

Bulletin



THE VOICE OF LEE COUNTY MEDICINE

VOLUME 16, NO. 4

Fort Myers, Florida
John W. Snead, M.D., Editor

July, 1993

1993 FLORIDA MEDICAL ASSOCIATION ANNUAL MEETING



Delegates: L to R; Valerie C. Moore, M.D.; David M. Shapiro, M.D.; Steven R. West, M.D.; Ronald J. Delans, M.D.; Phillip E. Andrews, M.D.; James H. Rubenstein, M.D.; Francis L. Howington, M.D.; Larry P. Garrett, M.D.; Robert E. Arnall, M.D.; Not pictured, Mark S. Gorovoy, M.D.

THE ABOVE MEMBERS OF THE LEE COUNTY MEDICAL SOCIETY TOOK TIME FROM THEIR BUSY PRACTICE TO REPRESENT YOU AT THE FMA ANNUAL MEETING IN MAY. PLEASE THANK THEM FOR THEIR EFFORTS ON YOUR BEHALF. ♦

REPORTS



Dr. Moore.

Lee County was well represented on FMA Reference Committees. Dr. Valerie C. Moore chaired Reference Committee I on Health Education and Public Relations and Dr. Larry P. Garrett was on Reference Committee II, Finance and Administration. Dr. Garrett was also the Chairman of the Lower West Coast Caucus which represents the counties of Lee, Collier, Charlotte, Manatee, Sarasota, DeSoto-Hardee-Glades. Each morning the Caucus met for breakfast and discussed the resolutions, actions and direction of the FMA House of Delegates.

David M. Shapiro, M.D. ran and won, with the support of the Lee County Medical Society, the FMA's AMA Alternate Delegate Seat #1. Lee County Medical Society is highly represented by Dr. Shapiro at all levels of organized medicine. He would be very receptive to any recommendations you might have on how to represent your interest.

Robert E. Arnall, M.D. (LCMS Delegate) is the 1993-94 chairman of the FMA Council on Hospital Medical Staffs.

As you can see Lee County is very active on the state level. We ask each member to support our efforts and also become involved.

Arthur L. Eberly Jr., M.D., a family practitioner for Lighthouse Point and Program Director of Medical Education, North Broward Hospital District, was installed as the 117th President of the Florida Medical Association. He is a graduate of the University of Miami School of Medicine and has practiced in South Florida since 1962. He is a native of Charleston, West Virginia. His theme this year is to emphasize quality and perseverance and to constantly encourage and empower one another. ♦

Mrs. Elizabeth (John) Kagan, FMA Auxiliary President 1992-93, receives her past FMAA president's pin from Mrs. Elaine Dickens, 1991-92 FMAA President, at the May 1993 Annual meeting of the Florida Medical Association Auxiliary.

The Lee County medical community and the citizens of our area can be very proud of the representation Mrs. Kagan gave on the State and National level. She was very active in legislation, leadership and communication as President of the FMA Auxiliary for 1992-93. ♦



Continued on page 2

PRESIDENT'S MESSAGE



PHILLIP E. ANDREWS, M.D.

It's vacation time. It's hot! I'm sure that not many want to read a long-winded president's message (at least that is what I told Ann). I don't want to write a long-winded one either. I will attempt to please both.

Those of you who attended the last County Society Meeting were able to find out that even the leading attorney in such matters can be confusing about what steps we need to take. I think that two main points have come of the plethora of information. 1) When thinking of forming a large group for the purpose of making deals with 3rd party payers, walk very softly. We not only don't have a big stick - we hardly have a little one! 2) Almost anything we do now may well be obsolete in the near future.

The FMA and the AMA conventions - I attended both. You probably all know as much as I do about what went on, with a few exceptions. They are both very political bodies with power brokers and back room deals (Not at all unlike what goes on in Tallahassee and Washington). I find that most distasteful. Why should we continue to pay dues to such organizations? I have heard many comments about dropping out of organized medicine. Some of the more public positions taken by organized medicine may be contrary to our wishes, not to mention the manner in which they are accomplished. I am more than ever convinced that without them, we would be far worse off. We at least have vehicles through which we may speak. If you have a comment or recommendations, I believe that it will be heard. After all, "we have met the enemy -- and, he is us".

