



**JANUARY 21, 1991
GENERAL MEETING**



GUY T. SELANDER, M.D.
114th FMA PRESIDENT

Dr. Guy Selander has been involved with medicine in Florida for 28 years. He is an active practicing Family Physician in Jacksonville. Dr. Selander was instrumental in the development of the Florida Medical Foundation Committee on Impaired Physicians. He is a strong defender of the medical community and feels that medical care in the United States is second to none.

Dr. Selander will be our speaker and install our 1991 Officers. ■

**PRESIDENT'S
MESSAGE**



WILLIAM P. EVANS, M.D.

I am honored to be the incoming President of the Lee County Medical Society for 1991. Beginning a new year makes one think of new goals and resolutions. There are several things that come to mind as this year begins.

Certainly, one goal is to be sure that our Society is one that is responsive to its members. As the liaison to the FMA and organized medicine, the LCMS should keep you informed about legislative and political events and of the updates that take place in Tallahassee and Washington. These are things which concern all of us. There are a number of other areas where the Lee County Medical Society can be effective, including PRO, medical malpractice issues, contacting our key area legislators, Medicare reimbursement, and advertising, just to name a few.

We have an unprecedented number of new physicians in Lee County this year, and I think it's important for those individuals particularly to realize that the Lee County Medical Society is here to work for you. Our purpose is not just to get together once a month for a few drinks and dinner. There are many issues in the medical arena today which cannot be solved individually, but require a strong unified voice. The Lee County Medical Society is an arm of the FMA and AMA and should be that voice. Help us to use it.

That brings up a second goal -- participation. I would like to see as close to 100% of our doctors as possible be members of the Lee County Medical Society. It is no secret that, to a large extent, many of our problems as physicians are directly related to apathy. It's always easier to take the attitude of letting someone else do it, or "Why should I bother, I can't make a difference." That attitude is self-defeating. Each one of us can make a difference if we choose to do so, but it takes a willingness to participate. Physicians working together is what makes the Lee County Medical Society a success. Don't be afraid to get involved. If you know someone who is not a member, ask them to join.

Thirdly, for this year, I would like to see us, as a Society, continue our efforts in the area of public relations and improving our image as physicians with the citizens of Lee County. I think the Mini-Internship

Continued on page 2

"DR. JOHN"

7 1/2

At Georgetown in the 1950's, it was possible to be fairly anonymous in the pre-clinical years. In fact, it was preferable. The upperclassmen told us: don't sit in front, don't sit in back, don't wear loud socks. The Professors were mostly Ph.D.s who hated medical students and whose only joy was to fail one of us. So, we studied hard and tried to look like the shadow of our neighbor.

The crowd thinned in the clinical years, which was good and bad. You needed recommendations for an internship, so it was essential that a few people associate your name with your face. That was good, if you were good, and the opposite, etc. (The only person who ever took an interest in me was the chief of the outpatient clinic; I watched them bring his body in from the tennis court and wondered if I should just pack up and forget it).

Anonymity was my nature, so I approached my clinical clerkships with trepidation. The first was Pediatrics, which proved to be no problem. Everyone was helpful, the atmosphere was collegial, I learned and worked and got along. To this day, I never met a mean Pediatrician. I suppose it's hard to be autocratic in a urine-stained tie.

But then came Surgery. I had heard awful stories and believed them. They used students; anything for a laugh; decency was neither required nor expected. You can't run screaming from the room while holding retractors, but if you do, just don't stop running. "You can't name the artery I'm hiding under this instrument? Didn't you take Anatomy? Do you have a name, mister? Don't hold that retractor so hard -- I plan to dissect out the gallbladder myself. Where do they get these students, the morgue?"

I did not believe I could play the part of a doorman. I was equally sure they wouldn't let me in the OR with a paper bag on my head, even if that maneuver had been invented then.

The day inevitably arrived. I was going to scrub and stand close enough to get an elbow in the ear and a hemostat across the knuckles if I sneezed into the peritoneal cavity. I would have to think and breathe at the same time.

I had read a story about a medical student's first time in surgery, and his humiliation on not knowing his glove size. At the moment, this story was all I could remember about anything. "What, you don't know your glove size? My God, don't you know ANYTHING? How can I operate with IDIOTS? HAHAAHAHAHA!"

I had not the slightest idea of my glove size. Medium? #2? I didn't even know the unit of measure.

You should understand that I was a shy recluse when sober, and I didn't think the usual remedy for this would be appreciated in the O.R.

