

OCTOBER MEDICAL SOCIETY MEETING

VOTERS REGISTRATION

The Lee County Voters Registration's Office will have a person to register you to vote. You will need the following:

Drivers License
Birth Certificate/Passport
or
Naturalization Papers.

You will not be able to vote in the next election but in coming elections... ■

PROGRAM

Our topic for this month's meeting will be "How To Start A Substance Abuse Free Work Place In YOUR Office."

Our first speaker will be Robert M. White, Ph.D., D.A.B.C.C., a Board-Certified Toxicologist (Am. Bd. for Clinical Chemistry), licensed as a Clinical Laboratory Director by the States of Florida and Tennessee. Dr. White is Scientific Director of Toxicology at Diagnostic Services. He attended the University of Florida and Vanderbilt University.

Our second speaker will be William J. Burkhart, M.S.H., C.E.A.P. Mr. Burkhart is Program Administrator at Charter Glade Hospital. He has worked in the field of addiction for over 14 years and is a Certified Employee Assistance Professional. Mr. Burkhart is a member of the Florida Alcoholism and Drug Abuse Association. ■

MEDICAL SOCIETY MEETING

Royal Palm
Yacht Club

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

OCTOBER 15, 1990

SPEAKERS:

Dr. Robert M. White,
Ph.D., D.A.B.C.C.
and
William J. Burkhart,
M.S.H., C.E.A.P.

TOPIC:

"Substance Abuse
In YOUR Office"

"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.

YOUR BULLETIN WINS AWARD



Joseph P. Walker, M.D.

The LCMS BULLETIN won FIRST PLACE award in Category IV - Best Regular Feature by a Physician. We congratulate **Joseph P. Walker, M.D.** for his award winning 1989 "PRESIDENT'S MESSAGE".

The LCMS has won several awards in the past years for the quality and excellent articles and editorials by our members. Members are encouraged to express any and all ideas through the BULLETIN. Please contribute! We need your input! ■

SEE OTHER AWARDS INSIDE!

"DR. JOHN" LADIES

Ladies are generally all right, but they do some strange things men don't know about. I made a discovery recently that I'm here to share. You won't find this in GQ or Esquire.

The topic is food, specifically refreshments for a club meeting. Now, if I had a model airplane club meeting at my house, what would I serve for refreshments? Why, baloney sandwiches and Kool-Aid, of course. With a grant from the club treasury, I might even go for baloney and cheese sandwiches. I really wouldn't want to associate with people who didn't consider this first class. Ladies think differently.

I recently observed Alice getting ready for her garden club meeting, and, I kid you not, she was making CUCUMBER SANDWICHES. Those of you heading for the doors, please take your seats. There's more to come.

If I asked a friend to make a cucumber sandwich, it would go like this:

"Fred, as an experiment, I want you to make a cucumber sandwich, no questions asked."

Fred would rattle around the kitchen until someone pointed out the cucumbers, then he would skin it, pop it in a hotdog roll, splash a little mayonnaise on top, and say "What do you intend to do with this?"

Ladies approach it differently. First, they gut and filet the cucumbers, then splatter them in a blender, add cream cheese and tabasco sauce, at which point the sandwiches are ready for final assembly in a production line. All this takes two days.

Alice uses three kinds of bread, crust removed, of course, and then she cuts them into tiny, tiny portions. A large number of tiny portions. I have food on my tie bigger than these sandwiches.

Next, she arranges the vari-shaped sandwichettes in multiple geometric designs on our prettiest plates (baloney would just naturally slide off these plates).

I sneaked one of these, and it was like eating green air; I didn't think she would notice but the burping betrayed me.

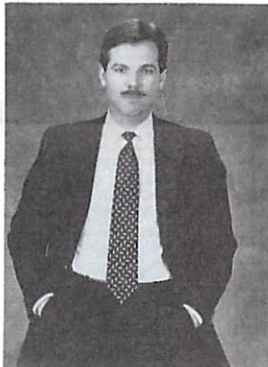
After all this trouble, do the ladies say, "Wow, hot damn, look at them frigging sandwiches" like a man would do? No sir, they just nibble and talk about the agenda for the next meeting, each hoping not to have the sandwich assignment.