Have a safe and fun summer! ♦

PRESIDENT-ELECT Do You Know What "You" Need To Do?

Steven R. West, M.D.

How many times have you heard physicians say that the AMA, the FMA and the Medical Society does nothing for its membership. I guess it is time for the membership to do something. Never before has medicine been under great criticism and attack. We have never been able to do as much for our patients, but we have become the nation's whipping boy for the country's ills and have been blamed for many problems, like the relatively high infant mortality rate which is more of a failure of society than of medicine.

It is time now for the members of this profession to stand up and support medicine. We must be vocal advocates of quality health (Continued on page 2)

"DR. JOHN" Mistakes R Us

Domestically speaking, I believe I have hit bottom, although it was only a short drop. I'm trying to make public my side of the story before Alice intervenes with her one-sided, self-serving version.

We were going to interview and entertain a prospective associate, and I was to meet them at the office before joining the others for dinner. They were late and I was sitting on the bench by the front door, wondering what I should do. A rental car drove up and they disembarked: a regular-type young male physician and, oh Lord, Miss Universe or certainly could be -- hair all over the place, eye-lashes out to here, and a skirt so short I was afraid to look at it the entire evening. What will Alice think? Who cares?

We quickly toured the office, then drove to the country club. The others were already seated and, being the good host, I put myself between Mary O'Bryan and Miss Universe, and not next to Alice. I was later told that was a bad move, but I think I can defend it. A prophet, you remember, is not without honor except in his own country.

Alice was wearing a new dress. I did not notice the new dress. It was brought to my attention later. We need not spend a lot of time on this matter.

The young lady spoke softly, the restaurant was noisy and I don't hear well, so I had to position myself to communicate. Judy Gore's opinion notwithstanding, I was just trying to hear. *Honi soit qui mal y pense*, fer cryin' out loud.

As we were leaving I remembered to avert my eyes from that skirt. Better to fall while looking at the ceiling than be thought improper. That's my motto.

We waited at the door for the valet parking. Alice did not have valet parking, and as she trudged to her car she gave us a half-hearted wave. I couldn't think of anything appropriate to say so wisely said nothing. Obviously, she could have elected valet parking, right? I mean, I can't do everything.

When I returned home, Alice was hemming the skirt of her new dress. "One inch from the floor," she said. Alice always exaggerates. The lady's skirt was shorter, but I swear on my diploma that I never looked. To prove this, I can offer a scraped shin and good description of the country club ceiling.

John R. Agnew, M.D.

Reviewed but not approved by Alice. ♦

VALUABLE OPPORTUNITY For The People Who Run Your Offices!

This year's Health Management Association's Annual Conference will be held at the Registry Resort in Naples, Friday, September 17 and Saturday, September 18, 1993. Our Theme of "Taking Today's Challenges and turning them into tomorrow's successes" emphasizes the positive outlook of our organization to meet today's health care reforms with an educated eye. The speakers will cover subjects such as Total Quality Management; How To Be Your Own Management - Consultant; Health Care Reform; and, Risk Management.

Your office manager has made a commitment to you to run your offices with your welfare in mind. Why not encourage them to attend a conference where they can learn up-to-date information that will be reflected by your practices' financial well being many times over?

Registration forms will be mailed to office managers in early August - Plan to sign them up when forms arrive!!! ♦

**LEE COUNTY MEDICAL
SOCIETY BULLETIN**

3805 Fowler Street
Fort Myers, Florida 33901
Phone (813) 936-1645

The Lee County Medical Society Bulletin is published monthly with the June and August editions omitted.

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The Editors welcome 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 Elect (cont. from pg. 1)

care and of patient's rights to choose their doctor. We must be certain that all people in this country have access to affordable health care. We must speak out against behaviors which are unhealthy whether it be drug abuse, cigarette abuse or the abuse of the elderly or children. We must support our efforts locally to provide indigent health care via the "We Care" program.

It is time now for the members to support the senators, the congressmen and the legislators who believe in a healthy America and not a healthy bureaucracy. It is, after all, your practice of medicine, your American Medical Association, and your Florida Medical Association. America has the best health care system in the world. It is time for the members to keep it that way.

