



Bulletin

LEE COUNTY
MEDICAL
SOCIETY

THE VOICE OF LEE COUNTY MEDICINE

VOLUME 16, NO. 6

Fort Myers, Florida
Mary C. Blue, M.D., Editor

October, 1993

OCTOBER GENERAL MEETING (Reservation Card under separate cover)

Monday, October 18, 1993
Social Time - 6:30 p.m.

Dinner - 7:00 p.m.
Meeting - 8:00 p.m.

FLORIDA INDEPENDENT PHYSICIANS ASSOCIATION, INC. (FIPA) AN AHP IN THE MAKING

At the last delegates meeting of the Florida Medical Association, a resolution was enacted for the FMA to explore developing an Accountable Health Partnership. The FMA and Alachua County are developing an HMO/IPA model that will allow all interested physicians to participate in an Accountable Health Partnership. This organization would be owned and operated by the physicians in the State of Florida. The IPA would contract with an HMO. This organization then would hopefully be able to qualify as an AHP and be certified by the state Agency for Health Care Administration.

This would allow physicians to take their future into their own hands by affiliating with a pro-physician management organization that answers the needs and preserves the sanctity of the physician/patient relationship. Hopefully a physician run and directed organization would have an advantage over other organizations that do not have physicians' input and guidance.

On October 18, we have asked Eric J. Brill to come to present the IPA concept to the Lee County Medical Society. Mr. Brill is a Lawyer and CPA from Gainesville, Florida. He has been working with the Alachua County Medical Society and the Florida Medical Association in developing the Florida Independent Physicians Association, as well as the IPA/HMO concept.

This concept has been well received in other counties throughout the state. Many physicians have already set up regional chapters of the IPA throughout the state. Mr. Brill can discuss with us how we can participate in Lee County. Hopefully, he can answer any questions that physicians might have regarding the AHP and the HMO/IPA organization.

Steven R. West, M.D. - President-Elect

OCTOBER MEDICAL SOCIETY MEETING

Royal Palm Yacht Club

October 18, 1993

Social Time: 6:30 p.m.
Dinner Time: 7:00 p.m.

SPEAKER:

ERIC BRILL, CEO

Florida Independent Physicians Association

TOPIC:

"Statewide IPA"

DINNER BY RESERVATION ONLY

CANCELLATIONS:
By Noon, Monday

RISK MANAGEMENT AND HIV-AIDS SEMINARS MEETING NOTICE 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:

Member - \$60.00
Non-Member - \$90.00

PUBLIC HEARINGS ON THE BASIC BENEFIT PACKAGE FOR THE FLORIDA HEALTH PLAN

SOUTHWEST FLORIDA PUBLIC HEARING:

2:00 p.m. - 8:00 p.m.
Community Health Care Center
3925 Fowler Street
Fort Myers, FL 33901

This is a public hearing and you can come and go throughout the day. The agency is committed to ensuring broad public participation in the development of the basic benefit package proposals. The public will have the opportunity to tell the committee what they expect in a benefit package and what they are willing to pay for the benefits. As providers, you the physician know what service you need to provide for your patients. Be at this meeting to be the patient's advocate. ♦

PRESIDENT'S MESSAGE



PHILLIP E. ANDREWS, M.D.

President Clinton has outlined a utopian plan. Or has he? The AMA after careful study doesn't endorse the plan, nor do they oppose it. Their thought is to support the parts that are good for our patients and work to change those that are not good for them. It is interesting that the plan calls for some changes that organized medicine began working for in 1990. Changes such as guaranteed care for everyone, paid for where you work, with benefits that follow you from job to job.

Economics ahead of patient care will never bring about successful reform. The Federal Government will achieve additional bureaucracy, price controls and more regulation. In return, our patients receive lower quality care and fewer services. Many economists predict that this plan will cost \$billions more than the estimates.

There is some tort reform in the package; however, it is lacking one of the most important factors - cap on non-economic damages. Consumer Reports, that paragon of medical and economic knowledge, has stated that the cap in California has not affected health care costs in that state. I don't quite understand how that could be.

