humane Society and  
Nature Center. Memorials  
may be donated to the Lee  
County Humane Society.PETITION  
UPDATEThe FMA has now verified  
460,443 petitions, as of 6/24/88.  
PLEASE CONTINUE TO  
COLLECT petitions until July 5.A media campaign for the  
Constitutional Amendment is  
being planned with heavy  
advertisement expected near the  
election date. PLEASE MAIL  
YOUR ASSESSMENT AS SOON  
AS POSSIBLE IN ORDER TO  
HELP THE FMA plan their ads for  
television, newspapers and radio.

## IN MEMORIAM

Robert E. Laurie, M.D.  
April 24, 1930 - June 4, 1988Dr. Laurie was born in Philadelphia in 1930. He attended the University of  
Miami for his B.S. degree (Magna Cum Laude). He graduated from Jefferson  
Medical College in Philadelphia with a M.D. degree in 1954. His Internship and  
Residency in Obstetrics and Gynecology was completed at Jackson Memorial  
Hospital in 1956. Dr. Laurie was in private practice in Coral Gables, Florida  
from 1959-1965. In the 1970's he was a leader in the development of oral  
contraceptives and in family planning. In 1976 he began his career in Public  
Health with the Dade County Department of Public Health. He served the  
public in Sarasota, Tallahassee and Honolulu before coming to Fort Myers as  
District Health Program Supervisor, State of Florida.He was a member of the American Public Health Association, LCMS, FMA,  
AMA and many other professional associations.Dr. Laurie was a quiet, caring person who sought to bring out the best in  
people and situations. An avid football and Dolphin fan, he was known to shed  
his quiet and gentle way to cheer them on to victory. The lives he touched will  
always be richer, knowing him as a person, administrator and physician.

## WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

### SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER

#### Another First at Southwest Florida Regional Medical Center!

On May 2, Drs. Michael Carron and Brian Krivisky, radiologists, performed a new procedure, percutaneous transluminal atherectomy, which removes plaque from blood vessels. This procedure is an alternative to surgery for the removal of plaque from the superficial femoral artery, the popliteal artery and the iliac artery.

Performed under local anesthesia, the procedure takes approximately one and one half hours and can often be used alone or in conjunction with balloon angioplasty. "Although it is still relatively new (only several hundred have been performed in the U.S.), the restenosis rate appears to be very low," Dr. Carron said.

#### Automated Percutaneous Discectomy Offered at The Center

Automated Percutaneous Discectomy is now being offered at Southwest Florida Regional Medical Center. This procedure, used to remove a ruptured or herniated disc, has been very successful, according to Harry Lowell, M.D., neurosurgeon.

### LEE MEMORIAL HOSPITAL

#### Physician Input Vital at Lee Memorial

When physicians have something to say, Lee Memorial Hospital has many ways to listen. Doctors provide valuable insights that are vital as we work with you to provide the best possible healthcare. Comments, concerns, specific issues or suggestions can be directed to Dr. Bob Arnall, Medical Director (334-5999); Jim Nathan, President (334-5211); Gary Hudson, Executive Vice President/Chief Operating Officer (334-5252); Bill Johnson, Vice President, Clinical Services (334-5289); Cindy Strazis, Vice President, Patient Care Services (334-5317); Liz Aho, Vice President, Women and Children's Services (334-5318); or to the directors or head nurses of the departments with which you work.

Lynne Olson also spends a great deal of time listening to doctors. As Lee Memorial's Physician Representative, Lynne calls on doctors in their offices, talks with them on the phone, or meets with them at the hospital. Her main objective is to gain the viewpoint of the physician on how the hospital and the Medical Staff can work together to provide the best care for our patients. Often doctors will bring a specific issue to Lynne and, acting as liaison to other hospital departments, she tries to facilitate a solution to the problem. Her job is not merely "complaint management," however. The input of the doctors is vital and Lynne provides a ready access point for directing new ideas. All comments and suggestions given to Lynne are routed to hospital administration and appropriate hospital department heads. She also reports back to the doctor to let him or her know what has been done to remedy the situation. Lynn's office is located on the sixth floor of the Medical Office Center and she can be reached at 334-5929.

Members of the Medical Staff will have another opportunity for input soon as Lee Memorial conducts its annual Physician Survey. Copies of the survey have been sent to all members of the Lee Memorial Hospital Medical Staff. Your time in completing the survey will be greatly appreciated, as your input is needed to help Lee Memorial in meeting your needs and for long range planning. All responses to the survey will remain completely confidential. If you have not received a copy of the survey, please call the Medical Staff Office, 334-5999.

### CAPE CORAL HOSPITAL

#### DaySurgery Center Is Open.

Cape Coral Hospital is pleased to announce the opening of the new DaySurgery Center on May 24, 1988. Located on the north side of the hospital's campus on Del Prado Boulevard, the Center has its own private entrance and reserved parking.

One of the nicest features of the Center is the natural progression through the facility. After registration in the lobby, patients proceed through pre-op, surgery, post-op, and then leave through the private

elevator, without backtracking or crossing through any of the previous areas.

Patient privacy is further assured through the private individual pre-operative areas where patients are prepared for their scheduled surgeries, and can wait in comfort.

The Center also houses three completely new operating suites, each as fully equipped as the previously existing surgical facilities to which they are adjacent.

Following surgery, patients who have had local anesthesia are brought to one of eleven private "sit-up" areas with comfortable reclining chairs, remote control televisions, and seating available for a family member. Patients who have had a general anesthesia go to an adjacent recovery area and then, when awake, are brought to the sit-up area.

Patient safety is a primary concern and the DaySurgery staff is fully trained, prepared, and experienced for any post surgery problem that could occur.

If the patient's physician feels that a patient should stay longer than usual for observation, an "extended stay" of up to 24 hours can be arranged in a private hospital room. This is accomplished without formally admitting the patient, and offers a significant cost savings.



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**BETWEEN THE COVERS**

(Continued from Page 2)

**Single Thyroid Nodules: Evaluation and Management**  
**Infants and Children with AIDS**  
**The Medical Management of Rheumatoid Arthritis**  
**The Physician's Guide to Type I Diabetes Mellitus**

**PHYSICIANS IN THE NEWS**

**CONGRATULATIONS!!!**

**Richard J. Lane, M.D.** has been named a Fellow of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS).

Congratulations to **Abraham Sadighi, M.D.** and **Carol J. Huser, M.D.** who were approved for membership at the May general meeting.

**John M. Snead, M.D.** presented a paper at the Seventh Annual European Ophthalmic Plastic and Reconstructive Surgery Meeting in Brussels, Belgium entitled "Ocular Manifestation of Metastatic Basal Cell Carcinoma," on May 27, 1988.

**MEDICINE IN THE GOOD OLD DAYS**

Simple record keeping.  
No attorneys leaping.  
Malpractice premiums were minimal.  
Third-party intervention was trivial.  
The PDR was a thin book.  
Drug interactions warranted nary a look.  
Bugs were dumb and not too smart.  
Simple treatments made them depart.  
No DRGs or government intervention.  
No nursing-home problems for our attention.  
Doctors were doctors and people were people.  
Respect and dignity like a church steeple.  
People expected comfort, cure and rest.  
Doctors provided them with the best.  
We weren't paid in sums so great.  
But satisfaction it did create.

**Reynold A. Panetteri, M.D.**  
Philadelphia

**NEW RVS OUT NEXT MONTH**

The revised third edition of the 1986 Florida Relative Value Studies will be available next month.

Physicians will find many updated and additional relative values for procedure codes previously designated "RNE" (Relatively Not Established).

Because of the many changes in this edition, the entire RVS is being reprinted. LCMS members may request one free copy accompanied by a medical education number and \$5.00 postage. Up to eight additional

copies cost \$25 each plus six percent sales tax. The cost for non-LCMS members is \$50. Send your checks to the Florida Medical Association, Inc., P.O. Box 2411, Jacksonville, FL 32203.

**CLASSIFIED ADS**

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

**FOR RENT:** Medical Office Space available, convenient location. Park-like setting. Fort Myers Medical Plaza, 3707 Broadway, Tel. 936-8538.

**FOR RENT:** Medical Office in Cape Coral available June. 542-2020.

**MARK YOUR CALENDAR**

**DECEMBER JOINT MEETING**

Friday, December 9, 1988  
**SHERATON HARBOR INN**

We are announcing this event early so that you will not have any conflicts with the many parties given in December. More information will be announced as December approaches.

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**Saturday**  
**October 8, 1988**



# LEE COUNTY MEDICAL SOCIETY

# BULLETIN

*The Voice of Lee County Medicine*



VOLUME 10, NO. 5

Fort Myers, Florida

September, 1988

Kim L. Spear, M.D., Editor

## Constitutional Amendment #10 Approved for November Ballot

### September LCMS Meeting

By the first week of August the Constitutional Amendment was officially certified by the Secretary of State for inclusion on the November 8th general election ballot as AMENDMENT #10. This Amendment will place a limitation of non-economic damages in civil actions. **THE BATTLE HAS JUST BEGUN AND UNITY IN EVERY ASPECT OF ITS SUCCESS IS NEEDED BY ORGANIZED MEDICINE.**

Make plans to attend the September 19th meeting. We need a well informed membership to get the vote out in November. We

need speakers at local civic groups, to contact other businesses to join us, to help raise money to support the media programs in the last efforts to reach all Florida voters.

