

OCTOBER MEETING

Jerry S. Kantor, M.D., Psychiatrist in Lee County and a member of the Lee County Medical Society will speak to us on the "New Approaches In The Treatment Of Alcoholism and Drug Addiction." ■

MEDICAL SOCIETY MEETING

Royal Palm
Yacht Club

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

OCTOBER 21, 1991

SPEAKER:

Jerry S. Kantor, M.D.

TOPIC:

"New Approaches In The
Treatment of Alcoholism
and Drug Addiction"

"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.

RISK MANAGEMENT CME

Saturday October 12, 1991
SWFRMC Auditorium
7:00 AM Registration
8:00 a.m. - 2:00 p.m.

Five (5) Hrs. Cat. 1 Credit
Risk Management
One (1) Hr. Cat. 1 Credit
AIDS

TOTAL 6 HOURS CME

Cost: \$85 Pre-registration
(HIV/AIDS Included)

\$100 Registration at the door
\$20 HIV/AIDS Session only

PRESIDENT'S MESSAGE



WILLIAM P. EVANS, M.D.

Remember the good ol' days when doctors used to be able to make their own decisions about admitting a patient to the hospital? That was when doctors actually knew more about medicine than insurance companies. Times, of course, have changed. We all know better than that now. One of my old professors recently told me about a case of an elderly lady who needed surgery. She happened to live alone, over 100 miles from the hospital. She also had a significant cardiac condition which needed pre-operative assessment. The request to admit her to the hospital the day before surgery was denied by Medicare as being medically unnecessary. They contended she should be done as an out-patient. After arguing unsuccessfully over the phone with a secretary, he demanded to talk with the regional supervisor of Medicare. After debating with this individual, who was not a physician, about the medical needs of the patient, eventually Medicare conceded and allowed a one day admission.

This scenario begs the question "Who's in charge here?". Have Medicare and HCFA now moved into the realm of direct patient care and decision making? The answer to that question is definitely yes.

If that's the case then shouldn't they also be legally responsible for those decisions? That's where they back down in a hurry. There's no way that they will be held legally responsible for anything. Physicians are responsible for their decisions. Don't expect to see them in court either when you're being sued. It won't happen.

The bottom line here is that Medicare and HCFA have their welfare, not the patients', as their first priority. Dollars are what count, not necessarily quality care. They would like to reduce medicine to a "CookBook". Every patient should fit into a nice neat niche. The "Cook Book" will tell you all the rules of how to take care of that patient. It tells you when to admit, what drugs you can use, what tests to order, when to operate, when to dis-

"DR. JOHN" Name That U!

A new, four-year State University is in the works, provided it can be built without money. This would bring the remarkable total to ten, and would be in keeping with the State motto: "A U within walking distance of YOU."

A name is the next big hurdle, and a contest with big prizes is already underway, in hopes it will divert your attention from the site selection process. With a prize of two round trips to anywhere, I think I have found my ticket out of here, but, there are many things to ponder.

What about a place name? Princeton and Georgetown turned out nicely, but Exit 22 University would take a while to catch on.

What about a person? Harvard is named for a man who donated a few books, Yale for a fellow who donated some money, and Stanford for the son of the man who built the whole place from scratch. All these names inspire confidence. William and Mary suggests a certain ambience. Goldberg and Lowell might take a while to really gain acceptance.

Geography is a consideration. The U. of Michigan name didn't require a poetic mind. U. of South Florida already exists and is 140 miles north of us. U. of Farther South Florida is just awkward. U. of Florida, Robbers' Roost Division, might be accurate but unlikely to inspire alumni donations.

My plan is to forget all those things and concentrate on the aspects of life that set Southwest Florida apart, so we would truly have a unique university that mirrors the community.

How about "Grand Opening University of Southwest Florida MOL?" We could have a Butch Stramaglia School of Civil Engineering. Political Science lectures could be given to County Commissioners enjoying parole. The County Commission room in the cafeteria complex would serve waffles. The Business Ethics Dept. would share a broom closet.

The men's athletic teams will be known as the Developers, the women's as the Chapter Sevens. The cheerleaders will be the Sleazettes. It's all clicking into place.

Alice, start packing The big prize is mine. ■

John R. Agnew, M.D.

RED RIBBON WEEK

October 19-27, 1991

Wearing a red ribbon indicates you are "Just Saying No to Drugs".