Are we there yet? There is still a great deal of debate before that well-known lady sings. We can still impact the final package if we remain informed and if we correspond opinions to our elected officials. ♦

"DR. JOHN"

On Call

My friends gather their bags and coats, say goodbye and leave. The normal sounds of the hospital are subsiding, and I can hear the rumble of the food carts coming down the hall. The paging operator is silent. I am going on call for the first time, and I don't like it.

What if they ask me to do something I don't know, I wonder. Since I really don't know anything, having been a Junior for one week, it won't be difficult to find something. I will have to sleep in a strange bed, probably not a very good one. What if I don't even get a chance to sleep? I am no nighthawk and do not consider sleep optional. I do not like strange beds.

They will give me a free meal, and even cafeteria food will probably beat my usual baloney sandwich, so that's a plus. It turned out that the meal was a baloney sandwich, so it's a tie ballgame so far.

I have an active imagination, which is of little use to a medical student. What if the dinner tonight includes a Staph toxin and three hundred people start vomiting? What if there is a cardiac arrest and that page was torn from my Merck Manual? What if the house staff signs out to me, by some horrible mistake, and all the patients need a narcotic? Or a diagnosis?

I did survive that night, imagination and all, as I did many a night that followed, for the next thirty-six years, but I never learned to like it. I sometimes feel sorry for civilians who don't understand the enjoyment of going to bed knowing that the phone will not ring. If you take it for granted, it means nothing.

I read about internship in Junior High. In an article that was overblown, overwrought and over my head, and it left me with the secure knowledge I would die in the process, mostly from worry.

The call nights, however, weren't a whole lot worse than in school. The baloney sandwiches were about the same. The terrible beds were the same, but I didn't have a bad back then, so they were just a nuisance. The call quarters were in a condemned building, which just seemed amusing.

My last night on call as an intern was in the ER on a Saturday night. We had no airplane crash and nobody shot at me, seven a.m. rolled around and I walked out, a free man, quietly astonished.

I remained quietly astonished ever since. The absolutely only change over all the years since then is tuna salad on pita bread.

John R. Agnew, M.D. ♦

DON'T BE LEFT OUT THIS YEAR — HOLIDAY SHARING CARD

The AMA-ERF (American Medical Association Education and Research Foundation) operates on the national level to provide funding for medical students and medical schools. By donating your tax-deductible contribution to AMA-ERF you will also be taking part in a holiday tradition that sends a non-religious holiday card to your friends in the Lee County Medical Society.

The AMA-ERF Holiday Sharing Card is sent out to all physicians and their families in the medical society, however, only those who have so generously contributed will be listed on the card. Don't be left out this year! If you would like to be a part of this worthwhile cause, please see the insert in this month's newsletter or call Victoria Sweet at 481-8849 for more information. ♦

When finished with this issue . . .

Pass it on
to staff!

TO:

INITIALS:

_____	_____
_____	_____
_____	_____
_____	_____

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 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.

DISTRICT 8 CHPA
BOARD APPOINTEES

The following individuals have been appointed to serve on the District 8 CHPA Board:

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332-1440THE BULLETIN DEADLINE
IS THE 15TH OF EACH
MONTH. PLEASE SEND
YOUR COMMENTS OR
ARTICLES TO THE
MEDICAL SOCIETY.

OCTOBER MINI-INTERNSHIP PROGRAM



L-R front row - Sharon Thompson, CPA; Hetty Snyderman, D.O., Coordinator; Ellen Bryan, Esq.; L-R back row - J. Bert Davis, M.D.; Bruce Gora, Principal Architect; Larry A. Hobbs, M.D.; and Bruce J. Lipschutz, D.O.. Not pictured: Ted Nixon, Fire Investigator for Cape Coral and William A. Kokal, M.D. (Dr. Kokal and Mr. Nixon had an 8:30 am surgical case).

