

## 2012 Meetings and Events

**September 21, 2012**

### Wine Tasting Social

Shoals Restaurant & Wine Bar  
 17650 San Carlos Blvd.  
 Fort Myers, FL 33931  
 6:30 PM

**Note: Meeting is on Friday**

### Save the Dates

**October 6, 2012**

### LCMS Alliance Potluck in Paradise

Home of : Dr. Brian &  
 Maureen Schwartz

**November 15, 2011**

### General Membership Meeting

FineMark National Bank & Trust  
 6:30 PM Social/7 PM Dinner

**December 3, 2012**

### LCMS / Alliance Holiday Party

### RSVP Medical Society Office

LCMS, 13770 Plantation Rd, Ste 1  
 Fort Myers, FL 33912  
 Tel: 936-1645 Fax: 936-0533

#### Inserts

#### DocBookMD Registration

#### HAPP (Healthy Active Productive People)

#### Letter to the Editor Insert

#### Potluck in Paradise

#### September Wine Tasting Notice

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## President's Message

Richard Macchiaroli, MD



LCMS has developed two new programs this year that will be introduced soon and may assist you in your practice. These are the Healthy and Productive Patients (HAPP) program and the DocBookMD. Each program may be beneficial to your practice in

different ways.

LCMS has been working diligently on the new HAPP program this year. The initial idea was proposed by Dr. Trevor Elmquist. It is intended to present patient stories about positive medical experiences with local physicians to the public. Physicians and the public seem to be bombarded with patient accounts of negative interactions with the medical community. We are confronted with these "bad outcome" stories from many angles, including written and television media, trial attorneys, patient complaints, internet grading systems, etc. Unfortunately the negative interactions seem to be the ones that get solicited and rise to the surface. As most physicians and medical personnel know, the great majority of patient-physician interactions result in a positive experience for both the patient and physician. The HAPP program is intended to highlight these interactions for the public to view.

The stories will be presented via the medical society website, as well as local publications. We will be able to attach photographs to the stories on the website if desired. Stories will be written in a short vignette format by local FGCU journalism students after interviews with the patients. There will be a HAPP committee within LCMS to give final approval to any submitted stories before they are published or posted to the website. The committee will try to ensure that various specialties and member physicians are represented fairly. Patients who wish to relate their personal medical experience will be solicited through the medical society website, as well as through the placement of placards/posters in physician offices giving patients the needed information to contact the medical society.

## 2012 LCMS Program Development

LCMS will secure legal releases before the publication of any patient information. LCMS will be rolling out information to offices that would like to participate in the near future. We hope to have the first patient stories posted later this year. (Insert in Bulletin to place in your office)

Another new initiative driven by LCMS is the DocBookMD. This was just released in July and is a HIPAA compliant method for physicians to communicate. It is accessible at no cost to all medical society members and is an application for your smart phone. It allows you to transmit messages, x-rays, EKG's, and photos to other physicians for consults, opinions, and follow up of patients. The application also houses a database of all physicians within the medical society both alphabetically and by specialty with pertinent contact information. Additionally, it keeps an updated list of all pharmacies in the area. There is potential in the future for communication with physicians outside the area. This application was created by physicians in Texas and is currently only available through local medical societies. Please contact the medical society to learn how to access DocBookMD. It is currently available for use.

Hopefully both of these initiatives will benefit individual practices through enhanced communication and by displaying the positive side of patient experiences.

Please save the date to attend the 2<sup>nd</sup> annual wine tasting at Shoals restaurant (formerly The Sandy Butler) on September 21<sup>st</sup>. This was a great event last year and promises to be a fantastic evening this year as well.



### WINE TASTING

### FRIDAY

**SEPTEMBER 21, 2012**

**6:30 PM**

**Shoals Restaurant & Wine Bar**

**17650 San Carlos Blvd.**

**Fort Myers, FL 33931**





# LEE COUNTY MEDICAL SOCIETY BULLETIN

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## PRINTERS

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## Lee County Medical Society Mission Statement & Disclosure Policy

The purpose of the LCMS is to unite the medical profession of Lee County, FL, into one compact organization; extend medical knowledge and advance medical science; elevate the standards of medical education; strive for the enactment, preservation and enforcement of just medical and public health laws; promote friendly relations among doctors of medicine and guard and foster their legitimate interests; enlighten and alert the public, and merit its respect and confidence.

All LCMS Board of Governors and Committee meeting minutes are available for all members to review.