They left 327 sandwiches, which I ate twice a day for a week, running out of Maalox by Thursday. I thought they were whole sandwiches and not just crumbs, but it's hard to tell.

Actually, they look pretty good on a red tie. ■

John R Agnew, M.D.

PRESIDENT'S MESSAGE



Kim L. Spear, M.D.

WHAT IS ETHICAL ADVERTISING?

Let's face it, advertising works. This is America and we are driven to consume by ads. Who can forget, "Plop, plop, fizz, oh what a relief it is", ad campaign of Alka Seltzer? Or today's Nike commercials with Bo Jackson? By the way, Bo does not know medicine.

The point is, in medicine, advertising is becoming more and more common. What is in the future for physician advertising? Will we see such ads as "End of month clearance sale on Cardiac Catheterization" or "For that special Mother's Day gift give her a mammogram"? Will the future be examples of hucksterism such as this or will we, as physicians maintain standards of ethical advertising?

Physicians on the whole are naive when it comes to dealing with an ad agency. We have seen examples in our county where an aggressive ad agency has convinced a physician to run ads, later to find out that they are considered unethical. As a matter of fact, most physicians don't really know the guidelines for ethical advertising. These are well established. The Board of Medicine of the State of Florida has an advertising statute which clearly states what is considered ethical and unethical for physician advertising. This is administered through the Department of Professional Regulation who maintains licenses in Florida. People who unethically advertise can lose their license in Florida.

Therefore, it is worth reviewing what

Continued on page 2

CONGRATULATIONS



DR. WARNOCK:
A True Humanitarian

Dr. Jack Warnock has been a member of the Lee County Medical Society and the FMA for 35 years, and we are proud to have such a dedicated and caring physician in our medical community. Accomplishment such as this makes medicine worth practicing.

HAROLD S. STRASSER, M.D. GOOD SAMARITAN AWARD presented to JACK C. WARNOCK, M.D.

Whereas, the compassion of Jack C. Warnock, M.D., of Fort Myers, Florida, extends far beyond his native shores; and

Whereas, a practicing orthopedic surgeon in Lee County since 1955, Dr. Warnock responded personally and forcefully when he learned of the urgent need for assistance of a badly neglected hospital in Africa; and

Whereas, working with the United Methodist Conference, Dr. Warnock appealed for donations of money and new and used medical equipment for the hospital in Kolwezi, Zaire; and

Whereas, Dr. Warnock set up a collection depot at his office, where he personally collected, packaged and shipped donated items to the floundering hospital; and

Whereas, the hospital's Florida benefactor implemented a recycling system at the facility to reduce the need for storage and long-distance shipment of supplies; and

Whereas, Dr. Warnock has twice made the long trip to Zaire to inspect the results of his efforts; and

Whereas, despite failing health, Dr. Warnock continues to patronize the African hospital; therefore be it

RESOLVED, That upon the unanimous vote of the Board of Governors, the Florida Medical Association presents at its 116th Annual Meeting the Harold S. Strasser, M.D., Good Samaritan Award to Jack C. Warnock, M.D., of Fort Myers, with sincere appreciation for his humanitarian acts on behalf of his fellow man. ■

**COPY
DEADLINE
15th OF MONTH**

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.

PRINTERS INK
of Southwest Florida, Inc.

PRESIDENT'S MESSAGE

(continued from page 1)

is considered ethical. I will not reprint the whole statute for you but rather the highlights for you:

In Section C. of the Statute, The Board of Medicine states that any advertisement is false or deceptive if it creates unjustified expectations of beneficial assistance. This clearly covers what should be the guidelines of before and after pictures. They must not create false expectations.