The interns commented on the time waiting for an appointment and after following the physicians had a better understanding of the time spent reviewing records. They saw that the practice of medicine today is trying to find a balance between providing health care, high technology, defending the profession from the legal system, and paying for the health care and defensive medicine.

Each time we do a Mini-internship program, it is always interesting to hear about the change of perceptions regarding delivery of health care. We find physician faculty looking at what they do each day from the insight of the Intern. It is a give and take program that enlightens all who participate. ♦

FMA EXCELLENCE IN MEDICAL JOURNALISM AWARD



Beth Francis, Medical Reporter, Ft. Myers News-Press and Phillip E. Andrews, M.D., President, LCMS.

Dr. Andrews presents Beth Francis, reporter, Ft. Myers News-Press with a plaque and check for winning second place in the Daily Newspapers with circulation over 50,000 Category of the Florida Medical Association's 1993 Excellence in Medical Journalism Contest.

Ms. Francis won for "Lost in Time," a story which explored Alzheimer's Disease, its impact on victims, and the services available both to patients and their families. ♦

LEE COUNTY MEDICAL SOCIETY ALLIANCE NEWS

MEDI-BAGS

Medi-bags is a statewide project sponsored by the Florida Medical Association Alliance to help the homeless in our own cities. We have found that donations to the homeless often neglect to include first aid and personal hygiene products.

We are collecting toiletries from area hotels, hospitals, pharmacies, and grocery stores. We will even take the shampoo and conditioner collected from your last vacation. We also need volunteers to assemble the bags, please call if you can help. Ana Gregg (768-9202) or Becky Markgraf (561-2047).

FOSTER PARENT APPRECIATION DINNER

Preparations for the Annual Foster Parent Appreciation Dinner are well under way. This year's banquet will be held Friday, November 5th. The theme is "Hats Off", and everyone attending is urged to wear a fun hat to the event.

The foster parent committee has been busy securing door prizes for the event. The generosity of area businesses and individuals will enable every foster family attending the dinner to receive one of these door prizes.

The support of the Lee County Medical Society Alliance will ensure that the Foster Parent Appreciation Dinner is a continued success.

Those wishing to contribute to this worthwhile cause can contact Jackie Sharkey (489-1556) or Kim Brown (275-5361). Checks should be made out to LCMSAF. All donations are tax deductible and a receipt will be mailed to you.

POTLUCK IN PARADISE

The third annual Potluck in Paradise was a huge success, attended by over 200 physicians and their spouses.

New physicians to the Lee County Area were invited to join Medical Society Members for a casual evening of great food and fun. This year's party was held at the home of Dr. and Mrs. Brian Krivsky on September 11th. Voter registration and newcomer's addresses were made available to all. Everyone enjoyed an evening of seeing old friends and making new ones.

Jackie Sharkey, Corresponding Secretary ♦

THE
QUESTION
MANOPINIONS - EDITORIALS
LETTERS TO THE EDITOR

John W. Snead, M.D.

"HOW WILL THE WAY DOCTORS ARE
TRAINED BE CHANGED IN THE FUTURE?"

"There will be a need to ration care. This will directly result in greater emphasis on diagnosis and treatment by clinical evaluation and experience. This will occur if there is relief of malpractice and when compensation justifies such effort and risk-taking by primary care physicians which will come at the cost of severe reduction of specialty practices. I think that we will be judged on outcome effects and will be remunerated for conservation of health care expenditure not on life extension or pain and suffering relief."

Edward C. Laird, M.D.
Family PracticeMark J. Sweet, M.D.
Internal Medicine

"There will be further emphasis on teaching interpersonal skills rather than increased intensity on mastering medical disciplines."

John F. Prater, D.O.
Psychiatry

"There will probably be greater emphasis on supervising the care of patients through other health care providers."

NEXT MONTH'S QUESTION:

"HOW WILL THE QUALITY OF HEALTH CARE
CHANGE?"

Send your comments to the Medical Society.