So what can the members do? The members need to become active in Tallahassee and Washington, calling on and speaking to their state senators and representatives. The FMA was able to profoundly affect the governor's health care legislation. The friends of medicine's election of key senators allowed the FMA health access plan to be essentially enacted. Ninety percent of the legislation that was sponsored by the FMA was enacted in Tallahassee. The governor had to compromise. The governor's program of CHPA's and AHP is only a voluntary pilot program. The list of FMA victories in the legislature - victories for the membership and your patients is several pages long.

Nationally, the AMA is now struggling with the health care reform of the Clinton Administration and support the AMA.

As members, we need to support the 1000 Club, FLAMPAC and AMPAC. We need to introduce ourselves to our legislators, senators and congressmen. We need to introduce ourselves to our local civic leaders and, most of all, we need never forget to do what we do best - take good care of our patients for it is our patients who give us our strength and our purpose. ♦

**1993 Florida Medical Association Annual Meeting
(cont. from page 1)**

**Reference Committee I,
Health Education & Public Policy**

Valerie C. Moore, M.D., Chairperson

It was my honor and privilege to be chairperson of Reference Committee I on Health Education and Public Policy. The Reference Committee recommended that several recommendations be adopted, including that the FMA become a centralized coordinator of physician volunteers in preparation for disasters and a policy be adopted that all comprehensive school exams be performed only by M.D.'s and D.O.'s or by their licensed and supervised designees. The resolution sponsored by Lee County to insure that physicians practice medicine in Florida only upon completion of the three year residency program was not adopted. The author, Ron Delans, will be working on this resolution during the year and proposing it again in the future. There were several resolutions concerning medical students, including their loan programs and their access to standard infection control protocols and disability insurance. The Miami Herald ran an article during the convention that highlighted this Reference Committee's work supporting the FMA's opposition to the participation of a physician in the termination of a person's life.

Resolutions are a personal opportunity to make an impact on FMA policy. I would like to see a resolution opposing smoking in any public restaurant. If you would be in support of such a resolution being proposed by Lee County, please call me. ♦

Council on Hospital Medical Staff & LCMS Delegate

Robert E. Arnall, M.D., Chairman

The Council reviewed the activities of the Florida Hospital Association's (FHA) Quality Initiatives Pilot Project. The FHA has contracted with the 3M Health Information Systems All-Patient Refined Diagnosis Related Groups to actualize member facilities industrial model quality assurance programs. This software weighs patient outcome data by four severity levels within traditional DRGs. Individual hospital data is then compared against the experiences of other hospitals in the pilot project. The FHA hopes to expand the pilot project to include all of its members providing individual member facilities with the information to identify potential quality concerns in their hospital. This project utilizes physician-specific data that is purchased from the Agency for Health Care Administration's (AHCA) data bank. This data can be purchased and subsequently published by anyone who wishes.

The Council also reviewed a physician-specific data profile that was purchased by a Florida hospital from a company known as Intellimed. The physician-specific reports can be purchased by anyone in the state. The Council feels the FHA initiative could be a positive program for its potential to facilitate more comprehensive and responsible quality assurance programs in member hospitals. They further feel that APR-DRGs will eventually replace the traditional DRG system. However, the Council reiterated its stance that all such information must be shared totally and exclusively between the hospital administration and the medical staff. The council further felt, to be constructive, such information must be used exclusively for private educational use. The Council felt very strongly that any other public use of misleading or badly analyzed data may be misconstrued and taken as being representative of something that it is not. This information is useful only for helping identify clinical areas which may need focus for potential quality concerns. They are not a valid statistical abstract of clinical performance by physicians or facilities. ♦

A Physician Directed AHP?

Steven R. West, M.D., LCMS Delegate

HMO, PHO, PPO, PDO, IPA, CHPA, AHP are all acronyms which are used by "health care gurus" to communicate with one another. In their communication, they miss the basic issue - assuring that people receive quality health care. Physicians, whether the health care groupies like it or not, are the ones uniquely qualified to assure that the people in this country receive first class health care.

A lot of time and energy has been spent to discredit the unique role of physicians. As physicians, we have the understanding, the knowledge and expertise to provide quality care. We, therefore, have an advantage over the health care pundits who feel that they can manage medical care better than the physicians.