The Lee County Medical Society has red ribbons available to your office. You may request them by calling our office, 936-1645. ■

SEPTEMBER MINI-INTERNSHIP PROGRAM



1st Row: INTERNS: Jan Scharlau, School Health, Lee County Public Schools; Nancy Frost, Communications Specialist, Cape Coral Hospital; Marcia Anderson, Marketing & Communications, Lee Memorial; Karen Hardin, Medical Staff Coordinator, Southwest Florida Regional Medical Center.
2nd Row: FACULTY: Phillip E. Andrews, M.D., Otolaryngology; Valerie C. Moore, M.D., Coordinator; Jay Tomeo, M.D., Family Practice; Benjamin Martin, M.D., Ophthalmology; James Reeves, M.D., Hematology/Oncology; Lowell Hart, M.D. (not pictured) shared the experience with Dr. Reeves.

Comments from some of our participants:

"...absolutely amazed at the patience physicians demonstrated in their handling of their practice. This program gave me a better understanding of the daily operation of individual offices and the tremendous amount of teamwork." Karen Hardin

"...Physicians work harder and longer than I had realized. I wouldn't trade the last two days for anything." Nancy Frost
"...rid me of some poor stereotypes. Their time is used so effectively - they really are compassionate, caring, diplomatic and exceptional." Marcia Anderson

"...I was impressed with the practitioners I observed: time management skills, use of technology, ability to relate with a variety of patients." Jan Scharlau

"...helped to look at my practice through the eyes of another. Nice interaction with an interested and intelligent lay person." Dr. Lowell Hart

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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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)

charge, how much to charge and how many penalty points to assess when you don't abide by all these rules. Hardly sounds to me like we need doctors anymore under that system. Maybe that's what they want.

There's no question we're in a fight for the survival of our profession as we know it. Whether or not "the patient" lives will depend on how hard we're willing to fight. It's going to be won or lost in the political arena. Our message about preserving the quality of patient care must be heard by our legislators, not only from physicians, but more importantly from our patients. Only when the signal is loud enough (as it was with the RBRVS 16% decrease) will they get the message. ■

WOMEN IN
MEDICINE - 1991

The Lee County Medical Society hosted a dinner meeting September 19, 1991 at The University Club to honor "Women In Medicine" Month. Dr. Patricia Miller, Chairman of this event, welcomed twenty-seven physicians to hear Dr. Kay K. Hanley speak about the history of women in medicine. Dr. Hanley is a Pediatrician in Clearwater, Past President of the FMA and on the AMA Women in Medicine Advisory Panel. She encouraged each physician to become involved in organized medicine at the local, state and national associations. There are fifty-two women physicians known to the Society in Lee County. ■



L-R: Patricia Miller, M.D.; Hetty Snyderman, D.O.; Ellen Sayel, M.D.; Flora Sakornin, M.D.; and Felicitas Ritrosky, M.D.

SEPTEMBER SOCIETY MEETING

DISASTER PLANNING

Steve West, M.D., Chairman and several Disaster Committee members (Brad Meyers, American Red Cross; John Naponick, M.D. Lee County Public Health Unit; John Wilson, Lee County Emergency Management) spoke to the members and guests about preparations being made to handle hurricane disasters in Lee County. Physicians have designated their hospital of choice. The hospitals will be working with the physicians to house them and their families. Emergency Room physicians are working out the details of handling patients and assessing manpower needs before and after a storm. They will also work with John Wilson on setting up and working out the criteria for Special Care Facilities. Each hospital will contact their staff with information.

MEDICARE AUDIT AND RBRVS UPDATE

Mr. Eric Palmer, Assistant Director of Medical Economics, Florida Medical Association spoke to the membership about coding and what Medicare is looking for in an audit. He discussed the Physician Payment Reform by HCFA. Mr. Palmer is available through the FMA to answer and help you with Medicare problems.

SMOKE FREE HOSPITALS

Dr. William Evans presented FMA framed certificates for "Designation of Smoke Free Hospitals" to representatives from Cape Coral Hospital, East Point Hospital, Charter Glade Hospital, Lee Memorial, and Southwest Florida Regional Medical Center.



Michael Morgan, M.D., East Point; Dr. John Atkinson, LMH; Dr. Evans; Phil Lott, SWFRMC. Not pictured: Sharon Schlarman, Charter Glade; Donna Giannuzzi, Cape Coral Hospital

SPECIAL PRESENTATIONS

Dr. William Evans, President, LCMS, presented Francis Lee Howington, M.D. with a plaque for eight years of service to the Medical Society BULLETIN as Editor and Co-Editor. He is resigning this year to pursue other interests.