In Section G, the Statute states that you cannot, in an advertisement, list that you are a specialist of a certain Board unless that Board is recognized by the American Medical Association. This has been a problem in our county, as certain Boards which are used in advertisement have not been recognized by the American Medical Association. This maintains the standards of recognition to protect the public from being confused by the terminology of certain Boards. We all know that certain Boards have higher standards of admittance than others. The American Medical Association only recognizes certain Boards which come up to their standards.

In Section I, the Board of Medicine states that you cannot convey the impression that you possess qualifications or skills superior to other physicians.

We do not know what the future in physician advertising will hold, but we do know what the guidelines are today.

This is not an easy editorial to write without making some people upset. I have stuck basically with the guidelines the Board of Medicine has implemented into law in our state. I am writing this so that people may be better informed who have seen advertising change over the last ten (10) years; in addition, I am writing this for the new fifty (50) physicians who are in the process of joining our county within this year. There is certainly a tendency for a new physician who is not busy to consider advertising in some form. I am not discouraging advertising, but simply want to make it clear the form it should take.

It is the responsibility of the Board of Medicine, through the Department of Professional Regulation to protect the public from unethical advertising. We, as a County Medical Society follow these guidelines. If a complaint is made regarding advertising, we use this to determine if a member should remain in good standing in our organization.

Bo Jackson knows advertising — I hope you know it better now too! ■



EXEMPLARY

JOSEPH P. FIORE, M.D.

Dr. Fiore did it again... He has won FIRST PLACE in the Television Category of the FMA Medical Speakers Awards for his winning entry, "Reach Out For Life" on WINK-TV, a three part series and documentary on teenage drug abuse in Southwest Florida. Dr. Fiore was presented his award at the FMA Annual Meeting in Miami Beach.

NATIONAL AWARD

The National Association of Physician Broadcasters held their Annual Health Reporting Conference this summer, and Dr. Joseph Fiore received special recognition for his sheer body of work in medical reporting. The award was the First Annual NABP Career/Achievement/Community Service Award. It recognized not only his individual pieces but his continued involvement in volunteering in the community. ■

FMA 1990 ANNUAL MEETING
SEPTEMBER 12-16, 1990

Lee County Medical Society Delegates Report



1st Row (seated) (L to R): T.T. (Sam) Knight, M.D., Kim L. Spear, M.D., Ann Wilke, Executive Director, Valerie C. Moore, M.D.
2nd Row (standing) (L to R): Joseph P. Walker, M.D., Steven R. West, M.D., Francis L. Howington, M.D., Robert E. Amali, M.D., Rodger W. Shaver, M.D.
Empty Seat: Larry P. Garrett, M.D., Chairman (Dr. Garrett had to leave after first session. First time he has missed a House of Delegates Meeting in 20 YEARS!)

REFERENCE COMMITTEE I
HEALTH AND EDUCATION

LCMS Delegate:
T.T. (Sam) Knight, M.D.

The reports were reviewed of the Council on Scientific Activities, chaired by Pierre J. Bouis, Jr., M.D. of Tampa. The Council has the responsibility to provide continuing medical education through accreditation of hospitals, county medical societies and specialty societies. The Committee oversees the activities of the Committee on Medical Education, Subcommittee on Accreditation, Subcommittee on Programs, and workshops for Sponsors of Continuing Medical Education.

The Council on Specialty Medicine, chaired by Alvin E. Smith, M.D. reported on the Statewide PRO overview by Dr. Charles B. Slonim, Director, Legislative Issues of the FMA. Considered the Voluntary Peer Review Committees established by the Florida Society of Dermatologic Surgeons and Florida Society of Dermatology; Practice Parameters; Public Health Nursing and Committee on Allied Health Professions. The Council reviewed the applications of twenty-three special societies due for re-recognition by the FMA.

Tanning Facilities Regulation: The Council concurred with the Florida Society of Dermatology that tanning facilities in Florida need to be regulated for the protection of the public's health and recommended that the FMA seek legislation.

Reference Committee reviewed the Board of Governors Report. Jacques Caldwell, M.D. of Volusia County was appointed Editor of THE JOURNAL OF THE FLORIDA MEDICAL ASSOCIATION.

