

## MARCH MEDICAL SOCIETY MEETING

Come and hear Lee Menzies, President of the Business Development Corporation of Southwest Florida discuss the quality of life in Lee County.

### Questions to consider:

- \* Is our quality of life better or worse?
- \* How will infrastructure affect my home/office?
- \* Will there be enough water in the 90's?
- \* Are there career opportunities in Southwest Florida for my children?
- \* Where do we "go" when our roads are gridlocked?

## MEDICAL SOCIETY MEETING

Royal Palm  
Yacht Club

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

MARCH 19, 1990

### SPEAKER:

Lee Menzies, President  
Business Development  
Corp. of Southwest Florida

### TOPIC:

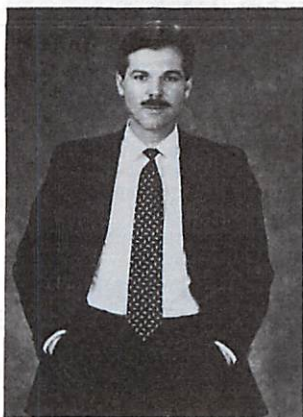
Major Challenges for  
Lee County in the 1990's

"DINNER BY  
RESERVATIONS ONLY"

### PLEASE!!!

LCMS 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 Senior Care Card Program is off to a good start. The Press Conference that we arranged was attended by all three television stations, and that night we

received accurate and fair coverage. I also spent a lot of time speaking to Judith Nygren of the Fort Myers News-Press. Her article in the "On Aging" section of our paper explained the program well and in detail. We have been deluged with applications and phone calls during the first week, and now have approximately 1,500 inquiries. These applicants will be reviewed by a committee made up of volunteers from Age Link and Voluntary Action Center. This will reduce the work load for Ann and Cindy and once the program is well under way, the volunteer committee should be able to run the program with minimal direction.

We can be proud of this program, since it shows that doctors do care. We are helping to ease the healthcare costs for our senior citizens who are the least able to afford them. Also thanks to Felix Mestas, M.D. as Chairman of the Senior Care Program.

Continued on page 2

## FMA LEADERSHIP CONFERENCE

Valerie C. Moore, M.D.

As a first year officer of the LCMS, I was honored to attend the FMA Leadership Conference in Ponte Verde Beach from February 16th-18th. The Friday program was devoted to a workshop on membership development. A main point was that in order to be an effective voice for medicine, the Medical Society has to be able to represent as many of the physicians as we can in the community. It is important for every physician to be a member. If you know anyone who is not a member, encourage him or her to join.

The highlight of the conference was the keynote address by Harry Schwartz, Ph.D., on "Physician Involvement in the Evolution of Medicine". He emphasized the need for physicians to involve their patients as supporters in the struggle to maintain quality medicine in the face of government control.

Two of the best speakers were Jim Bob Brame, M.D. and Uwe

Reinhardt, Ph.D. on "The Impact the Rising Cost of Health Care will have on the Medical Profession". The emphasis was how the medical profession can influence the process to the benefit of our patients. At the other end of the spectrum was the talk by Ferrol Sams, M.D. on "The Art of Medicine". Sams is a well known author who reminds us to get to know our patients better.

Another segment of the program was devoted to "Enhancing the Physician's Image Through Community Service". Several counties participated, including our own Video star, Joe Fiore, speaking about the Video Health Fair.

For anyone interested in any of the tapes of the program, they are available at the LCMS office.

It was stimulating to be at a meeting with leaders of Florida Medicine. I recommend the meeting to anyone practicing medicine who would like to participate in planning for the future. ■

## "DR. JOHN"

### Memory

You may have heard someone say, "I never forget a face." If so, that someone wasn't me. For someone who once learned the Krebs cycle by writing it on a napkin while waiting for dinner, my social memory is not outstanding. My medical memory is still pretty good, but I would appreciate it if you would not ask me about the Krebs cycle.

Roger Scott can remember, in some detail, every patient he ever saw. I can, with luck, remember Roger Scott.

I read an article about a husband and wife medical partnership in a small Iowa town; they retired after thirty years, couldn't recognize anyone on the street without a chart in hand, and were so embarrassed by this that they had to move. That worried me.

My worst fear is to run into an old and familiar patient in a restaurant and go blank. The harder I try to remember, the less likely I am to succeed, just like with final exams. The only way I survive is to patronize restaurants where no decent person would go. Most of the people there I'm glad I don't know. I think.