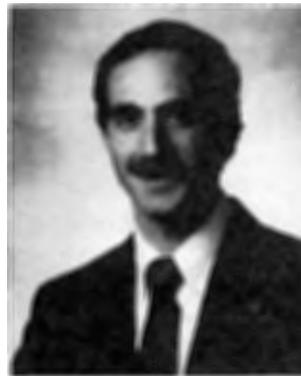
**COME TO THE MEETING: BE INFORMED TO WORK FOR YOUR PROFESSION!**

### FMA ANNUAL MEETING

SEPTEMBER 7-11, 1988  
DIPLOMAT HOTEL  
HOLLYWOOD, FLORIDA

Your Delegates and Alternates will be attending the Annual meeting, as will your Medical Society Staff. We will be sharing a hospitality room with Collier, Charlotte, Manatee, Hardee-DeSoto-Glades and Sarasota in order to bring about a unified effort and support of the Southwest Florida Societies. You are invited to participate in all the activities. Contact Dr. Larry Garrett or Ann Wilke anytime during the meeting for more information and come by the hospitality room.

### PRESIDENT'S MESSAGE



STEVEN E. LEVINE, M.D.  
President

#### "LAST LEG"

*The last lap is signalled. You're exhausted, but this is the final. Years of training, mental and physical conditioning, injuries, obstacles, and qualifying heats; that's all behind. The race has been close; it's an Olympic year.*

*You represent yourself, family, the crowd cheering you on, and history in the making. You know why you're running and why you must win. Now's the final sprint.*

*You should have this feeling. As physicians on a mission to assure availability of health care services for all citizens, we have been in a long race for tort reform and solving the malpractice crisis. We're in the final sprint. We have overcome every obstacle and exceeded every goal. Amendment #10 is absolutely constitutional and definitely on the ballot. Our family, friends, patients and citizens want us to win. A recent Herman group opinion poll showed the level of trust and confidence people have in their physicians to be high or moderate in 84% of people polled -- the highest of all listed groups. Remember, we must support and defend health care, not just provide it.*

*Be sure to pay your assessment; it's a small price for such a valuable effort. Participate and help us in the final drive. The photo finish will be in November. Be sure you are in the picture.*

### MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

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

SEPTEMBER 19, 1988

#### SPEAKERS:

FMA & Florida Committee for Liability Reform

#### TOPIC

"What You Need To Know About Constitutional Amendment #10"

**"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.

### MARK YOUR CALENDAR RISK MANAGEMENT CONFERENCE

SATURDAY, OCTOBER 8, 1988  
LEE MEMORIAL HOSPITAL AUDITORIUM

SPONSORED BY AREA HOSPITAL RISK MANAGERS & THE MEDICAL SOCIETY

Every Physician must complete 40 hours of continuing medical education, of which 5 hours are risk management every two years (1988-89). Further information will be mailed to you regarding the above program.

Registration at ..... 7:30 AM  
Program from ..... 8:00 AM - 1:30 PM  
Registration Fee ..... \$75.00  
Registration after 9/23/88 and at the door ..... \$85.00

**NOTE: You must be present for the entire 5 hours in order to receive credit.**

### DECEMBER JOINT MEETING

Friday, December 9, 1988

SHERATON HARBOR INN

We are announcing this event early so that you will not have any conflicts with the many parties given in December. More information will be announced as December approaches.

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**PHYSICIANS IN  
THE NEWS**

**CONGRATULATIONS!!!**

C. Norton Simms, M.D. presented a paper at the Irish Ophthalmological Society Meeting in Dublin, Ireland entitled "The Evolution of Two Astigmatic Refraction Techniques".

The following physicians are on committees of the Florida Academy of Family Physicians for 1988-1989: **Jerry D. Boland, M.D.** - Legislation Committee; **Charles Curtis, M.D.** - Public Relations Committee; **Edward Salko, Sr., M.D.** - Graduate Medical Education Committee; **Wallace Dawson, M.D.** - Medical Economics Committee.

Dr. James Cornish has retired as of July 1, 1988, after 45 years of practicing family medicine. We wish him well in his new endeavor.

**COPY  
DEADLINE  
15th OF MONTH**

**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.



**KURT L. WIESE, M.D.**

Dr. Kurt L. Wiese was born in Stockholm, Sweden. He received his medical degree at **Cornell Medical College** in New York. He completed his internship and residency at the **University of Virginia Medical College** in Charlottesville. Dr. Wiese attended a fellowship at the **University Hospital** in Cleveland, Ohio.

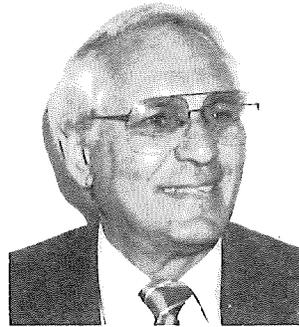
Dr. Wiese will be practicing Internal Medicine specializing in Infectious Disease at the 3677 Central Avenue, Suite H, with Dr. Kenneth L. Sanders.



**JANSI PRABA KARAN, M.D.**

Dr. Jansi Praba Karan was born in India. She received her medical degree from **Medical University of Madras, India**. She completed her residency in Internal Medicine and fellowship in Gastroenterology at **New York Medical College** affiliated hospitals. She did a research fellowship in liver diseases at **Bronx VA Medical Center** and **Mt. Sinai Medical Center**, also in New York. She is Board Certified in Internal Medicine and Gastroenterology.

Dr. Karan is in solo Gastroenterology practice at 3722 Central Avenue in Fort Myers.



**BURTON RUBIN, M.D.**

Dr. Burton Rubin was born in Germany. He received his medical degree from **Cornell University** in Manhattan, New York. Dr. Rubin completed his internship and residency at the **Grasslands Hospital** in New York in anesthesiology. He is semi-retired.



**GEORGE W. SYPERT, M.D.**

Dr. George W. Sybert was born in Marlin, Texas. He received his medical degree from the **University of Washington** in Seattle. He completed his internship at **Barnes Hospital** in St. Louis, Missouri and from the **University of Washington**. Dr. Sybert completed his residency from the **University of Washington**.

Dr. Sybert will be practicing Neurosurgery at 3677 Central Ave. with Drs. Harry M. Lowell and Joy E. Arpin.



**JOY E. ARPIN, M.D.**

Dr. Joy E. Arpin was born in St. Boniface, Manitoba, Canada. She received her medical degree from the **University of Manitoba** in Winnipeg, Canada. She completed her internship at the **Health Sciences Center** in Manitoba, Canada and from the **University of Manitoba**. She completed her residency at the **Health Sciences Center**, from the **University of Manitoba**, and from the **McGill University** in Quebec, Canada. Dr. Arpin attended a fellowship at the **Massachusetts General Hospital** in Neuro-radiology in Boston.

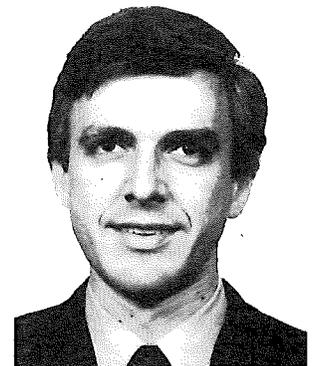
Dr. Arpin will be practicing Neurosurgery at 3677 Central Ave. with Drs. Harry M. Lowell and George W. Sybert.



**JUAN C. DOMINGO, M.D.**

Dr. Juan C. Domingo was born in Bilbao, Spain. He received his medical degree at **Santo Domingo (I.N.T.E.C.)** in Santo Domingo, Dominican Republic. He completed his internship at the **Salvador Galtier Hospital** in Santo Domingo, Dominican Republic. He completed his residency at the **Saint Elizabeth Hospital** in Elizabeth, New Jersey.

Dr. Domingo will be practicing Internal Medicine at 3108 Del Prado, Blvd., Cape Coral with Drs. Alejandra Bauzon and Dionisio C. Bugarin.



**STEPHEN L. ALESHIRE, M.D.**

Dr. Stephen L. Aleshire was born in Front Royal, Virginia. He

(Continued on page 4)

**WHAT'S NEW ?**

CURRENT NEWS &amp; HAPPENINGS AT AREA HOSPITALS

**EAST POINTE HOSPITAL****Radiology Services Enhanced at East Pointe Hospital**

East Pointe Hospital has recently enhanced their radiology services through the expansion of CT scanning and mammography capabilities and the implementation of radiation implant therapy.

The in-house Tomoscan CT Scanning system offers physicians and patients scanning services 24-hours per day, seven days a week. The system incorporates the latest advances in high technology with the most sophisticated manufacturing techniques available today. This combination has made the Tomoscan unit the smallest high performance CT system in the world.

The mammography system utilizes the latest high technology to provide xerodiagraphic images. By visualizing the chest wall and axillary areas in upright lateral views, the equipment is capable of producing comprehensive breast examinations.

East Pointe Hospital has received approval from HRS for expansion of their radiation licensure to include radiation implant therapy. This service is now available for treatment of cancer patients.

