

Francis L. Howington, M.D., Editor

## FEBRUARY MEDICAL SOCIETY MEETING

### ROYAL PALM YACHT CLUB

FEBRUARY 19, 1990

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

**Are You Willing  
To Be Involved In Improving  
Our Community's  
Sociostructure?**

Consider these questions:

After I practice medicine, will I  
retire in Lee County? If so, Will it be a  
safe community to live in?

Will it be drug free?

Will I or my family have the best  
medical advantages available?

Will my family benefit from the best  
educational system?

These questions and many more  
will be discussed at our next meeting  
by our speaker. Please plan to be  
there and learn how you can be  
involved.

### SPEAKER:

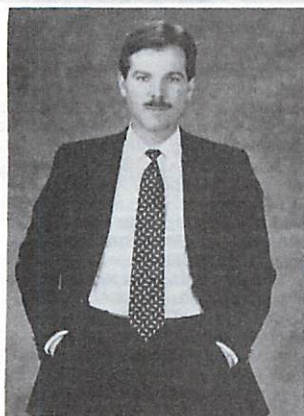
**Jim Nathan, President, LMH  
Member, SW Florida  
Chamber of Commerce**

**"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.

## PRESIDENT'S MESSAGE



**KIM L. SPEAR, M.D.**

### "THE VIEW DOWN THE SCOPE"

In the mid 1660's there was a major  
debate in science over what part the  
sperm and egg played in develop-  
ment. On one side, people felt that in  
every sperm there was a small man or  
woman. This was the homunculus, a  
miniature man or woman with folded  
arms, inside the sperm. Others  
debated that there was no such thing  
as a small man or woman inside the  
sperm. At this junction in history,  
Leeuwenhoek invented the micro-  
scope. Leeuwenhoek believed in the  
theory of the homunculus. He stated  
that now that the microscope had  
been invented, once and for all this  
grand debate could be put to rest. In  
defense of Leeuwenhoek, the micro-  
scope was not a precise instrument  
that day and certainly the view was  
quite cloudy. Leeuwenhoek, after  
looking down the microscope was  
happy to announce that he did see a  
homunculus.

This is a classic story in science to  
explain how your perspective affects  
your judgement and the need for  
double blind studies. There is cer-  
tainly a need to separate your pre-  
conceived ideas to the real facts of  
the situation.

We are currently in a health care  
cost crisis and dilemma. When the  
general public reads the paper and  
sees how health care costs keep  
going up, they say we must hold  
down the health care costs. When  
they are sick they say "spare no  
expense on me, doctor". We cannot

Continued on page 2

## DR. JOHN A Cool Guy

I was once a real cool guy. I had  
suits that fit, a bunch of striped silk  
ties, shoes that had to be polished,  
and two (2!) tuxedos. I danced at the  
Cosmos Club. Your social status  
would rise if you just knew me. I had  
to beat girls off with a stick.

But then, I'm not sure why, maybe I  
fell in with the wrong crowd, things  
started to slide. I started wearing clip-  
on ties and frequenting restaurants  
that furnished plastic forks. I only  
own one suit, and it fit fifteen pounds  
ago. None of this can I blame on  
Alice.

I was rather oblivious to my condi-  
tion until we went out to dinner with  
Alice's brother and sister-in-law, in  
Washington. He's a general surgeon,  
but she's a nice lady.

We went to a trendy restaurant near  
Georgetown. There was a greasy  
hamburger joint there when I was a  
student, but the land became too  
valuable, so now it's called The  
Tombs and you make reservations a  
week in advance. I think they get their  
prices by calling the Astronomy  
Department and asking for some big  
numbers. Restaurants are like that, in  
Washington.

I went there vaguely remembering I  
was a cool guy.

The first thing that happened was  
when I reached for a roll with a napkin  
in my hand, touching a candle and  
setting fire to the napkin. I extin-  
guished it quickly, and got the feeling  
the waiter was more concerned about  
the restaurant than about me.

Next I wanted to squeeze lemon  
juice on my fish, and found the lemon  
wrapped in a little cheesecloth skirt. I  
had never seen this before, ever. I  
took off the skirt (it wasn't easy) and  
after squirting seeds and pulp all over  
everyone, suddenly realized the rea-  
son for the skirt. At Wendy's, they just  
put lemon slices in a paper cup.

I hate it when waiters look at me like  
that.

I was starting to relax and enjoy my  
food when I noticed my brother-in-  
law had ordered a big steak (\$32.50)  
and a bottle of wine (\$64.95), and  
remembered Alice told me we would  
pay for dinner. I wondered why he  
would order such expensive things,  
and if they would let me pay my  
MasterCharge with my Visa. Then he  
ordered a bowl of strawberries, which  
were as big as lemons and cost \$3.00  
apiece. I was so rattled I upset the tea  
on the charred napkin, making it  
smell bad again. The waiter rolled his  
eyes.

## JANUARY MINI-INTERNSHIP PROGRAM



Interns (Front Row): Bill Roshon, Eileen Cerney,  
Beth Francis, and Herbert Dorsett  
Faculty (Second Row): Alan Siegel, M.D.; Mark  
Gorovoy, M.D., Chairman; Bill Evans, M.D.; Jeff  
Comer, M.D. (Not pictured: Sergio Mather, M.D.)

Southwest Florida Regional  
Medical Center was our host hospital  
for the 5th Mini-Internship Program  
for January, 1990.

**Bill Roshon, Vice President, SWF  
Chamber of Commerce:** "What  
changed in my perceptions of  
medicine was my appreciation for  
what practitioners must deal with on  
a daily basis. First, there are the legal  
guidelines and restrictions, many  
times in effect tying their hand...  
Then there are those lay-people who  
are convinced they know more than  
the doctor."

**Herb Dorsett, President, SWFRMC:**  
"My first impression is how hard each  
of them works. The hours seem  
endless as the patients desperately  
need the doctor's skillful attention,  
yet each patient is an individual. My  
second impression is the incredible  
amount of information recall that is  
required of a physician."

**Eileen J. Cerney, Realtor:** "I now  
know if I ever have surgery, I will have  
no fears, as I know there will be a  
highly skilled team looking after me. I  
now know the time involved in  
reading charts, talking to the patient,  
discussions with nurses and writing  
information on the charts. The public  
is not aware of the cost of indigent  
care and the long days, nights by the  
doctors." ■

After this degrading evening finally  
ended, I realized I had come full cir-  
cle, from country bumpkin to country  
bumpkin, briefly passing through  
cool. I never get invited anywhere  
now, and I'm secretly grateful.

They understand me at Wendy's. ■

John R. Agnew, M.D.



LEE COUNTY  
MEDICAL SOCIETY  
BULLETIN3805 Fowler Street  
Fort Myers, Florida 33901  
Phone (813) 936-1645

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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

(continued from page 1)

have it both ways. The malpractice attorney's view is that if any test is not ordered, this may support a claim of mismanagement and malpractice. The government's view is certainly that they do not want to spend any more money. To quote C. Everett Coop, "physicians do not have the control the public thinks they have over spiraling costs".

This health care cost dilemma has only one solution. We must address the issue on a national level with a blue ribbon committee. This committee should be made of physicians, philosophers, religious leaders and politicians. Guidelines must be established to determine under what circumstances do we withhold expensive technologies.

Just as in the story of Leeuwenhoek, our preconceptions color our view of reality. Politicians, the public, and doctors all look at the health care cost problem from different viewpoints. ■

GRAMM-RUDMAN-  
HOLLINGS REDUC-  
TIONS UPDATE

Medicare Part B reports that the 2.092% Gramm-Rudman-Hollings Reduction effective for services rendered on or after October 17th was applied to claims with service dates prior to October 17th on the November 6-7-8-9 and 12 payment cycles. Physicians are asked not to submit review requests for these erroneous reductions as Medicare officials are identifying the underpayments and will automatically issue adjustments on those claims. ■

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.



SAM B. EDWARDS, M.D.

Dr. Sam B. Edwards was born in Tampa, Florida. He received his medical degree from Duke University in Durham, North Carolina. He completed his internship and residency at the University of Minnesota in Minneapolis.