The absolute worst was the day I was wandering around the Mall when a little, gray-haired lady came up to me and said, "I'll bet you don't remember me." When anyone says that to me my brain turns into week-old cauliflower, automatically. The lady had a pearl pin and wore a wrap-around denim skirt. I tried to key on these but nothing clicked.

"Sure I do," I said, "how're you doing? How's the family?" (Bad question; what if they are all dead and I took care of them?) "Nice to see you, ha, ha" as I eased away, sweating and furious.

No point in even going to the Mall, nothing but trouble. Can't wear a bag on my head without getting arrested. A Walkman and dark glasses might work, but if someone recognized me anyway, I'd have even more to explain.

I drove home later, thinking about that disguise, and about why I can't do better. Maybe it is inherited. My Mother always called me by three or four names, including the dog's, before she arrived at the correct one. My Father, on the other hand, could describe a poker hand he had played thirty years ago. Maybe Roger Scott is my lost half-brother.

I opened the door and walked into the kitchen. Uh-oh. There she was, pearl pin, denim skirt. Dammit Alice, you shouldn't do that to me. After all, we've been married for thirty years. Or twenty-six. Thirty-two? ■

John R. Agnew, M.D.

LEE COUNTY  
MEDICAL SOCIETY  
BULLETIN

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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

(continued from page 1)

Since it is Superbowl time, I thought it would be good to compose an "all doctor" football team. It is clear that each specialty of medicine would be best at certain positions:

**At CENTER:** Gastroenterology; already in the protoscopic position.

**At QUARTERBACK:** Internal Medicine and Family Practice; calling the signals.

**At WIDE RECEIVER:** Plastic Surgery; doesn't like to get dirty and likes to look good.

**At LINEBACKER:** Orthopedics; likes to break bones.

**At FIELD GOAL KICKER:** Psychiatry; only doctor with enough mental concentration, and his mother told him to do it.

**At TIGHT END:** Gastroenterology; for obvious reasons.

**STATISTICIAN:** Pathologist; keeping all the statistics and knows everything.

**COACH:** Hospital Administrator; yells at the players.

**FREE AGENT:** Neurosurgery; wants no regulations and commands a high salary.

**At TACKLE:** Urology; plays best when he really gets pissed off.

**At SAFETY:** ENT; hits people in the nose and "Clotheslines" people in the neck.

**At DEFENSIVE BACK:** Ophthalmology; keeps one eye on the wide receiver and one eye on the quarterback.

Humor is good medicine. ■

LEGISLATIVE  
INFORMATION

Several liability protection measures have been filed in the Florida House of Representatives. These are a vital part of the package of bills being sponsored by the FMA in the 1990 Legislature. These bills are:

**Expansion of Emergency Room Protection (HB 813):** expands the emergency room protection provisions of current law until the time the patient is discharged from the hospital. (Current law provides protection until the patient is "stabilized").

**Expert Witness Amendments (HB 1185):** eliminates a current loophole in Florida law that allows a judge to seat a witness who is not a certified specialist or physician specializing in the same area of practice as the defendant physician. HB 1185 requires the expert to be engaged in practice in the State of Florida, and in the case of a specialist, is board certified and trained and experienced in the same specialty.

**Protection for Physicians Who Deliver Health Care to Indigents (HB 1417):** limits the liability of a physician treating indigent patients in accordance with a contract to the State of the same amounts as provided for state employees (\$100,000/\$200,000). Any additional recovery is secured through a claims bill against the State of Florida filed in the Legislature.

**Protection for Physicians Who Deliver Babies to a Mother Who has Had No Prenatal Care (HB 773):** exempts physicians from liability who are involved in the delivery of a baby to a mother with no prenatal care. This tracks the language of the ER Protection Statute where the plaintiff has to demonstrate "reckless disregard" for recovery.

**Provision to Allow a Provider to Contract With a Patient to Opt Out of the Normal Litigation System (HB 1777):** allows health care providers to contract with patients to establish parameters to determine liability in the event of negligence, in return for lower medical fees. This could be an agreement to arbitrate any dispute, place a cap on non-economic damages, etc.

