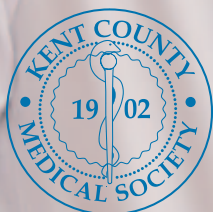


Winter 2010

# BULLETIN



## KCMS Inaugural CME Update

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

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At Chemical Bank, we understand that our customers depend on us to keep their deposits safe. We embrace this responsibility, and pride ourselves on taking care of the money that is entrusted with us. The safety and soundness of our institution is of great importance, and we are pleased to report that, in management's opinion, our financial condition is strong, as outlined below:

- Chemical Bank's capital position is strong. Our Leverage and Tier One capital position continues to far exceed regulatory guidelines for being considered well-capitalized, the highest category of capitalization as defined by Federal bank regulators;
- We are profitable and expect that to continue. Although our earnings have been impacted by the ongoing effects of Michigan's recessionary economy, both Chemical Bank and Chemical Financial Corporation have continued to be profitable. For the 12 months ended December 31, 2008 we reported net income of \$19.8 million;
- Chemical Financial Corporation voluntarily declined participation in the U.S. Department of the Treasury's Capital Purchase Program (CPP), which is part of the \$700 billion Troubled Asset Relief Program (TARP);
- At a time when other institutions are cutting or eliminating their dividends, Chemical Financial Corporation's continued dividend is evidence of our Board's confidence in our capital strength and financial condition. For the third quarter of 2009, our Board declared a dividend of \$0.295 per share, unchanged from the second quarter 2009 dividend;
- We are a "Main Street" bank and have no exposure to sub-prime loans, nor do we have equity exposure to Fannie Mae or Freddie Mac. We have the capital necessary to lend money to customers that meet our lending standards so that we can help our communities continue to grow;
- Our deposits are backed, to the maximum extent permitted by law, by the full faith and credit of the Federal Deposit Insurance Corporation (FDIC).

Chemical Bank is the sole bank subsidiary of Chemical Financial Corporation, the third largest bank holding company headquartered in the state of Michigan with assets of \$4.0 billion as of June 30, 2009. Headquartered in Midland, Chemical Bank has 129 branches in 31 counties located primarily in the central and western portions of Michigan's Lower Peninsula.

Current and potential customers, analysts, investors, shareholders, and others seeking financial or general information about Chemical Bank and Chemical Financial Corporation are invited to contact David B. Ramaker, Chairman, Chief Executive Officer, and President, or Lori A. Gwizdala, Chief Financial Officer.



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# BULLETIN

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# ABOUT THE BULLETIN

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# MEETINGS OF INTEREST

## KCMS Meetings

### LOCAL

**MARCH 9, 2010** - Regular Meeting, Watermark Country Club, Grand Rapids, MI

**MAY 11, 2010** - Regular Meeting, Watermark Country Club, Grand Rapids, MI

### STATE

**APRIL 30 – MAY 2, 2010** - MSMS House of Delegates, Dearborn, MI

### NATIONAL

**JUNE 12 – 16, 2010** – AMA House of Delegates, Chicago, IL

*Check out our website: [KCMS.org](http://KCMS.org)*

## IN MEMORIAM

Arthur K. Hamp., M.D.....	January 11, 2009
Andre V. Jubert, M.D.....	January 3, 2009
Gordon Balyeat, M.D. ....	February 7, 2009
Haven Jones, M.D. ....	April 22, 2009
Robert H. Knapp, M.D. ....	July 13, 2009
Frank L. Groat, M.D. ....	August 27, 2009
Ralph W. Ortwig, M.D.....	September 16, 2009

# KCMS NEW MEMBERS

The year 2009 was a GOOD year. We welcomed 97 New Members!

- 55 Active
- 21 Residents
- 21 Medical Students.

Through the year we previously listed new members. Our newest members are listed below.

Spread the Word! By coming together in a common cause we can do greater good for each individual physician and practice. Welcome EVERYONE!

NEW MEMBERS		RESIDENTS
Jennifer H. Battiste, MD	Battiste Family Medicine	Jessica Adkins, MD
Flor L. Borrero, MD	Clyde Park Pediatrics	Katherine Boss, MD
Fadi S. Braiteh, MD	Cancer & Hematology Centers of Western Michigan, PC	Jessica P. Leschied, MD
William J. Bray, III, MD	Central Anesthesia Services, PC	Tina H. Luo, MD
James F. Byrne, MD	Priority Health	Tod A. Mattis, MD
Benedict A. Doctor, MD	Neonatal Associates, PC	Sarah J. Miliken, MD
Donald Findlay, DO	Grand River Emergency Medical Group	Melissa Peters, MD
Suzanne M. Howard, MD	East Paris Internal Medicine	Brian J. Wheatley, MD
Robert K. Jarve, MD	Spectrum Health Medical Group	Rubin S. Zahedi, MD
John A. Key, DO	Metro Heart & Vascular	
Paul J. Kovack, DO	Metro Heart & Vascular	<b>MEDICAL STUDENTS - graduating 2012</b>
Eric Kozfkay, DO	Michigan Pain Consultants	Sanjeet Rangarajan
Liton S. Mecano, MD	Advantage Health Physicians	
Jason J. Porter, MD	Central Anesthesia Services, PC	
Matthew W. Sevensma, DO	Metro Heart & Vascular	
Jason A. