

*Happy Holidays and a Prosperous New Year!!!*



*Lee County Medical Society*  
Invites You To A  
**Holiday Party**  
Monday, December 11, 1995  
**The Veranda**  
2122 Second Street, Fort Myers  
7:00 - 11:00 p.m.  
LCMS Physician Members NB  
Retired Member, Spouse or  
Guest \$25.00  
Checks Payable to:  
*Lee County Medical Society*  
- Cash Bar -  
Piano Music by: Lila

## "SPIRIT OF SHARING" LCMS/ALLIANCE HOLIDAY PARTY

We can continue our "SPIRIT OF SHARING" by donating gifts at the party to this year's charities, Lee County Chapter - American Red Cross and Children's Home Society of Florida. Both are local charities.

Please bring unwrapped toys or checks to the Holiday Party. Checks should be made payable to LCMSAF, INC. Checks may also be mailed to: Lanette Howard, 8746 Banyan Cove, Fort Myers, FL 33919. ♦

## LCMS CALENDAR OF EVENTS...

### 1996 GENERAL MEMBERSHIP MEETINGS

At the May Meeting, members voted to reduce our meetings to six (6) for 1996.

### MARK YOUR CALENDARS FOR THESE DATES:

January 15th - Speaker: James S. Todd, M.D., EVP, AMA.

March 18th - Speaker on Capitation/Risk Management.

Programs to be announced for: May 20th, September 16th, November 18th and December 16th.

LCMS Board Meetings are the first Tuesday of each month - members are invited to attend. ♦

## MEDI PASS

The Florida Medicaid MediPass program is expanding its mandatory enrollment base to include all Supplemental Security Income (SSI) recipients, who do not also have Medicare, as mandatory enrollees by June 30, 1996. This represents an increase in MediPass participants by approximately 6000 recipients in the Southwest Florida area alone.

MediPass is a primary care case management program developed and managed by Florida Medicaid with the support of the Florida Medical Association. Physicians participating in MediPass are responsible for managing the health care of their assigned patients and coordinating access to other health care services. Participating physicians have found MediPass to be successful in providing access to needed care, and promoting continuity and overall quality of care for their patients.

MediPass primary care providers may specify the caseload size they are willing to accept, not to exceed 1,500 enrollees per full time physician. There is no minimum case load requirement and you will be reimbursed a monthly management fee for each enrolled recipient whether or not the patient is seen. If you currently participate in MediPass and have patients who fall into the SSI/No Medicare category, you should take this opportunity to consider increasing your MediPass caseload number to accommodate this new category. If you have never participated in MediPass, this would be an excellent time to consider enrollment while recipients are being assigned to primary care providers.

Participation in MediPass requires enrollment in the Medicaid program and the completion of a service provision agreement. Training for you and your office staff is conducted prior to patient assignment and periodically thereafter for any specific needs that might arise. If you are interested in additional information about the Florida MediPass program, contact Beth Little-Terry, Agency for Health Care Administration at 338-2620 ext. 113, or 1-800-226-6735 ext. 113. An information packet can be sent to your office or your questions can be answered over the phone. ♦

**Reminder:**  
**The Society Office will**  
**be closed**  
**for the Holidays**  
**December 22nd - 25th.**

## PRESIDENT'S MESSAGE



RONALD J. DELANS, M.D.  
Aging Gracefully While Serving on the  
Front Line.

The end of the year is upon us and for most of us, as we look back, we wonder how the year could slip by so quickly. For me, however, it seems like this year has been a lifetime or at least my photos would seem to indicate so.

I've always enjoyed year's ending and the Holiday Season. As a child, all the lights and decorations were just icing on a cake of Christmas presents. But as I look back, the best Christmas I experienced as a child was when I was ten or eleven years old. That year I purchased my first gifts for my parents. I learned then of the inexplicable joy of giving.

Our mythical Santa Claus has his origins in fourth century Turkey. Nicholas, the Bishop of Myra, was well-known and loved for his acts of charity -- especially toward children. These gracious acts of love and service were so admired he attained sainthood and was forevermore known as St. Nicholas. Today we know him through the Dutch translation of "Sinter Claes" as Santa Claus. The Holiday Season remains special because it is a time of year when many of us

Continued on Page Two

## AS I RECALL...

ROGER D. SCOTT, M.D.

