



Merry
Christmas

and

Happy
Hanukkah



PRESIDENT'S MESSAGE



WILLIAM P. EVANS, M.D.

As 1991 comes rapidly to a close, several thoughts come to mind as I look back at the year. First, we have certainly seen tremendous growth in Lee County this year. We have an unprecedented number of new doctors in the Lee County Medical Society. There are now almost 450 members of our Society as we continue to grow and diversify. Our common bond and common advocate will remain the Lee County Medical Society and Florida Medical Association.

Additionally, because of recently passed legislation at the front, our Osteopathic colleagues will be eligible to apply for membership. We should encourage them to do so, and hope that their joining us will further strengthen our Society.

We've seen two new hospitals open this year in Lee County. I doubt there is another county in the Country that can say that. We are definitely in a unique area. Growth creates new problems, but also new opportunities for each of us in our own practice. The face of medicine here is changing with seven hospitals now open. It's up to all of us to change with it.

We had a successful legislative session in Tallahassee this year, thanks to the diligent efforts of our FMA leadership, our lobbyists, and our members. The thousands of letters and phone calls to our legislators were effective in supporting our causes but tremendous challenges lie ahead. The advocates of mandatory Assignment, Canadian style health care and increasing PRO restraints are getting ready for 1992. We need to be ready as well and redouble our efforts to protect ourselves and our profession.

(Continued on page 2)

LEE COUNTY MEDICAL SOCIETY AND AUXILIARY

Invite You To A
HOLIDAY PARTY

Monday, December 16, 1991
at

THE VERANDA

2122 Second Street
7-11 P.M.

CASH BAR

Piano Music by Lila

NAME: _____

PLEASE MAKE _____ RESERVATIONS

Reservations must be received by 12/12/91
Guests & Non-Members other than spouses - \$30.00 per person

NOVEMBER MINI INTERNSHIP PROGRAM



First Row: Jerry Fink, Northwestern Mutual Life Insurance Company; Lillian Middletown, SW Florida Center for Independent Living; Ray Jackson, Dr. Ella Piper Center, Inc.; Glenn Wing, M.D., Ophthalmology/Retinal Diseases.

Second Row: Michael G. Morgan, M.D., Family Practice; Valerie C. Moore, M.D., Program Chairman; Alexander J. Lozano, M.D., Otolaryngology; Joseph P. Walker, M.D., Ophthalmology/Retinal Diseases.

Not pictured: David Glass, Deaf Service Center; Jansi P. Karan, M.D., Gastroenterology.

Our host hospital for the November program was East Point Hospital at Lehigh Acres. On Wednesday morning we all enjoyed a wonderful breakfast while sharing our experience being with a physician for two days. Mr. Les Beard and Mrs. Debbie Middleton welcomed the interns and the faculty and expressed how pleased they were to participate in the Mini-Internship Program. The interns were impressed with the caring attitudes and the way in which each patient was individually cared for by the busy physician and staff. The faculty was just as impressed with the program and the way their patients received the mini-intern. ■

ATTENTION! ATTENTION! MEDICARE SEMINAR ON CODE CHANGES

There will be drastic changes in the new CPT IV evaluation and management procedures codes which entail office visits, hospital visits, consultations, and all other visits regardless of location of services, to be implemented on January 1, 1992.

This change is so sweeping that there is no direct correlation between the 1991 codes and 1992 codes. In the past there was a crosswalk that would indicate the appropriate code to use for codes deleted from the previous CPT book; the new codes are so different that a crosswalk is not even a possibility.

The FMA and the Medicare Part B Provider Education Department have joined together in giving presentations throughout the State to reach physician offices in such a short time.

Ft. Myers Seminar
Southwest Florida
Regional Medical Center
December 16 & 17
Call 939-8478 to register

Other Seminars:

December 17, 1991
Pensacola
6:00-9:00 P.M.

Escambia County Health Dept.
Auditorium

December 17, 1991
Orlando

Final Details are currently
being arranged

To register for all sessions or more
information, call Kerri Cook at FMA
(904) 356-1571. ■

DISNEY DISCOUNT CARD

The Disney World and Disneyland Discount Card is now available through the Walt Disney Magic Kingdom Club, offered by the Lee County Medical Society. If you would like to receive the discount card, you may do so by contacting our office, 936-1645. ■

LEE COUNTY
MEDICAL SOCIETY
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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.

