

Fourth Quarter 2011

BULLETIN

EAT
DRINK
DONATE
2012 KCMSA
CHILDREN'S CHARITY BALL

ALSO INSIDE

KCMS Educational Opportunities

- Saturday, January 14
- Saturday, February 4
7am - 12:15 pm
Calvin College, Prince Auditorium

109th KCMS Annual Meeting

- Saturday, January 14
After KCMS Education Event
12:30 pm Luncheon
Calvin College, Prince Auditorium

The Official Journal of the
Kent County Medical Society and the Kent County Osteopathic Association

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MICHIGAN STATE MEDICAL SOCIETY



Physicians
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Agency

BULLETIN

The Official Journal of the
Kent County Medical Society and the Kent County Osteopathic Association



KCMS

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ON THE COVER

Annual KCMSA Children’s Charity Ball
Saturday, February 4, 2012
Grand Rapids Art Museum



ABOUT THE BULLETIN

Editor - David M. Krhovsky, MD

The Bulletin is published four times yearly by the Kent County Medical Society and Kent County Osteopathic Association.

All statements of opinions in the KCMS/KCOA Bulletin are those of the individual writers or speakers, and do not necessarily represent the opinions of the Kent County Medical Society and the Kent County Osteopathic Association.

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Kent County Medical Society Alliance
Kent Medical Foundation
Project Access

CONTACT INFORMATION UPDATE

Name: _____

Address: _____

Practice Name: _____

Phone(s): _____ Fax: _____

Email: _____ Publish in Directory Office Use Only

Preference on meeting alerts: Via Email Hard copy

Preference on Bulletin delivery: Via Email Hard copy

KCMS and KCOA are committed to supporting members' preference on information delivery. If you would prefer to receive this newsletter in an electronic PDF format, instead of a paper version, please contact the KCMS/KCOA office at kcmsoffice@kcms.org. We'll be happy to make that change.

GO GREEN!
Please help conserve
Society resources. Send us
your email address today!

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to January 2013

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Herman C. Sullivan, MD

Yvan Tran, MD

Michael S. Werkema, MD

MEETINGS OF INTEREST

JANUARY 14, 2012

Educational Opportunity

Calvin College, Prince Auditorium

Morning session (*see ad on page 11*)

JANUARY 14, 2012

109th Annual Meeting of the KCMS

12:45 pm

Calvin College, Prince Auditorium

Luncheon Provided

FEBRUARY 4, 2012

Educational Opportunity

Calvin College, Prince Auditorium

Morning session (*see ad on page 16*)

FEBRUARY 4, 2012

KCMS Alliance Charity Ball

Grand Rapids Art Museum

(*For more information, see ad on page 20 or visit kcmsalliance.org*)

APRIL 27-29 2012

MSMS House of Delegates

The Henry, Dearborn (formerly the Ritz-Carlton)

IN MEMORIAM

Christopher H. Southwick, MD

1923-2011

Dr. Southwick was a graduate of East Grand Rapids High School, Harvard University and Harvard Medical School. He did post graduate training in Hartford, Connecticut and served in the US Army prior. He practiced General Surgery until his retirement in 1985.

Harvey J. Bratt, MD

1925-2011

Dr. Bratt attended Calvin College, and the University of Michigan Medical School in 1952. He served in the Marine Corps. He completed his Internship and Surgery Residency at Butterworth Hospital. His long and distinguished medical career included practicing surgery and general medicine, and volunteer work in the inner city. He retired in 1990 and continued to serve CRC World Missions as their medical director for 13 years.

Frank C. Campbell, MD

1943-2011

Frank C. Campbell, MD was a graduate of Wayne State University, and completed his medical training at Mount Carmel Mercy Hospital in Detroit. He joined the KCMS in 1977. He practiced Radiology for almost 30 years with Grand Valley Radiology at various hospitals.

The Medical Society extends sympathy to the families.



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DOCTORS IN THE NEWS

Dr. Glenn Van Otteren, of Spectrum Health's lung cancer clinic was highlighted in a recent *Grand Rapids Press* Health Section which discussed Spectrum's multi-specialty teams dedicated to lung cancer, breast, prostate and genitourinary cancer and melanoma skin cancer.

Dr. Bruce Springer, of Pine Rest Addiction Services and **Dr. Bruce Baker**, Medical Director of West Brook Recovery Center, were featured in an article of the Health Section of the *Grand Rapids Press* discussing addiction to prescription drugs.

Dr. Jamie Caughran was featured in the *Grand Rapids Press* in the Health Section in the Article titled "The Merits of Mammograms." Dr. Caughran, medical director of the Comprehensive Breast Cancer at The Lacks Cancer Center at Saint Mary's, recently spoke about her research and the importance of mammograms and self-breast exams in women younger than 50.

Dr. Marianne Melnik was featured in the *Grand Rapids Press* in the Health Section in the Article titled "Breast cancer awareness month." Dr. Melnik held an online chat through Spectrum Health's website on breast health, including breast cancer prevention and what to do if a person finds a lump. Dr. Melnik was also featured in *MiBiz* highlighting a Michigan team that battles breast cancer.

New Kent County Medical Society Member, **Ebony Hoskins, MD**; wrote an article for the *Grand Rapids Press* describing the link between obesity and cancer in the Health Section.

Dr. David Wohns was featured in the *Grand Rapids Press* in which he discussed the prestigious heart cath accreditation received by Spectrum Health.

Dara Spearman, MD was featured in a recent *Grand Rapids Magazine* article highlighting sub specialist physicians in West Michigan. Dr. Spearman addressed specialized treatment for ethnic skin.

Neuro-ophthalmologist with Saint Mary's Health Care's Hauenstein Neuroscience Center, **Christopher Glisson, DO**, a new member to KCMS and also featured in the *Grand Rapids Magazine* article on sub specialists, was included on diagnosing disease through the eye.

Daniel Maison, MD, a palliative care specialist with Spectrum Health medical group, was also included in the *Grand Rapids Magazine* article, which focused on relieving a patient's suffering at end of life.

Dr. Emilie Collins, an Endocrinologist with Saint Mary's Health Care, explained Byetta and Victoza, new Type 2 Diabetes drugs in the *Grand Rapids Press* Health Section. Dr. Collins also recently received recognition from the National Committee for Quality Assurance and the American Diabetes Association.

Robert Rood, MD was also recognized by the National Committee for Quality Assurance and the American Diabetes Association.

Dr. Gregory Forzley, MD, was featured in an article in the *Grand Rapids Business Journal* addressing electronic patient records and their effect on coordinating patient care and improved communication.



PRESIDENT'S MESSAGE



Connecting and Communicating With Family and Friends

Gregory J. Forzley, MD
KCMS President

With the holiday season upon us, it is an important time to reflect upon relationships with friends and family, and for some personal reflection. The television abounds with shows and movies proclaiming "home for the holidays" and the news articles are all about preparing for friends and family get togethers. Many of us talk about our plans to visit distant relatives, office parties, or holiday celebrations with friends. Still others reach out to help provide the underserved communities a holiday meal, donating gifts or time so that everyone has the opportunity to receive that a bit of joy through that most important human experience of personal contact. So what is different about this time of year that doesn't apply for the rest of the year?

Earlier this year, *Success Magazine* devoted an entire issue to relationships. In one of the articles, they discussed "The Five Love Languages" as described by relationship expert Gary Chapman in his book with the same title: **Words of Affirmation** (Honest compliments and praise mean a great deal), **Quality Time** (The gift of your time is worth more than any material present you could give), **Receiving Gifts** (a person feels loved when presented with a token of your affection), **Acts of Service** (Lending a helping hand says "I value you"), **Physical Touch** (A gentle hand on the shoulder, or simply sitting beside the person helps them feel loved). Each of these 'languages' easily translates into methods that are helpful in all relationships.

Chuck Underwood, in his book *The Generational Imperative* talks about the challenges, beliefs, and core values of the five living generations - the GI generation, the Silents, the Boomers, the Gen Xers, and the Millennials. And in each, he touches on a value that equates to these languages. Silents "are especially passionate about being a regular and meaningful presence in the lives of their grandchildren and great-grandchildren", and they value personal attention. While Boomers value their relationship with their grandchildren too, they actually value their entire family, from their children to their parents. In addition, they value the social relationships they develop with co-workers. Gen Xers have a strong

desire to make their marriage relationships work and to "be there" for their children, but experience to date shows that it seems to be working out differently for many. They also value their abilities in the use of computer technology. Millennials value their relationship with their parents, feel comfortable around older individuals, and also "like to do things in groups". And, as you might expect, they are very active users of communication technology.

The opportunity to connect using social media has created explosive possibilities. In another *Success Magazine* article, Mari Smith, a social media expert says "The Dunbar 150 theory, which holds that humans can realistically only have meaningful relationships with up to 150 people, still prevails. The average number of friends that Facebook users have is 130. However, for those of us who are natural connectors, as described by Malcolm Gladwell in his book *The Tipping Point*, our ability to build meaningful relationships with hundreds, even thousands of people, is a breeze." So it appears that our capacity to reach out to others could be limitless. But connecting through social media is likely not for everyone, especially given the differences in values and technological skill that we all exhibit. And, if you do use social media to connect to others, avoid falling into the trap where the technology actually governs your daily actions - forgoing more meaningful relationships and conversations for the expediency of quick communication.

So, based on the values and skills that we each possess, it seems that there is no reason that the value that we place upon time together with family and friends around the holiday time could not be extended throughout the entire year. Using some of the relationship languages that were suggested by Chapman are some of the 'tools' that we can use to reach out and connect with others on a regular basis. Each of us needs to define for ourselves our own comfort with trying something that feels out of character for our personal style, but just like learning anything new - taking small steps would provide the opportunity to experience and learn a new "language of relationships".

To quote an article from the 1979 *American Journal of Medicine*, "A friend, not an apple, a day will keep the doctor away". But even wise individuals like Benjamin Franklin have recognized that there may come a time when there is too much of a good thing, even with close family and friends. Perhaps that was behind one of his famous sayings "Guests, like fish, begin to smell after three days."

While connecting with family and friends is an important and healthy activity, it would be a mistake if we didn't take a brief look at the importance of taking time to connect with yourself. Having personal goals, creating a vision for the future, and re-evaluating those goals on a regular basis are important ways to keep us focused on meaningful actions. For those of you who joined us for the city-wide Physician Wellness presentation and discussion on November 8th, you had an opportunity to reflect on some important personal wellness considerations. According to the University of Wisconsin Department of Health Promotion and Human Development, there are seven

dimensions of wellness: social, physical, emotional, career, intellectual, environmental, spiritual (SPECIES). Social wellness is "...the process of creating and maintaining healthy relationships." In the self-assessment of wellness available on their website, they highlight the importance of communicating honestly and directly, and treating every person with respect. These ideals were evident in no one better than the recently deceased Frederik Meijer. His humility and personal touch are valuable lessons for all of us to consider. So what are you doing to "get connected"?

Welcome

NEW MEMBERS

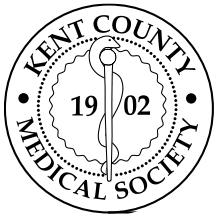
Enzo A. Cento, MD	Diagnostic Radiology
Christopher C. Glisson, MS, DO	Neuro Ophthalmology
Ebony R. Hoskins, MD	Gynecological Oncology/OBG
Jessica L. Keto, MD	Breast Surgical Oncology
Jay T. Morrow, MD, PhD	Diagnostic Radiology
Mark J. Rapoport, MD	Vascular and Interventional Radiology
E. Gaile Roddy, MD	Family Practice
William A. Slater, Jr., MD	Diagnostic Radiology
Jacqueline A. Tung, MD	Diagnostic Radiology
Roderick M. Urbaniak, MD	Plastic Surgery, Hand Surgery
Andrew J. Woodrow, MD	Diagnostic Radiology

MEDICAL STUDENTS

Eric Akopian
Payal Attowlao
Megan M. Roberts

RESIDENTS

Paul Abrams, MD	Marina Dupree, MD	Brian Scheeringa, MD
Sherley Aramath, MD	Armasabille Ermita, MD	Christopher Shoemaker, MD
Lindy Babcock, MD	Sukepma Giri, MD	Dolly Singh, MD
Jeanne Bohm, MD	Frigga Jacob, MD	Katrina Sink, MD
Timothy Byon, MD	Asra Khan, MD	Chiniya Thapa, MD
Iain Charnley, MD	Jennifer Kozak, MD	Christian Vanderkaay, MD
Madiha Dar, MD	Theodore Liao, MD	Sridivya Veeravalli, MD
Juan Miguel Dela Cruz, MD	Sameer Mehta, MD	Parminder Wadhwa, MD
John Dinh, MD	John Rajlich, MD	Gabriel Williams, MD
Michael Dizon, MD	Rebekah Rajlich, MD	
Mary Dugan, MD	Shireesha Sangineni, MD	



Kent County Medical Society Members
are invited to the

109TH ANNUAL MEETING

Saturday, January 14, 2012

(Immediately following January 14 Educational Event)

Calvin College, Prince Auditorium

Luncheon Provided

Election of New Officers and Delegates
Alternate Delegates and Society Update

•
Installation of KCMS President: David W. Whalen, MD

•
Open Discussion for 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
to the meeting.

RSVP by January 12, 2012

Phone: (616) 458-4157

Email: kcmsoffice@kcms.org

KCMS EDUCATIONAL OPPORTUNITIES

Join us for our first educational opportunity, Saturday, January 14. We also have a second educational event scheduled for February 4. Plan to attend both events and receive a discount on your registration.

JANUARY 14 AGENDA

7:00 AM	Hot Breakfast Buffet Begins
7:30 AM	Welcome
7:45 AM	Mimi Emig, MD <i>C-Difficile Update</i>
8:15 AM	Diana Castanon, MD <i>Shingles Update</i>
8:45 AM	Michael Wassenaar, PhD <i>Ethical Decision Making</i>
9:15 AM	Break
9:30 AM	Thomas Peterson, MD <i>Health Impacts of Industrialized Food System on Maternal and Child Health</i>
10:00 AM	Brian Lane, MD, PhD <i>Robotic Surgery in Urology</i>
10:30 AM	Randall Meisner, MD <i>Ablation Therapy for Reflux</i>
11:00 AM	Break
11:15 AM	Peggy Thompson, MD <i>MSU-CHM Update</i>
11:45 AM	Adriana Tanner, MD <i>Evaluation of a First Seizure</i>
12:15 PM	Final Q & A

REGISTRATION

	<i>One / both education events</i>
KCMS Member	\$60 / \$100
Non-KCMS Member	\$100 / \$190
MSMS Member	\$75 / \$140
Non-Member	\$100 / \$190
PAs & RNPs	\$45 / \$85
Residents, Students & Retired KCMS Members	\$10 / \$15

Register online at www.kcms.org

DIFFERENT DIRECTIONS AND FULL TRANSPARENCY



Patrick J. Droste, MS, MD
KMF Board Chair

The *Bulletin* has contained articles previously describing new directions for the Kent Medical Foundation. The new directions were defined at a board meeting in May 2009 and came to fruition in 2010 and 2011. The *Nico Team Project* focused on anti-smoking education for children and adults. *Fit Kids 360 Program* is a multi-organizational project dedicated to improving physical activity and healthy choices in children and *The Healthy Cooking Program* which started earlier this year, focused on at-risk patients with diabetes and hypertension, educating them about how to improve their cooking and eating habits. These were the main projects that the Board focused over the past two years.

The funding for these projects comes primarily from the Holiday Card Project, which has been a longstanding fundraiser for the Kent Medical Foundation. We are hoping this year to gain approximately \$10,000 in donations from the Holiday Card Project. We will also bring new emphasis to the longstanding Century Club Program. This program highlights Kent County Medical Society donors who contributed \$1,000 or more to the Kent Medical Foundation.

At the November 2011 board meeting of the Kent Medical Foundation, the board awarded approximately \$10,000 of additional funding for all of the major projects which included Fit Kids 360, NicoTeam, Healthy Cooking, as well as, a \$5,000 grant for the Project Access Program.

These programs have been associated with impressive metrics which showed improvements were in the areas of weight management, fitness and general health in children

and changes in cooking habits in adults with hypertension and diabetes. The board felt that it was important to support Project Access, which was designed as a joint project between the Kent County Medical Society and the Kent County Osteopathic Association.

Formal requests for grants are submitted to the Board ahead of time. These grants are reviewed by the Board for pertinence and need. The Board is in the process of enhancing the formal application process for its future projects. The application process will be similar to the grant application process of the Kent County Medical Society Alliance.

Many of the current projects are carried out by medical students of the Michigan State University College of Human Medicine in addition to, dedicated physicians in the community. Toward this end, we are soliciting help from our membership to support these new efforts. Please consider the Kent Medical Foundation and the Society related organizations in your annual giving program. We will continue to inform the membership of these exciting programs on our website and in the *Bulletin*. The website will be enhanced significantly over the next year and will include applications for the grants.

Please feel free to contact any board member of the Kent Medical Foundation or Patricia Dalton, executive director of the Kent County Medical Society, if you need additional information regarding donations or the exciting programs offered. It is the goal of the Kent Medical Foundation to be totally transparent in all of its activities. This includes not only the financial aspects of the grant application process, but also the process of reviewing and selecting the grants. A report of the Kent Medical Foundation will be delivered at the annual meeting of the Kent County Medical Society. I welcome any and all questions or constructive criticisms. The successes of these programs were made possible by your support and it is truly appreciated.

