



MAY MEETING TOPIC:

"The Experience Of A Community Orthopedist In Desert Storm Deployment"

Our May General Meeting will be an informative evening with Dr. Andrew S. Greene. He will share with us his experiences during his deployment in Saudi Arabia during the Gulf War. ■

MEDICAL SOCIETY MEETING

Royal Palm
Yacht Club

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

MAY 20, 1991

SPEAKER:

Andrew S. Greene, M.D.

TOPIC:

"The Experience of a
Community Orthopedist
In Desert Storm Deployment"

"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.

VIDEO HEALTH FAIR

JOE FIORE

Video Health Fair Coordinator,
Lee County Medical Society

"On behalf of the Lee County Medical Society as well as personally, I would like to thank everyone who participated in the Seventh Annual Video Health Fair.

On April 3, 1991, physicians from Lee, Collier and Charlotte Counties had a chance to show the public their sincerity in wanting to promote good health. The call was answered admirably. Many people contributed to this wonderful public service project (doctors, wives, Society staff, WINK-TV and all its employees).

To all of you who helped, a sincere **Thank You** — I am proud to be a member of a profession that cares enough to continue to serve the public in such an unselfish manner." ■

PRESIDENT'S MESSAGE



WILLIAM P. EVANS, M.D.

In the past few years I've seen Lee County experience exponential growth in a number of ways. Our medical community has been no exception to this. The Lee County Medical Society now has almost 500 physicians as members.

As you all know, the opening of Gulf Coast Hospital brings the number of hospitals in Lee County to six, and with the soon to be open Lee Memorial HealthPark, this number will be seven by year's end. This growth will force all of us as practicing physicians to make some significant choices about our practice and our lifestyles.

What do we do to cope with this growth? Do we go to more hospitals? Do we add more partners to our practice? Does all this mean more traveling, more committee meetings, more hours and more hassles?

These will be the questions that each of us must answer, and obviously not every physician or every group of physicians will make the same choices.

With more physicians and more hospitals, our daily paths will cross less and less often. Many physicians will seldom, if at all, interact due to staff privileges at different hospitals. What this means is that we're seeing the transformation of Lee County from a small medical community to an intermediate size city. Knowing everybody in town on a first-name basis has already become a real hardship of growth.

We should not forget that despite becoming larger, more diverse and geographically more separated, the importance of a common bond among all of us remains strong. Our strength as a profession is in our unity. We must be unified to be effective. This is where I believe the Lee County Medical Society will play an increasingly important role in the years ahead. The Lee County Medical Society provides a forum for all of us to come together

Continued on page 2

"DR. JOHN"

My Pen

I like to write, and the instrument of choice is a fountain pen. Some of you might not even know the term. A proper pen holds ink in the barrel, ink which flows through a gold-plated point, effortlessly leaving a bold, black line on good paper. It's like silk on silk. I love it.

I still have the two Parker 21 pens that got me through training, Air Force and early practice years. They had to be repaired, which means they never were the same again. They were followed by other pens, expensive and cheap, which blotted, skipped, leaked and made me mutter bad words. A small but important part of my life was missing.

At this juncture I received an advertisement for a Mont Blanc pen. It was beautiful. The copy was obviously written by a fellow devotee. How do I get it? Tell Me! Ah, here it is: send \$150 to the catalog company. Are you crazy? \$150 for a pen? Alice would have me committed.

I thought about that for four years, thought and thought and lusted. A general internist can't spend that kind of money for a pen. Gastroenterologists have them. Internists have Gold Cross pens, maybe. Family physicians have ball points with a corporate logo. Surgeons just borrow one from the nurse, and throw it away.

After one particularly good winter month, I screwed up my courage and sent the check; you only live once, I thought (and maybe not much longer, after Alice finds out).

It came; it was gleaming and gorgeous. It was a lemon.

It leaked, so I sent it back. Then it skipped, but it didn't leak. I sent it back. Then it leaked, but it didn't skip. I went through three cycles like this, getting more depressed. My \$150 gone.