# Membership News

## Relocated

**James Bynum, MD**  
Joint Implant Surgeons of Florida  
7331 College Parkway, Ste 300  
Fort Myers, FL 33907  
Tel: 239-337-2003

## Retired

**John Bishop, MD** effective 7/1/12

## Correction in Phone/Fax Directory

**Saurin Shah, MD** - Corrected spelling  
**Christopher Dawson, MD** - Corrected Specialty  
Physical Medicine / Rehabilitation / Pain Mgmt

## Reactivated

**Kenneth Galang, MD**

## Moved out of the Area

**Michael Chancellor, MD**

# Physicians in the News

**Gary M. Price M.D., F.A.C. P.** was recently inaugurated in Denver, CO as President of the American Academy of Private Physicians, the National Society of Concierge Doctors. (AAPP.org). Dr. Price started the first concierge practice in Florida and one of the first in the country in Feb, 1998. He has served on the Board of Directors of the American Academy of Private Physicians for the last six years and has been its Treasurer for the last three. Together with the other two co-inventors of this type of practice in Seattle, WA, Dr. Price has been part of the birth and development of this movement which has grown from three practices in 1998 to several thousand today across the country.



## Jonathan M. Frantz, MD, FACS & Jeffrey L. Willig, MD

Two Florida Eye Health Ophthalmologists, Cataract and LASIK Specialist Jonathan M. Frantz, MD, FACS, and General Ophthalmologist and Uveitis Specialist Jeffrey L. Willig, MD, have been selected for inclusion in the new 2012 Edition of the "Guide to America's Top Ophthalmologists." This is Dr. Willig's third year and Dr. Frantz's seventh year to earn this honor from the Consumers' Research Council of America, an independent research company based in Washington, DC, that evaluates professional services throughout America. The selection process is based on a point value system that awards points for education, years in practice, and affiliations with professional organizations. Dr. Frantz has also been named in *Best Doctors in America* database since 2005.



**Michael Lowrey, MD**, who retired from the Fort Myers medical community in 2004, now resides at Fountain Crest. Although Dr. Lowrey has some dementia, he enjoys recalling his many experiences, friends and colleagues. He would love to receive your phone call and can be reached at 239.303.0308.

## McCourt Scholarship Recipient's Family Expresses Appreciation for Daughters Opportunity to Attend Diabetes Camp Through the Scholarship Program

Dear Lee County Medical Society:

This is Madyson Sorenson, because of all of you she was able to attend Diabetes camp for the first time!! Madyson was diagnosed when she was only 14 months. Diabetes has been her life. I can honestly say throughout the years living with this disease, all the ups and downs, we never really seen any positive. When she learned she was going to camp and going to meet other children her age who are living with diabetes, her face lit up and I saw the smile and excitement. It reassured all of us that just because she is a diabetic, she can still live her life and do things other kids do because of special organizations like yourself, make kids dreams come true. Forever thankful for the opportunity to allow her to feel like everyone else and to CAMP!!!



The Sorenson Family



## LCMS Thanks Dr. Roger Scott for his Many Years of Dedicated Story Telling

Dr. Roger Scott, Lee County's first board-certified surgeon, got the idea for his column that ran for 17 years in the Lee County Medical Society Bulletin from a talk he gave to the LCMS on the early medical environment in Lee County. He was asked to write a follow-up article, filling a slot for Dr. John Agnew. Although he had had no previous writing experience or aspirations, he started his literary journey using his homespun style, with an aim to preserve the history of medicine in Lee County and other remembrances of things past. We went back with Dr. Scott to his boyhood in North Florida, met his Daddy, his neighbors, and his friends. Later we went on road trips with him through Mexico and the American West, interviewed for medical school, and accompanied him as he trained as a surgeon and served in the army. We showed up with him in the small town of Fort Myers, saw his ups and downs in establishing his new practice, and met many of his colleagues. Some of his patients were memorable, and we got to know them too. He honored the dedication of nurses. He described the medical equipment of the times, and helped us see it too. Other articles delved into earlier times, to pioneer Florida and the colorful characters who were our medical forebears.



Most of us always turned to his article first because Roger loves to tell tales. He emphasized telling the truth and put in a lot of research time to do so, sometimes spending as much as 20 hours per article. His dedication gave him satisfaction which is why he continues practicing medicine at 85 years old.

For seventeen years Dr. Scott has shown us the past, and along the way he gave us a sense of where we have come from as a profession, and what has changed as medicine moved from being a calling of service to a business.

We have a rich oral history, written down, from Dr. Scott, in the archives of the LCMS Bulletin. It will give us roots to weather the storms. Roger, we are indebted to you for many hours of pleasurable reading as we travelled the dusty roads of Florida with you. Thank you for your service to your patients, your colleagues, and to the medical profession. And thanks for taking us along.