### UNEXPECTED CHRISTMAS GIFTS

Long ago and far away (Baltimore 1951), fourteen thin, haggard, almost deceased interns had toiled day and night, six and a half days a week, to care for the hospital patients. It had been an honor to be selected to intern at this prestigious "institution," and we were indeed fortunate to receive room, board, and uniforms, but no pay. Unfortunately, the twenty-eight interns expected at the beginning of the year were found to be only fourteen, and therefore, the fourteen did the work of twenty-eight. In 1951, the interns did histories and physicals, all of the routine laboratory work, and in addition, all of the phlebotomies, intravenous fluid administrations, surgical preps and all of the other tasks that were too menial for a "real" doctor to perform. The Visiting Staff had promised a nice Christmas dinner, and we anticipated going to one of the finest restaurants in Baltimore; however, it seems that our dinner was being served in the hospital cafeteria, where the food was one of the unusual and notorious Epicurean disasters of the century.

Following dinner, each of us received a present, hoping for a \$20.00 bill (which was a lot of money then). As each package was expectantly opened, we were amazed to find a wallet as the gift to hold our \$20.00 bill. As we opened the wallets there was only a note inside (no \$20.00 bill), thanking us so much for the time and effort that we had spent the preceding six months, and looking forward to our continued efforts over the next six months until the completion of our slavery. Merry Christmas, The Staff. (Ed. note: THE SCROOGES.)

The wallet did come in handy because it was a wonderful filing cabinet for carrying in my pocket, and also taught me something early in medicine. After a long car trip I developed a profound left sciatica which was investigated by a neurologist. Nothing could be found, and eventually the sciatica cleared. A year later came another long car trip and yet another bout of sciatica. The gears of my

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### Lee County Medical Society

- Practice Start-Up
- Collections/  
Reimbursement Evaluations

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LEE COUNTY MEDICAL  
SOCIETY BULLETIN

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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.

PHYSICIANS IN THE  
NEWSWELCOMES YOUR CARDS AND  
LETTERS

We are aware that many friends have written or called. Because each is disabled in his or her own way, neither Dad nor Mom is able to correspond. However, both of them have relished the correspondence they have received from their friends. Please do continue to write. We will update you as change occurs. Their new address is:

Dr. and Mrs. James A. Ferguson  
Presbyterian Village, Apt. 317  
3000 East-West Connector  
Austell, GA 30001

We are all grateful for your care and concern.

Jim Ferguson, Son

Glenn L. Wing, M.D., vitreo-retinal specialist with Retina Consultants of Southwest Florida, has received a faculty appointment at The Schepens Eye Research Institute in Boston, an affiliate of Harvard Medical School. Clinical appointees are recognized for their relevant contributions to clinical research on the eye.

## WE CARE PROGRAM

**ATTENTION LEE WE CARE VOLUNTEERS:** It has been learned that on at least one occasion, an individual presented himself in a doctor's office and inappropriately claimed to be a Lee We Care patient. Please be aware and remind your staff that all legitimate referrals will be made by case managers, not by the patients themselves, and that each valid Lee We Care client will have a Patient Referral form from the HRS Volunteer Health Care Provider Program. Whether you elect to treat them or not, anyone without this form is not a Lee We Care referral.

and  
a Happy,  
Healthy &  
Prosperous  
New Year!

FIRST ANNUAL  
LEGAL/MEDICAL GOLF TOURNAMENT

Over 40 lawyers and physicians participated in the 1st Annual Golf Tournament for the benefit of Drug Free Lee County. Gathering at the Gateway Country Club on November 4th at 1:00 p.m., we were told that several of the teams played in the dark as our time was changed the weekend before. Even with this handicap, the doctors won the trophy. Our special "thank you" to Drs. Scott Harris and John Petersen who worked with Ken Jones and Chip Smith of the Bar Association. Also, our special "thank you" goes to Louise Galbraith, Executive Director of the Bar Association in coordinating this event.

The following helped sponsor our event - when you see them tell them how much you appreciated their help:

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Standard Coffee Service S.T.O.P. (Stop Turning Out Prisoners)  
Jack E. Thomas - Merrill Lynch Philip A. Tock - NBD Bank

LET'S DO IT AGAIN NEXT YEAR!!!

## President's Message...Continued from Page 1

mimic St. Nicholas to one degree or another. Kindness, consideration, and caring seem more prevalent. It is a time of year when we give more of ourselves to our fellowman. Whether it is charity to the poor, a holiday card to a friend or acquaintance, or a gift to a loved one, we are all saying someone else matters. That is the essence of service. When one person serves another, he ennobles mankind.

Just think of the historical figures we admire the most. They are the men and women who served. Their own well-being seemed less relevant.

We, as physicians, have been called to service. Our job has always been to serve the health needs of our fellow citizens. And for serving this calling, we have almost always been held in high esteem by the public. But service should not stop at the office or hospital. I would encourage you to be involved in your schools, places of worship, and neighborhoods. You have all that is required to serve. As physicians, we not only have an experience of service, but also respect of the community, reasonable intellectual and financial resources, and time. (Yes, time.)

Over this last year, I have had the privilege of serving you as President of our Medical Society. Whether or not I served you well is only for you to decide. All I can say is that I did the best I could with the resources I had. From the County Medical Society all the way up to the AMA level, organized medicine serves you. How well they serve you is in part related to how much support you give them. I would strongly urge you to at least support organized medicine and if at all possible, serve in a community structure or governance. Once again, whenever a physician serves his fellow physician, it ennobles the profession and we are all better off for it.

Ronald J. Delans, M.D.  
President, Lee County Medical Society

## As I Recall...Continued from Page 1

mind began to whirl and it appeared to me that perhaps the sciatica was caused by this big, fat filing cabinet I carried in my hip pocket. In the future, I always removed the filing cabinet and had no further episodes of sciatica.

I learned two things from these episodes: 1) how to smile when you're screwed, and 2) to look to the environment and other circumstances for patient's complaints that you can't find within the patient.

Lee Memorial Hospital Emergency Room - December 24, 1972 ... As the physician on-call for the ER (no ER Docs back then), I had spent all Christmas Eve until 3:00 a.m. caring for the "emergencies." Upon leaving the ER, I hung a hand-written sign "Closed for Christmas" on the door. Either God or the sign kept the ER empty the remainder of the night!!!

My thanks to all of you for making this a truly joyous season for me. I love each and every one of you.

Keep medicine the wonderful profession it is, and...Merry Christmas Y'All!!!!

THE  
QUESTION  
MAN

OPINIONS - EDITORIALS  
LETTERS TO THE EDITOR

John W. Snead, M.D.

"WILL ANY PHYSICIAN SPECIALTY GROUPS BE ABLE TO GET REASONABLE CARVE-OUTS IN THE SOUTHWEST FLORIDA HEALTH CARE MARKET?"



Vikas Jain, M.D.  
(Ophthalmology)

"I believe that the 'carve-out' situation will only occur if Medicare HMO's infiltrate this area. Of course, this is undesirable for physicians, as it necessarily pits one specialty group against another."

"In other heavily penetrated markets, managed care has allowed reasonable carve-outs for obstetrical care. However, in the Orlando area, full capitation agreements for OB care are in place. Only the future will tell in this specific market."



Charles McCurdy, M.D.  
(Perinatology/OBGYN)



Michael B. Marchildon, M.D.  
(Pediatric Surgeon)

"Yes, but for a limited time only. Soon the leverage specialty groups will have (and it may not be enough) is with accurate outcomes analysis data showing they can practice cost effective medicine. When it comes to dealing with managed care, data, not rhetoric, is our strongest ally."

"A large multispecialty group affiliated with solid MSO would have a good chance of carving out specialty services from payor contacts."



Brian Kurland, M.D.  
(Vascular Surgeon)

## JANUARY'S QUESTION

"HOW CAN PHYSICIAN-CONTROLLED PROVIDER GROUPS COMPETE WITH HMO'S?"

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

FMA PRESIDENT VISITS  
LEE COUNTY

"Doctors tend to be intensely loyal people; we must not let ourselves be drawn to the point where we become the battlefield. If we do, we will self-destruct."

Alvin Smith, M.D.

Dr. Alvin Smith, A. Frederick Schild and Don Jones of the Florida Medical Association met with the LCMS Board of Governors, Committee Chairmen, Delegates to FMA, and staff on November 7, 1995 to discuss the future of organized medicine. ♦

LEE COUNTY MEDICAL SOCIETY ALLIANCE/  
FOUNDATION NEWS

Respectfully submitted by Nancy Barrow, Corresponding Secretary

## 1995 CHARITY BALL PRESENTATION

The LCMSA Alliance 12th Annual Charity Ball proceeds totaled \$46,735.53. On October 16th, Lisa Reynolds and Marlene Donaldson, 1995 Charity Ball Co-Chairs, and Kerry Pry, LCMSA 1994-1995 President, presented a check for \$32,680.00 to Hope Hospice Community Affairs Coordinator, Linda Nelson. The money will be used for the foyer at their new facility in South Fort Myers. The balance of \$14,055.53 will be distributed to the Mini-Grant program recipients.