PRESIDENT'S MESSAGE

(continued from page 1)

Every member of our Society should make a pledge to become involved in some way to help in this cause. Don't be apathetic. All of us working together can make a difference.

Finally, I would like to say thank you to all our members for allowing me the privilege to serve as President of Lee County Medical Society for 1991. This has been an honor for me. It has also been a great learning experience. I wish Valerie Moore and her Board a great year in 1992. Give her your support. ■

COMING EVENTS

FMA LEADERSHIP CONFERENCE

January 9-12

Sawgrass, Marriott Hotel

All members are encouraged to attend. ■

PAINT YOUR HEART OUT LEE COUNTY

March 14, 1992

March 21, 1991 - Rain Day

We will be painting a house this year and are looking for volunteers. Lots of fun and fellowship. ■

VIDEO HEALTH FAIR

March 25, 1992

Watch your mail for the sign-up sheet. ■

FLORIDA LEGISLATURE TO CONVENE EARLY

Committees start meeting January 14th and the close of the session is scheduled for March 13th. This is reapportionment year and the session may go until June 1; if so, we may face an onslaught of challenging legislation to the profession. Be involved and ready to protect your profession. ■

FEBRUARY MEETING

We have asked Rep. Porter Goss to speak to us on the Washington scene and Medicare. At this time, it looks like he will be able to attend. Mark your calendars. ■

NOVEMBER MEETING

Lee County news media won several awards in the FMA Excellence in Medical Journalism at the Annual Meeting. Several of the awards were presented at our November meeting. Below is a capsule of these awards.

Category: Smaller Market Television
First Place: Amy Hope Tardif, Reporter, and Scott Kurtz, Photographer WBBH TV
Topic: "More Than Skin Deep" a three part series on the Norplant Birth Control procedure

Ms. Tardif and Mr. Kurtz received their awards at the FMA Media and Medicine Conference in Orlando.



Mr. Tom Savage, Photographer, receiving the award for himself and Jim McLaughlin from William P. Evans, M.D., President.

Second Place: Jim McLaughlin, Reporter, and Tom Savage, Photographer WINK TV

Topic: "Nicaragua Now" Increased awareness of the plight of the Nicaraguan people through the efforts of the Miami Medical Team.



Mark Johnson talking to Dr. Kim Spear in the FMA House of delegates before he was presented his award at the FMA Annual Meeting.

Category: Radio
Second Place: Mark A. Johnson, Lee Memorial Hospital Media Services for "Medical Digest," a 90 second news capsule on the latest advancements in technology and health care concerns.



Beth Francis and Amy Sheehan, Fort Myers News Press, received a plaque from Lee County Medical Society President, William P. Evans, M.D.

Category: Daily Newspapers with Circulation over 50,000
Topic: "Scarred For Life," a series to educate the public about cocaine affected children.

With the numbers of entries and winners in the FMA Excellence in Medical Journalism from Lee County, it shows that the news media in our area is focusing on health issues and doing quality work. We thank all the news media for their help in educating the public to health issues. ■

OPINIONS - EDITORIALS
LETTERS TO THE EDITOR

John W. Snead, M.D.

WHAT IS THE MOST IMPORTANT
HEALTH CARE REFORM TO BE
INACTED BY CONGRESS?

"The most important one Congress can't mandate: Institute private health insurance with a high deductible.

The second would be administrative cost."

Bruce Bacon, M.D., Surgeon



"Regulate insurance rates so that they can't be raised as soon as someone gets sick."

Flora Sakornsin, M.D., Family Practice



"Medicare reform. However, they are going in the wrong direction. They are concentrating on decreasing cost without realizing the reasons for the decreased cost. People are living longer."

J. Andrew Burnam, M.D., Otolaryngology



"Raise the retirement age. Medicine has been very successful in increasing patients life span."

Ben Martin, M.D., Ophthalmology

NEXT MONTH'S QUESTION

What is the most important improvement a hospital could make to care for your patients?

Send your comments to the Medical Society.

Bulletin deadline is the 15th of each month . . . we want to see you in the print media! ■

COPY DEADLINE
15th OF MONTH

WHAT'S NEW?

Current News & Happenings At Area Hospitals

CAPE CORAL HOSPITAL

Cape Coral Hospital is developing a Medicare Certified Home Health Agency that will provide skilled nursing, physical therapy, occupational therapy, speech therapy, medical social service and home health aid service on a part time intermittent basis. The program should be fully operational in January, and will be called Cape Coral Hospital Home Health Services. ■

Cape Coral Hospital's Diagnostic Imaging Department is celebrating the completion of an extensive remodeling effort and the acquisition of new equipment.