LCMS Editors: Mary Blue, MD, John W. Snead MD

## What a Great Run This Has Been!....

The staff of the Lee County Medical Society would like to express our sincere appreciation to Dr. Scott for his many years of dedicated service to the medical profession and also in bringing Florida's earlier days back to life for us in his articles. Dr. Scott spends many late nights researching his facts before he sits down to write his articles. Dr. Scott has shared his stories with us since July of 1995.

It has always been a pleasure to work with Dr. Scott, he takes us back to another time where you feel like you are right there with him in his adventures. We will miss working with him and wish him well in his new endeavors.

Please remember to stop by the Museum of Medical History and visit Dr. Scott where he is the Curator of the museum. He will gladly give you a guided tour of the museum and tell you a little about the historical artifacts. Be amazed at how far we have come in medicine in such a short amount of time. We look forward to guest articles from Dr. Scott.

Sincerely,

*"Give thanks for what you are now, and keep fighting for what you want to be tomorrow. "*

*Fernanda Miramontes-Landeros*



**ANNUAL MEDICAL SERVICE AWARD****NOMINATION FORMS ARE OUT****DOWNLOAD AVAILABLE ON****OUR WEBSITE: [www.lcmsfl.org](http://www.lcmsfl.org)**

*Email us and we will send you one via email:  
[valerie@lcmsfl.org](mailto:valerie@lcmsfl.org) or [marion@lcmsfl.org](mailto:marion@lcmsfl.org)*

**LEE MEMORIAL HEALTH SYSTEM  
 BOARD OF DIRECTORS  
 HAS A NEW BOARD ROOM**

**LMHS Board of Directors Office & Boardroom****13685 Doctors Way, Suite 190****Fort Myers, FL 33912****(Mailing address will remain:****P.O. Box 2218, Fort Myers, FL 33902)**

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 LCMS WILL BE SENDING TO  
 PHYSICIAN OFFICES**

**HAPP****(Healthy Active Productive People)**

Information Packets to place in your waiting areas to inform your patients of a new program. A place for them to share their life changing – positive stories of a physician or medical personnel with [www.happstories.org](http://www.happstories.org)

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From left: Kate Wagner, O.D.;  
 E. Trevor Elmquist, D.O.; Nina Burt, O.D.

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## New Applicants

**Susan Krauter, MD**— Dr. Krauter received her MD degree from the University of Oklahoma Health, Oklahoma City, OK 1979-1983. She did a residency at the University of Miami, Miami, FL 1983-1987. She is in group practice with Hope Hospice, 9470 HealthPark Circle, Fort Myers, FL 33908—Tel: 239-482-4673.



**Brian McGettigan, MD**— Dr. McGettigan received his MD degree from Jefferson Medical College, Philadelphia, PA 2003-2007. He completed his internship and residency at Jefferson Medical College, Philadelphia, PA 2007-2012. He is in group practice with Ear, Nose & Throat Specialists of FL, 8800 Bernwood Parkway, Unit 6, Bonita Springs, FL 34135—Tel: 239-676-2990.



**Kimberly Nicholson, MD**— Dr. Nicholson received her MD degree from Ohio State University College of Medicine, Columbus, OH 1996-2001. She completed her internship at Cleveland Clinic, Cleveland, OH 2001-2004. Dr. Nicholson is in group practice with Physicians Primary Care of SWFL, 9350 Camelot Drive, Fort Myers, FL 33919—Tel: 239-481-5437.



**Henry Venable, MD**— Dr. Venable received his MD degree from the University of Oklahoma Health, Oklahoma City, OK 1979-1983. He completed his internship at University of Miami, Miami, FL 1983-1984. Dr. Venable did his residency at University of Miami, Miami, FL 1984-1986. He is in group practice with Anesthesia & Pain Consultants of SWFL, 3949 Evans Ave, Ste 102, Fort Myers, FL 33901—Tel: 239-939-2622.



**Laura Isley, MD**— Dr. Isley received her MD degree from the University of Miami, FL 2002-2006. She complete her internship at Mount Sinai Medical Center, Miami Beach, FL 2006-2007. Dr. Isley completed her residency at the University of Miami Jackson Memorial Hospital, Miami, FL 2007-2011 and a fellowship at Medical University of South Carolina, Charleston, SC 2011-2012. She is in group practice with Radiology Regional Center, 3680 Broadway, Fort Myers, FL 33901—Tel: 239-936-2316.



**Harold Tsai, MD**— Dr. Tsai received his MD degree from Rush Medical College, Chicago, IL 1987-1991. Dr. Tsai completed his internship and residency at Albert Einstein Montefiore, Bronx, NY 1991-1993. He completed fellowship at Memorial Sloan-Kettering Cancer Center, New York, NY 1997-1999. Dr. Tsai is in group practice with Florida Specialists in Urology, 7335 Gladiolus Drive, Fort Myers, FL 33908—Tel: 239-689-6677.