KENT MEDICAL FOUNDATION

HOLIDAY CARDS A HUGE SUCCESS

The following donors generously supported the 2011 KMF holiday card campaign. We sincerely thank you for another successful year!

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KENT MEDICAL FOUNDATION

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The generosity and caring of physicians and their families have helped the Kent Medical Foundation raise funds to support community programs through the annual Holiday Card Campaign.

Enclosed is my tax-deductible contribution of \$ _____, payable to the KMF Foundation.

Gift amount: \$1,000 \$500 \$250 \$100 \$50 Other _____

Donor Name(s): _____ Email: _____

Address: _____ Phone: _____

City/State/Zip: _____

Please accept this donation in honor/memory of: _____

Please return this form along with your check made payable to:
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PROJECT ACCESS UPDATE



In Appreciation

Eric Bouwens, MD
Board Chair

Thank you for a year of generous gifts of care. The Project Access Board would like to thank you for your time and talents gifted to those patients who

are in need of care and unable to access other systems. We wish you the best of everything for 2012.

As a reminder, when assisting patients who need care from other organizations in mental health, food assistance, prescription assistance, and other areas, please remind your staff to:

Visit www.projectaccessmi.org. At the menu on the left, please have them access "Community Resources". You can download a complete list or seek specific areas of need.



Meet the AmeriCorps Staff Worker: Sarah Michael

Sarah Michael has joined the Project Access team working as the Specialist Referral Coordinator for clinic patients. Sarah graduated Magna Cum Laude from Western

Michigan University and has a Bachelor of Science in Psychology with minors in biology and chemistry. Sarah works in conjunction with clinic staff members to help clinic patients obtain access to specialist physicians. Sarah confirms eligibility, mentors the patient, provides community navigation work and coordinates prescription assistance. This work complements her long-term interest in community health as she has volunteered for general medicine missions in Costa Rica and Panama, as well as local efforts to serve uninsured people. Sarah is pre-med and currently interviewing for a placement.



MILLER JOHNSON Health Care Reform Team is Valued Resource

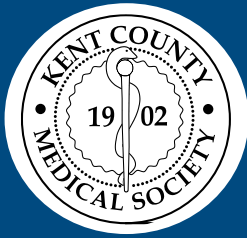
Our Health Care Reform Team—15 attorneys from six practice groups—provides guidance on this complex legislation. We're monitoring important changes to health insurance coverage, employer-sponsored health plans, tax provisions, fraud and abuse, long-term care and more.

We pledge to guide and counsel clients on the tremendous impact this legislation will have on their businesses financially and strategically over the next eight years. **If you would like to receive our newsletter and alerts, please send an e-mail to healthcarereformteam@millerjohnson.com with the subject line "Add to mail list."**



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2012

Educational Opportunities



Save the Dates

Saturday, January 14, 2012

Saturday, February 4, 2012

Registration is online at www.kcms.org

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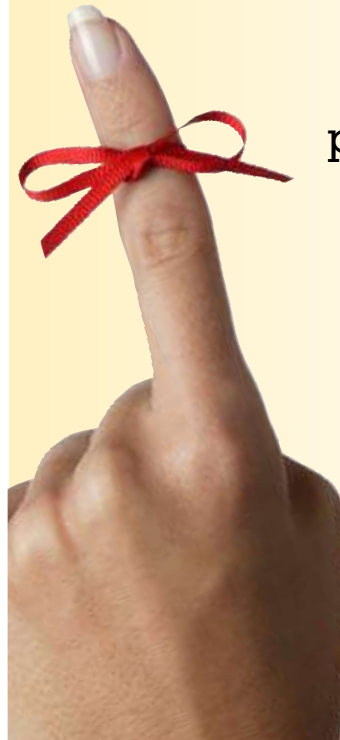
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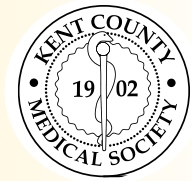
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ALLIANCE HEARTBEAT

The Alliance advances the science and art of medicine in partnership with the Kent County Medical Society by advocating health-related philanthropy, legislation, education, and by promoting friendship among families of physicians.



President's Chat

Barbara Sink
KCMS Alliance President

As we celebrate the holidays, our thoughts turn to giving and helping others. These are year-round activities of the KCMS Alliance. Through our Foundation's mini grants and Charity Ball grants, we try to improve the healthcare of women and children throughout Kent County. Most Alliance events are social and fun, but also have a philanthropic purpose.

Our mini grants are available on an ongoing basis for up to \$2,000 to 501c3 charities that apply on behalf of needy women and children. Whether it is as simple a need as padding for bed railings or as technological as an electronic stimulus for a paralyzed limb. The Alliance provides the funds to enable people to live better when no other resource is available. I was extremely touched at my first meeting of the Foundation, when I realized how critical needs for individuals were easily being met.

Our Charity Ball grants help Kent County agencies that serve children strengthen their services and develop new programming. Proceeds from our upcoming Ball will benefit two deserving agencies: the Baxter Community Center and the Mental Health Foundation of West Michigan. Specifically the monies raised at the Ball will help Baxter to expand their pediatric programming with three new programs addressing childhood obesity, adolescent AIDS awareness and prevention, and parenting. These are forward-looking programs in a deserving community. The fund raising at the Ball will also benefit the Mental Health Foundation's Live Laugh Love program. This program, which is an interactive high school program, combats stigma, bullying, and suicide. It has recently been highlighted in the Grand Rapids Press.

Our Charity Ball will be held Saturday evening, February 4, 2012, at the Grand Rapids Art Museum. It promises to be an evening of great entertainment! Please come join us. Besides dinner and dancing, there will be the opportunity to view the museum's collections, watch and speak with artists creating their art, a silent auction, wine tasting and more. To join the



Eileen Brader & Christine Pfennig enjoy last years Ball.



David & Maureen Krhovsky were happy winners of last year's wine raffle.

fun, individual tickets may be purchased for \$200 (\$120 of each ticket is tax deductible) by emailing info@kcmsalliance.org.