I saw a magazine article about that catalog pen store. It said they loved pens, just like I do, and weren't in business for the money, but for love. So I wrote them a letter describing my plight, and asked what I should do. They never answered. I threw away my \$150 pen.

Last Christmas a patient, a retired cardiologist, gave me a bigger Mont Blanc, the \$250 model. It's as big around as a baseball bat, holds one-half pint of ink and is perfect: silk on silk. My life is complete. I write full page progress notes just for fun. I even worked "antidissestablishmentarianism" into a pre-op consult.

Alice doesn't understand any of this. She uses 89¢ felt tips from Albertson's. ■ **John R. Agnew, M.D.**

PROPOSED BY-LAWS CHANGE

To be voted on at
May Society Meeting

NEW BY-LAW CHANGE

Section 3: Grievance Committee

(A) This Committee shall consist of a Chairman elected by the members of the Society, and Committee members appointed by the President on an annual basis.

(B) It shall be the duty of the Grievance Committee to provide a forum for the resolution of disputes and complaints brought by members of the public (patients) against members of the Society. The Committee shall not address complaints nor grievances against non-members of the Society. Each case shall be investigated by a member of the Committee and meetings shall be held so that an impartial review of each case may be undertaken. The findings and recommendations of the Committee will be submitted for approval to the Board of Governors.

(C) The Committee shall coordinate its activities with the Judicial Council of the Florida Medical Association and a Policy Manual established to insure that all cases are handled uniformly.

(D) Both patients and members have the right to appeal the decisions and actions of the Committee to the Judicial Council of the Florida Medical Association. Parties to a grievance have one year from the date the grievance is resolved by the Committee to file the appeal.

OLD BY-LAWS

Section 3: Grievance Committee

This Committee shall consist of a Chairman elected by this Society and four members appointed by the President annually.

The Grievance Committee shall meet whenever requested by the Board of Governors, any member, or any person, including the relatives of such person, who has been treated by any member. This Committee shall attempt to bring about an amicable settlement of any disputes between members and patients and any disputes regarding fees or malpractice; but if, in the Committee's opinion, expressed by a majority vote, any member is deemed to be guilty of malpractice or of unbecoming conduct, it shall refer the case in writing, together with all evidence at hand, to the Board of Censors. ■

LEE COUNTY
MEDICAL SOCIETY
BULLETIN3805 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
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PRESIDENT'S MESSAGE

(continued from page 1)

and discuss issues, become informed and speak our minds. The preservation of our profession as we know it will depend on this. Those who seek radical change in health care delivery and the disbandment of our current health care system are counting on the fact that we cannot unify ourselves.

The point here is that the larger we become, the more important the Lee County Medical Society becomes in holding us together as a group. We cannot stop growth, but we can preserve unity among ourselves.

It's our decision. ■

YEARBOOK LISTINGS

It has come to the attention of the Lee County Medical Society Auxiliary Board that our yearbook listings are being used for applications unrelated to Medical Society and Auxiliary business.

When Auxiliaries enter their private addresses and phone numbers in our Directory, it is with the understanding that their information will not be used for solicitation or outside fund raising purposes.

Our yearbook is for Auxiliary business and personal invitations only. Please respect the privacy of our members and limit your use of these listings for their intended purpose. ■

"SMOKE-FREE
CLASS OF 2000"

Laura Bowles, a third-grader at Cape Elementary School, is the Lee County winner in a statewide button contest sponsored by the Florida Coalition on Smoking on Health and Florida Department of Education. The contest promotes a smoke-free lifestyle as part of the Smoke-Free Class of 2000 project. Dr. Valerie Moore, President-Elect, honored Laura with a \$100 Savings Bond from the Medical Society. ■

PHYSICIANS
IN THE NEWS

Dr. Andrew Burnam has passed the examination for Facial Plastic Surgery by the American Board of Cosmetic Surgery (January 1991) and American Board of Facial Plastic & Reconstructive Surgery (February 1991).

Dr. Cecil Beehler has been named to the Florida Medical Political Action Committee Board of Directors.