For more information, please contact Earl Hart, Radiology Manager, East Pointe Hospital, 369-2101.

**SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER****Transplant Program To Begin at The Center**

Last year 26 patients from the Lee County area received kidney transplants. Now, kidney transplant candidates who live in Southwest Florida will be able to have this life saving surgery locally rather than having to travel to Tampa or even further.

Southwest Florida Regional Medical Center recently received a CON to implement a kidney transplantation program. Currently, The Center offers a full service dialysis program that last year performed over 3,000 procedures. Plans are underway for the construction of a 5-bed designated transplant unit which will include a transplant evaluation center with 24-hour coverage by a professional transplant coordinator. The unit and transplantation program are expected to be operational by late 1988.

Staff education and in-service programs will be provided as well as educational programs for patients and families. By working closely with LifeLink, a member of the United Network for Organ Sharing (UNOS), The Center will have 24-hour service for the assessment, management and retrieval of all referred donors.

**LEE MEMORIAL HOSPITAL****HealthPark Florida Groundbreaking Set**

Lee Memorial Hospital is excited to announce that groundbreaking for HealthPark Florida, the total healthcare community, has been set for September 16th. Physicians will be receiving invitations to the Groundbreaking Picnic soon.

HealthPark Florida is the centerpiece of a 402-acre development at the intersection of Summerlin and Bass Roads in south Lee County. The innovative concept in integrated healthcare services will extend the hospital's capabilities and provide hospital services to an area where they do not now exist.

HealthPark Florida, the first phase of the total development, will be a medical mall with physician offices, a 220-bed hospital, ambulatory services, emergency services, a Same Day Surgery, retail shops and restaurants. HealthPark Florida will represent a unified and integrated system with all services working in tandem. Efficient and convenient service for the patient and the physician will be the key.

Planning for the HealthPark began more than four years ago when a study commissioned by the Lee Memorial Hospital Board of Directors showed that a hospital would soon be needed in south Lee County. From the beginning, it was a community project, led by a cross-section of community leaders. A HealthPark Task Force worked for several months to identify and plan for meeting the area's most pressing healthcare needs. The work and planning of this dedicated volunteer group formed the basis for the innovative design of the total healthcare community.

HealthPark Florida will complement the healthcare services already provided by Lee Memorial Hospital and will not replace the present location of the hospital. Rather, by operating the two facilities as one hospital in two locations, an economy of scale will be achieved with a minimum of duplicated services. Lee Memorial Hospital has served the healthcare needs of Lee County since 1916. Opening for HealthPark Florida is anticipated for Fall 1990.

**DR. EDITH L. POTTER LECTURESHIP**

The first speaker honoring Dr. Edith L. Potter in the Lay Lectureship sponsored by the University of South Florida Foundation is Robert A. Good, M.D., Chairman of the Department of Pediatrics of the All Children's Hospital.

The lecture will be held at the Barbara B. Mann Performing Arts Hall on the campus of Edison Community College/University of South Florida Fort Myers on Thursday, November 17, 1988 at 4:00 p.m. The topic is "Influences of Nutrition on Development of Disease of Ageing" and should generate wide community interest. We are planning a reception after the talk in honor of Dr. Good and Dr. Potter.

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

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**NEW MEMBER APPLICANTS**

(Continued from page 2)

received his medical degree from the **Medical College of Virginia** in Richmond. He completed his internship at **Vanderbilt University** in Nashville, Tennessee and his residency also at **Vanderbilt University** and at the **Upstate Medical Center** in Syracuse, New York. Dr. Aleshire attended fellowships at **Vanderbilt University**.

Dr. Aleshire will be practicing Pathology with **Gulf Coast Pathology**.

**CME Requirements  
for Biennial License Renewal**

CHAPTER No. 21M-28

RULE NO. 21M-28.002

CHAPTER TITLE:

Reactivation of Inactive License; License  
Renewal

RULE TITLE:

Continue Education for Biennial Renewal

(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 require-

ments 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.

**Between The  
Covers**

Susie Riggs, Librarian

New Books in the Thomas R. Connelly Medical Library:

**The Injured Athlete**, 2nd Edition, by Kuland.

**Breast Diseases**, by Harris.

**Diseases of the Liver**, 6th Edition, by Schiff.

**Surgery of the Foot**, 5th Edition, by Mann.

**Diseases of the Ear**, by Hawke.

**Novak's Textbook of Gynecology**, 11th Edition, by Jones.

**Critical Care**, by Civetta.

**Important Advances in Oncology**, by DeVita.

**A Practical Approach to Angiography**, 2nd Edition, by Johnsrude.

**Atlas of Gynecologic Pathology**, by Woodruff.

**Skin Diseases in Old Age**, by Marks.

**Principals of Exercise Testing and Prescriptions**, by Wasserman.

**Magnetic Resonance Imaging**, by Stark.

**Pulmonary Disease and Disorders**, 2nd Edition, by Fishman.

**Manual of Allergy and Immunology**, 2nd Edition, by Lawlor.

**CLASSIFIED ADS**

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

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**FOR RENT:** Medical Office In Cape Coral available June. 542-2020.

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**MEDICAL SOCIETY  
MEETING**

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

SEPTEMBER 19, 1988

SPEAKERS:

FMA & Florida Committee  
for Liability Reform

TOPIC  
"What You Need To Know About  
Constitutional Amendment #10"

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LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 10, NO. 6

Fort Myers, Florida

October, 1988

Francis L. Howington, M.D., Editor

## OCTOBER MEETING

Spouses/Guests Invited

At our October meeting, spouses are invited to attend. Please mark your reservation for two and mail a check for your guest to the Medical Society Office in the amount of \$17.00

### PROGRAM

Area candidates for political office will be our guests and we will present a special program by Mr. Shelburn Wilkes on the "Parade of Presidents". Mr Wilkes knows some interesting facts about our U.S. Presidents and he may answer some of the questions you have on your favorite President.

## MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

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

OCTOBER 17, 1988

### SPEAKER:

Shelburn Wilkes, CAE

### TOPIC

"Parade of Presidents"

"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.

# VOTE *Yes* AMENDMENT 10

## FMA ANNUAL MEETING SEPTEMBER 7-11, 1988 DIPLOMAT HOTEL HOLLYWOOD, FLORIDA

The following physicians attended the FMA Annual Meeting September 7-11 at Hollywood, FL. These physicians take time out of their busy work schedule to represent you and to make known your concerns to the FMA:

Robert E. Arnall, M.D.  
William P. Evans, M.D.  
Larry P. Garrett, M.D.  
Francis L. Howington, M.D.  
Theron Turner Knight, M.D.  
Steven E. Levine, M.D.  
Marcus M. Moore, M.D.  
Joseph P. Walker, M.D.

### JOSEPH P. WALKER, M.D., DELEGATE

The annual Florida Medical Association Meeting (FMA) was held at the Diplomat Hotel in Hollywood Florida September 7-11, 1988. Lee County representatives were: Drs. Steven Levine, President; Joe Walker, President-Elect; Bill Evans, Lee Howington, Larry Garrett, Sam Knight, Marcus Moore and Robert Arnall. Ann Wilke also attended and coordinated the delegation.

The activities included debating and voting on numerous issues affecting the Florida Medical Association and its members as well as the State of Florida. Additionally, there was installation of FMA officers, including Dr. Yank Coble, a neurologist as President, and Dr. Kay Hanley, a pediatrician, as President-Elect. Lee County won multiple

awards for its activities with the Video Health Fair. Dr. Joe Fiore was honored for his outstanding work with the media, his T.V. show and the Video Health Fair. Quil Jones also received an award for his years of outstanding service to the Florida Medical Association. Lee County was recognized throughout the entire meeting for its excellence in public relations and media work, largely due to the efforts of Dr. Joe Fiore.

Multiple issues were discussed at the meeting. These included economic as well as political issues. An extensive summary of this will be provided in the next FMA Journal. This will outline the actions taken by the house of delegates on all pertinent matters.

The local delegation established a caucus to include southwest Florida delegates from Sarasota to Collier County. This was helpful in establishing priorities and getting a larger voice as a group in the institutional workings of the FMA.

### Reference Committee I - Health and Education Delegate: Robert Arnall, M.D.

The 1987 House of Delegates directed the Board of Governors to establish an Ad Hoc Committee to study changing the location of the FMA annual meeting and the possibility of separate scientific and business sessions. There had been little activity of this committee during the year.

The 1988 House of Delegates again has directed this committee to actively address both issues and submit recommendations to the Board of Governors.

### Reference Committee II - Public Policy Delegate: Larry Garrett, M.D.

This committee dealt primarily with a variety of recommendations related to involuntary and voluntary AIDS testing. Final recommendations will be printed in the future FMA Journal.

In response to the controversial AMA Registered Care Technologist recommendation, a resolution outlining a cooperative effort between the FMA Nursing Profession and Hospital Administrators was passed in an attempt to allay the concern of the nursing profession.

### Reference Committee III - Finance and Administration Delegate: Joseph Walker, M.D.

The Lee County Medical Society resolution regarding grievance procedure difficulties was defeated since information was presented indicating that our concerns had already been addressed and corrected.