Sponsorship at a variety of levels of giving is crucial to the financial success of the Ball. Please consider having your practice or business be a sponsor this year. As in the past, we have our table and program sponsors, but also this year,

continued on next page

KCMSA FOUNDATION GRANT APPLICATIONS ARE BEING ACCEPTED

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 been nominated by Alliance members and 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 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 that there are TWO application forms. The first is for the nominating 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 2013 Charity Ball is January 15, 2012.

KCMSA CALENDAR

Catherine Care Center Tour

Date: **Tuesday, January 17, 2012 • 11:00 am**
Place: **224 Carrier NE, Grand Rapids, MI 49505**

Catherine's Care was the recipient of the 2011 Charity Ball. Come see the new facility.

Monthly Musing will follow the Catherine Care Center tour at Little Mexico Restaurant, 401 Stocking Ave NW (corner of Bridge & Stocking), Grand Rapids, MI 49504

Hauenstein Neuroscience Center Tour

Date: **Tuesday, March 13, 2012 • 11:00 am**
Place: **220 Cherry St SE, Grand Rapids, MI 49505**

The Hauenstein Center is the newest building to open its doors on the Saint Mary's Health Care campus in Grand Rapids. This \$60 million facility brings together all outpatient and inpatient neuroscience services.

ALLIANCE HEARTBEAT (CONTINUED)




An elegant night out for Dr. Gilbert & Kristen Padula at the Ball.

we have unique opportunities to sponsor the artist in action at the Ball and wine tasting stations for everyone's enjoyment. Of course all sponsorships will be acknowledge in a variety of formats. Please email sdv1747@aol.com for a sponsorship packet.

For those who cannot attend the Ball, another way to support the evenings fundraising is by purchasing a raffle ticket for the wine raffle. Two prizes will be awarded each being a collection of wine valued over \$600. You do not need to be present to win. Tickets may be purchased for \$100 by contacting ekbrader@sbcglobal.net.

In twenty-one years, the Charity Ball has raised over \$980,000 for 24 different charities. With your help on February 4, we will pass a million dollar mark as we raise funds for Kent County children and youth. What an achievement reached by our medical community!

And finally during the holidays, as you consider your yearend giving, remember our KCMS Alliance Foundation. Help too by sharing with agencies how to apply for a mini grant or Charity Ball grant. All necessary information is available on our web site at kcmsalliance.org.



EAT
DRINK
DONOR

2012 KCMSA CHILDREN'S CHARITY BALL

PRESENTED BY

THE KENT COUNTY MEDICAL SOCIETY ALLIANCE

SATURDAY, FEBRUARY 4, 2012, 6PM

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BAXTER COMMUNITY SERVICES +
THE MENTAL HEALTH FOUNDATION

\$120 OF TICKET IS TAX DEDUCTIBLE

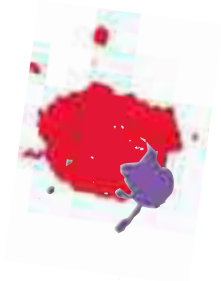
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INFO@KCMSALLIANCE.ORG



GRAND RAPIDS MEDICAL EDUCATION PARTNERS UPDATE



Continuing Education

Peter Coggan, MD, MSEd
GRMEP President and CEO

While continuing medical education (CME) is a passion of mine, I do not write about it often in this column. Because patient safety and quality care are such vital and

current issues, we need to look to CME to inform us and drive change. Here at GRMEP, our Continuing Medical Education Committee is working with our teaching hospital partners to raise awareness about patient safety issues and to stimulate their integration into our overall CME programs.

One challenge we struggle with is linking CME learning with physician practice change. So, when I learned about Performance Improvement CME (PI-CME), I felt as if I had found a CME Holy Grail. This new form of CME, recently approved by the AMA, involves three steps: 1) planning, five credits; 2) implementation, five credits; and 3) reflection (often analysis and conclusions), five credits. First, planning begins with an exercise in which a patient safety or quality issue is identified by a group of physicians and other healthcare providers. The group then refines understanding of the issue and develops

a method to study and improve performance. Second, the method is implemented and data is collected and analyzed. Finally, the method is implemented on a permanent basis, if proven successful. When all three steps are completed, an additional 5 credits can be obtained. A full twenty CME credits for a project that involves the study of one's own practice and results in the implementation of a revised patient care process and the measurement of its impact on patient care.

This is the best kind of continuing education. Based in adult learning principles, it requires an evidence based approach to practice improvement and results in revisions to patient care processes that are developed and applied by the learner—in this case a physician—in day-to-day patient care. Brilliant! And, because government agencies and private insurers require evidence of improved patient safety outcomes, this is work we must do anyway. Truly a win-win situation.

PI-CME is a catalyst that reaffirms the essential link between CME and Quality Improvement in our hospitals and healthcare insurers. I look forward to reviewing proposals for PI-CME credit from physicians and all members of the healthcare team to enhance our collaboration with hospitals and insurers through this new form of CME. This is an additional and significant tool to achieve our patient safety and quality goals.

KCMS LEADERSHIP OPENINGS

Have you been interested in serving the KCMS and District Five?

House of Delegates

We are looking for Members who are interested in learning more about the MSMS House of Delegates. If you are interested in serving as a Delegate representing Kent County, please contact the KCMS Office at (616) 458-4157 or kcmsoffice@kcms.org.

MSMS Board District 5 Director position open

District 5 of the MSMS Board of Directors is currently represented by 3 Directors: Gregory J. Forzley, MD, David M. Krhovsky, MD and Todd K. VanHeest, MD. District 5 serves Kent, Ottawa, Barry, Ionia, and Montcalm Counties. Dr. Forzley is term limited, so our District is seeking interested physicians willing to serve in his place to complement Drs. Krhovsky and VanHeest. Directors serve a renewable 3 year term, and are elected by our delegation representatives. For additional details regarding the position and responsibilities, please contact the KCMS office.