**Elena Gatskevich, MD**— Dr. Gatskevich received her MD degree from Grodno State Medical University, Grodno, Belarus 1987-1993. She completed her residency at Danbury Hospital, Danbury, CT 2007-2010. Dr. Gatskevich completed a fellowship at Yale School of Medicine, New Haven, CT 2010-2012. She is in group practice with Internal Medicine Associates of Lee County, 1528 Del Prado Blvd., Cape Coral, FL 33990—Tel: 239-458-3338.



### RICHARD M. GLASSER FEBRUARY 22, 1960 - JULY 25, 2012

*Richard M. Glasser, MD passed away on July 25, 2012 at age 52. He will be missed by all who knew and loved him. Born in Michigan on February 22, 1960, he began his college career at Northwestern University and graduated from Michigan State cum laude with honors in biochemistry. At Michigan State, Dr. Glasser was a member of the Mortar Board, the Phi Kappa Phi Honor Society and Golden Key National Honor Society State. He then attended the University of Michigan Medical School. Dr. Glasser was a member of Alpha Omega Alpha completing his internship at William Beaumont Hospital in Royal Oak, Michigan. He returned to the University of Michigan, Kellogg Eye Center, for residency. His cornea fellowship followed at the University of Pittsburgh Eye and Ear Institute. After completing his training, he moved to New York City and joined the practice of Center for Eye Care. He met his future wife, Susan, on a blind date and instantly fell in love. The two were wed and moved to Florida shortly thereafter. Richard practiced at Cape Coral Eye Center from 8/92 to 5/2000 and then moved to Eye Centers of Florida until 2005 where we worked together for the first time. Richard joined Southwest Florida Eye Care in 2005 and was my partner until his untimely death last month from complications following removal of a meningioma. I will always remember Richard for his dry, witty sense of humor. He would tell you something outrageous in such a calm tone and straight face that it would take at least a minute to figure out he was joking. He was a huge Big Ten fan but never gave me too much grief after the Wolverines beat the Fighting Irish (my son is a senior at Notre Dame) 3 years in a row. He was a wonderful physician and surgeon, highly regarded by all the staff and his patients. He was the perfect medical partner for me. We had similar philosophies on patient treatment and practice goals. His two passions in life were cycling and his family. We will all miss our fast weekend group rides which he was instrumental in organizing. I regret the fact that he never got to ride his dream bicycle. After 35,000 miles on his last bicycle, I told him it was time to spring for a new one. We will be planning a group ride in his honor when the weather cools off. I know he will be smiling down at us as we toil through the miles. He is survived by his wife Susan and two teenage sons, Jacob and Danny whom he loved very much. Contributions in his honor can be made to Temple Beth EL. [www.templebethel.com](http://www.templebethel.com)*

By, F. Rick Palmon, M.D.



## Florida Medical Association Annual Meeting

Larry Hobbs, MD, Chair of Lee Delegation to the FMA

The LCMS would like to thank the following Delegates for representing Lee County at this years FMA Annual Meeting.

Stuart Bobman, MD  
Valerie Dyke, MD  
Larry Hobbs, MD  
Richard Macchiaroli, MD  
James Rubenstein, MD

Stefanie Colavito, MD  
Daniel de la Torre, MD  
Ray Kordonowy, MD  
Mary Magno Mouracade, MD  
Shari Skinner, MD



Richard Macchiaroli, MD, LCMS President, enjoys dinner while attending the FMA Annual Meeting.



Dr. & Mrs. Ray Kordonowy celebrated their wedding anniversary while attending the FMA Annual meeting



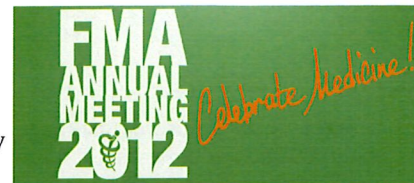
Front Row: Drs., Stefanie Colavito, Mary Mouracade, Shari Skinner and Valerie Dyke.

Back Row: Drs. Ray Kordonowy, Richard Macchiaroli, Stuart Bobman, James Rubenstein, Dan de la Torre and Larry Hobbs.



FMA ALLIANCE DELEGATE

Representing the LCMS Alliance this year was Betty Rubenstein of Fort Myers, FL.



The meeting was held at  
Boca Raton Resort and Club  
Boca Raton, FL  
July 27-29



Stuart Bobman, MD knows how to order dessert!



Vincent A. DeGennaro, M.D

The Florida Medical Association installed Miami VA Healthcare System Chief of Staff Vincent A. DeGennaro, M.D., as its 136th President this evening during the 2012 FMA Annual Meeting in Boca Raton.