Some kind soul showed me how to scrub, and I did that until the bleeding

Continued on page 2

**HAVE YOU HAD
HEALTH INSURANCE
PREMIUMS INCREASE
THE PAST YEAR?
READ ON . . .**

**Re: FMA Sponsored Medical Program
for Physicians and Staff**

Dear Lee County Medical Society Member:

In reviewing current insurance or financial publications, many comments are readily available about rising medical costs and the corresponding increases in health insurance premiums. The FMA sponsored Group Medical Program is experiencing the same problems as the claims payments compared to premiums collected for the FMA Sponsored Group Medical Program continues to be high.

There are no magic answers to reducing these premium increases, but the general public, medical providers and third party payors continuously are seeking ways to control these costs in order to maintain the affordability of health insurance.

We too are constantly searching for additional ways to control claims cost which helps to control premiums without penalizing the insured and provider.

One possible solution is we will be offering our insureds a Preferred Provider option whereby FMA members would contract with FLAMEDCO to provide medical services to our FMA insured (including FMA members, their families and employees) and accept payment on a pre-determined fee basis. This should then allow us to discount the premiums for those electing the PPO coverage.

Please respond to the survey that was mailed twice to all FMA members. Return to FLAMEDCO as soon as possible.

The purpose of establishing this Preferred Provider Organization is not only to benefit our current FMA insureds, but to try to provide a program for those of you who are FMA members but who are not currently insured through the FMA Sponsored Insurance Program an opportunity to enroll, which may provide you with coverage that may be more competitive as far as premiums are concerned than your current medical coverage.

Sincerely,
Jack L. McAbee
Vice President

Editor's Note: 63 physicians have responded from Lee County - we need YOUR input, send back the survey form.)

**MEDICAL SOCIETY
MEETING**

**Royal Palm
Yacht Club**

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

**JANUARY 21, 1991
INSTALLATION
OF OFFICERS**

SPEAKER:
Guy T. Selander, M.D.
114th FMA President

TOPIC:
"Organized Medicine
in Today's Environment"

**"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.

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YOUR CONTRIBUTION TO
UNITED WAY . . .
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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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1991 LCMS OFFICERS & BOARD OF GOVERNORS



WILLIAM P. EVANS, M.D.
President

Medical Specialty: Urology

Education: B.A. Degree, College of Wooster, Ohio; M.D. Degree, University of Cincinnati; Surgery Internship, Bowman Gray School of Medicine; Urology Residency, North Carolina Baptist Hospital.

Married to Lisa. Has three children.

Hobbies: Piano, fishing, skiing

"Participating in the LCMS has afforded me the opportunity of learning more about how organized medicine works. It helps to keep me informed. Moreover, it's my way of paying back for all the advantages and opportunities medicine has given me over the years."



VALERIE C. MOORE, M.D.
President-Elect

Medical Specialty: Ophthalmology

Education: B.S. Degree, Memphis State University; M.S. Degree, Florida State University; M.D. Degree, University of Florida; General Surgery Internship, University of Florida; Ophthalmology Residency, University of Kansas.

Married to Jeff Moore, Hendry County School Teacher. Has two children.

"Participating in your professional organization is important for helping direct the future course of medicine. I believe each individual can make a difference."



RODGER W. SHAVER, M.D.
Secretary

Medical Specialty: Diagnostic Radiology

Education: M.D. Degree, University of Minnesota Medical School; Intern Medicine Internship, University of Florida; Diagnostic Radiology Residency, University of Florida. Special interest in Interventional Radiology.

Married to Cynthia. Has five children.

Hobbies: Tennis, Boating, "children"

"The Lee County Medical Society should be a tool to maintain the public health of our community and to preserve medicine as a fulfilling profession. The Society must have the active participation of its membership to function well in this capacity."



PHILLIP E. ANDREWS, M.D.
Treasurer

Medical Specialty: Otolaryngology; Head and Neck Surgery

Education: M.D., Medical College of Georgia; Internship, Roanoke Memorial Hospital, VA; Residency, WVA Medical Center; Special interest in Allergy.

Married to Cindy. Has four children.

Hobbies: Gardening, fishing, cars

"I am involved in the County Society because direct participation is the only way to keep the organization moving forward. We all need and benefit from organized medicine."