We thank Drs. Forzley, Krhovsky and VanHeest for their dedication and commitment to our Society.

KENT COUNTY HEALTH DEPARTMENT



Prioritizing the Health Needs of the Kent County Community

**by: Mark Hall, MD, MPH
(pictured left)
and Brian Hartl, MPH**

In the previous issue of the *KCMS Bulletin*, we introduced you to the work of *Kent County Working Together for a Healthier Tomorrow*. The main charge of this initiative is to identify priority health issues in Kent County and develop a plan to strategically and collaboratively improve community health. Over the past two months, community partners involved in this initiative have worked hard to identify and prioritize common themes that evolved from data collected during the summer and early fall. To ensure a community-driven process, the voices of over 500 Kent County residents were heard through participation in one of 12 focus groups or completion of an intercept interview at various community events. Among the voices heard were those representing all major race/ethnic groups, those struggling with meeting basic needs (low-income and homeless individuals) and individuals living with disabilities and mental health issues. When these qualitative data were combined with quantitative data (including indicators of morbidity, mortality, behavioral risk factors, and environmental health), 44 strategic issues emerged and were lumped into the following categories.

- Ensure community members' basic needs are met
- Support community members in achieving a healthy weight
- Intervene with youth
- Ensure community members are aware of available resources
- Ensure all community members have access to comprehensive, holistic care:
 - Improve access to care and reduce disparities in chronic disease by race
 - Improve quality of care for all community members
 - Ensure mental health, substance abuse, and social service needs of community members are met

On October 24th, community partners gathered to review data supporting the development of these strategic issues. In order to prioritize the most pressing health needs of the community, attendees were asked to rank the issues on a scale of 1 (not a priority) to 4 (high priority) based on: 1) how well the issue linked to the vision/mission, 2) whether data

suggested a need, 3) importance to community members, and 4) ability to make an impact. The community partners reconvened on November 21st to review the top fifteen strategic issues. Through a group process, each issue was categorized into one of the components of the mission statement, and the group arrived at a final list of ten after some issues were combined due to similarity. In order to focus the efforts of the community, coalition members prioritized one strategic issue from each category (indicated in italics) upon which the coalition will concentrate in the next phase of the process.

Equal access to high quality, affordable health care

- *Ensure all community members, including the uninsured and working poor, have access to affordable healthcare, including access to preventive care and a medical home*
- Ensure access to dental care
- Ensure access to care for persons with mental illnesses and substance abuse disorders
- Reduce disparities in the adequacy of prenatal care

A coordinated system of care that is local, preventive, holistic, and patient-centered

- Increase community members' knowledge of the resources that are currently available in the community
- *Increase the number of providers available that accept Medicaid or offer low-cost/free services*

An environment that supports healthy living for all

- Prevent obesity, including childhood obesity
- Increase healthy eating by ensuring access to healthy foods
- Reduce racial disparity in infant mortality
- *Reduce disparities in health risk factors and protective factors among youth*

The next phase involves creating workgroups to investigate current outreach efforts and available services in the community that address the three priority health issues, identify gaps in services, and suggest opportunities for improvement to ensure that these health needs are addressed. The expertise of the health care community is integral to the success of this project. If you are interested in participating on a workgroup addressing one of the three priority issues, please contact Brian Hartl at 616-632-7287 or Brian.Hartl@kentcountymi.gov. Additional information on the initiative, including a community profile summarizing the qualitative and quantitative data that supported the identification of these priority health issues, can be found at www.kentcountychna.org.



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

October, 2011

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

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2011	Through October 2006-2010
AIDS (Cumulative Total - 883)	2	21	27
AMEBIASIS	2	4	3
CAMPYLOBACTER	1	38	50
CHICKEN POX ^a	8	24	198
CHLAMYDIA	251	2885	2712
CRYPTOSPORIDIOSIS	1	14	15
Shiga Toxin Producing E. Coli ^b	0	15	N/A
GIARDIASIS	3	58	63
GONORRHEA	40	582	827
H. INFLUENZAE DISEASE, INV	0	1	2
HEPATITIS A	0	2	5
HEPATITIS B (Acute)	0	3	2
HEPATITIS C (Acute)	0	0	0
HEPATITIS C (Chronic/Unknown)	22	175	263
INFLUENZA-LIKE ILLNESS ^c	4758	44754	38570
LEGIONELLOSIS	1	5	8
LYME DISEASE	0	1	4
MENINGITIS, ASEPTIC	6	27	33
MENINGITIS, BACTERIAL, OTHER ^d	1	4	8
MENINGOCOCCAL DISEASE, INV	0	1	1
MUMPS	0	0	0
PERTUSSIS	0	8	6
SALMONELLOSIS	4	37	44
SHIGELLOSIS	3	6	10
STREP, GRP A, INV	0	26	13
STREP PNEUMO, INV	2	27	41
SYPHILIS (Primary & Secondary)	1	9	9
TUBERCULOSIS	3	22	17
WEST NILE VIRUS	0	1	1

NOTIFIABLE DISEASES OF LOW FREQUENCY

DISEASE	NUMBER REPORTED Cumulative 2011	DISEASE	NUMBER REPORTED Cumulative 2011
Malaria	6	Toxic Shock Syndrome	1
Listeriosis	1	Hemolytic Uremic Syndrome	1
Creutzfeldt-Jakob Disease	2		
Guillain-Barre Syndrome	1		
Kawasaki Syndrome	2		

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: www.cdc.gov/epo/dphsi/casedef/case_definitions.htm) are included.
 Reports are considered provisional and subject to updating when more specific information becomes available.