FMA COUNCIL  
ON LEGISLATION  
REVIEW MAJOR ISSUES

The FMA supports the following objectives:

- Expert witnesses should be actively practicing in the same specialty for which they are testifying.
- Expand the liability protection for physicians treating patients in trauma centers and emergency rooms.
- Provide physicians immunity for treating indigent patients, pursuant to a contract with the state.
- Provide obstetricians liability protection for delivering babies of mothers who have had no prenatal care.
- Allow physicians to offer their patients contracts limiting their liability in return for a lower fee.
- Support the Speaker's Corporate Protection Plan.

1990 DOCTOR  
OF THE DAY  
PROGRAM

Participants in the Florida Medical Association's Doctor of the Day Program are now being scheduled for the Regular Session, April 3rd through June 1st, 1990.

The FMA's Doctor of the Day Program is where a physician serves for one day in the State Legislature, much like a team physician. You will be assisted by an experienced nurse who has run the Legislative Clinic for many years. You will have lunch in the House and Senate Cafeteria and are often shown the ropes by our local legislators. Local specialists will be on call to provide sub-specialty back up. Therefore, two doctors will be able to serve each day.

The Florida Medical Association has provided this service for many years and believes it to be a practical and educational experience for those who participate. If you would like to serve as the Doctor of the Day during the 1990 Legislative Session, please contact the FMA Capital Office at 904/224-6496. ■

COVERING  
PHYSICIAN UPDATE

Blue Cross and Blue Shield of Florida, Inc., notified physicians in the October-December Medicare Part B Update that, "If a physician covers for the attending physician while the attending physician is out of town, any services rendered must be billed by the covering physician." If a nonperforming physician bills for services performed by the covering physician, he may be subject to audit. The FMA is working on this issue with Blue Cross and Blue Shield and will be consulting with the Florida Congressional Delegation. ■

NICA  
ACTUARIAL STUDY

The Board of the Neurological Injury Compensation Association is expected to award a contract for the much needed and long awaited actuarial study to determine the expected costs and funding needs of the program. Heretofore, funding has been from the Legislature, and physician and hospital assessments set at what appears to be adequate levels, although only the actuarial study will confirm this.

The FMA will continue to press for additional sources of funding while keeping physician assessments at their current levels. Also, the FMA is working with the NICA Board in hopes of including other definitions of qualifying infants in the actuarial study. This formation will possibly open the door to future expansion and liberalization of the injured infant who would qualify for compensation under NICA and therefore be eliminated from the tort system. To date, there has yet to be any claim against NICA, although at least two are expected in the coming months. ■

FMA  
SPEAKERS BUREAU

The Florida Medical Association is compiling a list of physicians who are willing to speak in a variety of settings and on a variety of topics significant to both the public and membership.

The mission is to maximize physician visibility while educating the citizens of Florida. This effort is a part of the FMA's Media Actions Plan.

If you are interested in participating, send your name and the subjects on which you would be willing to speak to the Lee County Medical Society Office.

AMERICAN DIABETES  
ALERT  
SET FOR MARCH 20

March 20th, 1990 is the American Diabetes Alert, a day when all Americans will be asked to "Take the Test" and "Know the Score."

The goal is to help identify the thousands of people in Lee County at risk for diabetes and those who may already have the disease but do not yet know it.

If you would like your patients to receive a copy of the American Diabetes Alert Test, please have them contact the Lee County American Diabetes Association at 2017 Maravilla Lane, Fort Myers, Florida 33901. Telephone 275-4999. ■

"SMOKE-FREE  
CLASS OF 2000"

A poster contest for second graders (who will graduate from school in the year 2000) on smoking was sponsored by the FMA, local Societies, Florida Department of Education and the Coalition on Smoking and Health. Your County Society President Kim L. Spear, M.D. presented the Lee County winner, Kyle Clayton a \$100 Savings Bond at the March 6th Lee County School Board Meeting. ■

CORRECTION:  
RECORDS  
DUPLICATION  
CHARGES

The Board of Medicine has promulgated a rule specifying that health care providers may charge patients the following for records duplication: \$1.00 per page for the first 25 pages, and 25 cents per page thereafter. Patients may be charged the following for x-rays and special records: the cost of materials and supplies involved in the duplicating process plus overhead and labor costs. ■

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



**WHAT'S NEW ?**

CURRENT NEWS &amp; HAPPENINGS AT AREA HOSPITALS

**CAPE CORAL HOSPITAL****MEDICAL ETHICS SEMINAR AND DINNER**

The Cape Coral Hospital is sponsoring a presentation by Dr. Charles Culver, a psychologist, bioethicist, and current Chairman of the Ethics Committee at Dartmouth Medical School. The program will be on **Thursday, March 22nd**, at the Sheraton Harbor Inn.