RONALD J. DELANS, M.D.
Member-At-Large ('92)

Medical Specialty: Internal Medicine; Nephrology

Education: B.S. Degree, Magna Cum Laude, University of Miami; M.D. Degree, University of Miami School of Medicine; Internship at University of Miami Affiliated Hospital; Internal Medicine Residency, University of South Florida; Nephrology Fellowship, Northwestern University and University of South Florida.

Married to Mary. Has two children.

Hobbies: Golfing, traveling and foremost spending time with my children.

"My goals are to maintain the highest of ethical standards in our medical community and to encourage our physicians to continue to provide quality patient oriented healthcare."



DONN O. FULLER, M.D.
Member-At-Large ('92)

Medical Specialty: Orthopedic Surgery

Education: M.D. Degree, University of Iowa Medical School; Orthopedics Internship and Residency, Mayo Clinic; Special interest, Arthritis Surgery, Sports Medicine and Arthroscopy.

Single

Hobbies: Snow skiing, windsurfing, tennis, fishing

"I appreciate being asked to serve on the Medical Society Board and I will serve you to the best of my ability."

PRESIDENT'S MESSAGE

(continued from page 1)

Program and the Senior Care Program are two good examples of some positive steps that we have taken in this area in the past several years. The Mini-Internship Program this year will be in the capable hands of Dr. Valerie Moore. I encourage each of you, if asked, to participate. However, the one thing with the Mini-Internship Program is that we can only reach a limited number of people, usually about 4 to 6 each session. We need to reach more people than that. Each of you touch hundreds of people each week in your offices . . . good public relations begin there. People in our county need to realize that we are not, here again, greedy, and aloof as we are often portrayed by the press. Programs like the Mini-Internship Program and the Senior Care Program help the public understand that we do care.

Again, I look forward to working for you, and with you this year. Let's make it a good one! ■

DR. JOHN

(continued from page 1)

became too severe. I backed into the next room and a nurse slid the gown over my outstretched hands, pulled it snug around me and tied the strings.

Now my hands were suspended in space, gleaming in the bright lights. Maybe they will just fall off. Please, let them fall off. My fingers still wiggled. Oh, crap.

The nurse looked at my hands. She looked at my eyes. Here it comes.

"You look like size 7 1/2," she said. She could have said, "You look like the square root of Avogadro's Number," and I could not have argued.

I gurgled some reply, the details of which are lost to history, and then plunged my hand into the outstretched latex glove, managing to match digit for digit. It fit! I belonged! Gimme that scalpel thing!

To this day I don't know how size 7 or 8 gloves feel. I don't care. I do know that Aesop was correct; no act of kindness, however small, is ever wasted.

Thank you, ma'am. ■

John R. Agnew, M.D.



STEVEN R. WEST, M.D.
Member-At-Large ('91)

Medical Specialty: Cardiology

Education: Undergraduate School, Indiana University; M.D. Degree, Indiana University School of Medicine; Internal Medicine Internship and Residency, Indiana University School of Medicine; Cardiovascular Disease Fellowship, Indiana University and the Krannert Institute of Cardiology.

Married to Jane. Has quadruplets and one regular child.

Hobbies: Golfing, tennis and raising children.

"The Lee County Medical Society has an important role to play in improving the public image of physicians as well as improving the delivery of health care in Lee County."



KIM L. SPEAR, M.D.
Past President

Medical Specialty: Dermatology

Education: Undergraduate at University of Illinois; M.D. Degree, University of Illinois, Residency, Mayo Clinic.

Married to Jayne. Has three children.

Hobbies: Skiing, golf

"I HAVE SAID ENOUGH!"

DOCTOR
OF THE DAY
PROGRAM

With the 1991 Florida Legislative Session drawing near, it is time to begin scheduling physicians to serve as Doctor of the Day. Physicians who are willing to give a day of their time during the session provide a means to meet a very real need in health care for our legislators and their staffs. In addition, this program proves to be a vital factor in improving physician-legislator relations.

The Regular Session begins March 5, 1991 and is scheduled to adjourn on May 3, 1991. During the 1991 Session, the FMA has reserved a room at a local hotel to be used by the Doctor of the Day and members of his/her family. This year there will again be two Doctors of the Day, one each for the House and Senate.

If you desire to serve in 1991, please call the Society office for the form list, your first, second and third preferences, and return to: P.O. Box 10269, Tallahassee, FL 32302. The Doctor of the Day Program is provided Tuesday through Thursday until April 5. The service is provided Monday through Friday thereafter.