Excellent Medical Office Space

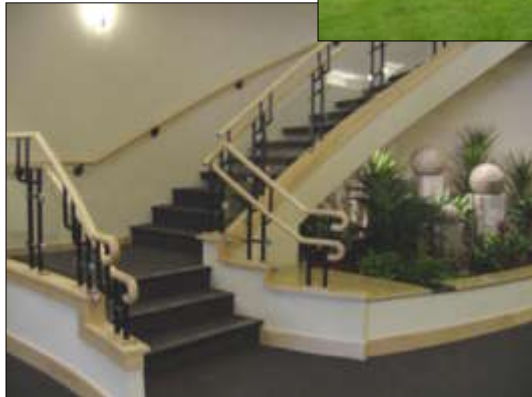
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3rd Floor: Suites from 1,639 RSF to 25,132 RSF



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FROM THE DEAN'S DESK



Deans Support GME Funding

Marsha D. Rappley, MD
Dean, College of Human Medicine,
Michigan State University

Michigan, like most of the nation, is confronting a growing shortage of physicians. No matter what the state of the economy, what

happens with health care reform or which political party is in power in Washington or Lansing, physicians will be in short supply because both physicians and their patients are aging.

Ten thousand Americans will turn 65 every day for the next two decades and our seniors can expect to live another 20 years beyond their upcoming birthdays. Our friends and neighbors continue to stay active and productive in these later years because of an investment in medical research and our ability to train the best physicians and nurses in the world.

We have invested in Michigan's health by more than doubling the number of medical students we educate in our state. However, graduation from medical school does not allow a physician to begin practicing medicine. Graduate medical education, also known as residency training, is required before a physician can be licensed to practice medicine. It involves three to eight years or more of closely supervised training in teaching hospitals and other settings to learn a specialty. We currently do not have enough residency positions to meet Michigan's and the nation's need for physicians over the next five years. The problem grows worse as the nation ages.

Medicare has explicitly recognized the importance of training physicians and the other special services provided by teaching hospitals since the 1960s, paying its share of the costs when beneficiaries receive care. Yet Congress froze Medicare's support for training in 1996 and many of the federal deficit reduction plans—including the president's—propose to reduce that support even further.

Cutting federal and state funding for graduate medical education will reduce the number of new doctors we can train and will worsen the shortage of physicians. The more drastic the cuts, the fewer residency slots will be available and the more severe this shortage will become. These cuts would also eliminate jobs, make it harder for people to get health care and reduce quality of life overall at a time when we can least afford it. In the long run, it also means fewer physicians will stay in Michigan to open practices and create additional, stable jobs.

The teaching hospitals and the universities and colleges that work closely with them are already a vital part of our economy. Today, these health systems are the No. 1 provider of jobs for people living in Detroit, Oakland County, Grand Rapids, Flint, Ann Arbor, Marquette, Traverse City and Kalamazoo. They are among the top three employers in Lansing and Midland. This is increasingly true across the nation and is likely to remain so over the next decade even as we work to improve prevention and reduce health care costs.

As the deans of Michigan's medical schools (Dean James O. Woolliscroft, M.D., University of Michigan Medical School, Dean Valerie M. Parisi, M.D., M.P.H., M.B.A., Wayne State University School of Medicine, Dean William D. Strampel, D.O., MSU College of Osteopathic Medicine, Dean Robert Folberg, M.D., William Beaumont School of Medicine, Dean Hal B. Jenson, M.D., Western Michigan University School of Medicine, Dean Ernie Yoder, M.D. Ph.D., Central Michigan University College of Medicine, and Dean Marsha D. Rappley, M.D., MSU College of Human Medicine), we understand that we share accountability for shaping the mix of primary and specialty care physicians and for producing the finest clinicians and scientists in the world. However, even at current funding levels, Michigan will have a shortage of 4,400 primary care physicians and 4,000 specialists by 2020. If more drastic cuts are enacted, as proposed, this shortage will be even more severe.

People in Michigan need health care; health care needs doctors.

MICHIGAN MEDICAL GROUP MANAGEMENT ASSOCIATION



Bob Wolford, CMPE
Executive Director,
Grand Rapids Ophthalmology
Past Chair, MMGMA

Bonnie Grevengoed of The Fertility Center has been named Member at Large of the Midwest Section Board for the Medical Group Management Association (MGMA). This appointment places Ms. Grevengoed into a very substantial leadership position in the MGMA which is the premier membership association for professional administrators and leaders of medical group practices. In this role, Ms. Grevengoed will continue the precedent that has been set by West Michigan health leadership as health policy continues to be influenced by this area.

Since 1926, MGMA has delivered networking, professional education and resources and political advocacy for medical practice management. MGMA serves 22,500 members who lead 13,600 organizations nationwide in which some 280,000 physicians provide more than 40 percent of the health care services delivered in the United States.

Its diverse membership comprises administrators, CEOs, physicians in management, board members, office manager and many other management professionals. The members work in medical practices and ambulatory care organizations of all sizes and types, including integrated systems and hospital and medical school affiliated practices.

Ms. Grevengoed has been a MGMA member since 1995. She has led The Fertility Center since September 2007. In 1991, with the goal of providing excellence in infertility care, the doors of The Fertility Center, which was then the Michigan Reproductive and IVF Center, were opened. Dr. William Dodds began the practice in Grand Rapids, Michigan, and in a few short years, opened the Kalamazoo location to better serve the needs of his patients. Along with Dr. James Young, who has been with The Fertility Center since 1994, thousands of patients have achieved their goals of starting or continuing their families. In 2010 The Fertility Center expanded to Lansing and added Dr. Richard Leach.

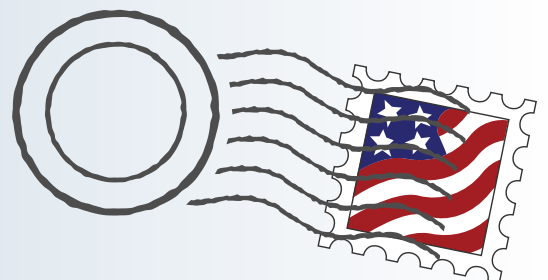
In September, The Fertility Center celebrated 25 years and over 10,000 babies with a celebration with over 1000 families.

For more information on the MGMA, contact them at www.mgma.com.