## SPIRIT OF SHARING HOLIDAY PARTY

Once again the LCMSA will continue the Spirit of Sharing by collecting donations at the Annual Lee County Medical Society and Alliance Holiday Party. The Holiday Party will be held on Monday, December 11th at The Veranda located at 2122 Second Street, Fort Myers, from 7:00 to 11:00 p.m. This year's Holiday Charity recipients are The American Red Cross and The Children's Home Society.

The American Red Cross has asked for monetary donations to be used for the Bonita Springs flood relief effort. The Children's Home Society has asked for monetary donations as well as toys to be distributed to the over 130 foster home families it sponsors. Checks should be made out to: LCMSA. After the Holiday Party, the Foundation will present each organization with a check representing the amount of the proceeds collected. You may designate on your check which organization you would like the donation to be allocated to. Please help extend the job of the holiday seasons to those in our community who are less fortunate.

## MANAGED CARE INFORMATION

If you have information you would like to share with your colleagues on managed care, use this Bulletin space.

## HMO RATES NATIONALLY

Region	Required revenue per patient	Single premium	Premium change	Inpatient days/1,000 members	Inpatient cost/day
East North Central	\$ 132.73	\$ 158.75	+1.2%	283	\$1,189
East South Central	132.37	153.31	-2.7	N/A	N/A
Mid-Atlantic	130.75	158.83	-1.5	339	1,055
Mountain	117.00	141.56	+0.3	246	1,615
New England	155.25	183.23	-3.0	302	1,154
Pacific	122.34	143.81	-0.6	202	1,420
South Atlantic	128.46	149.36	-2.0	269	1,318
West North Central	117.26	134.66	+3.3	268	1,361
West South Central	141.04	165.58	-2.5	300	1,273
Nationwide	128.39	152.24	-0.7	275	1,244

Source: Milliman and Robertson Survey, 376 HMOs.

## BUSINESS VENTURES ARE FOCUS OF AMA MEETING

The AMA is sponsoring two educational programs to help physicians develop new business ventures.

A one-day program, entitled "Building and Financing Physician Businesses," will be held December 11 at the Westin O'Hare Hotel in Chicago. The session will help physicians assess their local markets and identify the types of physician-led structures that can best meet local market needs. The program will also help physicians understand capitalization requirements and the importance of analyzing potential strategic partners. The program fee is \$125 for AMA members, \$225 for nonmembers.

A three-day program will be offered January 8-10, 1996, on the campus of Northwestern University in Evanston, Illinois. "Physician Entrepreneurship: Principles, Practices and Tactics for Business Plan Development," will focus on how to develop an effective business plan, how to raise capital, entrepreneurial finance and keys to developing strategic alliances. The program is offered in conjunction with Northwestern's Kellogg Graduate School of Management. A pre-conference program on the principles of accounting and finance will be offered on January 7.

Tuition for the three-day program is \$2,000 for AMA members and \$3,000 for nonmembers. The pre-conference program fee is \$650 for members and \$750 for nonmembers. For more information on these programs, contact Katherine Rouse at (312) 464-4274.

## THE INSIDE LINE

• A potentially ground-breaking Florida case may end up being a victory for doctors against HMOs. Dr. Roger Strube, the Medical Director at Av-Med in Miami was arrested last month for practicing without a license because he made too many decisions on what was "medically necessary." Strube allegedly denied care to some Av-Med patients, overriding the judgment of the patients' doctors. The problem: he's licensed to practice in Wisconsin, but in Florida he's only supposed to be an administrator. If it's found that this administrator is really a practicing physician, other HMO medical directors may be legally liable for the medical decisions they make.

Reprint: Physician Network Insider

## NEW MEMBER APPLICANTS

## Application for Membership

Active members are requested to express to the Committee on Ethical & Judicial Affairs or Board of Governors any information or opinions they may have concerning the eligibility of the applicants.



## BOB KIM, M.D. - PEDIATRICS

Dr. Kim was born in Washington, DC. Medical School: University of California (San Diego); San Diego, California (1986-90). Internship: Yale-New Haven Hospital; New Haven, Connecticut (1990-91). Residency: Yale-New Haven Hospital; New Haven, Connecticut (1991-93). Board Certifications: American Board of Pediatrics. Dr. Kim is an associate with Partners in Pediatrics located at 6120 Winkler Ave., Fort Myers.

## DANIEL P. ROBERTSON, M.D. - NEUROSURGERY

Dr. Robertson was born in Fairfield, Connecticut. Medical School: University of Tennessee; Memphis, Tennessee (1984-88). Internship: Baylor College of Medicine; Houston, Texas (1988-89). Residency: Baylor College of Medicine; Houston, Texas (1989-94). Board Eligible. Dr. Robertson is an associate with Neurosurgery at Lee Memorial Hospital, located at 2780 Cleveland Ave., Fort Myers.