## FLORIDA MEDICAL SOCIETY ALLIANCE'S ANNUAL MEETING

Respectfully Submitted by: Betty Rubenstein, LCMS Alliance Delegate

I was honored to represent Lee County Medical Society Alliance at the Florida Medical Society Alliance's Annual Meeting held on Friday, July 27<sup>th</sup> at the beautiful Boca Raton Resort and Club. It was so nice to see Alliance members from throughout the state get together for such a worthy cause.

Much work was done to update the bylaws to reflect our financial independence, broadened membership requirements, and include technological advances in communication and notification of meetings. Ways in which the Alliance can help the FMA improve the quality of patient care in our state was discussed. I always find it amazing how much our Alliance can accomplish on a limited budget.

I am proud to say that our LCMSA brought home three first place awards! We won first place in Membership Development with our successful Potluck in Paradise Welcome Party. We won first place in the Community Education Category for our Anti Bullying Project. Last, but not least, we won the Pride in Partnership award for the dynamic duo of Tami and Dean Traiger! Kudos go out to them for this prestigious award!

The AMAA also awarded us second place in the SAVE category of the AMAA Health Awareness Promotion! This is a wonderful recognition of this important project!

Joan Harmon is our 2012-13 FMAA President. She hails from Duval County. Our best wishes go out to her as she begins her year as our new leader.

It is because of the dedicated physician spouses from across our state that we can get much done at our FMAA Annual Meeting. We truly live up to the mission statement: "The FMAA advances health-related endeavors and engages in legislative advocacy."

By the way, please look out for our Potluck in Paradise flier in this edition of the Bulletin. This year, our Potluck will be at the lovely home of Dr. Brian and Maureen Schwartz on Saturday, October 6<sup>th</sup> at 7pm. For more information, please email our LCMSA President, Mariquita Anderson at [mariquita@nderson.net](mailto:mariquita@nderson.net).



## Frequently asked Questions

Shahid Sultan, M.D.

What is the future of medicine in the US? How things are going to change now that Affordable Care Act (ACA) has survived the courts? And what effect will ACA have on our health care delivery system? These are some of the questions that we frequently ask ourselves. Unfortunately, my crystal ball stopped working a few years ago and I have no way to know what change is on the horizon. But in reality one does not need a crystal ball to know what the future holds. The changes are not only imminent but they are already here; all you have to do is to look around. The proverbial train has already left the station. Regardless of the decision of Supreme Court the delivery of Health care has already changed and this evolution is by no means complete.

Let's start with the Physician labor force. These days more doctors are becoming employed by hospitals than going into private practice. Today, about 60% of doctors nation wide are on salary, up 10% from a few years ago. Being part of a bigger organization takes care of the overhead and other headaches associated with an independent office. Doctors acquire a safety net of a fixed income, albeit with the loss of independence. By some estimates the percentage of employed physicians will increase to 70% by the next decade. Physicians will probably still make a decent amount of money but we will see a lot fewer Mercedes and Porsches in the doctor's parking lot. It may not be overtly said but there already are incentives to keep patient referrals to specialists belonging to the same entity.

There is some hope for the stalwarts of primary care who will stay independent. There is increasing recognition of the foundational role that will be played by the primary care physicians in the restructured health care system. ACA authorizes an increase of 10% in fees for primary care over 10 years and equalization of Medicare and Medicaid fees for primary care except Obstetrics and Gynecology. Several large private payers like WellPoint are raising their fees for primary care services, recognizing the important role primary care plays in keeping their insured's healthy and out of the hospitals thereby decreasing overall healthcare costs. Employers like Becker Trucking Company are already contracting primary care providers for a concierge medical service for their drivers. They pay \$54 a month for each employee to Qliance, a primary care provider with multiple clinics. Employees get unlimited doctor visits, 24 hr. email access to the medical staff and same day or next day appointments. There is no insurance involved, no complicated claims and no denials. Becker Trucking has already seen a decrease in their medical insurance costs and a healthier work force. (The NY Times Tuesday May 22, 2012). Hopefully, enrollment in direct primary care will also be offered to Medicare recipients who presently are not able to have a direct contract with their physicians.

Hospitals, too, are under financial pressure which is resulting in consolidation. Today, according to Delos Crosgrrove, chief executive of Cleveland Clinic, 60% of hospitals are in some sort of consolidated hospital system. In order to achieve greater efficiency in delivering health care, this drive is likely to continue. The battle is not over the quality of health care, we already know we can provide the best care available -- the battle is over the economics of its delivery.