A community service award plaque was presented to Robert J. Brueck, M.D. for his organization of the 1990 "Paint Your Heart Out Lee County". The Medical Society will paint houses in 1992, so come and join in for the fun when we send you an announcement to sign up.

LIFE MEMBERS

Four Lee County Medical Society members received certificates from the Florida Medical Association for membership in the FMA for 35 years. Carey N. Barry, M.D.; Robert G. Cushman, M.D.; Steven D. Mullins, M.D.; Charles E. Peres, Jr., M.D.



Dr. Evans making presentation to Robert C. Cushman, M.D.

ACTIVE MEMBERS

The following members were approved for Active Status: Gordon D. Burtch, M.D.; John D. Donaldson, M.D.; Ronica M. Kluge, M.D.; William Kokal, M.D.; J. Scott C. Mills, M.D.; Shelley Young, M.D.; Jay Tomeo, M.D.; John F. Prater, D.O.; Nik Sharma, M.D.; Stephanie Van Zandt, M.D.; Robert Turner, M.D.; Juan C. Domingo, M.D. ■

OPINIONS - EDITORIALS
LETTERS TO THE EDITOR

John W. Snead, M.D.

SHOULD HEALTH CARE WORKERS
BE REQUIRED TO NOTIFY
PATIENTS IF THEY ARE HIV
POSITIVE?

"Yes, absolutely. We went to medical school and took the hippocratic oath to do no harm and we must do that for our patients. We don't know enough about the disease yet." Hetty Snyderman, D.O., Pediatrician



"I would not mind revealing my HIV status if the patient will reveal his HIV status to me. Equal access to information." Jeff R. Comer, M.D., Otolaryngologist



"I think that decision will be made in Washington, not here." Douglas G. Henricks, M.D./Internal Medicine



"No, the chances of a doctor (surgeon) infecting a patient is between 1 in 40,000 and 1 in 400,000. If we require legislative action for health risks of this nature, we'd have to take all the cars off the road." Michael G. Raymond, M.D., Oncology/Hematology

WHAT IS THE SINGLE MOST
IMPORTANT THING THE MEDICAL
SOCIETY COULD DO TO IMPROVE
ITS SERVICE TO ITS MEMBERS?

"Continue to promote and make available to its members community activities that allow physicians to interact with each other and the public (Video Health Fair, Paint Your Heart Out, etc...) to foster the fact that as a group, and as individual physicians, we are interested in our patients, and welfare of the general populations of Southwest Florida." Mark E. DeSantis, M.D.

NEXT MONTH'S QUESTION

DO YOU THINK THE CANADIAN
HEALTH CARE SYSTEM WILL BE
ACCEPTED IN THE UNITED
STATES?

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

WHAT'S NEW?

Current News & Happenings At Area Hospitals

LEE MEMORIAL HOSPITAL

HEALTHPARK MEDICAL CENTER TO OPEN IN DECEMBER

Lee Memorial's HealthPark Medical Center is anticipated to open as planned on December 2, 1991. When complete, Lee Memorial will function as one hospital with two locations. The same board of directors, medical staff leadership, administration and department directors will be responsible for both locations. All Lee Memorial's medical staff physicians will have privileges at both campuses.

As Lee Memorial prepares for the opening of this second hospital location, some services currently offered at its Cleveland Avenue Campus are planning for relocation to HealthPark Medical Center at Bass and Summerlin Roads in south Lee County. Included are: The Women and Children's Center (obstetrics, gynecology and pediatrics); The Heart Center (including open heart surgery, angioplasty and cardiac rehabilitation-diagnostic services will be available at both campuses) and extensive Outpatient Services, including Same Day Surgery. Lee Memorial at HealthPark will also house a 24-hour Emergency Department. The basics of most other services will be available at both Lee Memorial locations.

After 6 p.m. on December 1, obstetrics patients who go into labor will go to Lee Memorial's HealthPark Medical Center. A special entrance and admitting area will be available for OB patients. Women who go into labor before 6 p.m. need to present to Lee Memorial's Cleveland Campus. Patients already in-house at the Cleveland Avenue location will be transferred to HealthPark Medical Center if that patient's condition allows.

Lee Memorial will also transfer its Cleveland Avenue Pediatric patients at 6 p.m. on December 1. After 6 p.m., new pediatric admissions will go to HealthPark Medical Center.

Lee Memorial is also planning to expand its Cleveland Avenue location when HealthPark opens. Services which will become a focal point in expansion at its Cleveland Avenue location are Orthopedics, Neuroscience and Rehabilitation.

