



# Bulletin

THE OFFICIAL JOURNAL OF THE KENT COUNTY MEDICAL SOCIETY & THE KENT COUNTY OSTEOPATHIC ASSOCIATION

FALL 2013



# Mark Your Calendar

## ANNUAL MEETING AGENDA

- **2013 Year in Review**  
KCMS President  
Phillip G. Wise, MD
- **Election of New Officers**
- **Appointment of Delegates  
and Alternate Delegates**
- **Installation of 2014  
KCMS President**  
Donald P. Condit, MD, MBA
- **An Open Discussion of  
Resolutions for the MSMS  
House of Delegates.** *"If there  
is something that bothers  
you about the practice  
of medicine, then that  
issue could be a potential  
resolution."*

**BRING YOUR IDEAS!**



# KCMS 111TH ANNUAL MEETING OF THE MEMBERSHIP

**Saturday, January 11, 2014 | 12:45 pm**

Immediately following January 11 Educational Event

**Prince Conference Center, Calvin College**

**1800 East Beltline SE, Grand Rapids, MI 49546**

## RSVP



Scan to RSVP

Reservations appreciated  
by January 8, 2014

Name \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_

### PLEASE RESPOND BY

**Mail:** Kent County Medical Society  
233 East Fulton, Suite 222  
Grand Rapids, MI 49503

**Phone:** 616.458.4157

**Fax:** 616.458.3305

**Email:** [kcmsoffice@kcms.org](mailto:kcmsoffice@kcms.org)



# BULLETIN

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Gregory J. Forzley, MD

## PUBLISHED BY

Kent County Medical Society &  
Kent County Osteopathic Association  
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Grand Rapids, MI 49503  
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Fax 616.458.3305  
[www.kcms.org](http://www.kcms.org) • [www.kcoa.us](http://www.kcoa.us)

## AFFILIATED AGENCIES

Kent County Medical Society Alliance  
Kent Medical Foundation  
Project Access

### *All statements of opinions in*

*The Bulletin are those of the individual  
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Medical Society and the Kent County  
Osteopathic Association.*

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### GET INVOLVED:

*Learn more about the  
Kent County Medical Society at  
[www.kcms.org](http://www.kcms.org).*

*Learn more about the  
Kent County Osteopathic Association at  
[www.kcoa.us](http://www.kcoa.us).*

## KCMS Member Offers

As an added service to its members, the KCMS Board of Directors will offer promotion of member-related CME endeavors and practice-related offers. This includes CME event promotion, office space availability, and other ads. These promotions will be sent to members' emails and the subject line will begin with "KCMS Member Offers." Some ads may be subject to review by staff and approval by the Board. Contact the KCMS office at 458-4157 if you have questions.

## NEW KCMS MEMBERS

# Welcome!

**SHANNON D. ARMSTRONG, MD**  
(Plastic Surgery/Hand Surgery)  
Elite Plastic Surgery  
& Hand Surgery Centre  
245 Cherry St. SE  
Grand Rapids, MI 49503  
616-459-4131

**JARET A. BEANE, DO**  
(General Surgery)  
West Michigan Surgical  
Specialists, PLC  
245 Cherry St. SE, Ste. 102  
Grand Rapids, MI 49503  
616-456-5311

**STEPHEN C. DALM, DO**  
(Obstetrics & Gynecology)  
Grand Rapids OB/GYN  
5060 Cascade Rd. SE, Ste. C  
Grand Rapids, MI 49546  
616-247-1700

**EMILY T. DURKIN, MD**  
(Pediatric Surgery)  
Pediatric Surgeons of West  
Michigan, PC  
330 Barclay Ave. NE, Ste. 202  
Grand Rapids, MI 49503  
616-458-1722

**BINDU U. POPAT-LEWIS, DO**  
(Pain Management)  
Michigan Pain Consultants, PC  
61 Commerce Ave. SW  
Grand Rapids, MI 49503  
616-285-1377

**VALERIE I. SHAVELL, MD**  
(Obstetrics & Gynecology/  
Reproductive Endocrinology)  
The Fertility Center  
3230 Eagle Park Dr. NE, Ste. 100  
Grand Rapids, MI 49525  
616-988-2229

REINSTATED  
**GERALD R. LEE, MD**  
(Internal Medicine/Pediatrics)  
Spectrum Health Medical Group  
Internal Medicine/Pediatrics  
2332 Alpine NW  
Grand Rapids, MI 49544  
616-391-6236

---

## In Memoriam

### WILLIAM O'DRISCOLL, MD

Dr. William "Bill" O'Driscoll passed away on August 26, 2013. He studied medicine and graduated from the University of Cork in Ireland, immigrating to the US after meeting his future wife, Mary, at a hospital in Philadelphia on a long term visit. After serving as a Captain in the US Army Medical Corps in post-war Japan, Dr. O'Driscoll specialized in Internal Medicine at Henry Ford Hospital and set up practice in Grand Rapids. He was a dedicated supporter of St. Mary's Hospital, serving at various times as Chairman of the Internal Medicine Department, as Chief of Staff and as Vice President of Medical Affairs.

### PAUL VAN PORTFLIET, MD

Dr. Paul Van Portfliet passed away on September 14, 2013. He was a graduate of the University of Michigan Medical School in Ann Arbor, MI. Dr. Van Portfliet served his country as a Captain in the United States Army in post-World War II Germany and returned to complete his residency training in Ophthalmology at the University of Michigan. He then moved his family back to Grand Rapids to practice his medical specialty, eventually joining Grand Rapids Ophthalmology. Dr. Van Portfliet had a long and successful career and continued working into his 80's.

## KCMS OFFICERS & DIRECTORS

### PRESIDENT

Phillip G. Wise, MD

### PRESIDENT-ELECT

Donald P. Condit, MD, MBA

### PAST PRESIDENT

David W. Whalen, MD, MPH

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Jayne E. Courts, MD

### DIRECTORS

David E. Hammond, MD  
Herman C. Sullivan, MD

### BOARD SECRETARY OF THE MICHIGAN STATE MEDICAL SOCIETY

Rose M. Ramirez, MD

### 5TH DISTRICT DIRECTORS

Anita R. Avery, MD  
David M. Krhovsky, MD  
Todd K. VanHeest, MD

### MSMS DELEGATES TO JANUARY 2014

Lee P. Begrow, DO  
R. Paul Clodfelder, MD  
Donald P. Condit, MD, MBA  
Michelle M. Condon, MD  
Patrick J. Droste, MS, MD  
Sal F. Dyke, MD  
Elizabeth Henry, MD  
Khan Nedd, MD  
Michael D. Olgren, MD  
Brian A. Roelof, MD

### MSMS DELEGATES TO JANUARY 2015

John H. Beernink, MD  
Jayne E. Courts, MD  
Domenic R. Federico, MD  
John H. Kopchick, MD  
John B. O'Donnell, MD  
John E. vanSchagen, MD  
David W. Whalen, MD, MPH  
Phillip G. Wise, MD

### MSMS ALTERNATE DELEGATES TO JANUARY 2014

Marko Habekovic, MD  
David E. Hammond, MD  
Clifford B. Jones, MD

### MSMS ALTERNATE DELEGATES TO JANUARY 2015

Douglas Ellinger, MD  
Eric L. Larson, MD  
Judith L. Meyer, MD  
Michael Rush, MD  
Herman C. Sullivan, MD  
Marc Sink, MD  
Andrew Weise, MD

KCMS



# Join Us

KCMS MEETINGS OF INTEREST

## NOVEMBER 11, 2013

LEGISLATIVE COMMITTEE LUNCHEON | NOON  
MASONIC CENTER, 4TH FLOOR

## JANUARY 11, 2014

EDUCATIONAL OPPORTUNITY  
CALVIN COLLEGE, PRINCE AUDITORIUM

## JANUARY 13, 2014

LEGISLATIVE COMMITTEE LUNCHEON | NOON  
MASONIC CENTER, 4TH FLOOR

## Upcoming Local Educational Opportunity Event

## NOVEMBER 16, 2013

BACK AND BRAIN  
HOLLAND HOSPITAL, CONF. ROOM A/B

For questions contact Heather Eizenga 616-355-3885

### OUR MISSION:

*The Kent County Medical Society is a professional association, uniting the physicians in Kent County into a mutual, neutral organization; preserving and promoting the health of the citizens of Kent County, the physician/patient relationship, the medical profession, and the interests of physicians.*

## Visit us

For event details, check out our website [kcms.org](http://kcms.org)







Phillip G. Wise, MD, FACS  
KCMS President

## PRESIDENT'S MESSAGE

# Background Information

In 1965 President Lyndon Johnson signed Medicare and Medicaid into law, and Medicare Parts A and B were implemented in 1966. At that time the physician reimbursement was the usual, reasonable and customary fees paid for the service.

In 1972 President Richard Nixon signed a law that dramatically expanded Medicare benefits. In 1977 President Jimmy Carter created the Health Care Financing Administration (HCFA) that later became the Center for Medicare and Medicaid Services (CMS). In 1985 President Ronald Reagan signed a law that created funds directed to Harvard to develop a resources based relative value scale to be used as a guide to reimburse physicians. In 1988 Harvard submitted the RBRVS plan to HCFA. In 1989 President George H.W. Bush signed OBRA 1989 enacting physician payment based on "resources used", the RBRVS. On January 1, 1992 the Harvard RBRVS system was implemented and fees went down. In 1995 private insurers started to adopt the structure of the RBRVS. In 1996 President Bill Clinton signed a law for Resource Based "Practice Expense". In 2010 President Barack Obama signed PPACA the Affordable Care Act or "Obama Care".

"Results, Potential Effects and Implementation of the Resource-Based Relative Value Scale" By William Hsiao, PhD, and Peter Braun, M.D. was published in JAMA on October 28, 1988, Vol. 260, No. 16. The goals stated in the article were to "standardize payments, rationalize incentives and influence physician decisions", to "provide a neutral incentive structure", and to "enhance cost effectiveness and ameliorate manpower shortage in primary care".

What we as physicians are paid by CMS for Medicare patients, is determined by four components of a

formula. 1) RVU "physician work", 2) RVU "practice expense", 3) RVU "medical liability insurance" and 4) GPCI "our geographic location".

Payment = (work RVU + practice expense RVU + professional liability insurance RVU) x GPCI x conversion factor. The physician work RVU takes into consideration the relative level of time, skill, training and intensity to provide a given service. Each CPT code has a unique physician RVU and practice expense RVU. The conversion factor is a dollar multiplier used by CMS to attain budget neutrality, and is updated annually according to a formula specified by statute. Congress has the ability to override the formula, as it has done in the past several years. This formula is even more complicated when you add in the differing pay rates for the different facilities. In hospital, outpatient or in office procedures have different practice expense RVU's, hospitals generally are higher.

CMS payments for surgeries have actually declined significantly and is even worse when adjusted for inflation. In my specialty, for instance, a transurethral resection of a medium bladder tumor (CPT code 52235) was reimbursed \$689 in 1990 (which would be \$1,214 in 2013 when adjusted for inflation), and is \$283 today, a change of -77%, radical nephrectomy down 62%, radical retropubic prostatectomy down 61%, and the list goes on, and is generalizable to just about all specialties.

Regardless of the employment model of physicians the SGR affects all of us in our ability to pay the bills to keep the doors open and see patients, and hopefully you will be open to a suggestion when the time comes to contact your senator or congressman about the repeal of the SGR. There is renewed interest in its' repeal, perhaps as early as January.

# Directory Changes

Please make the following changes to your 2013 KCMS/KCOA Membership Directory to insure that it is current and correct. If you have any changes you would like to make please call the KCMS/KCOA office at 616-458-4157 or email [kcmsoffice@kcms.org](mailto:kcmsoffice@kcms.org).

## PAGE 5

ADD  
Armstrong, MD, Shannon D.  
Plastic Surgery/Hand Surgery  
Elite Plastic Surgery & Hand  
Surgery Centre  
245 Cherry St. SE, Ste. 302  
Grand Rapids, MI 49503  
Ph: 459-4131  
Fx: 459-6030

## PAGE 8

Bartek, MD, Gordon L. (R)  
NEW home address:  
3830 56th St. SW  
Wyoming, MI 49418

## PAGE 12

Bixler, MD, Louis B. (R)  
NEW home address:  
7162 Harding Ln.  
Noblesville, IN 46062

## PAGE 21

Cloherly, MD, Gerard M. (R)  
NEW home address:  
7044 Archway Dr. NE  
Rockford, MI 49341

## PAGE 31

ADD  
Durkin, MD, Emily T.  
Pediatric Surgery  
Pediatric Surgeons of West  
Michigan, PC  
330 Barclay Ave. NE, Ste. 202  
Grand Rapids, MI 49503  
Ph: 458-1722  
Fx: 458-0061

## PAGE 34

Eyde, DO, Jeanne M.  
MOVED to:  
Plastic Surgery Associates, PC  
220 Lyon St. NW, Ste. 700  
Grand Rapids, MI 49503  
Ph: 451-4500  
Fx: 451-9077

## PAGE 36

Fitzgerald, MD, Erwin L. (R)  
NEW home address:  
1919 Boston St. SE,  
Apt. A304  
Grand Rapids, MI 49506

## PAGE 41

Glessner, Jr., MD, James R. (R)  
NEW home address:  
1055 Forest Hill Ave. SE,  
Apt. 200  
Grand Rapids, MI 49546

## PAGE 42

Gould, MD, Frank R. (R)  
NEW mailing address:  
PO Box 190  
Show Low, AZ 85902

## PAGE 48

Herkner, MD, Peter B. (R)  
NEW home address:  
17755 N. Shore Estates Rd.  
Spring Lake, MI 49456

## PAGE 51

Hommerson, MD, Harold J. (R)  
NEW home address:  
1725 Port Sheldon St.,  
Apt. B202  
Jenison, MI 49428

## PAGE 53

Hydrick, MD, Robert H. (R)  
NEW home address:  
3604 E. Fulton, Apt. 134  
Grand Rapids, MI 49546

## PAGE 64

ADD  
Lee, MD, Gerald R.  
Internal Medicine/Pediatrics  
Spectrum Health Medical  
Group Internal Med.  
& Pediatrics  
2332 Alpine Ave. NW  
(MC121)  
Grand Rapids, MI 49544  
Ph: 391-6236  
Fx: 365-7200

## PAGE 73

McCarthy, MD, James W.  
NEW e-mail address:  
[suejim1440@gmail.com](mailto:suejim1440@gmail.com)

## PAGE 84

ADD  
Popat-Lewis, DO, Bindu U.  
Pain Management  
Michigan Pain Consultants, PC  
61 Commerce Ave. SW  
Grand Rapids, MI 49503  
Ph: 285-1377  
Fx: 285-1154

## PAGE 93

Scaif, MD, William A. (R)  
NEW home address:  
2108 Wyndham Hill Dr. NE,  
Apt. 201  
Grand Rapids, MI 49505