Bulletin deadline is the 15th of each month...
we want to see you in the print media! ♦SPORTS PHYSICALS GIVEN
TO HIGH SCHOOL
STUDENTS
"THANKS PHYSICIANS"

In June of this year, the Sports Medicine Committee of the Lee County Medical Society organized the annual pre-participation evaluation for high school students entering the sports program. We had the able assistance of the athletic trainers from Cape Coral Hospital and Lee Memorial Hospital. On one night, the exams were done in Fort Myers and on the second night, they were performed in Cape Coral.

Approximately 300 young athletes were evaluated, and with rare exceptions, approved for participation. A few needed further evaluation and this was arranged. As in the past, the program was very much a success and sincerely appreciated by the school personnel.

The following physicians participated:

Dr. Robert Arnall	Dr. Jack Beaulieu
Dr. Charles Curtis	Dr. Mike Collier
Dr. Richard Delorio	Dr. Ed Drass
Dr. Ed Dupay	Dr. David DePre
Dr. Larry Eisenfeld	Dr. Jeff Haller
Dr. Mike Jugan	Dr. John Kagan
Dr. Vidya Kini	Dr. Mark Mintz
Dr. Felix Mestas	Dr. Jim Otis
Dr. John Ritrosky	Dr. Barry Sell

Additionally, Joanne Calhoun, PA, and John Knetz, PA, from Dr. John Kagan's office, and a nurse practitioner, Pam Salaz, RN, ARNP, who works with Dr. Pat Fitzgerald participated.

Robert E. Arnall, M.D., Chairman ♦

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.

ALEXANDER MELLON EATON M.D.

Dr. Eaton was born in New York, New York. He was graduated from Duke University School of Medicine, Durham, North Carolina in 1987. His Internship was at Lenox Hill Hospital, Dept. of Medicine, New York, New York from 1987-1988. His Residency was at The Edward S. Harkness Eye Institute, Columbia-Presbyterian Medical Center, New York, New York from 1988-1991; he was also Chief Resident at The Duke Eye Center, Duke University Medical Center, Durham, North Carolina from 1991-1993 with a Retina Fellowship from 1992-1993. Dr. Eaton is an ophthalmologist practicing medicine at the Eye Centers of Florida; specializing in vitreo-retinal surgery. ♦



CONTINUING MEDICAL EDUCATION

FL Myers VA, CME Category I - 8 a.m.-9 a.m., Phone 939-3939, Ext. 6270: Oct. 19, *Pharyngitis*, Lou Kuritzky, M.D.; Oct. 26, *Cost Effective Prescribing*, Mark Walton, M.S.; Nov. 9, *Overview of Calcium Channel Blockers*, David Nesselrode, M.D.; Nov. 16, *Headache*, Eshan M. Kibria, D.O.; Nov. 23, *Hyperbaric Oxygen Therapy*, CDR Elwood W. Hopkins, M.C., USNR; Nov. 30, *Renal Function and Anti Hypertensive Therapy*, Fadi Alghraoui, M.D.; Dec. 14, *Update in Endocrinology*, Sigmond Greenburg, M.D.

ALL PHYSICIANS ARE INVITED TO ATTEND ♦

PRO PHYSICIAN REVIEWERS NEEDED

FLORIDA MEDICAL QUALITY ASSURANCE, INC. (FMQAI)

NEXT WORKSHOP: Saturday, October 9, 1993
9:00 a.m. - 3:00 p.m.
Education Center, 7th Floor
1211 North Westshore Blvd.
Tampa, FL
Tel: (813)281-9024

FUTURE WORKSHOPS: Miami, November 6, 1993
Jacksonville, November 13, 1993

Their mission requires them to have a large, well-trained panel of active physicians willing to review. The reviewers must attend a "WORKSHOP" to introduce them to the 4th Scope of Work. The new approach to review related to the Health Care Quality Improvement Initiative, and the proper use of their new review instrument, the Physician Review Assessment Format (PRAF). Attendees will receive \$58.00 per hour for time spent at the session and 25 cents per mile travel allowance. Contact the PRO Office for a credentials packet.