Ms. Carol deJarnette, FMA Capital Office, will be coordinating the arrangements for the Doctor of the Day Program. ■

WHAT'S NEW?

Current News & Happenings At Area Hospitals

CAPE CORAL HOSPITAL

CAPE CORAL HOSPITAL HOSTS "ELDERLY AND ALZHEIMER'S DISEASE" PROGRAM

Cape Coral Hospital will host a Continuing Medical Education (CME) program on "The Elderly and Alzheimer's Disease" on Thursday, January 24th in VIP Rooms A and B at the hospital.

Nationally known lecturer Morris Green, M.D., Ph.D., Medical Director at the Daughters of Miriam Center of the Aged in Clifton, New Jersey will be the speaker. The program will begin at 6 p.m. with cocktails and dinner.

For reservations to this event, call Yvette Sisco at 574-0393 by January 22nd.

The program is sponsored by Mead-Johnson Pharmaceuticals.

OUTPATIENT TESTING CENTER TO OPEN

The Outpatient Testing Center of Cape Coral Hospital will open its doors on January 2nd, 1991.

This new facility is equipped to handle all the necessities needed to perform: chest x-rays, sinus x-rays, Holter monitor, charts, lab work, EKS and Pre-admission testing. They are staffed with fully qualified technicians to take care of all physician testing requests.

Cape Coral Hospital's Outpatient Testing Center is located at 4617 Del Prado Boulevard (on the northeast corner of Del Prado and Coronado intersection). The Center will be open Monday through Friday from 7 a.m. to 4:30 p.m.

For more information, call the Center at 549-8884. ■

LEE MEMORIAL HOSPITAL

DONALD GERSON NAMED PRESIDENT OF MEDICAL STAFF

Donald E. Gerson, M.D. has been named 1990-91 President of the Lee Memorial Hospital Medical Staff. A radiologist, Dr. Gerson has been on the Medical Staff at Lee Memorial since 1976. He is a graduate of Harvard University Medical School and completed his internship at Mount Sinai Hospital in New York and his residency at Peters Bent Brigham Hospital in Boston. Dr. Gerson is Board Certified in Radiology.

Other Lee Memorial Hospital Medical Staff Officers include Peter M. Sidell, M.D., Thoracic Surgeon, President-Elect; Lawrence R. Antonucci, M.D., Obstetrician/Gynecologist, Past President; and Department Chairman Paul D. Mantell, M.D. Internal Medicine; Thomas E. Kowalsky, M.D., General Surgery; Randall P. Cowdin, M.D., Obstetrics/Gynecology; Manuel J. Mon, M.D., Pediatrics; Curran Nichol, M.D., Emergency Medicine; George E. Kaleris, M.D., Pathology; and Robert E. Gerson, M.D., Radiology.

Department of Medicine Representatives on the Executive Committee include Michael G. Raymond, M.D., Oncologist/Hematologist; George P. Fitzgerald, M.D. Family Practitioner; Lane R. Carlin, M.D., Neurologist; Ronald J. Delans, M.D., Nephrologist; Stephen E. Hannan, M.D., Pulmonologist; Douglas D. Heldreth, M.D., Internist; Edward J. Toggart, M.D., Cardiologist; and Nancy M. Troast, D.O., Internist.

Department of Surgery Representatives on the Executive Committee include Michael J. Sweeney, M.D., General Surgeon; Abbott Kagan, II, M.D., Orthopedic Surgeon; Richard J. Lane, M.D., Otolaryngologist; Jeffrey W. Lewis, M.D., General Surgeon; and Donald C. Williamson, M.D., Anesthesiologist.

Lee Memorial Hospital's Medical Staff is composed of 472 physicians representing almost 50 specialties. Approximately 75 percent of the Medical Staff is Board Certified. ■

SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER LABORATORY RECEIVES CERTIFICATION

In October, the Clinical Laboratory at Southwest Florida Regional Medical Center received a two-year certification from the College of American Pathologists (CAP). The internationally recognized certification verified that The Center meets the highest standards in a clinical laboratory environment. The laboratory is one of 4,000 CAP accredited laboratories in the nation.

According to Phil Lotti, Administrative Director of the Laboratory, a CAP certification tells the community "this laboratory facility and its professional personnel can be depended on to provide the most effective, efficient quality services available. It is also a signal of excellence to the physicians and patients who receive service from the laboratory. They can feel comfortable knowing results generated meet the highest standards of accreditation that can be achieved in the clinical test environment. CAP certification provided a high confidence level in these groups.