Mrs. Elizabeth (John) Kagan has been nominated for President-Elect of the FMA Auxiliary for 1991-92. ■

EIGHTH ANNUAL
CHARITY BALL

Looking for a little fun and excitement? Then make your plans now to attend this year's Charity Ball at the Ritz Carlton on May 25th, Memorial Day Weekend.

The festivities begin Saturday morning, with golf and tennis tournaments for the sports enthusiasts. If relaxation is more your style, browse through the original artwork exhibit from local artists, or dazzle yourself with the expert craftsmanship of Mark Loren jewelry on display. An elegant cocktail reception will initiate the evening's events, followed by a gourmet dinner and dancing to the music of "P.M." Everyone is sure to catch "Boogie Fever" with the special feature entertainment from Miami.

The gala activities continue the next morning with a delicious Sunday Brunch. Afterwards you may want to enjoy a leisurely stroll on the beach or a dip in the pool. Whatever your mood, the Ritz Carlton is a heavenly retreat for family and friends over the Memorial Day Weekend.

The Ritz is offering a limited number of rooms at a discounted rate of \$145 per night. Charity Ball tickets should be purchased prior to making room reservations. Tickets are available through Charity Ball committee members for \$225 per couple. For more information contact Valerie Hoffman at 768-5348.

Please join our community efforts to support L.A.M.P., this year's Charity Ball Beneficiary.

Note: Seating arrangements as well as Golf and Tennis reservations are made with the perforated portions in the ticket booklet. ■

PREGNANCY
TERMINATION

This is to inform and alert you that the Florida Law (S. 390.002 Florida Statutes) requires the Director of any medical facility in which any pregnancy is terminated to submit a monthly report to HRS (Office of Vital Statistics) of the number of procedures performed, the reason for the same and the period of gestation at the time the procedures were performed.

If the termination of pregnancy is not performed in a medical facility, it is the responsibility of the physician performing the procedure to submit the report described. Reports submitted are confidential and cannot be reviewed except upon court order.

The law was amended by the 1990 legislature requiring HRS to impose a \$200 fine when reports required by the law have not been timely received. For this purpose, timely received is defined as 30 days following the preceding month.

If you need further information, please contact Oliver H. Boorde, State Registrar/Chief, Office of Vital Statistics, P. O. Box 210, Jacksonville, FL 32231, 904/359-6971. ■

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.



DAVID M. PON, M.D.

Dr. David Pon was born in San Francisco, California. He received his medical degree from The University of California in San Francisco. He completed his internship at Santa Clara Valley Medical Center in San Jose, California, and his residency at The University of Chicago, Chicago, Illinois. Dr. Pon attended a fellowship at the Willis Eye Hospital in Retina Vitreous & Intraocular Tumors in Philadelphia, Pennsylvania.

Dr. Pon is practicing Ophthalmology at 4101 Evans Avenue with Drs. Brown and Frantz.



DAVID H. TURKEL, M.D.

Dr. David H. Turkel was born in Newark, New Jersey. He received his medical degree from UMDNJ - New Jersey Medical School in Newark. He completed his internship at St. Clara Valley Medical Center in San Jose, California, and his residency at Beth Israel Hospital in Boston. Dr. Turkel attended a fellowship in Brigham & Women's Hospital in Neuroradiology, also in Boston.

Dr. Turkel will be practicing Radiology at 3680 Broadway at Radiology Regional Center.



SARAH E. GILLIM, M.D.

Dr. Sarah E. Gillim was born in Indianapolis, Indiana. She received her medical degree from Indiana University School of Medicine in Indianapolis. She completed residencies at Mallory Institute of Pathology and Brigham & Women's Hospital in Boston. Dr. Gillim also attended a fellowship at Brigham & Women's Hospital in Renal Pathology.

Dr. Gillim will be practicing Pathology at 3949 Evans Avenue, Suite 403 with Drs. Seidenstein, Levine & Associates.



LARRY A. STERN, M.D.

Dr. Larry A. Stern was born in Marion, Ohio. He received his medical degree from Ohio State University in Columbus. He completed his internship and residency at Mount Carmel Hospitals, also in Columbus. Dr. Stern attended a fellowship at Arizona Heart Institute in Cardiovascular Surgery in Phoenix, Arizona.