BELOW ARE HCFA'S REQUIREMENTS AND DEFINITIONS FOR PHYSICIAN REVIEWERS:

1. Board specialty required whenever possible.
2. Match specialty and setting if possible.
3. Florida license necessary.
4. Reviewer must be in active practice (at least 20 hours/week) and must care for and treat Medicare beneficiaries on a routine basis.
5. Doctors of Medicine and Osteopathy must have staff privileges in at least one hospital in Florida.
6. Defines active staff privileges as:
Physician is authorized on a regular basis rather than infrequent or courtesy basis to:
1. order an admission to a facility,
2. performs diagnostic services in a facility,
3. care for and treat patients in a facility
7. Conflict of interest is to be avoided.
8. PRO to use board certified physician in the appropriate specialty to make reconsideration decisions whenever possible. ♦

PHYSICIANS IN THE NEWS

Phillip E. Andrews, M.D., FACS, of Fort Myers, FL, recently received a three-year appointment as Cancer Liaison Physician for the Hospital Cancer Program at Lee Memorial Hospital. The Cancer Liaison Program is an integral part of the Commission on Cancer of the American College of Surgeons.

John M. Peterson, D.O., F.A.C.G., recently was a "visiting professor" at Michigan State University School of Medicine where he addressed 150 housestaff on Inflammatory Bowel Disease. On 9/12/93 he lectured on "GI Endoscopy in the 90's", to the 17th annual Florida Society of GI Nurses & Associates, at their annual convention in Boca Raton. He plans to lecture on "NonCardiac Chest Pain" at a symposium on Upper GI Motility Disorders as part of the American Osteopathic Assn. annual convention on October 13, in Boston, Mass. Dr. Peterson had an abstract and poster accepted by the American College of Gastroenterology annual convention in New York. Co-authored with Dr. Sam Knight, the work was entitled "Gunshot Cholecystitis." ♦

NEW HCFA POLICY — PRIVATE CONTRACTING

HCFA recently published a new section in the Medicare instructional Carriers Manual which leaves little doubt that it will continue to prohibit private contracting under any circumstances. Section 3044 of the Medicare carriers manual states that non-participating physician may not contract privately and charge a Medicare beneficiary more than the limiting charge, and physicians must submit a claim form to the Medicare carrier if the beneficiary is entitled to receive payment under Medicare Part B. The manual states that physicians who violate this policy will be subject to sanctions including civil money penalties and/or exclusion from the Medicare program.

The AMA has challenged both state and federal legislation imposing arbitrary controls on physicians' fees. Judicial challenges to federal economic legislation are difficult to win since judges generally do not second-guess congressional judgments on questions of social and economic policy. However, the AMA still maintains that private contracting should be considered lawful under the circumstances outlined above. We will continue to pursue this issue in courts, before regulatory agencies, and in state and federal legislatures. ♦

OBRA '93 ENACTED INCLUDES "STARKE II"

In August President Clinton signed the Omnibus Budget Reconciliation Act of 1993. The law has a wide range of effects on the provision of care and payment under Medicare and Medicaid. Included in the Medicare/Medicaid provision is an extension on the ban on physicians' self-referral from clinical lab services for Medicare patients to additional services provided to both Medicare and Medicaid patients. Provisions to extend the law to private health plans were dropped. Significantly, the law includes an exception for "clinics without walls." The provision in "Starke II" prohibits physicians under certain financial relationships with an "entity" from referring patients to the entity for the following designated health services or items:

Clinical Laboratory services, physical therapy services, occupational therapy services, radiology or other diagnostic imaging services, radiation therapy services, durable medical equipment, parenteral and enteral nutrients, equipment and supplies, prosthetics, orthotics and orthotic devices, home health services, outpatient prescription drugs, and inpatient and outpatient hospital services.

There are three general exceptions to the law for the following:

- Referrals for professional medical services provided personally by or under the supervision of another physician in the same group practice,
 - In-office ancillary services where the services are furnished by the referring physician or another in the group practice or in the same building or another building of the group practice, and the services are billed by the physician provider or the group practice, and
 - For services provided pursuant to certain types of contracts with prepaid health plans.
- There are similar exceptions to Stark I for certain types of ownership interest and compensation arrangements. **The effective date of the new law is January 1, 1995.**

CLASSIFIED ADS

Classified Ads are only for Society Physician Members use.