Ultrasound was expanded from one room to four, allowing more privacy. Nuclear medicine was expanded from one room to two.

In September, the department purchased some new state-of-the-art equipment: a CT scanner, nuclear camera, and a Fuji laser camera and processor. The Fuji camera and processor takes the images from the CT scanner and nuclear camera, and puts them on film. Some of your patients might be interested to know that use of the CT scanner is now available on Saturdays between 8 a.m. and 4:30 p.m. to accommodate people who work during the week. ■

GULF COAST HOSPITAL

Gulf Coast Hospital in south Fort Myers has announced that Mammography Services have been added to the hospital's Radiology Department. A state-of-the-art Phillips low dose mammography unit is now available to perform mammograms and breast localizations. "We are very excited to offer this valuable service," commented Bud North, Radiology supervisor. "Education plays a key role in the detection of breast cancer so we have also incorporated this into our mammography services. All patients will be instructed and provided with information on Breast Self Exam (BSE)." North added, "A physician's order is not required, however, we do request that each patient have a referring physician." ■

EAST POINT HOSPITAL

Nearly 1,000 people toured the new Birthing Suites at East Point Hospital in Lehigh Acres at the grand opening on Saturday, November 2. The unit, which also includes a 12-bed nursery, a Caesarean surgical suite, postpartum rooms and other amenities, is located on the third floor of the hospital and is all done in mauve, pink and blue. Tours were also given of the new Cardiopulmonary Department, Endoscopy Suite, and Emergency waiting areas - all located on the first floor.

The opening celebration included a community leader breakfast, an ice cream social, Obie the Bear (the Obstetrical Services mascot), a blue grass band, clowns, balloons, and special treats for everyone.

In his opening remarks, East Point CEO, Les Beard, pointed out that the new obstetrical service is a two million dollar commitment to the community that also provides 40 new jobs. Obstetrician-Gynecologists Richard Pescitelli, M.D. and Robert Stratham, M.D. cut the ribbon with Pediatricians Osvaldo Morales del Cattsillo, M.D. and Roger Holt, M.D. (and a little assistance from Obie the Bear). ■

LEE MEMORIAL HOSPITAL

By the end of February, one of Lee Memorial Hospital's first Focused Care Center (FCC) will be up and running on 6 North as the new orthopedics center. Connie May, R.N., will be the Director of Patient Care.

An in-depth study of Focused Care by a team from Lee Memorial and Andersen Consulting has been underway for many months at LMH to create a model of care and to determine how best to implement the concept.

Focused Care actually involves restructuring the way hospitals, as we know them, operate. Administrative offices, admitting, a laboratory, pharmacy, radiology station and other necessary services will be located right there in FCC. The concept is to "focus" frequently used services in one location around a group of patients with similar needs so the patient and care team don't have to travel throughout the hospital and spend costly time waiting for services. Focused Care demonstrates a serious commitment by the Hospital's Board of Directors and Administration to constantly search for ways to provide better service to physicians and patients and will also help nurses and other caregivers in providing the personal care for which they were trained.

A care team of seven to ten people will be assigned up to seven patients for their entire stays and the team will be responsible for the care provided. Everyone on the team will have a heightened sense of responsibility for the quality of care provided and will be included in decisions involving the patient. This step is expected to improve communications and make receiving information about a patient's care easier for physicians since a knowledgeable team member will be available on each shift. ■

SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER

The first free tissue transfer in the Fort Myers area was recently performed at Southwest Florida Regional Medical Center by Marc Schneider, M.D., plastic/reconstructive surgeon. Free tissue transfer, also known as free flap surgery, involves harvesting an area of tissue based on its neurovascular supply, and microscopically re-attaching the neurovascular pedicle and flap to a new region of the body.

Free tissue transfer is most commonly used to provide a vascularized reconstruction in large, complex wounds such as those seen in extremity trauma. However, because the donor tissue used can vary from innervated skin, to facial or muscle and bone, complex reconstructions are now being performed. These range from facial re-animation utilizing innervated muscle transfers and vascularized mandibular reconstruction to hand and extremity reconstruction. The latest techniques in alopecia correction are also being performed with free flaps.