Dr. Edwards will be practicing Pediatric Critical Care & Pediatric Cardiology at 2780 Cleveland Ave., Suite 812 in Solo Practice.



JAY A. TOMEO, M.D.

Dr. Jay A. Tomeo was born in Burbank, California. He received his medical degree from Loyola University in Maywood, Illinois. He completed his internship and residency at MacNeal Hospital in Berwyn, Illinois. Dr. Tomeo attended a fellowship at LaGrange Hospital, LaGrange, Illinois, in Geriatrics.

Dr. Tomeo is practicing Family Practice/Geriatrics at 1501 Viscaya Parkway, Suite 1 with Drs. Giroux, Kirley, Lukowicz, Sell, Simenson, Curtis & Verwest.



RONICA M. KLUGE, M.D.

Dr. Ronica M. Kluge was born in St. Petersburg, Florida. She received her medical degree from the University of Florida in Gainesville. She completed her internship and residency at the University of Maryland in Baltimore. Dr. Kluge also attended a fellowship at the University of Maryland in Infectious Diseases.

Dr. Kluge will be practicing Internal Medicine/Infectious Disease at 3800 Evans Avenue with Internal Medicine Associates: Drs. Mather, Mestas, Pietri, Veraja & Zellner.

Between  
The Covers

Sue Felber, Librarian

The Thomas R. Connelly Medical Library is currently reviewing the books in the collection pertaining to Pediatrics and Obstetrics and Gynecology. If you would like to help review which books are outdated and which need to be added, please contact Narges Ahmadi at the Library at 334-5410.

## New Materials in the Thomas R. Connelly Medical Library:

## NEW BOOKS:

Common Diagnostic Tests: Use and Interpretation, ed. H. Sox  
Reproductive Endocrine Therapeutics, ed. R. Barbieri

A Guide to Strategic Human Resource Planning for the Health Industry, by T. Wilson

Nursing Ethics Through the Life Span, by Elsie L. Bandman  
Nursing Theories: the Base for Professional Nursing Practice, 3rd edition

Mosby's Comprehensive Review of Practical Nursing, 10th edition  
Quick Reference to Clinical Nutrition, by S.L. Halpern

The Cornea  
Maternity Nursing, 16th edition  
Essentials of Maternal-Newborn Nursing, 2nd edition

Patient Care Standards Pcs: Nursing Process, Diagnosis, and Outcome  
Hemostasis and Thrombosis, by R.W. Colman, et al.

Sandra Smith's Review for NCLEX-RN, 5th edition  
Patient Care in Cardiac Surgery  
Medical Management of the Cardiac Surgical Patient

PPRC Publishes  
Findings From  
Beneficiary Survey

In September 1989, the Physician Payment Review Commission (PPRC) released a background paper entitled "Assignment and the Participating Physician Program: An Analysis of Beneficiary Awareness, Understanding, and Experience" that explored beneficiaries' experiences with Medicare insurance for physician services. The key findings, which were outlined in the PPRC's 1989 Report to Congress, include the following:

- Beneficiaries have a great deal of difficulty understanding the concepts underlying the Medicare physician payment system, including assignment and participation.
- There is no clear evidence that physicians take beneficiary income into consideration when making decisions regarding balance billing.
- Disabled and low-income beneficiaries are more likely than others to postpone obtaining care for financial reasons.
- Many beneficiaries are reluctant to switch from their own physician, who does not always accept assignment, in order to obtain care from a physician who participates in the Medicare program.
- Some beneficiaries do not file claims for Medicare insurance to which they are entitled for a variety of reasons. ■

INSTALLATION  
OF OFFICERS

Left to Right: Steven West, M.D. and William Harwin, M.D., Members-at-Large; William Evans, M.D., President-Elect; and Kim L. Spear, President; Kay K. Hanley, M.D., FMA President

Kay K. Hanley, M.D., FMA President, installed our 1990 Officers at the January Meeting. In her presentation to our members and spouses, she encouraged each physician and auxiliary to become involved in community activities. To be seen as an interested member of our community and to work with our patients on community projects. ■

SENIOR CARE  
CARD PROGRAM

On January 17th, 1990, Dr. Kim Spear held a press conference to announce the Senior Care Card Program. Dr. Felix Mestas, Chairman of the program is shown talking to our first participant, Wells Clarke.