Resolution 90-15 CME credits for participants at AMA/FMA Leadership Conference. ADOPTED.

Resolution 90-33 Review for Scientific Contents: Recommended that FMA Communications and public promotional activities with scientific content be reviewed and approved for accuracy and consistency for FMA policies committees and councils. Resolved that the FMA House of Delegates

codify FMA policy requiring that commercial and noncommercial be noted. ADOPTED AS AMENDED.

Resolution 90-69 Athletic Event Volunteers: FMA encouraged physicians to volunteer to cover community athletic events, coordinate effort with athletic trainers; Resolve, appropriate training and certification for members of sport medicine teams and FMA continue to seek liability relief for physicians volunteering their services to cover athletic events. ADOPTED.

REFERENCE COMMITTEE II
PUBLIC POLICY

LCMS Delegate:
F.L. Howington, M.D.

The Council on Medical Services, chaired by Joseph T. Ostroski, M.D., Miami, held three meetings during the 1989-90 Association year. The Council reviewed many issues pertaining to a broad spectrum of concerns and responsibilities of the eight committees under its purview. These issues included continued emphasis on the Human Immunodeficiency Virus (HIV) and Acquired Immune Deficiency Syndrome (AIDS); matters related to Florida's elderly population; correctional medical care; emergency medical services, public health; school health; substance abuse; and voluntary health agencies and activities; as well as many other areas of interest to the medical profession which impact upon health care services and the health status of all Floridians.

The following Resolutions were considered and presented to the House of Delegates for final action.

Resolution 90-1 Educational Programs for Smoke Free Hospitals: Resolved to develop active Smoking Cessation Programs to be conducted in the hospitals of the State of Florida to benefit hospital employees. APPROVED.

Resolution 90-27 Treatment versus Criminalization: Physicians role in drug addiction during pregnancy. Resolved to oppose legislation that criminalized maternal drug addiction or requires physicians to function as agents of law enforcement and to

LEE COUNTY
RECEIVES AWARDS
AT FMA
ANNUAL MEETING

Special Recognition

The FMA presented Mr. Ken Sneed of WINK-TV a special recognition award for his contributions to health reporting in the past seven years.

FMA Medical Journalism Awards:

Bob Austin, First Place in FMA 1990 Excellence in Medical Journalism Awards for his three part series on head injuries. This award will be given at the Media & Medicine Conference in October in Orlando.

Beth Francis, News-Press Reporter, won second place in the FMA Excellence in Medical Journalism Awards in Dailies over 50,000 circulation for her entry "Little Miracles".

Jamie McGrath, Reporter for The Observer newspapers won second place in the Weeklies Category with her entry of "Overcoming the Epidemic of Fear". ■

AUXILIARY
PROJECT

The Lee County Auxiliary, in conjunction with area hospitals and the Lee County School Board, has taken on a new project, the **Youth Support Card**. This project furnishes a laminated business size card which has 24 hour toll free 800 numbers which teenagers may call in times of need. They will provide the youth with instruction on where to receive appropriate help with problems such as alcohol abuse, child abuse, rape, eating disorders, etc.

Our special "thanks" to Cape Coral, East Pointe, Charter Glade, Lee Memorial and Southwest Florida Regional Medical Center and the Lee County Medical Society for their financial support. We should be receiving the cards in October and will distribute them to all middle and high schools in Lee County with the help of the School Board. ■

Mrs. Janice (David) Helligman
Project Coordinator

MEDICAL
BOOKMARK

There is a new face at the Thomas R. Connelly Medical Library at Lee Memorial Hospital. It belongs to the new Medical Librarian, **Lou Ann Finnucan**. She began her studies on June 4 and hails from Connecticut where she was Manager of the Health Sciences Library at Griffin Hospital, a Yale School of Medicine affiliate. Lou Ann received her bachelor's and master's degree in library science from Southern Connecticut State University in New Haven. While in Connecticut, Lou Ann was affiliated with the Connecticut State Medical Society as a member of the survey team and was Vice President of the Connecticut State Association of Health Science Libraries as well as Education Coordinator for the North Atlantic Health Science Libraries. She was also a member of the Board of Directors of the Lower Naugatuck Valley United Way, Lower Naugatuck Valley Council on Alcohol and Drug Abuse, Catholic Family Services and the Derby Neck Library as well as Chairperson of the Finance Board for the City of Derby. ■

encourage legislative funding for maternal drug addiction treatment. Referred to Board of Governors.