The State of Florida has enacted legislation which will provide physicians an opportunity to seize once again control of the health care delivery system in the state. The Florida Medical Association and the Florida Physicians Association can become a vehicle to empower physicians to provide quality medical care. At the state FMA meeting held in Miami this last week, efforts are under way to form the state's first (AHP) Accountable Health Provider which would be physician owned and operated. Practice parameters will be developed by the FMA, AMA and the specialty societies. Physicians then will be able to assess quality and be certain that quality care is delivered through this AHP. First rate management will be hired to help run the AHP and provide the insurance know how necessary.

I believe physicians who are committed to quality care will have advantage in the market place over the Aetnas, Cignas and the Blue Cross/Blue Shields of the world. In the State of Connecticut, the physicians owned and operated health plan has over 60% of the market share in the state. This health plan is growing faster than any other health plan in the country. I feel confident that a physician owned and operated AHP similar to the one that has been set up in Connecticut can be just as successful in the State of Florida. ♦

Mark S. Gorovoy, M.D., LCMS Delegate

This years FMA meeting in Miami was run much more efficiently than last years meeting in Orlando. The ceremonious portions of the program were condensed and consolidated in format. Not being assigned to any specific reference committee, I was free to attend several meetings. The good government luncheon featured Senator Connie Mack and he gave an excellent, but somewhat depressing, talk on the outlook for Hillary's national health care reform act.

At that same luncheon, the AMA president spoke to us briefly and indicated that private practice by individuals of small groups will be impossible in the future. It is hard to believe that such radical changes can take place so quickly. Most of the floor votes this year went smoothly without much discussion.

Those issues with the largest debate involved the direction and location of the FMA as opposed to patient care issues. The state wide FMA sponsored PHO is in the infancy and I suspect we will hear more about this in the future. Often important resolutions dealt with antitrust issues so doctors can collectively negotiate; definition of expert witnesses, professional liability, and practice guidelines. This is a system being copied from the Connecticut State Medical Society.

This meeting, as was last years, was a wonderful learning experience for myself and I enjoyed the process of being able to talk to colleagues throughout the state. ♦



**THE
QUESTION
MAN**

**OPINIONS - EDITORIALS
LETTERS TO THE EDITOR**

John W. Snead, M.D.

"Do You Think The Solo Practitioner Is A Dead Duck? Why?"



**George P. Fitzgerald, III, M.D.
Family Practice**

"QUACK, QUACK, QUACK!!"



**Stephen J. Lukowicz, M.D.
Cape Coral Family Physicians**

"Most solo practice has met its demise having been shotgun-blasted by health care reform under the mnemonic of managed competition."



**Stephen R. Zellner, M.D.
Internal Medicine**

"The ability to deal with managed care and function with economy of scale will make the large multi-specialty group practice more attractive in the future. While the solo practitioner may not be a dead duck, his goose is certainly being cooked."

**NEXT MONTH'S QUESTION:
"WHAT IS YOUR BIGGEST FRUSTRATION
WITH THE CURRENT CLIMATE OF MEDICINE?"**

Send your comments to the Medical Society.

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

**Lee County - SW Biomedical
Waste-Transportation and
Storage**

Re: Satellite Offices/Off-Site Storage

In accordance with Florida Administrative Code Rule 17-712.400(1), physicians transporting less than twenty-five (25) pounds of their own biomedical waste, in their own vehicles, on any single occasion, are exempt from the biomedical waste transporter registration and placarding requirements.

Facilities storing biomedical waste that was generated on-site do not need a permit from Florida Department of Environmental Regulations, but may need one from the Health Department.

Facilities that accept biomedical waste generated off-site from another facility need a General Permit from our Health Department for "off-site" storage. Therefore, centralized physician offices receiving biomedical waste from satellite offices need to have a portion (an enclosed area) of the office permitted as an "off-site biomedical waste storage facility" in accordance with Florida Administrative Code Rule 17-712.420(1).