Resolution concerning relocation of FMA headquarters to Tallahassee was defeated and was substituted with recommending increasing Tallahassee staff and upgrading facilities in

(Continued on page 2)

## MARK YOUR CALENDAR

DECEMBER JOINT MEETING

Friday, December 9, 1988

SHERATON HARBOR INN

We are announcing this event early so that you will not have any conflicts with the many parties given in December. More information will be announced as December approaches.

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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Kim L. Spear, M.D.  
Francis L. Howington, M.D.  
John W. Snead, M.D.

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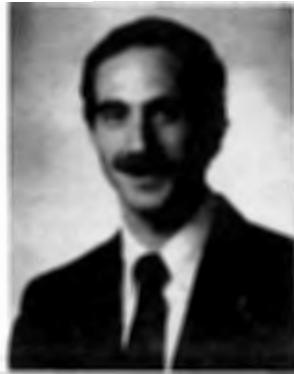
William R. Bess, Jr., M.D.

## MANAGING EDITOR

Anne Wilke - 936-1645

The Editor welcomes contributions  
from the members. Opinions expressed in  
the Bulletin are those of the individual  
authors and do not necessarily reflect  
policies of the Society.PRINTERS INK  
of Southwest Florida, Inc.PHYSICIANS IN  
THE NEWS

## CONGRATULATIONS!!!

Wallace L. Dawson, M.D. re-  
tired from active family practice in  
medicine effective September 1,  
1988. Dr. Dawson came to Fort  
Myers in 1964.Robert Martinez, M.D. has re-  
ceived his Board Certification by  
the American Board of Orthopedic  
Surgery.David C. Brown, III, M.D. and  
Stephen R. Zellner, M.D. will help  
lead the fund drive for the College  
of Medicine at the University of  
Florida in Gainesville.Thomas B. Poulton, M.D. has  
been awarded a Certificate of  
Added Qualifications in Geriatric  
Medicine by the American Board  
of Family Practice.HRS District Eight and the Lee  
County Health Unit announce the  
opening of a Satellite Clinic in Le-  
high Acres at 9 Homestead Road.COPY  
DEADLINE  
15th OF MONTHPRESIDENT'S  
MESSAGESTEVEN E. LEVINE, M.D.  
President

## "DID YOU KNOW?"

Did you know of the 2,000 bills  
before the Florida Legislature this  
year, 400 dealt with health care is-  
sues? Did you know many of  
these would be detrimental to the  
integrity of the patient-physician  
relationship or health care  
system?

I always thought of entropy (the  
tendency for matter to disassoci-  
ate and become random) was a  
principle of physics. Now I realize  
it is also a principle of society. A  
great deal of energy is required to  
fight the force of entropy. This

energy comes in the form of dues,  
assessments and committees.  
The most important source of this  
energy is the people who are part  
of the chain forming and carrying  
our common interests at local,  
state and national levels.

I have gained a great deal of  
respect for the many dedicated  
people at the county, state and  
national level that serve their  
time, pay their dues, and assist in  
these efforts. No one can be ex-  
pected to singularly carry these  
responsibilities, but our human  
chain of effort is a strong chain.  
Every link is important, and new  
links are needed to avoid mental  
fatigue. I'm glad we have many  
strong links and urge you to be-  
come part of the chain. Sometime  
during your career, please com-  
mit some of you energy to help  
maintain the integrity of the prac-  
tice of medicine.

## FMA ANNUAL MEETING

(Continued from page 1)

Tallahassee. This will be a priority  
of the FMA Board of Governors  
for 1988.The Board of Governors was  
instructed to study the hiring of a  
full time Physician Executive  
Director. It is the feeling that this  
is necessary to increase FMA  
public relations.Our H. Quillian Jones, Jr., M.D.  
was recognized for his past untir-  
ing efforts in support of the FMA  
as well as medicine in general,

## YOUR HELP IS NEEDED

If you do not take the time to assist with the final drive to pass Amend-  
ment 10 on November 8, 1988, you must accept the outcome. It is impera-  
tive that each of us become involved in the "Game Plan". Each of you  
have received information from the Florida Medical Association as well  
as the Lee County Medical Society Auxiliary. Whatever the outcome, at  
least you can take comfort in the fact that you were involved.

We were successful in getting Amendment 10 on the ballot. We will be  
successful in getting it approved. Please fill out and return.

F.L. Howington, M.D.  
Editor

## PLEASE CHECK THE APPROPRIATE RESPONSE:

- YES, I WILL ATTEND THE FLORIDA COMMITTEE FOR  
LIABILITY REFORM SPONSORED MEETING ON  
SEPTEMBER 28, 1988.
- YES, I WAS A "SUPER TUESDAY" VOLUNTEER - PLEASE  
CONTACT ME AGAIN.
- YES, PLEASE CONTACT ME TO PROVIDE A FEW HOURS OF  
SERVICE TOWARDS THE CONSTITUTIONAL  
AMENDMENT CAMPAIGN AND/OR SUPPLY MY OFFICE  
PERSONNEL/FAMILY MEMBERS.

Name \_\_\_\_\_ Telephone \_\_\_\_\_

RETURN TO: LEE COUNTY MEDICAL SOCIETY  
P.O. BOX 06041  
FORT MYERS, FL 33906-6041  
(813) 936-1645and was given the Certificate of  
Appreciation.Reference Committee IV -  
Legislation and Miscellaneous  
Delegate: Bill Evans, M.D.Reference Committee IV met to  
discuss a number of resolutions,  
several of which are worth  
mentioning:**88-4 Licensing of powerboat  
operators in the State of Florida.**  
The concern is that Florida leads  
the nation in water and boating  
related accidents and would re-  
solve that a certification exam be  
required for licensing of power-  
boat operators, and that adoles-  
cents under the age of sixteen not  
be allowed to operate a power-  
boat with more than fifty-one (51)  
horsepower.**88-19 AIDS Testing** dealt with  
the plight of the physician to per-  
form involuntary AIDS testing  
where his discretion indicated in  
the event the patient refused per-  
mission or unable to obtain  
permission.**88-22 Medical Records.** This  
resolution would allow physi-  
cians to provide summaries of  
medical records in lieu of com-  
plete records to third party car-  
riers, to preserve privacy of the  
patient except in instances of  
malpractice litigation.**88-28 Medicare Mandatory  
Assignment.** This resolution reaf-  
firmed the FMA's position strong-  
ly against mandatory assignment  
across the board. The point was  
made that 78% of Florida physi-  
cians already accept Medicare  
assignment on a case by case or  
on all their patients.**88-42 Seven day cooling off  
period after purchase of a hand  
gun.** Allows better monitoring in  
screening of those individuals  
buying guns. Resolution was  
adopted.**88-44 Restriction on attorneys'  
contingency fees.** Resolution was  
referred to the Board of Govern-  
ors for further action. It was felt  
that perhaps the timing of this  
resolution was poor concerning  
the immediate need to passing  
Amendment #10. This might have  
a negative effect on the  
Amendment.Reference Committee V -  
Medical Economics  
Delegate: Marcus Moore, M.D.This committee covered a ple-  
thora of items related to Medicare  
policies and payments, Peer Re-  
view, Physician Office Laborator-  
ies and PRO. All of these were re-  
ferred to the Board of Governors  
for their consideration and  
implementation.**\*Editor's Note:** The Lee County  
Medical Society was well repre-  
sented at the annual FMA meet-  
(Continued on page 4)

## WHAT'S NEW ?

CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

### LEE MEMORIAL HOSPITAL

#### Lee Memorial Plans Neuroscience Update III

The Neuroscience and Stroke Center at Lee Memorial Hospital will sponsor Neuroscience Update III, a symposium for family practice, general practice, internist and emergency room physicians, on current issues in Neuroscience. The program will be held in the Lee Memorial Hospital Auditorium on Friday, November 11, from 8:30 a.m. to 4:00 p.m. Topics presented at the symposium will also be appropriate for nurses working in neuroscience areas.

The Neuroscience Update will provide six Continuing Medical Education credits. Lee Memorial is accredited for Continuing Medical Education by the Florida Medical Association, Inc. The program will also provide six contact hours for nurses.

A distinguished faculty of lecturers will lead sessions throughout the day. Local faculty members include: Lane R. Carlin, M.D.; John J. Dusseau, M.D.; Robert E. Gerson, M.D.; Douglas A. Newland, M.D.; Edward F. Steinmetz, M.D.; and Benjamin K. Tipton, M.D. Guest lecturer will be Michael E. Howard, Ph.D., Neuropsychologist, who is Program Director of Head Trauma, Mediplex Rehabilitation, Bradenton, FL.

Topics for the symposium include: Management of Acute Head Injury, Neurological Examination, Overview of Neurophysiology Pathoneurophysiology and Rehabilitation of the Neuro patient, Parkinson's Disease and Management of Spinal Pain.

Lee Memorial's Neuroscience and Stroke Center is a network of highly skilled care that includes the most comprehensive and up-to-date diagnostic, treatment and rehabilitation technology. The Neuroscience team includes specialized physicians, nurses trained in neurological care, therapists, technicians and social workers. The Neuro Stepdown Unit, dedicated to the diagnosis and treatment of neurological disturbances which require monitoring and more intensive care, has been open for one year.