Resolution 90-28 Task Force on Drunken Driving: Resolved to support all efforts to remove drunken drivers from roadways and urge the Governor to develop task force on driving to address this problem. APPROVED.

Resolution 90-37 Physicians in Public Health: Resolved: FMH support public health policies in Florida which promote physicians leadership roles at the public health level and whenever possible, this physician should have training in public health. APPROVED. REPORTS CONTINUE ON INSERT

WHAT'S NEW?*Current News & Happenings At Area Hospitals***LEE MEMORIAL HOSPITAL****DRIVER'S TRAINING FOR THE PHYSICALLY IMPAIRED**

Lee Memorial Hospital is pleased to offer an Adaptive Driver's Evaluation and Training Program for the physically impaired through its Rehabilitation Center. Driving is now an attainable goal for many spinal cord, brain injured, stroke, amputee and other rehabilitation patients.

First, there is an assessment of the potential participant by an occupational therapist from the hospital's Rehabilitation Center. Physical, cognitive, visual and perceptual abilities are measured through a computerized program to provide information on the client's functioning related to the safe operation of a motor vehicle.

The second phase includes a behind-the-wheel assessment and training on the Fort Myers High School Driver's Training Course by an occupational therapist who is also a Certified Driver's Training Instructor.

The final phase is an evaluation of the client's abilities to safely operate a motor vehicle on public roadways.

The custom designed, specially adapted car was purchased through funds raised by Lee Memorial Hospital's Development Program, including donations from the Family of Friends Annual Giving Program, Neurology Associates of Lee County and Home Medical Equipment Company. For more information on the program, call 336-6923. ■

NUTRITION PLUS

The Wellness Center at Lee Memorial has complemented its full range of programs with Nutrition Plus, a special weight management program for individuals who weigh 20 percent or more above their ideal body weight.

The program includes a three month membership in The Wellness Center, so the client will have the support and guidance of trained, hospital based exercise physiologist and access to appropriate equipment for the exercise component. Nutrition Plus focuses on diet, exercise and behavior modification; solid foods are part of the diet from the beginning. In addition to the dietitian, the client's private physician is closely involved with the program and a physician referral is required to participate. Call Ginger Patterson at 334-5137 for more information. ■

SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER
"ALZHEIMER'S DISEASE AND OTHER DEMENTIAS"
PROGRAM PRESENTED

The Neurological Institute of Southwest Florida Regional Medical Center will present "Alzheimer's Disease and Other Dementias" on November 10th, 1990 at the Community Health Care Auditorium at 3935 Fowler Street. Topics will include an explanation of the disease process on the brain; home and hospital care for the affected patient; and coping techniques for caregivers and/or family members.

The program will be presented by physicians from the Mayo Foundation for Medical Education and Research, the Neurological Institute of Southwest Florida Regional Medical Center, and other health care professionals who work directly with patients diagnosed as having Alzheimer's or other Dementias. CME's and CEU's have been applied for. Fees are \$15 per person. For reservations or more information call 939-8478. ■

CAPE CORAL HOSPITAL**MRI CENTER OPEN FOR BUSINESS**

Cape Coral Hospital is proud to announce the opening of the Cape Coral MRI Center. "We are pleased that MRI (Magnetic Resonance Imaging) is now available to the community of north Lee County." ■

ACKNOWLEDGEMENT

I would like to extend my sincere appreciation to all of you for your help in the medical care and thoughtful support throughout the illness of my wife Dolores.