MGMA at a Glance

- **Promotes a program of mutual education in the field of medical practice management;**
- **Disseminates information of mutual interest to its membership throughout the State;**
- **Improves administration in the medical groups;**
- **Coordinates with other organizations having similar aims and objectives;**
- **Legislative information giving a unified voice on health care issues;**
- **Provides an environment for networking.**

Did you know? The KCMS office can assist your office team in mailings that promote your practice, a new partner or upcoming events you want to share with your KCMS colleagues. Contact the office at 616-458-4157 or kcmsoffice@kcms.org to learn more about how the Society staff can assist you.



MEDICAL ADMINISTRATORS PARTICIPATE IN FIRST FRIDAY FORUM

Frank Belsito, DO, Metro Health, Patrick Reid, CFO of Orthopedic Associates of Michigan, Heather Duhr, Office Administrator of West Michigan Orthopaedics, and Bob Wolford, Executive Director of Grand Rapids Ophthalmology participated in an Alliance for Health, First Friday Forum discussing the challenges that new medical graduates face in setting up practice, repaying medical school debt and the opportunities for new professionals to become office managers.

Pictured below (l to r): Frank Belsito, DO, Patrick Reid, Heather Duhr, and Bob Wolford moderating



We reward loyalty. We applaud dedication. We believe doctors deserve more than a little gratitude. We do what no other insurer does. We proudly present the Tribute® Plan. We go way beyond dividends. We reward years spent practicing good medicine. We salute a great career. We give a standing ovation. We are your biggest fans. We are The Doctors Company.

You deserve more than a little gratitude for a career spent practicing good medicine. That's why The Doctors Company created the Tribute Plan. This one-of-a-kind benefit provides our long-term members with a significant financial reward when they leave medicine. How significant? Think "new car." Or maybe "vacation home." Now that's a fitting tribute. The Michigan State Medical Society exclusively endorses our medical professional liability 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.



MEETINGS OF INTEREST

JANUARY 20-22, 2012 The Heart and Vascular Winter Update

Boyne Mountain, Boyne Falls, MI
Registration: (616) 252-7125

JANUARY 26-29, 2012 2012 Mid-Winter Family Medicine Update

Shanty Creek Resort, Bellaire, MI

JANUARY 27-31, 2012 Craniosacral Technique: Part I

MSUCOM, Fee Hall, East Lansing, MI

MAY 16-19, 2012 MOA House of Delegates/Scientific Convention

Hyatt Regency, Dearborn, MI

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Adam T. Wolfe, DO



DOCTORS IN THE NEWS

Diane Bigham, DO was featured in an article in the *Grand Rapids Press* Health Section speaking on urology issues and Bladder Awareness Month.

Tammy Born, DO was recently elected to the Grand Valley State University Foundation's Board of Directors.

Jeanne Eyde, DO was featured in the *Grand Rapids Press* Health Section outlining skin care during cold months.

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KCOA.us



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PRESIDENT'S MESSAGE



Supporting Our Osteopathic Community and Building Healthy Relationships

Ann M. Auburn, DO
KCOA President


Recently, we had our annual joint meeting with KCOA and KCMS, and thanks to Dr. Greg Forzley, KCMS President, the meeting was a success. Supported by our local hospitals, the presentation was a helpful seminar on physician wellness with Dr. Gerald Shiener in which he reviewed what we can do to keep our sanity in a profession that doesn't always teach us to lead sane lives. We also learned from our fellow physicians how to use our support systems, including our organizations, our fellow physicians and our family to maintain our own health and wellness. I'm excited that we are continuing to build relationships with our Allopathic friends and look forward to more collaboration in the future. In this installment of the KCOA President's Message, which will be my last in this publication, I'd like to share a few tips on stress management and maintenance of mental, spiritual and physical health...my holiday gift to you.

Tips for Health and Wellness:

1. Pay attention to your own thoughts. "The power of positive thinking" may be a cliché, but it's still true. Think positive thoughts and you will feel less stressed and get more done. It's very powerful stress management and keeps us in a creative dimension in our thoughts and decisions.
2. Take care of your own basic health protection by exercising regularly, eating a whole food diet with lots of veggies, taking a daily multivitamin with high antioxidants and taking purified omega-3 fish oils giving you 1,000 mg per day of EPA and DHA. It's amazing how much better you can feel and think with these health promoting daily regimens, especially when you burn the candle at both ends, like we often do in the health care profession, taking care of others. Taking care of yourself and setting an example for others, reduces stress from the inside-out.

3. Time is our most precious resource. Most of us tend to give it away too easily. When someone asks you for time, think about what you will have to subtract from your current schedule. That will help you say "No" when you need to. "No" can be great stress management when it's used appropriately.
4. Have a dream and goals to reach that dream. Sounds like another cliché, but stress management is a lot easier when you have a dream and know what you want to do to get there. Just try not to spend every waking moment on obtaining the dream. Life is a balance between creating the dream by reaching your daily goals and having leisure time to contemplate and visualize your dream, spend time with loved ones and have fun in activities that you enjoy. Following your dream happily will draw good things into your life.
5. Limit the number of negative things you read in the newspaper and watch on television and listen to on the radio. Sometimes that's tough in our media-centered world, but negative and shocking input into your brain on a regular basis can stress you a lot more than you think. The images and negative information go straight from your eyes and ears to your unconscious. Consider switching off the TV and listening to some music or reading a good book. Negative and violent news, TV, video games, movies and radio have been shown to decrease immunity and increase stress.
6. And last, but not least, remember to put gratitude into everything you do. Albert Einstein, one of the greatest minds of the last century, said "Thank You" hundreds of times every day. Being grateful for what we have, our family, our friends, the staff we work with, the blessings we have, no matter how big or small, makes our life more positive and a magnet for more health, wisdom, mental wellness and wealth.

From my family to yours, I wish you the best of holidays filled with love, hope, health, happiness, prosperity and a sense of well being. It's been an honor to serve another year as the President of the Kent County Osteopathic Association and I look forward to continuing to be a part of this great group and its future endeavors and growing relationships in our community.



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