## PAGE 93

Schek, MD, Donald C. (R)  
NEW home address:  
2772 Pfeiffer Woods Dr. SE,  
Apt. 2110  
Grand Rapids, MI 49512

Schlosser, MD, Ralph J. (R)  
NEW home address:  
4267 Canal Ave. SW  
Grandville, MI 49418

## PAGE 95

ADD  
Shavell, MD, Valerie I.  
Obstetrics & Gynecology/  
Reproductive Endocrinology  
The Fertility Center  
3230 Eagle Park Dr. NE,  
Ste. 100  
Grand Rapids, MI 49525  
Ph: 988-2229  
Fx: 988-2010

## PAGE 98

Sobong, MD, Enrico C. (R)  
NEW home address:  
620 Gold Canyon Dr.  
Palm Desert, CA 92211

## PAGE 102

Ten Have, MD, Ralph (R)  
NEW home address:  
11907 James St., # C18  
Holland, MI 49424

## PAGE 106

DELETE  
Vakili, MD, Roya  
Moved out of state



KENT MEDICAL FOUNDATION

# Thank You for Giving



David W. Whalen, MD, MPH  
KMF President,  
Board of Trustees

“Carve your name on hearts, not tombstones. A legacy is etched into the minds of others and the stories they share about you.” – Shannon L. Alder

As we approach the busiest time of the year, the Kent Medical Foundation Board would like to thank you for your support this year. Perhaps you supported our Holiday Card project; or volunteered to speak to children about the hazards of nicotine use, or perhaps you donated your leadership skills to our Board. Thank you for benefiting the efforts of the Kent Medical Foundation.

We are sharing information on how to support non-profit organizations in unique ways. The KMF is fortunate to have received the generosity of countless donors over our fifty year history. The ability to help others rests on your gifts of time, talent and treasure.

Thank you.

## Leave a Legacy

**Charitable giving is an important part of the legacy you choose to leave. At this time of year, many of us are considering our year-end philanthropic support. Please consider one of the non-profit charitable organizations associated with Kent County Medical Society. Checks should be endorsed to the specific agency you wish to support (see below). You may mail these checks in care of the Kent County Medical Society Office at 233 East Fulton, Suite 222; Grand Rapids, MI 49503. Each organization will issue a charitable receipt.**

Did you know that, making charitable contributions through your will allows you to support the organizations you care about, while maximizing the tax benefits to your estate? You may make a bequest to any of these charities as well. You may also do so by creating a new will, providing an amendment to your existing will or naming one of them in your living trust. Simply use the following sample language.

**I give, devise, and bequeath \$ \_\_\_\_\_ or \_\_\_\_\_% of my estate to:**

- Kent Medical Foundation**
- KCMS Alliance Foundation**

Feel free to contact the KCMS office at 616.458.4157 with questions. As 501(c)(3) organizations, your gift is tax deductible to the extent provided by law.



# It's that time of year! Respond by November 30.



## KENT MEDICAL FOUNDATION *Holiday Card Campaign*

Share your holiday wishes while helping the Kent Medical Foundation raise funds to support community programs. Contribute to this annual campaign and your name will be listed among other donors who have also helped make the annual holiday card possible.

To participate, please donate by November 30:

**Check made payable to:**  
Kent Medical Foundation  
233 East Fulton, Suite 222  
Grand Rapids, MI 49503

**-OR-**  **Online via PayPal:**  
[www.kcms.org/kmf](http://www.kcms.org/kmf)



Contact the KMF Office at 616-458-4157 if you have questions.

**Holiday Card Campaign Gifts received by November 30 will be included in the 2013 Holiday Card which will be mailed early in the week of December 2nd.**

• 2013 •

## KENT MEDICAL FOUNDATION *Holiday Card Campaign*

**YES**, Count me/us in to continue the Kent Medical Foundation's mission to assist The Kent Medical Foundation in community outreach endeavors and health promotion projects. Please find my/our check enclosed for the following amount (contribution amounts are NOT disclosed on the card).

**\$1,000**    **\$750**    **\$500**    **\$250**    **\$100**    **Other** \_\_\_\_\_

**Check here if you wish to remain anonymous.**

**Please print your name(s) on the line below exactly as you would like to be presented on the Holiday Card insert.**

Name(s): \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

All contributions to the Kent Medical Foundation are tax deductible. Please return this form, by November 30 along with your check made payable to: Kent Medical Foundation, 233 East Fulton, Suite 222, Grand Rapids, MI 49503



**MSMS**

Leadership for Physicians,  
Advocacy for Patients

FROM YOUR MSMS MEMBERSHIP CONSULTANT

# Renewal time is here!

*Here is what MSMS does  
on your behalf.*

### What Has MSMS Done for Your Physicians Lately?

- Enhanced Michigan's Tort Reforms
- Eliminated the Michigan Business Tax
- Launched Patient's Right to Know Legislation

### "Members Only" Resources For Medical Group Managers

- ICD-10 Assistance
- Coding Assistance
- DocBookMD
- Reimbursement Troubleshooting
- Group Manager e-Newsletter
- Electronic Health Records Consultation
- Health Information Technology Alerts
  - What is "Meaningful Use"?
  - The Federal EHR Incentive at Stage 1
  - Getting Ready for Federal EHR Incentives - Deciding What HIT/EHRs Must Do for Your Practice
  - Glossary of HIT Terms
- Legal Assistance
- Access to "Members Only" Website Resources

Hello,

It's time to renew your Membership. Please renew promptly and alert us to any necessary updates.

Thanks for allowing MSMS and KCMS to provide valuable resources to you and your office. I look forward to working with you even more during the 2014 membership year!

Remember... I am at your service! Please contact me or the KCMS staff with any questions or concerns. MSMS has a lot of resources that can help you. Email me at [ghuyge@msms.org](mailto:ghuyge@msms.org) or call me directly at (616) 826-4652.

Thanks for belonging!

Gary Huyge  
Membership Consultant  
[ghuyge@msms.org](mailto:ghuyge@msms.org)



Michigan State Medical Society  
120 W. Saginaw St.  
East Lansing, MI 48823  
[www.msms.org](http://www.msms.org)  
Fax: (517) 336-5797



Special thanks to those who attended the KCMS CME Event on October 26. Attendees were given 4.0 credits and eight topics were shared. Events such as this are made possible through volunteer speakers and vendors who support KCMS' endeavors to provide local, cost-effective continuing medical education. Thank you to our KCMS CME Committee for their work and research on determining timely topics. In addition, the KCMS Board and CME Committee appreciate the volunteer hours of preparation and presentation contributed by speakers.