It has happened in other industries and it will happen in health care as well. Decreasing financial resources will force us to be more cost efficient in delivering the product just like banking, book retailing and the automobile industry. Health care delivery may become less personal, but also cheaper and more efficient. The Supreme Court's decision to uphold ACA in reality is inconsequential for the economics of the health care delivery. The change is already happening and the pace is going to pick up further. Consolidation is not without its costs: small, inefficient community hospitals will close or merge with bigger systems. According to some estimates, up to 1,000 hospitals may close. We will have fewer hospital beds and more out patient and home care facilities. Market forces and decreasing payments from Medicare will force both hospitals and the physicians to cut costs. The physicians who can, will be retiring sooner and the younger less experienced and less expensive doctors will be providing the most care. In addition, mid level providers like physician assistants and nurse practitioners will, increasingly, provide care including minor surgical procedures.

Electronic Medical Record systems are expensive to put in place, but they have the potential of saving substantial amounts of money and making health care more streamlined and efficient. Besides better communications among physicians, we should be able to gather better data on patient outcomes and benchmark them to national standards. The Center for Medicare and Medicaid already collects data on 65 different items and that number will likely increase further. Whether it is done via ACOs or by some other means, payments will very likely be bundled and at least partly will reflect performance both by the hospitals and the physicians. The only way to bring about a change is to incentivize it. Making patients responsible for their own wellbeing can only be brought about by incentivizing healthy living. Insurance companies and employers will develop plans with lower premiums for healthy life styles and regular doctor visits. The doctors' payments will be tied to keeping the patient healthy and out of the hospital. Admission to the hospital will be looked at as a failure of the system as opposed to a profit center. The concept of a Multidisciplinary Medical Home where coordinated preventive care is provided by different disciplines to keep the person healthy is already taking hold in different communities and will become more wide spread in the near future. We may complain about government's intrusion, but in the end this change will mean better care for millions of people. The hope is that it will lead to better lifestyle, more efficient disease management, decreased rate of hospital admissions and overall cheaper medical care.

The health care overhaul is here whether we want it or not. The changes are already happening and there is no going back to the old ways of doing things. We may not like President Obama's decision to push through the Affordable Care Act, but we must give him credit for starting the process of change that was long overdue. Even if the nine Judges had decided to throw the ACA out of the window they could not have stopped the change; the healthcare revolution is already here and unstoppable so we better get on the train.



## LCMS's Welcomes Newest Friends in Medicine Partner: EverBank

At EverBank we have a long history of creating innovative ways to save, diversify and grow your money. Delivering high account yields, a variety of lending options, easy access to the global markets and much more, Florida-based EverBank gives you opportunities not found at other banks.

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From our one-of-a-kind Yield Pledge® promise to our award-winning online banking, we strive to create valuable opportunities and unparalleled benefits for our customers. No matter which Yield Pledge account you choose—Checking, Savings, Money Market or CDs—you'll have the peace of mind knowing that you're growing your money with a higher yield. In fact, it's our promise that your rate will always be in the top 5% of competitive accounts offered by leading banks.

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We offer a variety of residential lending solutions from jumbo and conventional loans to fixed and adjustable-rate mortgages. Our dedicated mortgage specialists will walk you through the process from start to closing, and you'll always benefit from highly competitive rates and fast, free pre-qualifications.

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EverBank offers several diversification options - from our WorldCurrency® CD's or WorldCurrency Access® Deposit Accounts to our competitively priced **non-FDIC insured** precious metals accounts, you'll discover new ways to gain an edge and expand your portfolio. And no matter which option you choose, our Relationship Managers are ready with the expertise and resources to help you achieve your global diversification goals.

### CONTACT US

With offices locally, EverBank is ready to work for you. Call a Relationship Manager at 239.254.2110 to get started today.

EverBank promises to keep the yield on your account in the top 5% of competitive accounts as measured the last Wednesday of each month in Bankrate Monitor, a weekly national survey of large banks and thrifts, surveyed by Bankrate.com. For the Yield Pledge CD, EverBank promises to keep the yield on your account in the top 5% of competitive accounts as measured each week in [Bankrate Monitor](#). This promise applies at the time of purchase, or when rolling your expiring CD into a new CD with EverBank.

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### LCMS Friends in Medicine

*LCMS Friends in Medicine program is open to area businesses that can offer member only benefits and discounts. We encourage our members to patronize these businesses that have been selected by the LCMS for their outstanding services and products*



LCMS  
FRIENDS In MEDICINE



Turn to EverBank for new & innovative ways to save, diversify and grow your money. Delivering high account yields, easy access to the global markets and much more, Florida-based EverBank gives you opportunities not found at other banks. With offices locally, EverBank is ready to work for you. Call a Relationship Manager at 239.254.2110 to get started today.