For more information on Neuroscience Update III, please call Educational Services at Lee Memorial Hospital, 334-5275.

### SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER

#### Heart Institute Hosts Conference

The Southwest Florida Heart Institute at Southwest Florida Regional Medical Center is sponsoring the Seventh Annual Cardiology Update, October 14-16, at the Sundial Beach & Tennis Resort on Sanibel Island. This year's Program Coordinator is Richard H. Davis, M.D.

The Update will feature a distinguished panel of cardiologists and medical professors from across the United States and will cover a wide range of topics including: "New Concepts in Ischemic Heart Disease", "Therapy for Congestive Heart Failure", "Valvuloplasty", plus many more concerning the latest advances for the treatment of heart disease.

Doctors, nurses, and physicians' assistants will each receive 15 hours of post graduate education credit. Conference fees are \$240.00 for physicians and \$90 for all others. To register for the conference or for additional information, please call Debbie McConnell, Seminar Coordinator, at 939-9429.

### Is your medical liability policy assessable?

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## GEORGE M. COX TRUST AND SEVERAL LOCAL PHYSICIANS PROVIDE BOOK SCHOLARSHIPS FOR EDISON NURSING STUDENTS

The George M. Cox Trust, supporter of the Cox Cancer Center, elected to provide ten \$300 Book Scholarships in August for nursing students at Edison Community College. The major source of beginning nurses in Southwest Florida comes from Edison Community College. There are 160 students in the two year program. Many students are single parent individuals raising children as well as trying to obtain an education to support themselves. Others have been wage earners of two income families who saved money to go to school but find expenses of attending much more than planned for and find difficulty surviving on one income while getting through school.

When the availability of the Cox Book Scholarship was announced, there were approximately three times the number of applicants as scholarships available. On further interview most of the needs expressed seemed valid. Several local physicians on hearing of the further need provided several more scholarships. We wish to thank those responding to this need. Any other physicians wishing to participate, the need goes on, please contact Nanette Smith, Vice President of Development at ECC, phone 489-9210 or send gift designated Cox Nursing Scholarship Fund, ECC Endowment Corp., P.O. Box 06210, Ft. Myers, FL 33906-6210.

Any amount can be added into the scholarship fund. The Edison Community College Endowment Foundation gives recognition to patrons who give \$1,000 initially, then \$300 annually. Some physicians chose to do this.

The George M. Cox Trust plans to give these Book Scholarships annually, as the need is great.

Selection Committee for Book Scholarships  
George M. Cox Trust



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**FMA ANNUAL MEETING**

(Continued from page 2)

ing by your delegates. All of our members should be encouraged by their active participation on our behalf.

**LEE COUNTY MEDICAL SOCIETY RECEIVED THE FOLLOWING AWARDS AT THE FLORIDA MEDICAL ASSOCIATION ANNUAL MEETING**

**Television Organizational**  
"The Fourth Annual Video Health Fair"

**Public Relations Campaigns**  
"The Video Health Fair - HEALTHLINE"

(This award is for all the physicians who contributed generously of their time to be on the telephones.)

**Award of Merit**  
A first time award to a County Medical Society for its public service program - "Video Health Fair" presented by the FMA Committee on Public Relations and Communications.

All of the above would not be possible without the hard work of our membership.

We especially want to thank Dr. Joseph Fiore for his continued interest and dedication to public education, for with his guidance and television expertise this program has made a difference in the public's attitude towards the physicians in Lee County.

**THE FOLLOWING PHYSICIANS WERE RECOGNIZED FOR THEIR DEDICATION TO THE PROFESSION OF MEDICINE**

Joseph P. Fiore, M.D. was awarded the "Medical Speakers Award" for the State of Florida for his "To Your Health" program on WINK-TV.

H. Quillian Jones, Jr., M.D. was a recipient of the FMA Certificate of Appreciation Award for 1988. This award was unanimously approved by the House of Delegates on Saturday, September 10, 1988.

Your Executive Director, Ann Wilke was installed as Chairman of the Conference of Florida Medical Society Executives at the FMA Annual Meeting, September 7, 1988.

Bobbi Sanders  
and  
Eileen Schwartz, M.D.  
are ecstatic about the association of  
Kurt L. Wiese, M.D.  
to  
Associates in Infectious Diseases  
and another night  
without the phone ringing!

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**FOR RENT:** Medical Office in Cape Coral available June. 542-2020.

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**MEDICAL SOCIETY MEETING**

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

OCTOBER 17, 1988

SPEAKER:  
Shelburn Wilkes, CAE

TOPIC  
"Parade of Presidents"

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**VOTE *yes* AMENDMENT 10**



LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 10, NO. 7

Fort Myers, Florida

November, 1988

John W. Snead, M.D., Editor

## NOVEMBER MEETING



**BOB AUSTIN**

At our November meeting, our speaker will be **Bob Austin**, the

Senior Editor and Weekday Co-Ancor of the 6 PM and 11 PM **EYEWITNESS NEWS**.

Bob is also host of TV 20's **Town Hall**, an audience participation program aired on Sunday mornings. In addition, Bob reports on numerous health issues of concern to Southwest Floridians. Several of Bob's health series have earned him prestigious awards from the Medical Community, including the Florida Medical Association's "Excellence In Medical Journalism" award.

Prior to joining the staff of **Eye-witness News**, Bob worked in Fargo, North Dakota; Rockford, Illinois; and Jacksonville, Florida, where he was named "Most Outstanding Media Journalist" in that city.

## MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

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

NOVEMBER 21, 1988

### SPEAKER:

**Bob Austin**  
WBBH-TV

### TOPIC:

"Reporting of Health Issues by the Media"

**"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.

## OCTOBER RISK MANAGEMENT PROGRAM

A very successful risk management program was held on October 8th with 127 physicians attending. The speakers were excellent, food good and informative material was presented. We wish to thank Mr. Bob McCurdy for all his work in putting together the program. Our thanks to all the following people who made it a success:

William Middleton, East Pointe Hospital; Pat Reaves, R.N., Charter Glade Hospital; Jeanne Stump, R.N., Cape Coral Hospital; Shirley A. Westerman, Southwest Florida Regional Medical Center; Lee Memorial Hospital for the use of the Auditorium, and to Mrs. Elizabeth Bryant, R.N., M.S., in helping with the CME credit hours, and, the Staff of the Medical Society.

A similar program will be presented again in the **FALL of 1989**.

## First Mini-Internship Program



**October 1988 Class of Interns and Faculty**

First Row (L to R): J. Keith Arnold, Florida House of Representatives; Alex Bray, President, The Chamber of Southwest Florida; Ms. Melinda Meers, Managing Editor, Fort Myers News Press; and Dr. Dorothy L. Lord, Vice President, Academic Affairs, Edison Community College. Second Row (L to R): Michael P. Metke, M.D.; James W. Penual, M.D.; William P. Evans, M.D., Coordinator; Jacob H. Goldberger, M.D.; and Stephen R. Zeller, M.D.

The first Lee County Medical Society Mini-Internship program took place on the 17th and 18th of October. This program is designed to acquaint our community leaders with the practice of medicine in Lee County.

The program will have four participating mini-interns, as well as four faculty members volunteering from the Medical Society. The mini-intern spends a total of two days observing first hand the practice of medicine, one day with a surgeon, and one day with a primary care physician or medical sub-specialist. The mini-interns participate fully in every aspect of the physician's practice, including hospital rounds, surgery, emergency room care, office practice and night call.

It is our hope that this program will allow our community leaders and the community as a whole to better understand the problems as well as the tremendous satisfaction of practicing medicine. The program will run on a bi-monthly basis. We would encourage as many members of the medical society as possible to become involved. This is a way in which all of us can help make a difference.

William P. Evans, M.D.  
Coordinator

Editor's note: Please contact the Medical Society if you are interested in serving as faculty for a mini-intern.

## MARK YOUR CALENDAR

### DECEMBER JOINT MEETING

Friday, December 9, 1988, Sheraton Harbor Inn

We are announcing this event early so that you will not have any conflicts with the many parties given in December. More information will be announced as December approaches.