A nationally recognized speaker on legal, ethical, and moral issues, Dr. Culver will address such topics as termination of life support, care for the dying, and ethical and judicial aspects of dealing with a poor prognosis or terminally ill patient.

Cocktails begin at 6:15 p.m., followed by a complimentary dinner at 6:45 p.m. Dr. Culver's presentation, entitled **"When Is It Ethically Justified to Allow a Patient to Die?"** will begin at 7:30 p.m. and end at approximately 8:30 p.m. Clergy and health professionals are invited to attend.

**NEW CARDIAC CATHETERIZATION LAB**

The Cape Coral Hospital is pleased to announce the successful opening of its new **Cardiac Catheterization Lab** which has recently completed 67 cases throughout its first month of operation. The new Cardiac Catheterization unit adds yet another touch of modern technology with its single-plant Phillips Polydiagnostic C, high-resolution T.V. chain and Hitachi Videotape recording system.

**WEIGHT-LOSS PROGRAM**

The recent introduction of the New Direction weight loss program in late January was well-received. This professional program is offered to persons who are at least 30 pounds overweight (approx. 26% of the population) and instructs them on how to discipline their lifestyle habits in order to maintain a lower body weight. For additional information about the New Direction program, please call 574-THIN. ■

**LEE MEMORIAL HOSPITAL****LEE MEMORIAL'S SAME DAY SURGERY MARKS 10th ANNIVERSARY**

Lee Memorial Hospital's Same Day Surgery is observing its 10th Anniversary. When Same Day Surgery opened in March of 1980, outpatient surgery was largely experimental, confined to one operating room, and used only for limited kinds of procedures. Today, 60 percent of all surgery is performed on an outpatient basis.

From the original one operating room and three staff members, Same Day Surgery has grown to encompass 20 recovery beds, 12 holding beds, 35 staff members, and works cooperatively with inpatient surgery to utilize 15 operating rooms.

Surgery patients come in for pre-operative testing one to seven days before the surgery. On the day of the surgery, most patients come in only one hour prior to surgery and are usually discharged two to four hours following the procedure. At Lee Memorial's Same Day Surgery, 800 different procedures are performed. Having the Same Day Surgery located within the hospital has proven to be a distinct advantage, especially in the event that the procedure turns out to be more complex than anticipated and the patient needs to be admitted following the surgery.

The hours for Same Day Surgery have been extended from 6:30 a.m. to 8:00 p.m. to accommodate the need. A second outpatient surgery center is planned for the HealthPark Florida location of Lee Memorial Hospital, which is due to open in early 1991. ■

**SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER  
OUTREACH LABORATORY**

The Outreach Laboratory has two locations to serve physicians and patients in Lee County. One is located in the hospital laboratory and is open 24 hours a day, seven days a week. The other is located at 6140 Winkler Road, Suite A (beside Parkway Square). No hospital registration is necessary at either site.

Most results can be delivered within 24 hours or same day by phone. All work is performed by professional technologists to conform to high quality hospital standards. For more information on any Outreach Laboratory service, call 939-8527.

**COOKING CLASSES FOR DIABETICS**

To assist diabetics and/or their families in learning about and maintaining their meal plans, the Diabetes Center of Southwest Florida Regional Medical Center now offers cooking classes. These monthly classes offer a variety of lecture topics, including cooking demonstrations, recipes and food samples. The classes are kept small for optimal learning. For more information, or to register, call the Diabetes Center at 939-8508. ■

**RESOLUTIONS FOR  
FMA ANNUAL  
MEETING**

Resolutions to the FMA Annual meeting need to come before the Board of Governors of the Society by April, and the general membership by May. If you want the FMA to take up any issue, government regulation, or problem you see needs addressing—**WRITE A RESOLUTION.** If you want to submit a resolution but have no idea how to begin, call the Society Office — we will help you. ■

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

(Please send your newsworthy items to the Medical Society Office)

**DR. ROBERT SCHWARTZ** was chosen 1989 Rotary Club Man of the Year by his South Fort Myers Chapter for his exemplary community involvement and leadership. He was also chosen the Kiwanis Club Man of the Year for 1989. ■

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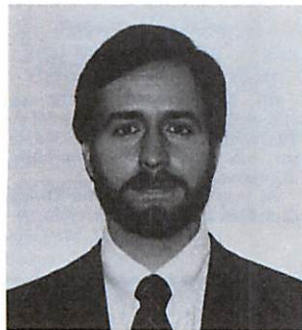
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## NEW MEMBER APPLICANTS

Application For Membership

Active members are requested to express to the Membership Committee any information or opinions they may have concerning the eligibility of the applicants.