Dr. Schneider, along with Drs. John Hugill and Robert Brueck, perform these procedures utilizing the team approach. One team will harvest the donor tissue while the other team simultaneously prepares the recipient site. The teams then work together to microscopically re-vascularize, reinnervate and position the flap.

The procedure can vary in length of time required, from three hours to as long as 18 hours, based on the type and complexity of the reconstruction. However, the time required is well worth the effort as these flaps provide the most functional and aesthetic reconstructions that are presently available. ■

NEW MEMBER APPLICANTS

Application For Membership

Active members are requested to express to the Board of Censors or Board of Governors any information or opinions they may have concerning the eligibility of the applicants.

DOMINICK PAUL ARTUSO, M.D.

Dr. Dominick Artuso was born in Brooklyn, New York. He received his medical degree at the Universidad del Noreste in Tampico, Mexico and at the Universidad CETEC in Santo Domingo, Dominican Republic. He completed his internship at the Metropolitan Hospital in New York, New York and his residency at New York Medical College in Valhalla, New York. Dr. Artuso attended a fellowship at the New York Medical College in Valhalla in Surgical Critical Care.

Dr. Artuso is practicing Traumatic/General Surgery at 2780 Cleveland Avenue at Lee Memorial Hospital.



WILLIAM KEITH, M.D.

Dr. Keith was born in Galveston, Texas. He received his medical degree at the University of Florida in Gainesville, Florida. He completed his internship and residency at the University of Alabama in Birmingham, Alabama. Dr. Keith attended a fellowship at the University of South Florida in Gastroenterology in Tampa, Florida.

Dr. Keith is practicing Gastroenterology at 3615 Central Avenue, Suite 5 with Drs. Vogtland, Wolper, Petersen, and Harris.



JONATHAN S. DAITCH, M.D.

Dr. Daitch was born in Newark, New Jersey. He received his medical degree at Jefferson University in Philadelphia, Pennsylvania. He completed his internship at Fitzgerald Mercy Catholic Medical Center in Darby, Pennsylvania. Dr. Daitch completed his residency and attended a fellowship at Albert Einstein College of Medicine in Anesthesia in Bronx, New York.

Dr. Daitch will be practicing Anesthesiology at Medical Anesthesia-Garrett and Associates with Drs. Garrett, Gaar, Lo, Miller, Scholle, Williamson, Gezzar, Wilson, Goethe, and Brown.



ROBERT P. WALKER, M.D.

Dr. Robert Walker was born in Poughkeepsie, New York. He received his medical degree at Albany Medical College in Albany, New York. He completed his internship at Bassett Hospital in Cooperstown, New York and his residency at Albany Medical Center also in New York. Dr. Walker attended a fellowship at the Albany Medical Center in Diagnostic Radiology.

Dr. Walker will be practicing Diagnostic Radiology at 413 Del Prado Boulevard with Smith, Hendra & Gerson, M.D., P.A.



DONALD POLLOCK, M.D.

Dr. Pollock was born in South Orange, New Jersey. He received his medical degree at Albany Medical College in Albany, New Jersey. He completed his internship at The University of Virginia Hospital in Charlottesville, New Jersey and completed his residency at Strong Memorial in Rochester, New York.

Dr. Pollock is practicing Psychiatry at 28351 S. Tamiami Trail in Bonita Springs.



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**LEE COUNTY MEDICAL SOCIETY, INC.
1992 BUDGET**

The 1992 Budget has been set by the Board of Governors. **There will not be a dues increase for this year.** The estimated 1992 Budget is for the fiscal year, January 1, 1992 to December 31, 1992. A more detailed copy can be seen at the Society Office.

PROJECTED INCOME:

395 Active Members x \$365.00	144,175.00
Est. Profit - Meals/Interest/'91 Budget	34,857.00
Library - 395 Members x \$50.00	19,750.00
Total Budget	\$ 198,782.00

EXPENDITURES:

Personnel/Social Security/WC Taxes/Related Expenses	61,700.00
Operating Expenses/Meetings	32,468.00
Miscellaneous	11,394.00
Meetings/Meals (Dinner at \$18.60)	73,470.00
Library	19,750.00
Total Budget	\$ 198,782.00

Respectfully Submitted:
Phillip E. Andrews, M.D.
LCMS Treasurer
LCMS Board of Governors, 11/5/91

CLASSIFIED ADS

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