**LEE COUNTY  
MEDICAL SOCIETY  
BULLETIN**

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

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

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

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**PRESIDENT'S  
MESSAGE**



STEVEN E. LEVINE, M.D.  
President

**AMENDMENT 10**

*At the time of this writing, I don't know if amendment 10 passed or failed. Whatever the outcome, we are committed to our mission to provide health care services in Lee County.*

*Looking back, we have the opportunity to see if we passed or failed as individuals. I am proud of our campaign and the efforts of most of my colleagues. I hope you can look back on your efforts with pride knowing you upheld your responsibility to protect, assure and improve the health care and*

*quality of life in Southwest Florida.*

*As we complete the year and move into 1989, we should continue our focus on improving our community relationships and be grateful to those who have supported us in our efforts.*

**MINI-INTERNSHIP PROGRAM**

*Congratulations are in order to Dr. Bill Evans for his efforts in a very successful Mini-Internship program in Lee County. Dr. Evans coordinated the program from its inception. With the assistance of physician faculty, Drs. Zellner, Metke, Penuel, and Goldberg, we were able to provide a first-hand experience and insight into the practice of medicine to Kelth Arnold, Congressman; Alex Bray, Executive Director of the Chamber of Commerce; Melinda Mears, Managing Editor of the Fort Myers News-Press; and Dr. Dorothy Lord, Vice-President Academic Affairs, Edison Community College. I would like to personally thank Dr. Evans, and all participants for taking the time to create an understanding between the medical community and the public we serve.*

*We can all benefit from the discussions after the experience. We must learn from our patients and public. These very educated and concerned citizens made numerous comments and suggestions that can help us better serve the community. Among the suggestions were to work on our ability to understand the patient's perspective, and try more effectively to show the compassion that we had, but did not always communicate.*

*One cannot be defensive, nor argumentative when dealing with the public perception. We must take this advice and work toward narrowing this communication gap.*

*On the brighter side, all participants were enthusiastic, and left with a new awareness and appreciation for what we are and what we do. I believe we have opened their eyes and broadened their vision, but we must also recognize their perspective, so that we both may see eye to eye.*

**THE McCOURT  
SCHOLARSHIP**

The McCourt Scholarship is named after former Ft. Myers Endocrinologist Jerome McCourt. Dr. McCourt died, along with his family, in a tragic plane crash in 1982. The scholarship provides funds to allow young diabetic children to attend diabetes camp, where they learn about their di-

sease, how to self administer insulin, how to deal with insulin reaction and other problems of diabetes. Three children were selected this year to receive scholarship aid.

According to Dr. Steve Zellner, Trustee of the fund, monies for the scholarship are obtained from interest on donations from Medical Society members and the McCourt family. "This is a tremendous learning experience for the first-diagnosed diabetic child", said Dr. Zellner. "Physicians and pediatricians who have candidates for scholarship aid should contact the Medical Society soon to have their patient considered for next year."

The Medical Society received the following letter from this year's scholars after their experience at diabetes camp:



DAMON - 8 yrs., standing; NATHAN - 10 yrs., kneeling.

**THANKS**

I just want to thank your group for supplying the much needed funds so that our boys could attend diabetes camp this summer in Starke, Florida. They had a great time and our eight year old, Damon, even learned to give himself his own shots of insulin, so it was a very profitable camp experience.

We are trusting their school year will run a little smoother as they become more aware of their special needs in caring for their diabetes.

Thank you again for making their camping trip possible.

Sincerely,  
Becky Weston

P.S. Dear Lee County Medical Society,

Thank you for the money you gave us, so we could go to camp. I had fun at camp. My favorite part was swimming.

Love,  
Nate

Dear Lee County Medical Society,

Thanks for the money you gave us.

From,  
Damon

**1989 PROPOSED BUDGET**

Estimated 1989 Budget for the fiscal year January 1, 1989 to December 31, 1989. If you are interested in a more detailed copy please contact the Society Office.

**PROJECTED INCOME**

341 Members x *\$325.00/Dues. =	\$110,825.00
Est. Profit - Meals/Interest =	27,200.00
Library - 341 Members x \$40.00 =	13,640.00
	<hr/>
	\$151,665.00

EXPENDITURES:	1988 Budget	1989 Budget
Personnel	\$ 44,050.00	\$ 49,890.00
Office Expenses	\$ 16,100.00	\$ 18,900.00
Miscellaneous	\$ 13,100.00	\$ 11,265.00
Meetings/Meals	\$ 56,100.00	\$ 57,970.00
Library	\$ 13,200.00	\$ 13,640.00
	<hr/>	<hr/>
	\$142,550.00	\$151,665.00

\* Dues to remain the same as for 1986 and 1987, and 1988.

Phillip E. Andrews, M.D., Treasurer  
LCMS Board of Governors

**WHAT'S NEW ?**

CURRENT NEWS &amp; HAPPENINGS AT AREA HOSPITALS

**LEE MEMORIAL HOSPITAL****Lee Memorial Sponsors Tenth Annual Run**

If it's autumn, it must be the running season, and time for the City of Palms River Run and Wellness Walk, the Granddaddy of community races, to get underway.

This is the tenth year Lee Memorial Hospital has presented the race which has become a Southwest Florida tradition. More than 1,800 runners and walkers are expected to participate in this year's race, including many physicians. The City of Palms River Run has truly become a race that helps everyone get into the running.

The race features both a 10K (six mile) run and a 2.3 mile wellness run/walk. The unique riverfront course winds through historic and scenic downtown Fort Myers, and the 10K course spans both bridges over the Caloosahatchee.

The race gets underway at 8 a.m. on Saturday, December 3rd, beginning and ending at the Fort Myers Exhibition Hall. The run characteristically draws a wide range of participants, from moms pushing babies in strollers to highly competitive and recognized runners. Whole families often walk or run together, and groups, such as the Cardiac Rehabilitation walkers are very much in evidence. Awards are given in a number of categories and age divisions, from 8 to 70 and over. Special awards are given to top finishers in the physician category.

For more information on the City of Palms River Run and Wellness Walk or to sign up for your space in the race, please call the Wellness Center, 275-WELL.

**Neuroscience Update Scheduled for November 11th**

A reminder that the Neuroscience and Stroke Center at Lee Memorial Hospital will sponsor Neuroscience Update III, a symposium for family practice, general practice, internist and emergency room physicians, on current issues in Neuroscience. The program will be held in the Lee Memorial Hospital Auditorium on Friday, November 11th, from 8:30 a.m. to 4:00 p.m. Faculty for the program includes: Lane R. Carlin, M.D.; John J. Dusseau, M.D.; Robert E. Gerson, M.D.; Douglas A. Newland, M.D.; Edward F. Steinmetz, M.D.; Benjamin K. Tipton, M.D.; and guest lecturer, Michael E. Howard, Ph.D., Neuropsychologist and Program Director of Head Trauma, Mediplex Rehabilitation, Bradenton. For more information, please call Educational Services at Lee Memorial Hospital, 334-5275.

**1989 NOMINATION OF  
LCMS OFFICERS**

The Nominating Committee makes the following recommendations of Officers for 1989. Elections will be held at the November Annual Meeting. Additional nominations will be accepted from the floor. We ask that if you nominate someone from the floor, that you have their consent prior to the meeting. Our 1989 President is Joseph P. Walker, M.D.

**President- Elect:** Kim L. Spear, M.D.  
**Secretary:** William P. Evans, M.D.  
**Treasurer:** Phillip E. Andrews, M.D.  
**Member-At Large: (2)** K. Deva Caanthan, M.D. (2 yrs.)  
Felix Mestas, M.D. (1 yr.)  
**Grievance Chairman:** Edward Salko, Jr., D.O.  
**Board of Censors: (2)** Elected for a three year term:  
John W. Snead, M.D.  
Alexander J. Lozano, M.D.

**FMA Delegates: (8)** William P. Evans, M.D.; F.L. Howington, M.D.; Larry P. Garrett, M.D.; T.T. Knight, M.D.; Steven E. Levine, M.D.; Marcus M. Moore, M.D.; Rodger W. Shaver, M.D.; Joseph P. Walker, M.D.

**Alternates: (8)** Robert E. Arnall, M.D.; William R. Bess, Jr., M.D.; James E. Croley, M.D.; Wallace M. Graves, Jr., M.D.; George C. Kalemeris, M.D.; Valerie C. Moore, M.D.; Kim L. Spear, M.D.; Steven R. West, M.D.

**Floridians Call a Halt to Abuse**

Every four minutes of every day a complaint of abuse, neglect or exploitation of children, adults with disabilities or the elderly is reported to the Department of Health and Rehabilitative Services.

Now, HRS uses a new, state-of-the-art computerized system that centralizes and standardizes reports called in from across the state to one, toll-free hotline—1-800-96-ABUSE—to handle these complaints.

The Florida Protective Services System is a coordinated statewide network for reporting and investigating abuse. Additional HRS investigators and social workers have been hired. There are new procedures in place. An automated tracking system guides investigators in completing critical steps throughout their investigations.

Help will arrive when needed.

Dial 1-800-96-ABUSE whenever you suspect abuse, neglect or exploitation involving children, adults with disabilities or the elderly. As a professional, you are mandated by law to report abuse by calling the abuse hotline and to follow up the call in writing within 48 hours.

While HRS has made halting abuse, neglect and exploitation a top priority, it's everyone's job. Please help those who cannot protect themselves by calling a halt to abuse, neglect and exploitation.

**1-800-96-ABUSE**

Let's call a halt to it.

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## Between The Covers

Susie Riggs, Librarian

New Books in the Thomas R. Connelly Medical Library:

Otolaryngology: Head and Neck Surgery, by Cummings.  
The Facial Nerve, by May.  
The Practice of Geriatrics, by Calkins.

### VIDEOCASSETTES:

Asthma: Testing and Treatment  
The Aftermath of Head Injury  
Case Reports on the Ethics of AIDS  
Autologous Blood Donation for Elective Surgery  
The AIDS Antibody Test: A Guide to Patient Counseling  
Depressive Illness: Recognition and Treatment  
Bone Loss and Osteoporosis: Women at Risk

**COPY DEADLINE**  
**15th OF MONTH**

### EXPRESSION OF SYMPATHY

We extend our sympathy to the Family of Marsha Gates, the wife of Dr. Davis Gates, who recently died. Marsha was an active member of the medical community and will be sadly missed.