# October CME Event





# Join Us

KCOA MEETINGS OF INTEREST

## NOVEMBER 8, 2013

9TH ANNUAL AUTUMN SCIENTIFIC CONVENTION  
AMWAY GRAND PLAZA HOTEL, GRAND RAPIDS, MI

For questions contact Melissa Budd (800) 657-1556 ext 112

## NOVEMBER 11, 2013

LEGISLATIVE COMMITTEE LUNCHEON | NOON  
MASONIC CENTER, 4TH FLOOR

## JANUARY 13, 2014

LEGISLATIVE COMMITTEE LUNCHEON | NOON  
MASONIC CENTER, 4TH FLOOR

## FEBRUARY 22, 2014

EDUCATIONAL OPPORTUNITY  
CALVIN COLLEGE, PRINCE AUDITORIUM

## Upcoming Local Educational Opportunity Event

## NOVEMBER 16, 2013

BACK AND BRAIN  
HOLLAND HOSPITAL, CONF. ROOM A/B

For questions contact Heather Eizenga 616-355-3885

### OUR MISSION:

*Kent County Osteopathic Association seeks to advocate for the physicians of Kent County, advance the science and practice of osteopathic medicine, and provide an arena of osteopathic physicians to support and educate each other and their community.*

## Visit us

For event details, check out our website [kcoa.us](http://kcoa.us)



## KCOA OFFICERS & DIRECTORS

### PRESIDENT

Diane C. Bigham, DO

### PRESIDENT-ELECT

Brad A. Irving, DO

### SECRETARY

Laura A. Tinning, DO

### TREASURER

Jennifer Hemingway, DO

### IMMEDIATE PAST-PRESIDENT

Adam T. Wolfe, DO

### DIRECTORS

Ann M. Auburn, DO

Dorothy A. "Robin" Pedtke, DO

### SPEAKER OF THE HOUSE OF DELEGATES MICHIGAN OSTEOPATHIC ASSOCIATION

Craig H. Bethune, DO

### MOA DELEGATION

Diane Bigham, DO

Bradley J. Clegg, DO

William C. Cunningham, DO

Joanne Grzeszak, DO

Jennifer Hemingway, DO

Brad A. Irving, DO

Norman Keller, DO

Edward K. Lee, DO

Gary L. Marsiglia, DO

Henry F. Olen, DO

Karlin E. Sevensma, DO

Susan C. Sevensma, DO

Laura A. Tinning, DO

Adam T. Wolfe, DO





**Diane Bigham, DO**  
KCOA President

KENT COUNTY OSTEOPATHIC ASSOCIATION

# Working Together

Recently, members of the KCOA, KCMS and their office staff leadership participated in a joint event on the Affordable Care Act. The meeting was a success with many in attendance, great information shared by legal friends of Dickinson Wright PLLC and great questions and scenarios by concerned guests.

We all are incorporating new elements into our practices this coming year—whether for our employees or for our patients. The Board of KCOA was grateful to partner with the KCMS and the KCMS Alliance to share in the this informative update.

I hope you will mark your calendar for the next KCOA Education Opportunity on February 22, 2014. As with joint efforts, this is an endeavor to provide affordable, accessible, educational programs to our members. The Board welcomes your suggestions on topics that you would like to see and other suggestions on what the KCOA can do for you as members.

Thank you for your membership this year. The KCOA Board appreciates your involvement and interest.



## Save the date!

2014 KCOA Educational Event

Saturday, February 22, 2014

Prince Conference Center, Calvin College

Visit us at [www.kcoa.us](http://www.kcoa.us) as details become available.

*Join us for the Annual Meeting to be held after the KCOA CME Event.*





MARK YOUR CALENDAR

*Kent County Osteopathic Association  
Members are Invited to the*

# Annual Meeting

**SATURDAY, FEBRUARY 22, 2014**

*Calvin College Prince Auditorium  
Held After the KCOA CME Event*

## AGENDA

**2013 President's Year in Review**  
Diane Bigham, DO  
*President, KCOA Board of Directors*

**Election of KCOA Officers for 2014**

**Appointment of MOA  
Delegates/Alternates**



## RSVP

*Reservations appreciated by February 19, 2014*

Name \_\_\_\_\_

Email \_\_\_\_\_

### PLEASE RESPOND BY

**Mail:** Kent County Osteopathic Association  
233 East Fulton, Suite 222  
Grand Rapids, MI 49503

**Phone:** 616.458.4157 **Fax:** 616.458.3305



Scan to RSVP



By Mark Hall, MD, MPH,  
(pictured right)  
and Brian Hartl, MPH

KENT COUNTY HEALTH DEPARTMENT

# Always Think Pink for Women in Kent County

It is not uncommon these days to turn on the television on a Saturday or Sunday afternoon to watch a football game and see the color pink accenting the traditional colors of your favorite college or NFL team. Locally, many high schools are following the lead of Lowell High School and are sporting entire pink uniforms for one game each season.

As we all know, wearing the color pink is a means to show support for women with breast cancer and raise awareness and funds for the continued battle against a disease that impacts hundreds of thousands of women each year across the United States. Although October is National Breast Cancer Awareness Month, healthcare providers should “think pink” during each encounter with their female patients to aid in the early diagnosis and treatment of breast cancer.

In 2010, 405 women in Kent County were diagnosed with breast cancer and 71 lost their life to this disease. Although adult women can be diagnosed with breast cancer at any age, nearly one-third of women in Kent County are diagnosed between the ages of 60 and 74. While nearly 3 of every 4 women are diagnosed at the in situ or localized stage, 1 of every 4 is diagnosed with regional or distant metastases. Figure 1 presents 3-year age-adjusted breast cancer incidence rates by race for Kent County females. The overall breast cancer incidence rate has increased slightly since 2005-2007 and there is indication that the incidence rate is greater in White women compared to

African American women. Conversely, the breast cancer mortality rate of African American women is greater than that of White women and is increasing while that of White women is declining (Figure 2).

The Centers for Disease Control and Prevention indicate that African American women are 40% more likely to die of breast cancer than White women. Factors that contribute to this difference include the following:

- **African American women often have cancers that grow faster and are harder to treat.**
- **African American women often have fewer social and economic resources than other women.**
- **African American women are less likely to get prompt follow-up care when their mammogram shows something that is not normal.**
- **African American women are less likely to get high-quality treatment if they have cancer.**

Healthcare providers can help their patients get breast cancer screening and care by:

## REMINDING PATIENTS OF THEIR APPOINTMENTS

Have the office staff remind your patients of their upcoming appointments. Track the progress of patients who need follow-up tests or treatment to make sure they get the care they need. If possible, assign a patient navigator.

CONTINUED ON PAGE 17



# Notifiable Disease Report

Kent County Health Department  
700 Fuller N.E.  
Grand Rapids, Michigan 49503  
www.accesskent.com/health

Communicable Disease Section  
Phone (616) 632-7228  
Fax (616) 632-7085

## September, 2013

Notifiable diseases reported for Kent County residents through end of month listed above.

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2013	Through September 2008-2012
AIDS (Cumulative Total - 929)	3	23	19
AMEBIASIS	0	8	2
CAMPYLOBACTER	5	55	49
CHICKEN POX <sup>a</sup>	0	29	51
CHLAMYDIA	246	2773	2467
CRYPTOSPORIDIOSIS	0	8	17
Shiga Toxin Producing E. Coli <sup>b</sup>	1	11	N/A
GIARDIASIS	11	75	55
GONORRHEA	44	450	572
H. INFLUENZAE DISEASE, INV	2	8	2
HEPATITIS A	2	3	4
HEPATITIS B (Acute)	0	2	2
HEPATITIS C (Acute)	0	1	1
HEPATITIS C (Chronic/Unknown)	17	141	233
INFLUENZA-LIKE ILLNESS <sup>c</sup>	1181	34430	36797
LEGIONELLOSIS	0	7	6
LYME DISEASE	0	3	4
MENINGITIS, ASEPTIC	9	24	24
MENINGITIS, BACTERIAL, OTHER <sup>d</sup>	0	5	8
MENINGOCOCCAL DISEASE, INV	0	0	1
MUMPS	0	0	0
PERTUSSIS	0	6	8
SALMONELLOSIS	6	53	38
SHIGELLOSIS	1	5	12
STREP, GRP A, INV	1	19	14
STREP PNEUMO, INV	0	34	37
SYPHILIS (Primary & Secondary)	0	4	7
TUBERCULOSIS	0	9	15
WEST NILE VIRUS	0	0	1