Lee Memorial's Cleveland Campus will continue to have major specialty focuses for Older Adult Services; Diabetes; Oncology; Gastroenterology; Ear, Nose and Throat; and Trauma Surgery. General medical and surgical, urology and emergency services will be available at both locations.

In addition to the opening of Lee Memorial's HealthPark Medical Center the hospital is celebrating its 75th anniversary of serving the people of Lee County. A special Anniversary and HealthPark Medical Center Open House is planned for the public on Sunday, November 24 from 1-6p.m. ■

CAPE CORAL HOSPITAL

DIETARY DEPARTMENT WINS FIRST PRIZE IN COMPETITION

Cape Coral Hospital's dietary staff members are crowing about winning First Prize in a Florida Restaurant Association competition. The FRA awarded the 1991 top prize to Cape Coral Hospital for its Gourmet Menu in the category of menu with a check average of between \$10 and \$25, based on menu design and offerings. A first-time entrant in the competition, Cape Coral Hospital was competing with food establishments from all over Florida, including restaurants at Disney World, day care centers, and other health-care institutions. The Gourmet Menu was first offered in 1988 as a way to do something special for Family BirthCenter patients, but is now available to all patients. ■

Cape Coral Hospital's Director of Medical Records Sandy Bland has recently been chosen President-Elect of the Southwest Florida Medical Records Association. Sandy says her single most important goal during her tenure is to have the new tenth state-supported university plans include an academic curriculum for Medical Record Administration and/or Medical Record Technician. ■

Cape Coral Hospital will be opening a new fitness center for employees, auxiliaries, and staff physicians in November that will include top-of-the-line cardiovascular and weight-training equipment, such as motorized treadmills, Stairmasters, Windracer bikes, and Gravitron upper body training systems. A personal fitness evaluation will be included in each membership. Personal fitness counselors will guide the exerciser through the first workout, explaining the purpose of the exercise and the correct use of the equipment, and then will track each individual's progress with a sophisticated computer system. ■

Cape Coral Hospital's 2nd Annual Summer Health Watch wound up with awards for the top walkers at the Coralwood Mall August 31. Participants walked a total of 13,000 miles during the ten-week program. The purpose of the program was to encourage a commitment to a healthy lifestyle, and lower cholesterol. Organizers of the program say there was a pronounced improvement in participants' blood pressure and cholesterol levels, as well as safe weight loss among the walkers. ■

SENIOR FRIENDSHIP CENTERS, INC.

In 1982, a health service was initiated at the Senior Friendship Center. The participating physicians care for senior citizens on limited incomes, and are committed to support community health programs.

The Health Services is a Medicare-Medicaid provider. All monies collected go into the operating budget to cover any clinic expenses. The entire professional staff consists of volunteers, with the exception of a Project Director and Office Manager.

The Health Services maintains an active clinical practice and has regular staff meetings along with frequent clinical conferences and lectures. The staff includes specialists in almost every branch of medicine along with general medicine.

The Center is actively seeking physicians and nurses to volunteer in the Fort Myers clinic. If you do not hold a Florida license, it will be necessary to apply for a limited license. Senior Friendship Centers will assist you in that endeavor.

The Center invites inquiries and visits to the clinic at 3600 Evans Avenue for a firsthand look at the facility. They believe their services offer physicians a chance to enjoy the best of medicine without the drawbacks of practice today. Please call the Health Services Manager, Ozzie Harris, or you may speak to Dr. Hugo Vecchiotti or Henry Ecklund at 275-1881. ■

DOCTOR WINS MAJOR E.C. BATTLE

Reprint: Newsletter of the Florida Physicians Association, 9/91

"Economic Credentialing" is the term that describes efforts by some hospitals to establish the right to make credentialing decisions on issues other than solely on qualifications and quality of care.

In a case which could ultimately have major national significance in the battle against economic credentialing, Circuit Judge Louis Hall issued a permanent injunction prohibiting Tallahassee Memorial Regional Medical Center (TMRMC) from effectively taking away the staff privileges of Dr. Frank Bilek, a radiation oncologist who had practiced at TMRMC for over fourteen years. TMRMC had signed an exclusive contract with a radiation oncologist brought in from out of state, thereby effectively revoking Dr. Bilek's privileges even though there were no quality concerns regarding Dr. Bilek's practice. The hospital argued that the only time it must give a physician due process before restricting staff privileges is when he is accused of wrongdoing. It contended it had the right to close or to change the staff of any department by signing an exclusive contract anytime it wanted without staff involvement, even if doing so effectively eliminated the staff privileges of physicians currently on its staff. Judge Hall disagreed and ruled in favor of Dr. Bilek.