Dr. Stern will be practicing General/Vascular Surgery at 21 Barkley Circle with Drs. Rulova, Shook and Kowalsky.



KURT W. MARKERAF, M.D.

Dr. Kurt W. Markeraf was born in Clearwater, Florida. He received his medical degree from The Medical College of Georgia in Augusta. He completed his internship at Georgia Baptist Hospital in Atlanta, and his residency at The University of Alabama in Birmingham.

Dr. Markeraf will be practicing Anesthesiology at 3472 Congress Street with Medical Anesthesia - Garret & Associates.



DAVID M. SPELLBERG, M.D.

Dr. David M. Spellberg was born in Chicago, Illinois. He received his medical degree from Rush Medical College in Chicago. He completed his internship and residency at Rush Presbyterian - St. Luke's Medical Center in Chicago.

Dr. Spellberg will be practicing Urology at 3421 Bonita Beach Road in solo practice.



KARL G. SIEG, M.D.

Dr. Karl G. Sieg was born in Lawrence, Kansas. He received his medical degree from The University of Kansas Medical Center in Kansas City. Dr. Sieg also attended residencies at The University of Kansas Medical Center.

Dr. Sieg is practicing Child & Adolescent Psychiatry at 38-2 Barkley Circle in solo practice.

WHAT'S NEW?*Current News & Happenings At Area Hospitals***SOUTHWEST FLORIDA REGIONAL MEDICAL CENTER
MEDICAL CENTER RADIOLOGY DEPARTMENT RECEIVES CERTIFICATION**

The Radiology Department at Southwest Florida Regional Medical Center has been awarded a three-year accreditation by the American College of Radiology (ACR), for the period of February 1991 through February 1994. Michael Carron, M.D., Chairman of the hospital's Department of Diagnostic Radiology and Nuclear Medicine, explained this certification means the employees and radiology equipment are complying with standards of excellence set by the ACR. Radiology services at Southwest Florida Regional Medical Center include in-house and mobile mammography, MRI, CT scan, nuclear medicine, ultrasound, angiography and many other interventional and diagnostic procedures.

**GRAND OPENING MARKS COMPLETION OF
PHASE I OF CONSTRUCTION PROJECT**

The first phase of \$25 million construction project at Southwest Florida Regional Medical Center is complete, with the ribbon cutting ceremony celebrating the opening of the new kitchen, cafeteria and dining room. The new facility houses a Pizza Hut mini-station. The public is invited to dine in the spacious new cafeteria, The Center Cafe.

The remainder of the construction project, the Southwest Florida Heart Institute and Emergency Center building, is scheduled to open by Fall. When complete, this new wing will add 124,000 square feet to the existing hospital building. The new structure will allow all cardiac services to be consolidated, making it one of the most comprehensive programs in the country. ■

CAPE CORAL HOSPITAL**CAPE CORAL MRI NEARLY CLAUSTROPHOBIA FREE!**

The Cape Coral MRI Center has now scanned over 1,250 patients since opening in September, and only one patient refused the exam. Patient comfort was a primary consideration in the facility's design and features a large opening in the magnet, a large exterior window in the exam room, and compact disc music while the exam is performed.

The MRI Center has also further upgraded its system software and is able to greatly reduce motion artifacts. The enhancement is particularly useful when scanning the cervical spine, lumbar spine and abdomen.

Another new feature includes a movie loop in the control console that allows physicians to actually watch joints in motion. This technology is of particular value to oral surgeons for patients with TMJ disorders, but can also be used for examining other joints. The Cape Coral MRI Center can also provide these movie images to VCR tape upon physician request.

Coming soon . . . The Cape MRI will be offering MRI and angiography beginning this summer.

CAPE HOSPITAL OFFERS CME HOURS

Two continuing medical education courses are being offered by Cape Coral Hospital during May. On May 16 at 11:30am, Bill Mosman, Ph.D. will discuss "Psychological Aspects of Patient Management." The course will be offered in the physician's lounge and includes lunch. RSVP by May 14 to 542-8883.