### NOTIFIABLE DISEASES OF LOW FREQUENCY

DISEASE	NUMBER REPORTED Cumulative 2013	DISEASE	NUMBER REPORTED Cumulative 2013
Measles	1	Streptococcal Toxic Shock	1
Malaria	4	Listeriosis	1
Guillain-Barre Syndrome	1	Brucellosis	1
Vibriosis-Non Cholera	3		
Kawasaki	1		

a. Chickenpox cases are reported primarily from schools. Confirmed and probable cases are included.  
 b. In November 2010, cases of *E. coli* O157:H7 were combined into the category "Shiga-toxin producing *E. coli* (STEC)"  
 c. Includes "Influenza-Like Illness (ILI)" and lab-confirmed influenza. ILI cases have flu-like symptoms and are reported primarily by schools.  
 d. "Meningitis, Bacterial, Other" includes meningitis and bacteremia caused by bacteria OTHER THAN *H. influenzae*, *N. meningitidis*, or *S. pneumoniae*.  
 Except for Chickenpox & Influenza-Like Illness, only confirmed cases (as defined by National Surveillance Case Definitions: <http://www.cdc.gov/nndss/script/casedefDefault.aspx>) are included.  
 Reports are considered provisional and subject to updating when more specific information becomes available.

KENT COUNTY HEALTH DEPARTMENT CONTINUED FROM PAGE 15

**EXPLAINING RISKS**

Talking with each patient about her risk of breast cancer, the benefits and risks of mammograms, and the right age to start getting mammograms. Tell her where she can get a mammogram done. Don't forget some women may not be able to afford a mammogram. If the mammogram shows something that is not normal, explain the next set of tests. Answer all of her questions.

**ACTING QUICKLY**

Getting test results quickly and calling your patients right away. If needed, refer them to the next test or doctor right away.

The Kent County Women's Health Network (WHN) offers free mammograms and clinical breast exams to women who qualify. Follow-up, referrals and treatment are also provided for qualifying WHN participants.

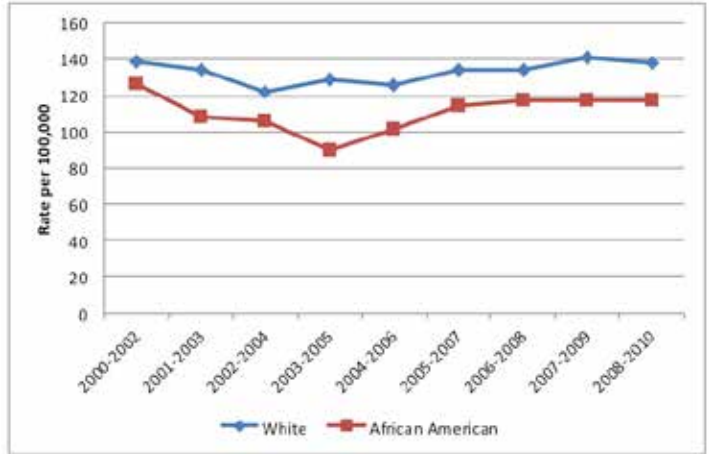
To qualify for services, women must meet the following criteria based on their income and family size:

- **Have an income <250% of federal poverty level.**
- **Be uninsured: Medicare, Medicaid and most HMOs pay for yearly mammograms. If a patient has insurance that does not cover these services, she may qualify for other community programs and resources and WHN can assist with these referrals.**
- **Be age 40-64 for breast cancer screening and diagnostic follow-up of breast abnormalities**

Visit [kentwomenshealth.com](http://kentwomenshealth.com), call (616) 632-7283 or (888) 515-1300 or e-mail [womenshealthnetwork@kentcountymi.gov](mailto:womenshealthnetwork@kentcountymi.gov) for more information on the program.

**FIGURE 1**

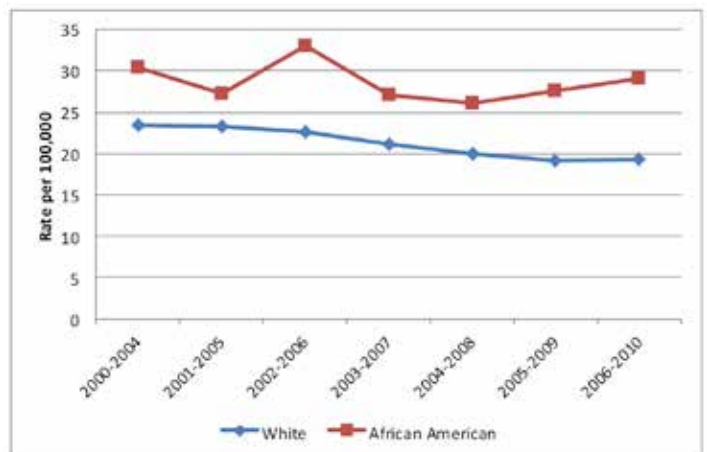
3-year age-adjusted breast cancer incidence rates by race, Kent County 2000-2010



Source: Michigan Resident Cancer Incidence File. Division for Vital Records & Health Statistics, Michigan Department of Community Health

**FIGURE 2**

5-year age-adjusted breast cancer mortality rates by race, Kent County 2000-2010



Source: Michigan Cancer Surveillance Program (<http://www.cancer-rates.info/mi/index.php>)





# Affordable Care Act & HIPAA Update

Thank you to our friends at Dickinson Wright, PLLC and the expertise of Cynthia Moore and Brian Fleetham on the Affordable Care Act. More than 100 physicians and office staff gathered to learn about the new health reform plan. Members were educated on their roles and options available to their employees as well as patients.

**DICKINSON** *WRIGHT* PLLC







### Additional Information

Below are links that MSMS has provided as ACA references. For direct links please visit the KCMS website at [www.kcms.org](http://www.kcms.org).

#### ACA Video


<http://kff.org/health-reform/video/youtoons-obamacare-video/>

#### Health Insurance Marketplace: 10 Things Providers Need to Know

<http://marketplace.cms.gov/getofficialresources/publications-and-articles/10-things-providers-need-to-know.pdf>

#### Health Insurance Marketplace: 10 Things to Tell Your Patients

<http://marketplace.cms.gov/getofficialresources/publications-and-articles/10-things-to-tell-your-patients.pdf>



**“As physicians, we have so many unknowns coming our way...**

**One thing I am certain about is my malpractice protection.”**

Medicine is feeling the effects of regulatory and legislative changes, increasing risk, and profitability demands—all contributing to an atmosphere of uncertainty and lack of control.

What we do control as physicians:  
*our choice of a liability partner.*

I selected ProAssurance because they stand behind my good medicine and understand my business decisions. In spite of the maelstrom of change, I am protected, respected, and heard.

**I believe in fair treatment—and I get it.**



**Professional Liability Insurance & Risk Management Services**

ProAssurance Group is rated **A+ (Superior)** by A.M. Best.  
800.292.1036 • [ProAssurance.com](http://ProAssurance.com)



Deborah Shumaker  
KCMS Alliance President

# Alliance Heartbeat

Hello KCMS Alliance Members and Friends! The Alliance Members have been hard at work this summer and early fall to produce another productive and charitable year for our community.

“It’s All About The Kids” is the theme for 2014 KCMSA Children’s Charity Ball. Mark your calendars for February 1, 2014 at 6:00pm.