For your information, the term "biohazardous waste" has been changed to biomedical waste. The change will be implemented in the next update of Florida Administrative Code Chapter 17-712. ♦

**THE BULLETIN DEADLINE
IS THE 15TH OF EACH
MONTH. PLEASE SEND
YOUR COMMENTS OR
ARTICLES TO THE
MEDICAL SOCIETY.**

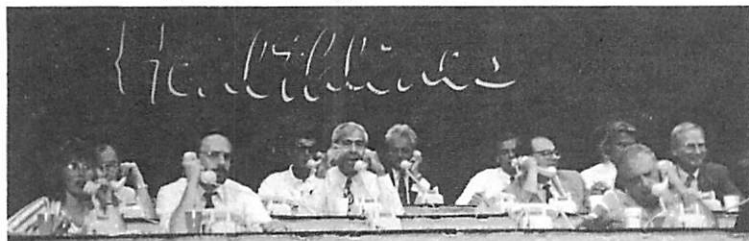
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1993 VIDEO HEALTH FAIR Cypress Lake High School Auditorium



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LEE COUNTY HEALTHLINE

Over one hundred physicians participated in the 9th Annual Video Health Fair, April 21, 1993. THANK YOU! ♦

LETTER OF RECOGNITION

Joseph P. Fiore, M.D. is retiring in July of this year. He has been a practicing dermatologist in Fort Myers since 1974 and deserves recognition for all he has done in the community.

In 1983 he began work in Media Relations. Since that time, he has regularly been on WINK-TV CBS as a medical reporter. He has often featured physicians in our community, interviewing them and producing informational spots for the general public.

In 1984 he became President of the Lee County Medical Society. One very important contribution he made for our society is the origination of the Annual Video Health Fair. Without his continued efforts, this yearly public service program would not occur. It has been his belief that physicians should give something back to their community, always striving to increase their public image. His positive example has done a lot for our physicians' image.

The Lee County Medical Society extends its sincere appreciation to Dr. Fiore for his dedication, service and active participation in our society and wishes him a very pleasant, relaxing and adventuresome life in his retirement. ♦

BOOKMARK MEDICAL

Thomas R. Connelly Medical Library at the Lee Memorial Hospital will be closed from July 22 to July 30, 1993. The medical librarian, Narges Ahmadi, asks that the physicians who need her help in research contact her as soon as possible to give her enough time for conducting literature searches and obtaining desired articles. The library will still be accessible to physicians through contacting security office in the hospital. In a clinical emergency, the Educational Department of LMH may be contacted to arrange for computer literature searches from other hospitals.

The library has added several new titles to its collection: *Chronic Fatigue Syndrome*, *Lyme Disease*.

New editions: *Allergy: Principles and Practice*, *Campbell's Urology*, *Diseases of the Kidney*, *Textbook of Geriatric Medicine and Gerontology*, *Textbook of Rheumatology*.

The medico-legal section: *Law and the Physician*, *Medical Law, Ethics, and Bioethics in the Medical Office*, *Medicolegal Consequences of Trauma*, *Ask an Attorney: All about Florida Law*.

From AMA Publishing Office: *AMA Tort Reform Compendium*, *The Guide to Medical Professional Liability Insurance*, and *Physician's Survival Guide: Legal Pitfalls and Solutions*.

The Medical Library hours are 7:30 a.m. to 4:00 p.m. Monday to Friday. For reference services and other informational requests patrons may call 334-5410. ♦

Legislative Involvement JUST DO IT!!

It seems that lately we're being assaulted from all sides. Florida has just enacted a healthcare reform package that has us scampering for answers, and Hillary's plan looms near. The topic of what we can or should do is the central theme of conversation around most doctor's lounges throughout the county. Well, I may not have the answer to the big problem, but I do have a suggestion that may help, and it's easy to do!

Remember that a filibuster in the U.S. Senate kept Clinton's pork-barrel jobs bill from being passed. Did you know that it was only 3 senate votes that kept the filibuster alive? Now, as Clinton's tax bill comes to the Senate Finance Committee it seems that only 1 vote may make or break that bill! The point is that in the Senate we have a real chance to force these issues to public scrutiny and debate rather than just ramming them through to become law. The votes are very tight in the Senate.