Judge Hall allowed the hospital to maintain a contract with the new physician to manage the department and offer radiation oncology services as long as Dr. Bilek is also allowed to continue his practice and provided that patients and physicians are free to choose him if they wish. The hospital has filed an appeal of Judge Hall's decision with the First District Court of Appeals.

The right of a hospital to effectively revoke a physician's staff privileges via an exclusive contract has been the subject of several hotly contested cases around the country. Each of the reported cases, however, involved underlying questions of quality or of significant administrative problems within the particular hospital department. This may be the first "clean" case in the country where the sole issue is the legality of economic credentialing. Because of the importance of this case, the FPA will, as it did before the trial court, seek to participate as an Amicus Curiae (friend of the court) on behalf of Dr. Bilek. The FPA will be joined by the FMA, the American College of Radiology, and the AMA in supporting Dr. Bilek. The Florida Hospital Association and Association of Voluntary Hospitals of Florida are expected to file briefs supporting TMRMC's actions. Briefs will be filed in August and the appeal should be heard by the Court of Appeals in early fall.

In the meantime, the medical staff of TMRMC has presented the Board of the hospital with substantive medical staff bylaws changes, that if approved would unequivocally prohibit future cases like this one. The changes have been adopted by the medical staff but now, to become effective, they will have to be approved by the Board of TMRMC. The medical staff has also urged the Board to withdraw its appeal, but to date the hospital has indicated it will continue to pursue the appeal. ■



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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.

**JOHN L. HOWARD, M.D.**

Dr. John L. Howard was born in Charleston, West Virginia. He received his medical degree from The University of Miami, Florida. He completed his internship at Mount Sinai in Miami Beach and his residency at Baylor College in Houston, Texas. Dr. Howard attended a fellowship at Thomas Jefferson Hospital in Philadelphia, Pennsylvania.

Dr. Howard will be practicing Radiology at 413 Del Prado Boulevard with Drs. Smith, Hendra and Gerson.

JAMES F. BUTLER, D.O.

Dr. James F. Butler was born in New York, New York. He received his medical degree from The New York College of Osteopathic Medicine in Old Westburg, New York. He completed his internship and residency at Overlook Hospital in Summit, New Jersey. Dr. Butler attended a fellowship at The Cleveland Clinic Foundation, in Cleveland, Ohio.

Dr. Butler will be practicing Cardiology/Internal Medicine at 3800 Evans Avenue with Cardiology Associates (Drs. Tritel & Priest).

**MARC SCHNEIDER, M.D.**

Dr. Marc Schneider was born in Johnstown, Pennsylvania. He received his medical degree from Universidad Autonoma de Guadalupe in Guadalupe, Mexico and at Ross University in Portsmouth, Dominica. He completed his internship and residency at Conemaugh Valley Memorial Hospital in Johnstown, Pennsylvania.

Dr. Schneider is practicing Plastic Surgery at 3700 Central Avenue in Solo Practice.

**RALPH GREGG, M.D.**

Dr. Ralph Gregg was born in Washington, D.C. He received his medical degree from The University of Maryland in Baltimore. He completed his internship at The University of Maryland and his residency at The University of Florida in Gainesville.

Dr. Gregg will be practicing Anesthesiology at 2472 Congress Street with Medical Anesthesia-Garrett & Associates.

**JAY HERBST, M.D.**

Dr. Jay Herbst was born in Plainfield, New Jersey. He received his medical degree from The University of Miami, Florida. He completed his internship at The University of Miami-Jackson Memorial Hospital and his residency at Mount Sinai Medical Center in Miami Beach.

Dr. Herbst is practicing Dermatology at 2665 Swamp Cabbage Court with Dermatologic and Cosmetic Surgery Center with Drs. Eby and Haiken.

**DAVID SHAPIRO, M.D.**

Dr. David Shapiro was born in Los Angeles, California. He received his medical degree from The University of Cincinnati, Ohio. He completed his internship and residency at The University of South California Medical Center in Los Angeles. Dr. Shapiro attended a fellowship at The University of South Florida, Tampa, in Anesthesiology.

Dr. Shapiro is practicing Anesthesiology at 4035 Evans Avenue at the Physician Surgery Center.

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MEDICAL SOCIETY
MEETING

Royal Palm
Yacht Club

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Dinner 7:00 P.M.

OCTOBER 21, 1991

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Jerry S. Kantor, M.D.

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Treatment Of Alcoholism
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