For 28 years, Alliance members have been raising money to support local charities that focus on issues that affect women and children. We are busy preparing for this year’s fundraiser under the leadership of the Charity Ball chairperson, Karen Begrow. Karen’s committee has a fun, adult evening planned.

“It’s All About The Kids” to benefit two very worthwhile charities: the Bridge of Arbor Circle and The Mental Health Foundation of West Michigan. Along with dinner and dancing, we will have a silent auction and wine raffle. Carol Roeda, a local artist, has designed our whimsical centerpieces. Sponsorship is a crucial part of a successful Charity Ball. Please consider being a sponsor. Many levels of sponsorship are available. Email Barbi Sink at [barbisink@yahoo.com](mailto:barbisink@yahoo.com) for sponsorship packets.

There are many ways you can help and be involved with the 2014 Charity Ball. Please check our attached calendar to see how you can Join Us!

As we prepare to celebrate the holidays, our thoughts turn to helping others. This is a year round focus for the alliance. Through mini grants and the Charity Ball

## Please Join Us!

An elegant dinner, dancing, and a silent auction to raise funds for The Bridge of Arbor Circle and The Mental Health Foundation of West Michigan.

SATURDAY, FEBRUARY 1, 2014  
L.V. Eberhard Center | 6:00 PM

grants, we try to improve the healthcare of needy women and children in Kent County. Please consider the KCMSA Foundation for your yearend giving.

While the Charity Ball is occupying a significant amount of time and energy, the other activities that the Alliance is involved with are still being held—book clubs, community luncheons and Women Who Wine and more! More importantly, the charity selection committee has done painstaking review and research to find worthy non-profits in our community to support.

Plan to join in on the fun on February 1. The Charity Ball for Children continues to be a great evening for physician friends to let their hair down, and “have a ball” with our colleagues. In addition, you will know that your participating will help two worthy charities in our community.





# Join Us

ALLIANCE CALENDAR

## NOVEMBER 8, 2013

DOWNTOWN CHICAGO BUS TRIP  
7:30 AM–11:00 PM

Join the group for a day of shopping and fun. The chartered bus will leave from Schuler's Books on 28th St. at 7:30 am and return at 11 pm. The cost is \$55 payable to Dee Federico by October 28. Contact Dee for more information. [deefederico@aol.com](mailto:deefederico@aol.com) or 456-6706.

## NOVEMBER 12, 2013

BOOK CLUB  
SCHULER'S BOOKS ON 28TH STREET  
Contact Beth Junewick for book details.  
[ejunewick@gmail.com](mailto:ejunewick@gmail.com)

## NOVEMBER 13, 2013

BRIDGE CLUB | 1:00 PM  
All levels of player are welcome. Contact Mary Ann Delevan at [madelevan4482966@aol.com](mailto:madelevan4482966@aol.com) or 949-6674

## NOVEMBER 19, 2013

CAROL ROEDA SHOPPING NIGHT | 6:00–8:00 PM  
See additional information on page 23.

## DECEMBER 3, 2013

CHARITY BALL INVITATION MAILING  
9:00–11:30 AM  
AT THE HOME OF TANYA VANDENBOSCH  
130 PARK HILLS, GRAND RAPIDS, MI 49506  
The more hands to help the better! Please join us in assembling, labeling and stamping 1000 Charity Ball invitations. Please let Deb Shumaker know if you are able to help out.  
[DLshumaker54@gmail.com](mailto:DLshumaker54@gmail.com)

## DECEMBER 10, 2013

HOLIDAY TEA | 11:00 AM–2:00 PM  
AT THE HOME OF KATHY KENDALL  
1919 SAN LU RAE, GRAND RAPIDS, MI 49506  
For more information contact Kathy Kendall  
[ktkski@comcast.net](mailto:ktkski@comcast.net)

## DECEMBER 13, 2013

BAXTER COMMUNITY CENTER CHILDREN'S HOLIDAY PARTY | 9:00–11:00 AM  
AT THE BAXTER COMMUNITY CENTER  
935 BAXTER ST SE, GRAND RAPIDS, MI 49506  
We need help with putting this much-anticipated event on. To volunteer contact Mary Gerbens  
[Imgerbens@gmail.com](mailto:Imgerbens@gmail.com)

## FEBRUARY 1, 2014

CHARITY BALL 2014  
"Its ALL About The Kids"  
See additional information on page 31.

## MORE INFORMATION

*Please visit [kcmsalliance.org](http://kcmsalliance.org) for complete details and a schedule of all our activities.*

## CLASSIFIED

**URGENT CARE PHYSICIAN NEEDED.** An established group in Ann Arbor, Michigan is adding another UC physician. FP/ EM; BC required. Flexible schedules to include days and evenings; alternating weekends. Strong salary and benefits.  
**Contact Bud Setzer 800-268-4057 or [bsetzer@practiceamerica.com](mailto:bsetzer@practiceamerica.com)**


## KCMSA accepting 2015 Charity Ball Grant applications

The KCMS Alliance, through its Charitable Fund Committee selects one or more charities a year to be the major recipient(s) of the funds raised through the Charity Ball. Applicants must be 501(c)3 organizations and provide services within Kent County. The Alliance Charitable Fund Committee gathers information and reviews data from organizations that have submitted grant applications. Applicants must demonstrate how the grant will benefit children and strengthen the Alliance’s presence in Kent County. The Charitable Fund Committee then recommends applicants to the KCMS Alliance Board and membership for final approval.

To learn more and to obtain an application, visit [www.KCMSAlliance.org](http://www.KCMSAlliance.org) and click on KCMSA Foundation. Next, click the link to Charity Ball and then click “download a copy of the Charity Ball for Children Grant Application.”

Please note there are TWO application forms. The first is for the Alliance member to fill out and return; the second is for the charitable organization to complete and return.

The deadline for grant applications for the 2015 Charity Ball for Children is January 10, 2014.



# Shop for a Cause

GREAT GIFT IDEAS. REFRESHMENTS. BRING YOUR FRIENDS.

“Step into the whimsical, wonderful world of Carol Roeda Studio and be inspired by Roeda’s art for the home and garden. Roeda’s hand painted metal art adorns mirrors, photo frames, walls, practically anything! Her garden sculptures can dance in gardens, on patios and even in your living room.”




Visit us at  
[www.carolroedastudio.com](http://www.carolroedastudio.com)  
for a map to the store and a photo gallery of items.

## 20% of your purchase will go directly to The Bridge of Arbor Circle and The Mental Health Foundation of West Michigan

Tuesday, November 19 | 6–8 pm

Carol Roeda Studio | 1966 Breton Road | Grand Rapids, MI 49506  
Breton Village Shopping Plaza

Meet owner/artist  
Carol Roeda and learn  
some new ways to create  
and personalize with her designs.



# Medical Space Available in Grand Rapids, Michigan

**3800 Lake Michigan Drive NW, Grand Rapids, MI**

5,541-11,915 RSF available

Single story medical building with current tenant: Spectrum Health Medical Group OBGYN.

Great location in the Walker/Standale area.

**2150 Lake Michigan Drive NW, Grand Rapids, MI**

1,879 - 4,473 RSF on First Floor available

Two-story medical/dental building with two suites available.

Easy access to I-196 and downtown.

**710 Kenmoor Ave SE, Grand Rapids, MI**

3,396 RSF suite on Main Level available

Two-story medical building with current tenants: Javery Pain Clinic, Western Michigan Pediatrics, and Cancer and Hematology Centers of West Michigan.