### HELP! AMERICAN CANCER SOCIETY

The American Cancer Society is in need of a computer. If any one is interested in donating this equipment, please call Dr. Joseph K. Isley. This includes one that may be outdated in your business but will help the Society.

**FMA MED/LEGAL HOTLINE**  
**(904) 356-0056**

### NEW BENEFIT FOR AMA MEMBERS

The AMA, along with the Prudential Home Mortgage Company, now provides mortgage financing for primary residences, second homes or condominiums for AMA members. Call 1-800-262-4778 for details.

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FOR RENT: Medical Office in Cape Coral available June. 542-2020.

FOR RENT: Medical Office Space, Palm Beach Boulevard. Available immediately. 694-0400.

COMPUTER EQUIPMENT FOR SALE: One Bois AT/file server, (IBM Compatible), 2-20 MB disks, 1-20 MB tape, G40K basic memory, Xtron monitor/color graphics.

One Starr printer NB 24-15, 216 character per second draft, 72 character per second letter quality.

One network system W-7 adaptors, S.W. and cables/Novell, 286 model advanced. Make best offer. We will have a consultant install it for you free in the Fort Myers area. Call 936-4944 between 8:30 - 5:00 Monday through Friday.

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263-8339

### MEDICAL SOCIETY MEETING

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

NOVEMBER 21, 1988

SPEAKER:

Bob Austin  
WBBH-TV

TOPIC:

"Reporting of Health Issues by the Media"

PLEASE!!!

"DINNER BY RESERVATIONS ONLY"

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LEE COUNTY MEDICAL SOCIETY

# BULLETIN

The Voice of Lee County Medicine



VOLUME 10, NO. 8

Fort Myers, Florida

December, 1988



Merry Christmas and Happy Hanukkah



## EDITORIAL

### Should You Dispense Drugs (A Personal Experience)

There are new pharmacy laws recently enacted in Florida, which I am sure you are partially familiar with. The pharmacy law states if you are a physician and dispense in your office, you must complete C.M.E. credits every year, and register with the Department of Professional Regulation. These C.M.E. pharmacy courses, at this time, are only offered in other cities and therefore require the expense of travel and registration, as well as one full day of meetings. I took such a course one year ago in Miami. After completing the course, you will understand the new and multiple regulations for dispensing in your office.

We became interested in opening a pharmacy in our office of five dermatologists, since for many years we have dispensed one medication. This medication is a surface-applied 5-Fluorouracil compound we use frequently for solar keratoses. A bottle of this liquid costs us \$4.00 to buy, and we provide it for \$5.00 as a convenience and savings. With the new pharmacy law, each one of our five doctors had to take the time and expense of the one day course to continue providing this one product. We were upset about this.

As you know, the pharmacy

lobby in Florida had previously passed another piece of legislation in which they can diagnose and treat certain conditions and charge for their consultation. They have passed this law that says doctors can't dispense drugs in their office unless they go through alot of time, expense and regulation. The purpose of this law was not to protect the public as much as it was to prevent doctors from dispensing.

In that we could no longer continue this one product, we decided to open a pharmacy of our 25 most-used products. There are many organizations which provide pre-packaged drugs right to the doctors' offices.

We interviewed three different companies and settled on the one that assured us this would be a simple task. We were told this would require no more office staff and little of the doctors' time.

As for a financial incentive, they recommended to add \$2.00 to \$3.00 on top of each drug we purchased, whether the drug is tetracycline and cost \$4.00 to buy, or a \$40.00 antibiotic. This is typically what the local pharmacies do as well. This is why generics have a greater profit margin.

Therefore, we started our in-office pharmacy. We picked our 25 most-used prescriptions. We found a place for locked cabinets and learned the (simple?) record keeping process. We found that only 50% of our patients were interested in utilizing the service.

Many patients had a mail order prescription plan or they wished to stay with their pharmacy.

It turned out not to be a simple task to get the prescription filled. The doctor first noted on the chart which drugs to be filled. The office girl filled out 3 forms: one for the D.E.A. book, one for the chart, and one for the patient. Then the patient waited at the check-out desk while our office person walked back to the doctor. They either knocked on the door to interrupt the doctor, who was now with the next patient, or waited until the doctor came out. This final check of the prescription had to be done to assure the right products, and right directions were given. This was a big bother in an already busy practice, and did require one office staff person doing this most of the day.

In addition, some patients viewed the in-office pharmacy not as a convenience, but as a way the doctor was trying to make extra money. Indeed, we were making \$2.00 to \$3.00 a prescription, but we were consistently under the price of Eckerds, and

therefore saving them money. However, it took time to explain this in the room, and detracted from the reason they were there.

We found that Phar-Mor and Wal-Mart are consistently the cheapest places to buy prescriptions. Sometimes, they were selling products cheaper than we could buy them. This is the concept in marketing of a **lost-leader**. Large chain drug stores will offer a drug cheaper than they buy it to lure people to their store that have money in their pocket. People who are buying expensive hypertension drugs or people who are buying Retin-A cream to look younger are in the top 50% with money in their bank account. Therefore, to explain why Retin-A costs less at some stores than our pharmacy took time. If you are considering adding a pharmacy in your office, you must consider the effort that it will require. True, it is a convenience to your patients, and you may make \$2.00 on each prescription. What you have to weigh against this is how you will be viewed negatively. You must spend extra time explaining about pharmacy and

(Continued on Page 2)

## Expression of Sympathy

The Lee County Membership wishes to extend their condolences to Dr. Thomas M. Wiley, Jr. on the death of his wife, Jane on November 10, 1988.

Jane was a very active member in the Auxilliary and the Medical Community and she will be missed by all of us.

A moment of silence was observed at the November meeting in her honor.



**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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**EDITORIAL**

(Continued from Page 1)

prescriptions. This may detract  
from the main reason the patient  
came to your office. We gave up  
the pharmacy after 3 months. We  
found it is better to leave the diagnosing  
and treatment plan to the  
doctor, and leave the dispensing  
to the pharmacist.

Kim L. Spear, M.D.

**SPEAKERS &  
PROGRAMS  
FOR 1989**

Speakers and programs are  
needed for our monthly Society  
meeting. If you know of someone,  
who you think would make an  
interesting speaker in 1989,  
please notify Dr. Kim Spear, Program  
Chairman at 936-5425.

**COPY  
DEADLINE  
15th OF MONTH**

**PRESIDENT'S  
MESSAGE**



STEVEN E. LEVINE, M.D.  
President

**"YOUR CALL TO  
SERVE"**

*My work area of choice is pathology. It is the work I enjoy most and do best. No one more than I (except, perhaps, my partners) look forward to 1989, when I can practice without "outside distractions." But, are these really "outside distractions?" They're actually part of medicine. Outside influences cannot be ignored; they have a real effect on every aspect of every specialty. This year, we have shown that the positive change can come from caring and getting involved, while no change or negative changes comes from not pulling one's weight in these areas. We have seen the public listen and respond to our efforts.*

*Getting involved does not require a lifetime commitment. A few hours a week for a year or two years out of a long career is all that's needed. Most organizations have an infrastructure that is an obligation and privilege to be a part of. In medicine, involvement is optional, but the options are clear -- become a servant to the distractions or deal with them as an equal.*

*If you're one of the few people actually reading this column, you have what it takes to help yourself, fellow physicians, and, most importantly, your patients.*

*You should know that if you choose to serve, you won't be alone. The tremendous support that your colleagues will provide will be inspirational and carry you through the infrequent criticism. The certainty that a few will be upset will be outweighed by the respect and support of others.*

*I thank the Board, the Committee Chairmen, Ann Wilke and Dagmar Walker, and every individual who has taken the time to help us all this year.*