## STEVEN M. RITROSKY, M.D. - ANESTHESIOLOGY

Dr. Ritrosky was born in Syracuse, New York. Medical School: University of Florida; Gainesville, Florida (1986-90). Internship: University of Tennessee; Chattanooga, Tennessee (1990-91). Residency: Thomas Jefferson University Hospital; Philadelphia, Pennsylvania (1991-94). Dr. Ritrosky is an associate with Medical Anesthesia, Garrett & Associates, located at 2472 Congress Street, Fort Myers.

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BECOMING AN ON-AIR TALENT???

We have been contacted by America's Health Network regarding identifying "the most authoritative and engaging physicians to host our 'Ask the Doctor' series: 'Ask The Family Doctor,' 'Ask The OB/GYN,' 'Ask The Pediatrician,' 'Ask The Family Therapist,' 'Ask The Dietitian,' 'Ask The Sports Doctor,' and 'Ask The Veterinarian.'"

As a host, you would be telecasting live from studio sets based at Universal Studios Florida in Orlando, using medical illustrations, photographs, graphics, animations, and background videotape provided exclusively to America's Health Network by Mayo Clinic and IVI Publishing, Inc. to visualize hosts' responses. Exclusive "second opinion" presentations by Mayo Clinic practitioners will provide depth and perspective on controversial and highly-specialized topics. Other elements employed to enhance this basic format will be special guest experts, live studio audiences and location production.

Interested physicians and other health care professionals should forward resumes and inquiries to:

Melvin Johnson & Associates  
1000 Universal Studios Plaza, Building 22A/Suite 235  
Orlando, FL 32819  
Phone: (407) 354-6820  
Fax: (407) 354-6575

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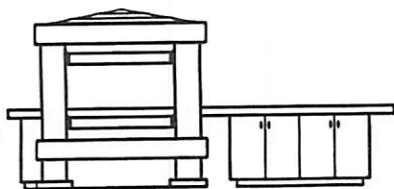
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## 1995 HEALTH EXPO AT HARBOURSIDE

The Third Annual Health Expo was held on November 2 & 3, 1995 at Harbourside with approximately 5,500 people attending. There were 187 booths with many volunteer workers. The LCMS Physician Pictorial Directory was available for the public. Over 750 people stopped by the LCMS booth and spoke with our staff, Shirley and Staci.

This is an excellent tool for marketing yourself and your practice. Many people had their list of physicians from their managed care plan, and came hoping to speak with the physicians who participated. Choice of physician is now made from a list the patient receives and it will become more important than ever to market yourself. Also, if you are employed by one of the hospitals or managed care entities, you will be asked to market for them.

This is the best possible place to put your name out to the public. ♦



Shirley Bowman, LCMS staff, presents gift basket to Carl Foster who visited our booth at the 1995 Health Expo at Harbourside.

*To be a member of the AMA, FMA, County Society and Specialty Societies IS every physician's obligation to the betterment of his profession.*



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## INPUT NEEDED ON MEDICAID BLOCK GRANT PROPOSALS

Congress is currently debating comprehensive reforms of Medicare and Medicaid. Included in the discussion is the issue of Medicaid block grants and the type of spending mechanism to be implemented in each state. The block grants would decrease overall program spending but give states the ability to determine how monies would be spent. The fact that the Florida Legislature would be responsible for determining the Medicaid spending formula concerns the Council on Medical and Socioeconomics in that physician reimbursements and other health services covered by Medicaid are likely to be affected.

The Florida Medical Association's Council on Medical and Socioeconomics is interested in opinions physicians may have regarding Medicaid reforms. When Washington makes a final decision, the FMA will address the concerns of its membership with the Florida Legislature. Issues include freedom of provider choice, nursing home care and other important health issues. If you or your county medical society has a viewpoint on the proposed changes, the Council would like your input.

To contribute to this effort, please forward your comments to Jay Millson, Assistant Director for the Department of Medical and Socioeconomics, at the FMA's Capital Office as soon as possible. Comments will be reviewed by the Council and a policy recommendation will be developed based upon this information. ♦

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Home Health**  
332-6440



**Lee Memorial  
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275-2050

Make Plans to attend the  
January Membership  
Meeting  
January 15th, 1996  
Speaker:  
Dr. James Todd,  
EVP, AMA

All of Us at The Lee  
County Medical Society  
Wish You  
and Yours  
a Happy,  
Healthy &  
Prosperous  
New Year!



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