**655 Kenmoor Ave SE, Grand Rapids, MI**

3,169 RSF suite on the Garden Level available

Three-story medical building with current tenants: Dermatology Associates of West Michigan and Grand Rapids Ear Nose & Throat Center.

**630 Kenmoor Ave SE, Grand Rapids, MI**

11,522 RSF suite on the First Floor available

Former Reproductive and IVF Center Suite in two-story Class A Building. Suite can be modified for any medical use.

**All buildings on Kenmoor Avenue provide easy access to I-96 and downtown Grand Rapids.**

**For More Information:**

**616-698-7600**

**[www.realvesco.com](http://www.realvesco.com)**



## *Needed Donations*

Please consider giving these much-needed items:

- BATH & HAND TOWELS
- WASH CLOTHES
- BOX FANS
- FLATWARE
- KITCHEN TOWELS & DISH CLOTHES
- RECYCLE BINS
- ROOM DIVIDERS
- HYGIENE ITEMS
- UMBRELLAS
- PIZZA/FAST FOOD GIFT CARDS
- CAB VOUCHERS/BUS PASSES
- HOTEL GIFT CARDS  
(For emergency shelter)

# *Pink Bag*

## ANNUAL COLLECTION

Doctors & Their Families  
Make a Difference

Pink bags will be available  
at all KCMSA events,  
or feel free to use your own  
(No need to bag large items).



We can pick up your donations  
or bring them with you to the  
Holiday Tea on December 10.

Every fall, “Doctors And Their Families Make A Difference” service initiative provides personal care items for women and children at Safe Haven Ministries. These women and children are often escaping threatening situations requiring them to leave home without any of their belongings. By providing them with some essentials we can help to make their transition more comfortable!

## *Questions*

Contact [JillaneBosscher@me.com](mailto:JillaneBosscher@me.com)



Doreen Schoenborn, MA, CMPE  
Treasurer -MMGMA  
Donald P Condit MD &  
Peter JL Jebson MD  
- Practice Manager

MICHIGAN MEDICAL GROUP MANAGEMENT ASSOCIATION

# Plan Now for ICD-10 Conversion in 2014

The Department of Health and Human Services delayed the implementation deadline for ICD-10 from October 1, 2013 to October 1, 2014. That being said, we as healthcare professionals should not delay in creating a strategic plan for this conversion from ICD-9 to ICD-10.

Additionally, we will need to be prepared to run a dual diagnostic coding program in our offices if we accept Workers compensation and Auto insurances. Both of these payors are exempt from this mandate and will continue to use ICD-9 coding format.

ICD-10 shifts the code structure and format. With that comes more than 140,000 new codes, focusing on specificity. This is going to be an enormous amount of work for our medical practices and with that comes a large expense. We cannot focus on the downside of this change and sit idly by hoping for another delay. From all that we hear, this is going to happen, whether we are ready or not. This author's opinion is that we are always better off being fully prepared and ready to embrace the new initiatives. With this mindset, it helps our practice to improve in many ways and eliminates the stress and fear of the unknown. So, don't wait. You have one year to prepare for this and those who are ready will be far more fortunate than those who hoped it would go away.

A very good friend and colleague of mine shared his ICD-10 Transition plan with me recently. I have revised it to meet our practice needs and have included it in this article for you to review and take from it what you need to help your practice move forward in preparing for the ICD-10 mandate.

I wish you the best with this and the many changes we all will be facing in healthcare over the next few years. I encourage you to engage your leadership team and provide them with the tools they will need and I would encourage them to join Michigan Medical Group Management Association (MMGMA). MMGMA will be there to help with the educational and peer to peer support that will be priceless during this ICD-10 mandate and all the challenges (opportunities) we have ahead.

## ICD-10 Transition 2013 Individual Practice Preparation:

- 1. Create an ICD-10 Project Management Team**
- 2. Review ICD-10 Resources Available to you**

### 3. Inform colleagues/staff of anticipated change

### 4. Develop and complete an ICD-10 project plan for your practice

- Identify each task, deadline and individual responsible
- Develop a plan for communicating with staff and business partners about ICD-10
- Estimate and establish a budget: including potential costs to update practice management systems, new coding guides & superbills, and staff training
- Ask your payers and vendors (software/systems, clearinghouses, billing services) about their ICD-10 preparation and readiness. Review contracts and proposals

- Inquire as to systems changes, timelines, costs, and testing plans
- Inquire as to when they will begin testing, how long it will take, and how you will be involved
- Review/discuss changes in clinical documentation requirements and educate staff by reviewing frequently used ICD-9 codes and new ICD-10 codes.

Anticipate/Expect to continue testing transactions and fine-tuning your transition up to the ICD-10 compliance date of October 1, 2014. CMS Website is [www.cms.gov/ICD10](http://www.cms.gov/ICD10).



2014 KCMS  
Educational Event



# Save the date!

Visit us at [www.kcms.org](http://www.kcms.org) as details become available.

Saturday, January 11, 2014

Prince Conference Center  
Calvin College

*Join us for the Annual Meeting to be held after the KCMS Educational Event.*

MSU COLLEGE OF HUMAN MEDICINE

# Fall Update

At the College of Human Medicine, October means that fourth-year students are in the thick of the residency application process. Even the main stream media has reported on the growing number of medical students and the stable number of training positions.

This has resulted in the process becoming more competitive for medical students year after year. The application cycle has become compressed during the past two years, with the electronic residency application service (ERAS) releasing student applications to residency programs September 15, followed on October 1 by the submission of the Medical Student Performance Evaluation (MSPE, formerly known as the Dean's Letter) by medical schools. Depending on the specialty, students typically apply to 20-80 or more programs, with the hope of getting 10-20 interviews and ranking that many programs in February in order to get that one perfect spot on Match Day in March! This year, Grand Rapids students are applying to a wide variety of specialties, with the greatest numbers entering Emergency Medicine, Internal Medicine, and Pediatrics.

This fall, the College of Human Medicine is preparing for its accreditation site visit in the fall of 2014. Many clinical, basic science, and research faculty and staff, as well as some of our community physicians across all of our campuses are spending hours collecting and analyzing data as part of our institutional self-study. In looking at the largest portion of our database, related to Educational Programs, I am struck by how much of our programming involves collaboration and cooperation with our community



Margaret Thompson, MD  
Grand Rapids Associate  
Dean, Michigan State  
University College of  
Human Medicine

partners and physicians. We are fortunate to have so many research mentors, volunteer faculty, medical office staff, and interprofessional partners who contribute to the richness of our program. As part of our report, we will be showcasing the strengths of all of our communities, as well as our growing research enterprise, our student services, faculty, and educational resources.

On September 23, the College of Human Medicine launched a new Rural Community Health Program in Northern Michigan with Charlevoix Area Hospital, McLaren Northern Michigan, and Alpena Regional Medical Center. Each education site includes a rural hospital, the surrounding medical communities, and the local public health department.

GRMEP graduate Andrea Wendling, now a family physician in Northern Michigan and associate professor at the College of Human Medicine is director of the Rural Community Health Program. To her, the program offers a unique opportunity for students to experience rural medicine, a focus not often found in medical school. She hopes this exposure leads students to consider the rewarding medical career path of rural medicine.

"We have wonderful health care providers and practices in place up here," Wendling said. "We just need to attract future rurally minded physicians so that all communities can benefit. This program is a great place to start."

The college looks to expand this program to other rural communities in the state. Stay tuned.