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CHANGE

A Message from The Executive Director

A special "thanks" to all of you who attended the May meeting of the Society. I was pleasantly surprised by your standing ovation recognizing me as a worthy employee. Drs. Andrews and West presented me with a beautiful crystal vase and picture frame. In November, I will be a first-time grandmother. As you come by the office, within this crystal frame you will be able to watch my grandson change over the years.

CHANGE has many definitions but one stands and reflects what is happening to health care: "to undergo transformation."

CHANGE is what makes up our lives, yet we resist change more often than we flow with it.

I began my career in the health care industry in 1966 as a receptionist with two of the three otolaryngologists in Lee County. They were also our plastic surgeons. We had 87 physicians in Lee County. There was constant change each day. Some days there were no beds at Lee Memorial hospital. Even the hallways were full. Elective surgery was done at East Pointe Hospital, which was a long drive from Ft. Myers for a busy physician. Today, it seems, you travel twice that distance in one day of practice. Lee County now has seven hospital locations which includes a psychiatric site and a physician population of over 500. That's change!

Medicare was just happening and physicians were very skeptical of government interference in the patient/physician relationship. At the same time Senator Edward Kennedy was touting health coverage for all Americans. Socialized medicine would cost the average tax payer 25% more in taxes. In a speech at Madison Square Garden by Edward Annis, M.D., the AMA spoke against medicare and socialized medicine. That was over 27 years ago. In the late sixties, we began to see an acceptance to Medicare in private practice and physicians felt more secure with a guarantee of payment for services. At the same time, large insurance companies, unions and government began negotiating with large industry for health care benefits for their employees.

Although these changes were resisted, they became the norm and benefitted the health care provider in the years to come. Through all of the changes, the American Medical Association and the Florida Medical Association helped hold the line on "socialized medicine" for all citizens. Organized medicine has always been involved with the elements of change - some good - some bad - depending on whose shoes you were standing in at the time.

The nineteen-nineties is set to change about 90 degrees. We must decide which shoes to wear. Our position as a profession to meet the change positively and with anticipation is critical.

Without change, we stand still. We cannot grow. We become inert.

With the acceptance of and participation in change, we become motivated, challenged, excited and inspired.

There are many factions working to sever the patient/physician relationship. Will you let this happen to your profession? **Do not let institutions, businesses, each other, insurance companies or government pull you apart.** YOUR medical associations work for you and the patient. We cannot meet everyone's expectations but if you become involved and participate, ideas and solutions can be developed to meet the demands placed on health care.

In September, I will have had twenty-seven years of pleasure, joy, frustration and many other adjectives, good and bad, of watching this medical community grow. You are the best in the State of Florida and in the country. You were given great gifts not only of healing but of intellect, understanding and perspective and ability to get the job done with passion and caring.

Let's do some exciting things in the next ten years. Instead of change coming to us -- let's make change happen for us and health care. You have the vehicle, your county medical society through the FMA and AMA.



TEAM WORK

It is the ability to work together toward a common vision. It is the ability to direct individual accomplishments toward organizational objectives. It is fuel that allows common people to attain uncommon results. Simply stated, **IT IS LESS OF ME AND MORE OF YOU.**

Footnote: (We have a video copy of Dr. Annis's speech delivered in Madison Square Garden on Medicare, most of which has come true over the years.)

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**OCTOBER MEDICAL
SOCIETY MEETING**

Royal Palm Yacht Club
October 18, 1993

Social Time: 6:30 p.m.
Dinner Time: 7:00 p.m.

SPEAKER:
ERIC BRILL, CEO
Florida Independent
Physicians Association

TOPIC:
"Statewide IPA"

DINNER BY RESERVATION ONLY

CANCELLATIONS:
By Noon, Monday