**AMENDMENT 10 COUNTY COUNTDOWN  
(Who Did Their Job?)**

**UNOFFICIAL RESULTS ON AMENDMENT 10 VOTING**

COUNTY	TOTAL PRECINCTS	PRECINCTS REPORTING	YES	NO
* (Passed)				
Alachua	46	46	27,411	32,212
Baker	8	8	1,916	3,136
* Bay	32	32	16,613	16,304
Bradford	24	24	2,639	3,411
Brevard	123	123	67,042	85,208
Broward	515	515	152,496	289,133
* Calhoun	13	13	1,618	1,519
* Charlotte	45	45	18,767	18,055
* Citrus	28	28	18,760	16,780
Clay	32	32	14,705	19,710
* Collier	79	79	31,240	18,954
Columbia	30	30	5,205	7,180
Dade	505	504	158,847	292,100
* DeSoto	15	15	3,785	3,053
Dixie	12	12	1,421	1,890
Duval	223	223	72,260	115,342
Escambia	95	95	30,714	43,921
Flagler	19	19	4,978	5,649
Franklin	7	7	1,100	1,762
Gadsden	12	12	3,999	5,489
Gilchrist	10	10	1,333	1,782
* Glades	12	12	1,386	1,286
Gulf	14	14	1,452	2,404
Hamilton	8	8	918	1,552
Hardee	12	12	2,255	2,557
* Hendry	17	17	3,083	2,803
Hernando	38	38	19,994	20,746
* Highlands	20	20	13,922	10,577
Hillsborough	208	208	98,830	146,611
Holmes	16	16	2,026	2,856
* Indian River	32	32	22,968	12,366
Jackson	26	26	4,496	5,837
Jefferson	13	13	1,707	2,644
Lafayette	5	5	713	1,320
Lake	69	69	23,604	26,103
* Lee	101	101	70,852	52,502
Leon	69	69	26,288	39,540
Levy	13	13	3,455	3,946
Liberty	8	8	764	1,084
Madison	12	12	1,861	2,842
Manatee	85	85	40,500	41,465
Marion	83	83	29,853	33,320
* Martin	29	29	22,508	17,058
Monroe	25	25	13,052	13,697
Nassau	13	13	5,402	7,477
Okaloosa	39	39	17,005	21,920
* Okeechobee	11	11	3,530	3,229
Orange	163	163	63,741	98,178
Osceola	37	37	12,405	18,560
Palm Beach	295	215	129,546	180,424
Pasco	93	93	51,715	63,928
Pinellas	316	316	161,367	199,389
Polk	130	130	52,547	60,388
Putnam	40	40	8,637	12,634
St. Johns	29	29	11,584	15,285
* St. Lucie	43	43	25,865	23,759
Santa Rosa	25	25	12,883	15,451
* Sarasota	102	102	68,631	58,623
Seminole	95	95	34,645	49,498
Sumter	17	17	4,347	5,422
Suwannee	15	15	3,686	4,519
Taylor	14	14	2,106	3,271
Union	8	8	1,073	1,274
Volusia	136	136	45,288	60,150
Wakulla	10	10	1,747	3,133
Walton	33	33	3,960	5,735
Washington	14	14	2,439	2,544
<b>TOTALS</b>	<b>4,466</b>	<b>4,386</b>	<b>1,767,423</b>	<b>2,342,497</b>

From Associated Press 11/9/88 3:30 p.m.

For those of you not at the December meeting, our county was successful on this issue due to the efforts of all. For those of you who wrote letters, we thank you. We thank **Karen Tienstra, Linda Chazal, and Debbie Bloy** who coordinated manning the precincts. We thank all who spent time at the precincts. We thank **Bob Pascolto** who personally launched a 4th quarter effort to allow additional funding for advertisement. We "thank" **Steve Levine**, who was an effective spokesperson for us in the media. These efforts likely account for the amendment passing in our county.

Editor

**WHAT'S NEW ?**  
CURRENT NEWS & HAPPENINGS AT AREA HOSPITALS

**CAPE CORAL HOSPITAL**

**Cape Coral Hospital's Family BirthCenter Opens**

Cape Coral Hospital's Family BirthCenter opened October 10th, 1988. The concept of the Family BirthCenter is that of centered LDRP - Labor, delivery, recovery and postpartum. This means that a mother-to-be is admitted directly to her comfortably appointed home-like suite, where she completes her labor, delivers her baby, recovers and stays until discharge. State-of-the-art equipment is immediately available, but kept out of sight unless needed. The father or significant other is able to stay the night in the suite. A nursery is in the unit, equipped to stabilize babies, if required. Generally the infants remain in the suite with their families.

A Cesarean section room is located in the unit, equipped for scheduled or emergency sections, after which the mother remains on the unit.

The FBC believes that education plays a vital role in the birth experience, by enhancing participation of the family and including them in decision-making processes. Many prenatal classes are provided by Cape Coral Hospital. Preparation for discharge is initiated shortly after birth, and the unit has literature and video tapes.

One-on-one nursing care is provided for the mother and baby, creating a special and unique atmosphere of caring, trust and confidence. This relationship does not end with discharge. A home visit is made by the primary nurse a day or two after discharge to insure the health and well-being of the mother and infant.

**SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER**

**Video Assisted Transurethral Resection**

"Beginning January 1st, urologists at Southwest Florida Regional Medical Center will have the use of a beam splitter camera," explains Bert F. van Beever, M.D., Chairman of the Instrument and Equipment Committee. "This technology, previously used primarily for arthroscopy, evolved from viewing with one eye through a lense, to seeing the procedure on a screen." The new beam splitter camera enables the surgeon to view a magnified image and helps avoid contamination from irrigating solutions. Though the camera will be used mainly to assist in the removal of bladder and prostate tumors, it is suited for many other procedures.

A video camera attached by direct-beam coupler to the controlled continuous flow (CCF) resectoscope, is used to aid in the performance of transurethral resection (TUR). A television monitor becomes the source for judgement in guiding the resectoscope loop. A surgeon stands during the TUR to watch the image from the resectoscope lens, as projected on the video monitor screen, to decide where to cut tissue and fulgurate blood vessels. The video method was a safe and effective means of visualizing the surgical field during TURP.

**LEE MEMORIAL HOSPITAL**

**Rehabilitation Center commemorated completion of its first year**

The Rehabilitation Center at Lee Memorial Hospital commemorated the completion of its first year of service recently with a Patient Open House. Many of the 135 patients returned for a reunion with the physicians, therapists and nurses who had worked with them during their stay in the intensive rehabilitation unit.

The only long-term, intensive physical rehabilitation unit in the area, the Rehabilitation Center has had patient referrals from several hospitals, including: Cape Coral Hospital, Southwest Florida Regional Medical Center, Medical Center of Punta Gorda, Sarasota Memorial, Fawcett Memorial and East Pointe Hospital. Twenty-three physicians, including neurologists, neurosurgeons, orthopedists, internists, pulmonologists and family practitioners, have referred patients to the Rehabilitation Center.

The average length of stay at the Rehabilitation Center is usually 30 days, but can be higher or lower, depending on diagnosis. All patients in the Rehabilitation Center receive a minimum of three hours of therapy each day. These therapies include physical therapy, occupational therapy, speech therapy, therapeutic recreation, psychological services and/or neuro psychological services. Eighty percent of the first-year patients were stroke patients. Other diagnoses included: thoracic aneurism, closed head injury, Gullian's Barre, hip fractures, spinal cord injury,

amputees, Parkinson's Disease, chorea and diabetic neuropathy.

A major recruiting effort was carried out during the first few months of operation, in order to fill critical nursing and therapist positions. The Rehabilitation Center is now fully staffed and equipped to handle the 40-bed capacity of the unit. For more information on the Rehabilitation Center, please call Curt Meyer, Director, 334-5200.

**MEETING ANNOUNCEMENTS**

**FMA LEADERSHIP MEETING**

Jacksonville, Florida

February 3-5, 1989

Omni Hotel, Jacksonville

**1989 ANNUAL MEETING UPDATE**

The 1989 Annual Meeting dates are **AUGUST 30 - SEPTEMBER 3**, a change from the previously published dates of September 27 - October 1, which inadvertently included the observance of Rosh Hashanah. The new dates have the added advantage that now the last day of the meeting, Sunday, is the day before Labor Day, making it possible for many of you to have your families join you to stay over and enjoy the holiday at Disney/Epcot or one of the other numerous Orlando-area attractions.

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**AIDS CME  
REQUIREMENTS  
A MUST**

The Florida Board of Medicine, following up recent legislation, has ruled that Florida licensed physicians must complete at least three hours of AMA Category I continuing medical education courses on the Human Immuno-deficiency Virus and Acquired Immune Deficiency Syndrome, specifically the disease and its spectrum of clinical manifestations, epidemiology, treatment, counseling and prevention, and legal issues related to the disease.

The FMA Ad Hoc Committee on AIDS is reviewing the availability of existing and proposed CME programs on AIDS to help physicians meet this requirement by the deadline of December 31st, 1989. This rule is retroactive to July 1st, 1988, so any physician having taken an AIDS CME course for at least three hours after July 1st have met this requirement.

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**CLASSIFIED ADS**

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

**FOR RENT:** Medical Office Space, Palm Beach Boulevard. Available immediately. 694-0400.

**FOR RENT:** Medical Office in Cape Coral. 542-2020.

**FOR RENT:** Medical Office Space available, convenient location, Park-like setting, Fort Myers Medical Plaza, 3707 Broadway. Tel. 936-8538.

**KUDOS**

On behalf of the Lee County Medical Society, its Board of Governors, and the entire membership, we would like to extend a sincere note of thanks and appreciation for the special commitment made by Lee County Doctors bringing our concerns as physicians to the public this year. The public awareness, physician image, and informational benefits that we gained from our local efforts in the Amendment 10 campaign are invaluable. Special contributions by a large number of physicians helped us with a campaign of a direct personalized household letter, newspaper ads from Wednesday to Tuesday, and radio announcements

on several stations. Our "Thanks" to these Physicians dedicated to their Profession.

Our special "thanks" to Dr. Robert Pascotto who inspired us with his work on this campaign, without his effort we could not have been as successful as we were. There are many other people who more than carried their weight in this effort. Our success is largely due to a letter-writing campaign. All of you who wrote letters showed your fellow physicians and patients your real care. **It takes special people who know the burden is not always equally carried to make any effort successful.**

Steven E. Levine, M.D.

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