## Meet Nicholas Fletcher

**Michigan State University College of Human Medicine student, Nicolas Fletcher recently began serving as the Student Liaison to the KCMS Board of Directors. Providing updates to the KCMS Board Members on medical student activity and initiatives is just one role for the busy 2016 MD Candidate.**



Nicholas is currently serving Michigan State Medical Society as the State Chair of the Medical Student Section; serving as Region V Alternate Delegate for the American Medical Association Medical Student Section and as a Board Member and Ambassador for the AMA Foundation.

He is a past president and health and policy legislative advocacy officer for the MSU Student National Medical Association chapter, past-chair of the MSU-AMA section, and

an associate scientist and research associate for several leading biotech companies.

Nicholas graduated with a bachelor's degree in biology from Howard University in 2001. Fletcher's future aspiration is to work in health advocacy and public advocacy, while pursuing a career as a surgeon. The most important role he plays these days is that of husband to Dr. Kyla Day Fletcher, Psychology professor at Kalamazoo College.

## Why choose between national resources and local clout?

### In Michigan, The Doctors Company protects its members with both.

With 73,000 member physicians nationwide, we constantly monitor emerging trends and quickly respond with innovative solutions, like incorporating coverage for privacy breach and Medicare reviews into our core medical liability coverage.

Our over 4,000 Michigan members also benefit from significant local clout provided by long-standing relationships with the state's leading attorneys and expert witnesses, plus litigation training tailored to Michigan's legal environment.

This uncompromising approach, combined with our Tribute® Plan that has already earmarked \$11 million to Michigan physicians, has made us the nation's largest physician-owned medical malpractice insurer.

**The Michigan State Medical Society exclusively endorses our medical malpractice insurance program, and we are a preferred partner of the Michigan Osteopathic Association. To learn more about our program benefits, call our East Lansing office at (800) 748-0465 or visit [www.thedoctors.com](http://www.thedoctors.com).**

*We relentlessly defend, protect, and reward  
the practice of good medicine.*



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).



# Medical Business & Finance

KCMS was proud to participate in three sessions of the Medical Business and Finance courses with MSU-CHM students. Members Larry Gerbens, MD, Donald Condit, MD, MBA and Christopher Glisson, DO, participated in class training sessions, while the KCMS sponsored lunch or dinner for the event.





SAVE  
THE  
DATE

**February 1, 2014**

L.V. Eberhard Center | 6:00 p.m.

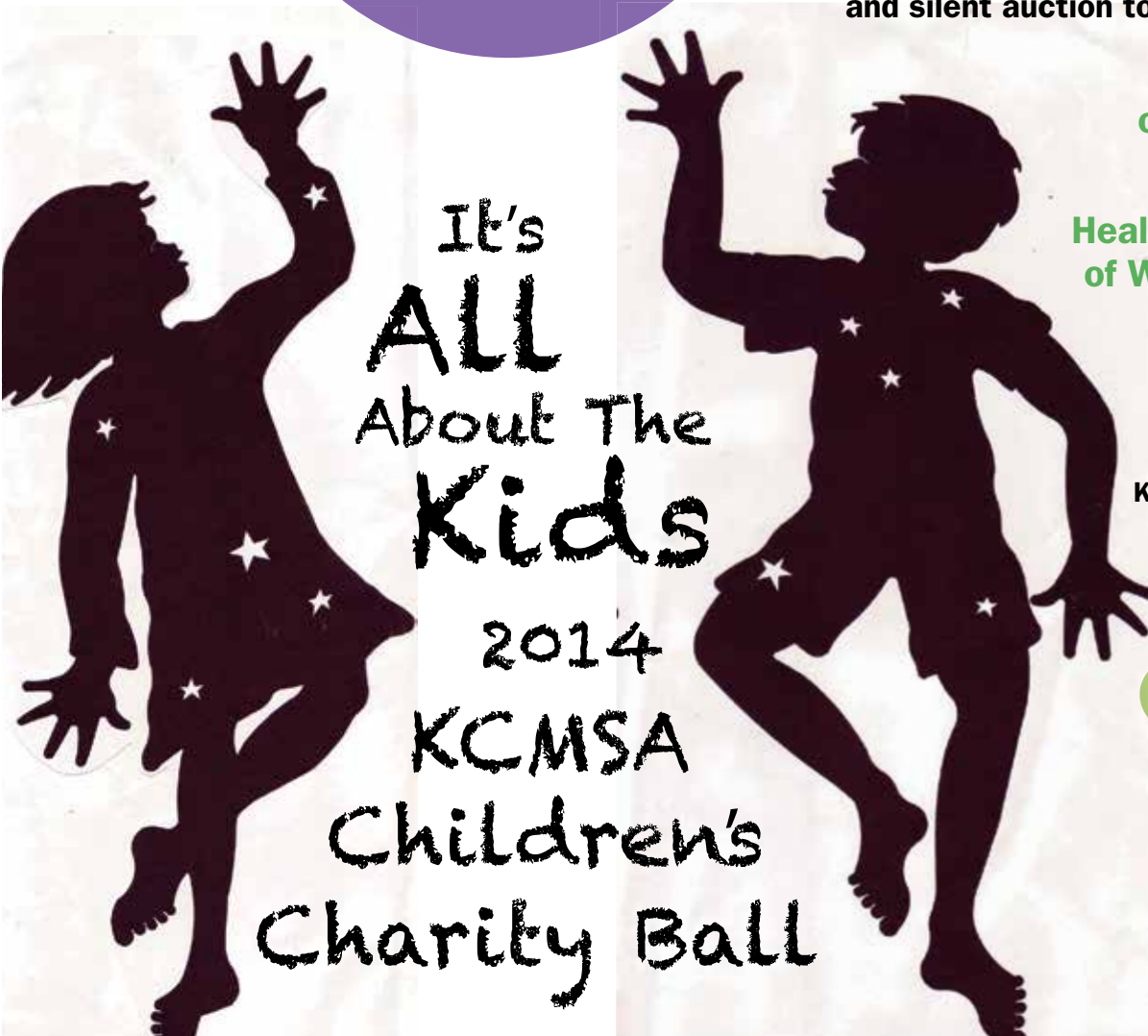
Join us for an elegant dinner, dancing,  
and silent auction to raise funds for:

The Bridge  
of Arbor Circle

The Mental  
Health Foundation  
of West Michigan

**Questions?**

Karen Begrow,  
Chairperson  
KCMSA Charity Ball  
karenbegrow@  
gmail.com or  
616.956.0843.



It's  
**ALL**  
About The  
**Kids**  
2014  
KCMSA  
Children's  
Charity Ball



Kent County Medical Society  
Kent County Osteopathic Association  
233 East Fulton, Suite 222  
Grand Rapids, MI 49503

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Grand Rapids, MI  
Permit 1

## Plan to attend the KCMS 2014 Education Update **January 11, 2014**

SPECIAL SEGMENT

# Disaster Medicine for All Physicians



DAVID S. YOUNG, MD, MS, MS

Dr. David S. Young, formerly of Grand Rapids, is an Emergency Medicine Resident with Brigham and Women's Hospital, Massachusetts General Hospital. He will share his experiences of working as a Medical Volunteer for the Boston Marathon for three years and in serving as a first responder at the 2013 marathon bombings.

Dr. Young will present "Disaster Medicine for All Physicians: Lessons Learned from the Boston Marathon Bombing."

Dr. Young's appearance at the KCMS Education Update is made possible thanks to a generous gift by the Grand River Emergency Medical Group.

**You will not want to miss this.**

**Register online at [www.kcms.org](http://www.kcms.org)**

**GRAND RIVER EMERGENCY  
MEDICAL GROUP, PLC**