The phone has not stopped and we are working with volunteers from the community to have a successful program.

All Society Members signed up to participate in the program received information and applications. Please educate your office staff that you are involved in this program, so those who received the card will not suffer embarrassment when presenting their card to your staff.

Members not signed up to participate and would want to, please contact the Society Office for a participation form. ■

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**WHAT'S NEW ?**

CURRENT NEWS &amp; HAPPENINGS AT AREA HOSPITALS

**SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER****GROUND BREAKING CELEBRATED ON SOUTHWEST FLORIDA HEART INSTITUTE AND EMERGENCY CENTER**

On January 24, Southwest Florida Regional Medical Center broke ground on the Southwest Florida Heart Institute and Emergency Center. When completed, this three story addition will connect to the existing building and will total approximately 120,000 square feet.

The Southwest Florida Heart Institute and Emergency Center will accomplish two goals: to consolidate all cardiac services and also allow for the expansion of existing services.

The state-of-the-art facility will be divided into two sections. One section will house a new Emergency Center, laboratory, pharmacy service, endoscopy lab and suite, dialysis suite, kidney transplant center, inpatient and outpatient admissions and radiology. A new hi-tech Emergency Center will have two admission tracks, including a fast track to expedite minor emergencies.

The other section, the Southwest Florida Heart Institute will contain all components of cardiac care. Diagnostic services will include: nuclear cardiology, echocardiology, stress testing, electrocardiology, holter testing and acute cardiac rehabilitation services. It will also include cardiac surgical services: six operating suites, an eight bed preoperative holding area and a state-of-the-art cardiovascular recovery unit. Invasive diagnostic and interventional services in the new wing will include: four catheterization laboratories, a special procedures/electrophysiology lab, a nine bed pre-procedure/post procedure holding area, a sixteen bed coronary care unit, and a sixteen bed coronary vascular recovery unit.

**NEW MEMBERS APPOINTED TO MEDICAL STAFF EXECUTIVE COMMITTEE**

Southwest Florida Regional Medical Center has announced the following appointments to the 1990 Medical Staff Executive Committee: President — Larry Eisenfeld, M.D.; President-Elect — Douglas Henricks, M.D.; Secretary — Robert Brueck, M.D.; Chairman, Department of Medicine — James Wolper, M.D.; Chairman, Department of Surgery — David Bernstein, M.D.; Member-At-Large — William Bess, M.D.; Member-At-Large — Dennis Stapleton, M.D.; Chairman, Credential Committee (and past President) — Michael Carron, M.D.

**LEE MEMORIAL HOSPITAL****LEE MEMORIAL HAS MEMORY DISORDERS CLINIC**

Lee Memorial Hospital has started a Memory Disorders Clinic to help differentiate people with Alzheimer's Disease from memory loss which may be related to a number of other causes, many of which can be effectively treated. Current projections indicate that one person in 20 will develop Alzheimer's Disease by age 65. Tragically, 25 percent of those labeled as Alzheimer's Disease victims will be misdiagnosed. The Memory Disorders Clinic will help provide accurate diagnosis and treatment.

Lee Memorial's Memory Disorders Team coordinates a comprehensive diagnosis and treatment plan. The team includes a multi-faceted group of healthcare professionals, including: Douglas A. Newland, M.D., Neurologist; Loren Huffman, PhD and Michael Spellman, PhD, Neuro-Psychologists; Martha Smith, Neuroscience Specialist; Nancy Silvers, MSN/RNC, Clinical Nurse Specialist; and Cindy Higbee, M.A., Manager Older Adult Services.

Participation in the Memory Disorders Clinic includes a complete physical, neurological exam, neuropsychological testing, laboratory and neurological tests, and a psychosocial patient and family interview. The final clinic visit will provide a team/family conference for discussion of diagnosis and approximate follow-up, including family support and education.