*As a company built by doctors for doctors, we are on a mission to relentlessly defend, protect, and reward doctors who advance the practice of good medicine.*



## Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice

### Section One

The use of social media has become increasingly important across all industries – including health care. *QuantiaMD* surveyed more than 4,000 physicians and reported in September 2011 that 87 percent use a social media website for personal use and 67 percent use social media for professional purposes. In addition, there is evidence that physicians connect with patients through social media websites. Research indicates that 35 percent of practicing physicians have received friend requests from a patient or a member of their family, and 16 percent of practicing physicians have visited an online profile of a patient or patient's family member.

Social media use presents several challenging questions for administrators and physicians, such as where the boundary of professionalism lies, and whether work experiences can be shared without violating the privacy and confidentiality of patients. One meta-analysis of physician blogs found that nearly 17 percent included enough information about patients for them to be identified.

Medical schools and their students often use online social networking websites, and students have been disciplined for posting unprofessional online content. In addition, most physician licensing authorities in the United States have reported incidents of physicians engaging in online professionalism violations, many of which have resulted in serious disciplinary actions. In a 2010 survey of Executive Directors at state medical boards in the United States, 92 percent indicated that violations of online professionalism were reported in their jurisdiction. These violations included Internet use for inappropriate contact with patients (69 percent), inappropriate prescribing (63 percent), and misrepresentation of credentials or clinical outcomes (60 percent). In response to these violations, 71 percent of boards held formal disciplinary proceedings and 40 percent issued informal warnings. Outcomes from the disciplinary proceedings included serious actions such as license limitation (44 percent), suspension (29 percent), or revocation (21 percent) of licensure.

These growing concerns about physician use of social media underscore the need for social media policies. Many hospitals and health care organizations, such as the American Medical Association, American College of Physicians, Cleveland Clinic, and Mayo Clinic, have developed social media policies.

Social media has enormous potential for both physicians and their patients. It can be used to disseminate information and forge meaningful professional relationships. However, these benefits must occur within the proper framework of professional ethics, and physicians need information on the importance of maintaining the same professional and ethical standards in their online activity or communications using other forms of electronic media.

The FSMB has developed this policy to encourage physicians who use social media and social networking to protect themselves from unintended consequences of such practices and to maintain the public trusts by:

- Protecting the privacy and confidentiality of their patients.
- Avoiding requests for online medical advice.
- Acting with professionalism.
- Being forthcoming about their employment, credentials and conflicts of interest.
- Being aware that information they post online may be available to anyone, and could be misconstrued.

The FSMB acknowledges that there may be instances in which a physician's professionalism or care is questionable and not addressed in this policy or other FSMB policy. Any time a physician enters into a relationship with a patient, whether it is electronically or in person, the physician should abide by the same rules or statutes established by the state medical board.

Guidelines for Social Media will be continued in the next several issues.

### You Can Do It & We Can Help!

Have you always wanted to write an article for publication? This is the time to do it! The LCMS Bulletin is looking for writers. Try an article or two and see if its for you! You can write about what your interests are; travel, dining, pets, gardening and many more topics. Change it up and do a variety of articles or have an interactive article going each month with replies from your readers. We always appreciate an occasional article from LCMS members as well. We will be waiting to hear from you. Call the office at 936-1645 or email: [valerie@lcmsfl.org](mailto:valerie@lcmsfl.org) for more information.

#### Shoe Away Ovarian Cancer

Thu Sep 20 6-8 PM  
Saks Fifth Ave at Bell Tower Shops  
RSVP at [ovariancancerfl.org](http://ovariancancerfl.org)

#### Handel's Ice Cream

Sat Sep 29 12-3:30 PM  
3440 Renaissance Blvd, Bonita Springs

#### Betty Allen Ovarian Cancer Foundation

13300-56 S. Cleveland Ave., Ft. Myers, FL 33907  
239.935.8325 (YEL-TEAL)  
[www.ovariancancerfl.org](http://www.ovariancancerfl.org)  
[info@ovariancancerfl.org](mailto:info@ovariancancerfl.org)



### September is Ovarian Cancer Awareness Month

#### Help raise money for Ovarian Cancer Awareness!

Our goal is to bring education and awareness of ovarian cancer to Lee, Collier, Charlotte, Hendry and Glades counties.

Ovarian Cancer occurs in 1 out of 70 women at **ANY** age.



A PAP smear **DOES NOT** detect Ovarian Cancer - It is for cervical cancer.

The five-year survival rate for ovarian cancer is as high as 92% when caught in the early stage.



## HAPP (Healthy Active Productive People)

Introducing our newest program, **HAPP, (Healthy Active Productive People)**, a website for Lee County residents to come forward and share their life changing positive stories with everyone. Sharing their story of a physician, nurse, or medical healthcare person that has improved the quality of their life. Please visit the website ([www.happstories.org](http://www.happstories.org)) from time to time and check for new stories. We have included a flyer in your September Bulletin for you to post in your office to let your patients know of our new program and website. We hope that you will encourage them to tell their story. The LCMS, Dr. Elmquist and FGCU students are working together to bring some positive community spirit by offering a place for patients to tell their positive story and let someone know, in a very thoughtful way, that they are appreciated.