On May 29, at 6pm, Thomas Carrasquillo, M.D. will speak about Laparoscopic Cholecystectomy. This program includes a wine bar and hors d'oeuvres. RSVP by May 27 to 542-8883. ■

LEE MEMORIAL HOSPITAL**PRIMARY NURSING HELPS MAKE CARE MORE REWARDING**

Nursing in the 90's is taking on new meaning at Lee Memorial Hospital. "Primary Nursing" sets the stage to help add continuity to patient care," according to Cindy Strazis, Vice President of Patient Care Services.

The new model of care begins when a patient is assigned a "primary nurse" who is responsible for coordinating a 24-hour plan of care for the patient from admission through discharge. The primary nurse works with physicians and other departments to ensure that all needs are met, whether coordinating lab tests, X-rays or medications. Associate nurses who care for the patient when the primary nurse is off duty follow the established plan of care.

"In addition to increased patient and physician satisfaction, it is expected that Primary Nursing will be an advantage in nurse recruitment and retention," Strazis adds.

Each participating nursing unit at Lee Memorial has developed a decision-making unit council comprised of staff from all disciplines to aid in the patient care plans. The Medical/Surgical Unit and Adult Assessment Unit have already implemented Primary Nursing, and other nursing units will be instituting the program by the end of the year. ■

**MARCH
MINI-INTERNSHIP
PROGRAM**

FIRST ROW (L to R): Karen McGregor, Ft. Myers News-Press; Mike Clark, WEVU-TV, Medical Reporter; Dr. Elizabeth Harmon, Lee County District School Board, Health Coordinator; Ellis Peetluk, Attorney at Henderson, Franklin, Starnes and Holt
SECOND ROW (L to R): John W. Snead, M.D.; Thomas Slet, M.D.; William P. Evans, M.D., President, Valerie C. Moore, M.D., President-Elect and Coordinator; Kenneth Sanders, M.D.; John S. Fifer, M.D.

"The Mini-Intern Program is a wonderful way to learn and understand the medical profession. It certainly was a worthwhile experience, one I will remember for a lifetime."

Karen McGregor

"Two items struck me the most on my two days: (1) The confidence level of both physicians was SO HIGH - diagnosing patients' problems and giving a confident answer, even when they might have not known what caused the problem. The doctors were not afraid to admit they weren't sure. This impressed me. (2) Equally impressive - the volume of patient cases in a day was large, yet both doctors had high levels of enthusiasm for every patient."

Michael Clark

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"PAINT YOUR HEART OUT" A SUCCESS

For the first time in Lee County, a "Paint Your Heart Out" day was held on Saturday, April 6. The event was organized by Dr. Bob Brueck, and forty four houses were chosen for painting. Requirements for eligibility had to be met, including age, income level and disability.

TEAM ONE

John DeLeon of Charter Glade Hospital and Cindy Durrance, Secretary of the Medical Society were Co-Captains for Team #1, which painted a house on Abbey Lane in North Ft. Myers. We want to thank Drs. Valerie Moore, Jay Tomeo, Administrative staff and friends of Charter Glade Hospital, and staff and friends of the Medical Society Office. Thanks to painter, Vic.

TEAM TWO

Ray Bailey, Carol Gubser of O.P.T.I.O.N. Care and Ann Wilke headed up Team #2 which painted a house on San Marcos off McGregor. We want to thank Drs. Bill Evans, Alan Siegel, Thad Goodwin, Lee Howington, Mike and Candy Murray; the staff of O.P.T.I.O.N. Care; Dr. Howington's office staff; Sandra Raak and several other friends. Thanks to painter, John.

Although both houses needed a lot of work, we were able to have fun and fellowship. It was a wonderful experience and we are looking forward to next year and four teams! ■

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**MEDICAL SOCIETY
MEETING**

Royal Palm
Yacht Club

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

MAY 20, 1991

SPEAKER:
Andrew S. Greene, M.D.

TOPIC:
"The Experience of a
Community Orthopedist
in Desert Storm Deployment"

**"DINNER BY
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