It is estimated that there are about 6,000 people with memory disorders and at least 3,000 undiagnosed cases of Alzheimer's Disease in Lee County. Although Alzheimer's Disease does account for a large percentage of memory disorders, other causes of memory loss can range from medication side effects to tumors and infections. Arriving at an accurate diagnosis of the cause of memory loss can spare the family the frustration of pursuing inappropriate and ineffective treatments.

**AETNA CHALLENGE  
FOR CHARITY**

Arnold Palmer, Lee Travino, George Archer and Frank Beard highlight the list of participants in the \$400,000 Aetna Challenge, as Gene Littler defends his title in this Senior PGA Tour event scheduled February 12-18 at The Club at Pelican Bay, Naples, Florida.

The five senior tour players will make their appearance at the 54-hole Aetna Challenge, which will benefit 11 local charitable agencies. Outreach in Lee County has been chosen as one of the charities. Since the first Aetna Challenge two years ago, participating charities have shared \$436,000 from the week-long series of events.

To obtain One Day Passes or Season Badges good for the entire week of the Aetna Challenge activities, call the Outreach office at 574-HELP. Tickets are also available at all Barnett Bank and Nevada Bob's locations in Lee and Collier Counties. ■

**CLASSIFIED ADS**

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

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## OBRA '89-'90 PROVISIONS

The Omnibus Budget Reconciliation Act of 1989 (OBVRA '89) was signed by the President in December, 1989. The following is a summary of some provisions which will effect physicians in the year to come:

**Section 6101 - EXTENSION OF REDUCTIONS UNDER SEQUESTER ORDER:** The 2.092 percent Gramm-Rudman-Hollings reduction that began on service date October 17, 1989 will continue for services rendered through March 31, 1990.

**Section 6102 - PHYSICIAN PAYMENT REFORM:** The Medicare physician payment system will be revised from a reasonable charge basis to a fee schedule basis, and phased in over five years beginning in 1992. Payment will be based on the lesser of the actual charge or the fee schedule amount. Non-participating physicians will be paid 95 percent of the amount paid to participating physicians.

Congress will establish a **Medicare Volume Performance Standard (MVPS)** each year, beginning in fiscal year 1990, to measure the growth of physician services. The Secretary of Health and Human Services (the Secretary) is to recommend an MVPS for each year by April 15 of the previous year and the Physician Payment Review Commission (PPRC) is to review and make its recommendations on the Secretary's recommendations by May 15. If Congress fails to act, a default MVPS will be established.

In 1991, balance billing will be limited to no more than 125 percent of the prevailing charge levels. Physicians whose Maximum Allowable Actual Charges (MAACs) are less than 125 percent of the prevailing charge levels will be frozen. In 1992, the limit will be 120 percent of the blended fee schedule amount for non-participating physicians, and in 1993 and thereafter, the limit will be 115 percent of the non-participating physician's payment schedule.

Physicians, suppliers and other persons are required to submit all claims on behalf of beneficiaries on a standard claim form within 1 year of providing the service. **Physicians will be prohibited from charging their patients for this service.** The provision will go into effect for both assigned and non-assigned claims on September 1, 1990.

**Section 6104 - REDUCTION IN PAYMENT FOR CERTAIN PROCEDURES:** For certain overpriced procedures (those identified as being valued by at least 10 percent over a comparison of payments for such services under a RBRVS), the prevailing charge will be reduced 15 percent, but no more than 1/3 of the amount to an adjusted prevailing based on the national weighted average prevailing charge for the service. As in other overpriced procedures, special MAACs apply. This section will be effective for the nine month period beginning April 1, 1990. ■

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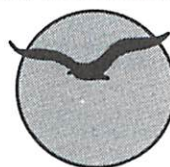
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### MEDICAL SOCIETY MEETING

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

FEBRUARY 19, 1990

SPEAKER:  
Jim Nathan, President, LMH  
Member, SW Florida  
Chamber of Commerce

"DINNER BY  
RESERVATIONS ONLY"

PLEASE!!!

### LEE COUNTY MEDICAL SOCIETY

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