## LCMS CALENDAR OF EVENTS 2012

### SEPTEMBER

- 18 LCMS Board of Governors Meeting**
- 21 LCMS General Membership Meeting**  
**Wine Tasting: 6:30 PM**  
 Shoals Restaurant & Wine Bar  
 17650 San Carlos Blvd.  
 Fort Myers, FL 33931

### OCTOBER

- 6 Alliance –Potluck in Paradise**  
 Home of Maureen & Brian Schwartz
- 16 LCMS Board of Governors Meeting**
- 19 Alliance-Happy Hour, TBA**
- 26 - FMA Fall BOG & Council Days**
- 28 Loew's Portofino Bay, Orlando, FL**

### NOVEMBER

- 10 - AMA Interim Meeting**
- 13 Honolulu, HI**
- 15 LCMS General Membership Meeting**  
**6:30 PM Social / 7:00 PM Dinner**  
 FineMark National Bank & Trust  
 Fort Myers, FL 33919
- 20 LCMS Board of Governors Meeting**

### DECEMBER

- 3 Holiday party**  
 Gulf Harbour Golf & Country Club
- 18 LCMS Board of Governors Meeting**

## Alliance News

### Immunizations

As of August 1, Lee County Health Department administered 582 doses of Tdap to children since July 1. This means that fewer children will miss school due to lack of the required Tdap immunization.

The LCMS Alliance YouTube videos have received 743 views, 326 unique visitors, and 59.8% of traffic sources which came from mobile apps and direct traffic. Translation for the Spanish PSA comes courtesy of Iliana Lopez, Artistic Co-Director of Gulfshore Ballet. Translation for the Creole PSA comes courtesy of Jeffrey St. Firmin, a Clinical Laboratory Science Major with Chemistry and Biology Minor at Florida Gulf Coast University.

Pertussis, or whooping cough, against which Tdap immunizes, has been on the rise in the past few years. In April, the state of Washington declared a whooping cough epidemic with more than 3,000 cases as of July 2012.

### Join the LCMS Alliance

If you or your spouse would like to be a member of the Lee County Medical Society Alliance, please make your check payable to LCMS Alliance for \$85 and mail it to: LCMS Alliance, c/o Mariquita Anderson, Membership Chair, 17920 Grey Heron Ct, Fort Myers Beach FL 33931-3031

Please include your email address if you would like to receive our e-Newsletters. Our e-Newsletters are our primary mode of communication to our members! If you as the physician or your physician spouse is retired, you may pay the Retired Member dues amount of \$35.

Lee County Medical Society Alliance

**Pot Luck in Paradise**

**SATURDAY**  
**October 6, 2012**

At the home of Brian & Maureen Schwartz  
 13781 Old Wedgewood Court  
 Fort Myers, Florida 33908  
**239.768.1999**  
[Schwartzfortmyers@comcast.net](mailto:Schwartzfortmyers@comcast.net)

**RSVP** With your check made payable to:  
**LCMS Alliance**  
 c/o Mariquita Anderson  
 17920 GREY HERON COURT  
 FORT MYERS BEACH, FLORIDA 33931  
 Members \$45/person • Non-members \$65/person



Lee County Medical Society

PRSRT STD  
US POSTAGE  
**PAID**  
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PERMIT NO 534

13770 Plantation Road, Ste 1  
Fort Myers, FL 33912

## CHANGE SERVICE REQUESTED

Together We Are Stronger

**We do what no other medical liability insurer does.** We reward loyalty at a level that is entirely unmatched. **We honor years spent practicing good medicine with the Tribute® Plan.** We salute a great career with an unrivaled monetary award. We give a standing ovation. We are your biggest fans. **We are The Doctors Company.**



We created the Tribute Plan to provide doctors with more than just a little gratitude for a career spent practicing good medicine. Now, the Tribute Plan has reached its five-year anniversary, and over 22,700 member physicians have qualified for a monetary award when they retire from the practice of medicine. More than 1,300 Tribute awards have already been distributed. So if you want an insurer that's just as committed to honoring your career as it is to relentlessly defending your reputation, request more information today. Call (800) 741-3742 or visit us at [www.thedoctors.com/tribute](http://www.thedoctors.com/tribute).

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[www.thedoctors.com/fpic](http://www.thedoctors.com/fpic)

Tribute Plan projections are not a forecast of future events or a guarantee of future balance amounts. For additional details, see [www.thedoctors.com/tribute](http://www.thedoctors.com/tribute).