Did you know that your Senator Bob Graham has almost without exception voted the party line on every Clinton proposal that has come to the Senate? It's about time that someone remind Senator Graham that he is a Senator from Florida. And, remind him that Florida did not vote for Clinton. Whatever happened to representing your constituents? I just wrote the good senator a letter informing him in no uncertain terms that I will do all I can to see that he is not re-elected if he fails to allow public debate on the issues that come to the Senate, and if he fails in his duty to represent his watch and his constituent. YOU NEED TO DO THE SAME! ONE VOTE IN THE SENATE CAN MAKE THE DIFFERENCE: JUST DO IT!

The address is: Senator Bob Graham, Room 241, Dirksen Senate Office Building, Washington, DC 20510-0903.

Alexander J. Lozano, M.D., FACS, Legislative Chairman. ♦

LCMS MINI-INTERNSHIP PROGRAM MAY 17 & 18, 1993

FACULTY

Howard Barrow, M.D.
Otolaryngology
Mukund Kini, M.D.
Internal Medicine/Gastroenterology
Fred Liebowitz, M.D.
Anesthesiology
Arthur Miller, M.D.
Radiology

"Physicians were willing to talk openly with me even after they found out where I worked. More positive contact between DPR & the physicians is needed." Jean Kline.

"I have a much greater appreciation for the medical profession. Doctors work hard. The glamorous Lifestyle seems to be a television characteristic. It would be great for everyone to see doctors in their daily routine. A lot of perceptions would be changed." Douglas Lockard. ♦

INTERNS

Dennis Grimes
Realtor, Gateway Realty Sales
Douglas Lockard
Pres., Chamber of Commerce of Cape Coral
Jean Kline
MQA Investigator, DPR
Maeve Redden
COO, Senior Friendship Center

LEE MEMORIAL EARNS TRAUMA CENTER APPROVAL

Lee Memorial Hospital has been provisionally approved as a "Level II Trauma Center," a move by the State Department of Health and Rehabilitative Services Emergency Medical Services. This designation will be extremely beneficial for Southwest Florida, as Lee Memorial is the only hospital between Tampa and Miami to have this approval level. As a Trauma Center, Lee Memorial will serve Lee, Hendry, Charlotte and Glades Counties.

Official designation as a Trauma Center means that people who are injured and classified as a trauma alert victim, such as from serious vehicle crashes, falls, sports injuries or shootings, will be brought to Lee Memorial's Cleveland Avenue Emergency Center for care. Critical resources necessary for immediate trauma care, such as trauma surgeons, operating room services, anesthesia, X-ray facilities, etc., will be staffed in-house 24 hours-per-day.

At the Cleveland Avenue Campus, Lee Memorial's full-time trauma surgeons are immediately available 24-hours a day. These physicians are employed by the hospital and are skilled in caring for all aspects of trauma care.

Board of Directors: District 1 - Anna E. Marks, Kimberley Shank; District 2 - Mark Abels, Frances C. Fenning; District 3 - John A. Atkinson, D.D.S., Lois C. Barrett; District 4 - Lester A. Coggins, Sr., William (Bill) Martin; District 5 - F.L. (Larry) Daniels, Edward F. Gudgel, M.D. ♦

PHYSICIANS IN THE NEWS Congratulations!

David C. Brown, M. D. and Jonathan M. Frantz, M. D. have been awarded certification in Cataract/Implant Surgery by American Board of Eye Surgery Certification.

William N. Harwin, M. D. was elected Vice President for 1993-94 of the Society of Clinical Oncology at their annual meeting in Miami, May 8, 1993.

T. T. (Sam) Knight, M. D. is President of the Florida Surgical Society; President Elect of the Florida Chapter, American College of Surgeons and Governor-at-Large of the American College of Surgeons.

Phillip E. Andrews, M. D. is Secretary of the Florida Chapter, American College of Surgeons and Governor-at-Large of the American College of Surgeons. ♦

FLORIDA SURGICAL CARE RULE UPHELD

The First District Court of Appeal has upheld the Florida Board of Medicine's surgical care rule regarding a surgeon's pre- and post-operative professional duties. The decision affirms a state administrative hearing officer's ruling following extensive legal proceedings held during 1992. The Board of Medicine began consideration of this ruling in 1987 when it determined that not all surgeons were following the prevailing standards of pre- and post-operative care in Florida.