MICHAEL J. McCLEOD, D.O.

Dr. Michael J. McCleod was born in Tulsa, Oklahoma. He received his medical degree from **Oklahoma State University** in Tulsa. He completed his internship at **Tulsa Regional Medical Center**, and his residency at the **University Medical Center** in Stratford, New Jersey. Dr. McCleod also attended a fellowship at the **University Medical Center** in Hematology-Oncology.

Dr. McCleod will be practicing Hematology-Oncology at 3707 Broadway, Suite H with Drs. Raymond & Moskowitz.



SHELLEY ANN YOUNG, M.D.

Dr. Shelley Ann Young was born in Toledo, Ohio. She received her medical degree from the **University of Texas-Medical Branch** in Galveston, Texas. She completed her internship and residency at **John Sealy Hospital-UTMB** in Galveston.

Dr. Young will be practicing Obstetrics & Gynecology at 2780 Cleveland Avenue, Suite 819 with Drs. Cowdin, Waterman and Yankopolus.

## GALA EXTRAVAGANZA

Plans are well underway for a spectacular Seventh Annual Southwest Florida Charity Ball. The Ball is sponsored by the LCMSA Foundation and will be held at the Ritz Carlton in Naples on May 26th, 1990. Tickets are \$200.00 per couple. This year's beneficiary is the Abuse Counseling and Treatment Shelter. We look forward to seeing you and your family for an elegant weekend of golf, tennis, dining, and dancing. Come share in the fun! (For more information contact Fran Fenning or Debbie Bloy at 433-3423).

We would like you to join us in supporting the Abuse Counseling and Treatment Shelter by advertising in our Charity Ball Program. Page patronage is available if you wish to acknowledge your support in the program without the cost of an ad layout. Ads must be copy ready — 85 line screen for offset printing, stats or PTMTs to size. Please accompany copy with your donation, payable to Lee County Medical Society Auxiliary Foundation, Inc., c/o Karen Tienstra, 407 Keenan Avenue, S.W., Fort Myers, FL 33919. Donations must be received by March 15, 1990. The donation for page patronage is \$100.00 per page.

If you have any questions, please call Karen Tienstra (433-4033) or Michell Hon (278-3970). Donations and copy specifications are listed below.

Full Page	4" X 7"	\$400.00	Inside Front Cover	<b>Sold</b>
Half Page			Inside Back Cover	<b>\$450.00</b>
Horiz.	4" X 3"	\$250.00		
Vert.	7" X 2 1/2"	\$250.00		
Quarter	3" X 2 1/4"	\$150.00		

## MEDICAL RECORDS ON RETIREMENT

A physician is required to notify patients of his intention to retire. Two forms of notice are required by rule of the Board of Medicine. The first is placed in the physician's office at least 30 days prior to retirement. It gives the date of retirement and offers to transfer copies of records to another physician or to the patient. The second is placed in the newspaper of greatest circulation in all counties in which the physician practices. It gives the date of retirement

and provides an address where patients may obtain their records. This notice must be published at least 30 days prior to retirement.

The legal requirement for maintaining records on retirement is two years. However, the FMA has consistently recommended that records be maintained for seven years since that is the maximum period of time during which a medical malpractice lawsuit may be maintained. Records often assist in physicians' defense. ■

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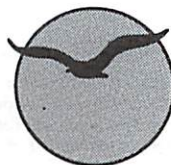
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MEDICAL SOCIETY  
MEETING

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

MARCH 19, 1990

SPEAKER:  
Lee Menzies, President  
Business Development  
Corp. of Southwest Florida

TOPIC:  
Major Challenges for  
Lee County in the 1990's

"DINNER BY  
RESERVATIONS ONLY"  
PLEASE!!!

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