To receive CAP certification, a facility is inspected by a team of laboratory scientists and pathologists. Using stringent guidelines, they inspect procedures, quality assurance protocols, recording of data, dissemination of results and the qualification and performance of laboratory personnel. Larry Seidenstein, M.D., Medical Director of the Laboratory, added, "We are pleased we continue to receive CAP certification."

"It's important not to lose sight of the fact that it's the quality and technological proficiency of the professional laboratory scientists and pathologists that make the system work. They operate the equipment, analyze the specimens, interpret the data and keep current on technology. It is always the people who make the real difference in a quality laboratory. We are happy their efforts have been recognized," concluded Lotti.

SATELLITE PHOTOGRAPHY IN CATH LAB

One of the most revolutionary medical devices since the CT scanner, the BiPlane Digital Cardiac Imaging System is now used at Southwest Florida Regional Medical Center. The computerized system, originally developed for high-resolution satellite photography, now provides detailed X-Ray movies during cardiac catheterization and angioplasty. According to Richard H. Davis, M.D., cardiologist and Medical Director of the Catheterization Lab, "The Center is the first facility in Florida to obtain this equipment."

"After looking at cath labs in many parts of the country, we determined the Phillips DCI to be the most advanced. With this new digital equipment, our lab will have the most modern diagnostic capabilities available, making it one of the premier labs in the Southwest.

"The DCI will help us in the interpretation of data and will allow a quality of imaging which is superior to any other system. Therefore the quality of results and the data derived will be at an advanced level," concluded Dr. Davis. The sophisticated imaging will be especially beneficial for cardiac diagnostics. ■

REGARDING HOME ADDRESS

The Lee County Medical Society Office cannot and does not give out home addresses or home telephone numbers. We asked for this information on our survey in case of emergency and to use in a disaster. PLEASE DO NOT CALL OR ASK FOR THIS PRIVATE

INFORMATION!

Also, we need to be kept apprised of any changes in your office addresses, telephone numbers and office managers. WE TRY TO KEEP IN TOUCH, SO YOU BE IN TOUCH... SEND US YOUR CHANGE OF ADDRESS! ■

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FLORIDA PHYSICIANS ASSOCIATION BATTLES FTC

The FPA is currently facing an extremely important battle with the Federal Trade Commission. The case involves an IPA of Ob Gyn physicians in Jacksonville. The FPA helped form the IPA in 1987. The IPA successfully negotiated several contracts, one of which was with Av-Med. Almost immediately the FTC began an investigation of both the IPA and the FPA. Now the FTC is threatening to file a complaint in Federal Court. Two separate issues are involved.

The first issue is:

Many private practicing physicians lawfully join together in independent practice associations or similar types of groups for the purpose of contracting directly with employers, HMO's, PPO's, etc. without the "group" becoming a typical financially integrated group practice or being capitulated as a group for the services it offers.

It is our position that if the purpose and actions of the group are pro-competitive then it may lawfully negotiate contracts. The FTC staff says no. This issue may well be crucial to the future of the private practice of medicine. Many employers are seeking innovative ways to provide health care benefits. They are dissatisfied with HMO's and PPO's and are looking instead to contract directly with providers. In order for such direct contracting approaches to be feasible employers must be able to contract with groups such as IPA's where private physicians join together to enter into certain types of agreements but otherwise maintain their independent practices.

The second issue is:

May the FTC lawfully order restitution in such cases.

In our case, the FTC argues that the doctors successfully negotiated fee increases for the group. The FTC further argues that such joint negotiations were illegal. It therefore is seeking to have the physicians repay to Av-Med the increased fees the physicians allegedly received. This is a never before tried approach for the

FTC. We do not believe the FTC has the lawful authority to order restitution. If the FTC succeeds in this case, it would apply not just to physicians but to all types of FTC alleged price fixing cases.

If the FTC is successful, the combined impact of these two positions would make the creation or continuation of physician controlled IPA's anywhere in the country very risky.

CLASSIFIED ADS

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

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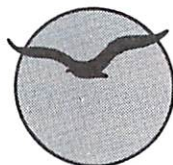
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**MEDICAL SOCIETY
MEETING**
Royal Palm
Yacht Club

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

JANUARY 21, 1991
INSTALLATION OF OFFICERS

SPEAKER:
Guy T. Selander, M.D.
114th FMA President

TOPIC:
"Organized Medicine
in Today's Environment"

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