The duties imposed by the rule include the responsibility of the operating surgeon (1) to diagnose medical and surgical problems; (2) to explain surgical procedures and obtain informed consent of the patient; and (3) to manage the patient's post-surgical care through either direct provision of his or her discretionary post-operative activities, delegation of such activities to equivalently-trained physicians, or delegation of such activities to some other health-care practitioner, provided that the other practitioner is properly supervised by the operating or equivalently-trained surgeon.

The rule was vigorously opposed by the Florida Optometric Association and individual optometrists who claimed that the rule unreasonably restricted their right to "co-manage". If you have questions or wish to obtain a copy of the order, please contact the FMA Legal Department at 1-800-940-9451. ♦

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REPORTING CHLAMYDIA TO THE LEE COUNTY PUBLIC HEALTH UNIT FLORIDA ADMINISTRATIVE CODE 10-3

Proposed rule amendments were published in the Florida Administrative Weekly, June 4, 1993 issue. The proposed amendments modify and extend existing rules for communicable disease control with specific attention to sexually transmissible disease, in particular Chlamydia trachomatis.

The national emphasis on the control of Chlamydia and related diseases or syndromes by the Centers for Disease Control has resulted in Florida extending its list of reportable diseases to include Chlamydia trachomatis. This disease would be reported just as Gonorrhea is, for example.

For further information you can contact: Ronald S. Cremo, Health Service Manager, HRS at 338-1254 or Lee County Public Health Unit at 332-9501. ♦

IS THERE ANY ONE THING THAT HAS MORE MAGIC THAN A SMILE?

- Pay someone a compliment — and smile. It multiplies the compliment many times.
- Ask someone a favor — and smile. He or she feels almost compelled to grant it.
- Accept a favor from someone else — and smile, you add to the appreciation the other person feels.
- Even when you have to use somewhat "plain talk," a smile takes the sting out. "Smile when you say that," we say to a friend. And if said with a smile, almost anything is all right.
- Meet someone for the first time — and smile. He or she feels like you've been a friend forever.

You can't buy an elixir like that with all the money in the world. All you have to do is bring it out of hiding, dust it off, and put it to use.

(adapted from: How To Have Confidence And Power In Dealing With People by Les Giblin.)

PICTORIAL DIRECTORIES AVAILABLE


The Lee County Medical Society office has a large number of the Pictorial Directories available to put in your waiting room. This is a great patient-relation promotion. Just call the office and pick up a book for your practice today. ♦

SOCIETY'S MAILING ADDRESS CHANGES

Recently, the Post Office at Page Field changed the numbers on all their post office boxes. Below is the new mailing address for LCMS: P. O. Box 60041, Fort Myers, FL 33906-0041. ♦

NEW 1993 WALT DISNEY DISCOUNT

Your new discount card for the year 1993-94 is now available from the Medical Society Office. Use your discount card to enjoy the fun at Disney World, Epcot and MGM Studios. LCMS Office - 936-1645. ♦



Gora McGahey
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NO DINNER MEETINGS UNTIL SEPTEMBER

ARE YOU TAKING NEW PATIENTS?

Please notify the Medical Society Office when you make a decision to **not** take patients. This will help us in making our referrals to your office. Also advise us when you change your policy to accept new patients. ♦

1993 BOARD OF MEDICINE MEETINGS	
June 4-6	West Palm Beach
Aug. 6-8	Tampa
Oct. 1-3	Miami
Dec. 3-5	Orlando

HELP NEEDED

Community Cooperative Ministries, Inc. operates a walk-in medical clinic with the help of The Comprehensive Clinic of The Lee County AIDS Task Force. This clinic is open on Tuesday mornings and Thursday afternoons. We would like to have the volunteer services of a physician at least once a month to do general physical examinations. One of the great concerns of Community Ministries is the lack of preventive health care that is practiced today. If you can help, or would like additional information, please call 332-7687. ♦




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**MARK YOUR
CALENDARS**

Saturday, Nov. 6, 1993

Risk Management Seminar
(5 Credit Hours)
7:30 a.m. - 1:30 p.m.

Cost:
Member - \$100.00
Non Member - \$125.00

LUNCH

HIV/AIDS SEMINAR
(2 Credit Hours)
2:00 PM - 4:00 PM

Cost:
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LEE COUNTY MEDICAL SOCIETY
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