Dr. William Harwin
Dr. Stu Harrison
Dr. Ahmad Azam
Dr. Ellen Sayet
Dr. Michael Kyle
Dr. Michael Katlin

Dr. Harris Bonnette
Dr. Washington Baquero
Dr. Stephen Hannan
Dr. Alan Siegel
Dr. Neil Pauker
Dr. Thomas Teufel

Sincerely, Dr. E. Gonzalez

CONTINUING MEDICAL EDUCATION

The Fifteenth Annual Seminar in Family Practice
November 1-4, 1990

Sundial Beach & Tennis Resort

Sponsored by:

Southwest Florida Osteopathic Medical Society
and Gulf Coast Hospital

23 hours Category I CME approved.
Contact: Dr. N.F. Centafant: 693-7400

FPIC POLICY:**PHYSICIANS CALLED TO MILITARY DUTY**

Florida Physicians Insurance Company today announced a premium adjustment program for physicians serving in the military reserve who are called to active duty due to the Persian Gulf crisis.

For those physicians who are called to full-time military service and cannot continue their civilian practices, FPIC will maintain professional liability coverage for that period; however, pre-

mium payments will be waived until the physician returns to civilian practice. Physicians who may continue their civilian practice on a part-time basis may not qualify for the full adjustment. Premium adjustments will be made based upon individual circumstances.

For further information, please call Jeannie Whittier, Vice President of Underwriting at 1-800-342-8349. Jacksonville physicians call 354-5910. ■

ANNUAL RISK MANAGEMENT CONFERENCE

SATURDAY, NOVEMBER 3, 1990

at

SONESTA HARBOR RESORT

Contact the Medical Society Office to register. Plan to attend this year.
Don't wait until the last minute!

All Licensed Physicians must complete 5 hours CME Risk Management by December, 1991
(for 1990-91 bi-annual renewal of license).

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- Other AIDS-Related Therapies

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MEDICARE PART B

Dear Provider/Supplier:

The purpose of this letter is to inform you that the 14 day payment hold policy will be reinstated for claims received on and after October 1, 1990. When the payment hold policy was first implemented on July 1, 1988, some providers and suppliers experienced cash flow problems. We believe that your members can minimize the reoccurrence of such problems on October 1, 1990, by doing two things:

1. Managing their funds in a way that recognizes and accommodates the reduction in cash flow that will occur in the first half of October 1990, and
2. Filing claims early enough for them to be received by us before our last work day in September - Friday, September 28, 1990. While we encourage the early filing of claims, we would appreciate your members not waiting to the last day to file such claims. This could create an unmanageable volume of claims in a very short period of time. ■

**COPY
DEADLINE
15th OF MONTH**

CLASSIFIED ADS

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

Cost of Ads - \$25.00 for 4 lines.

Place Your Ad — Call 936-1645.

LET US HEAR FROM YOU!

**Your editorials
are always
welcome!**

Submit editorials to Lee County Medical Society, P.O. Box 06041, Fort Myers, Florida 33906-6041.



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939-1393



LCMS SPEAKERS BUREAU

R. Thad Goodwin, M.D., Chairman

The following physicians have been scheduled to appear on the noon news for the next few weeks.

September 7	Gordon Burtch, M.D. Vascular Surgery
September 14	John McGuire, M.D. Allergy
September 21	Alan Siegel, M.D. Pulmonary
September 28	Lowell Hart, M.D. Hematology/Oncology
October 5	Gerardo Gamez, M.D. Neurology
October 12	Rex Gomez, M.D. Gastroenterology



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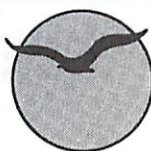
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263-8339

MEDICAL SOCIETY MEETING

Royal Palm
Yacht Club

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

OCTOBER 15, 1990

SPEAKERS:

Dr. Robert M. White,
Ph.D., D.A.B.C.C.

and

William J. Burkhardt,
M.S.H., C.E.A.P.

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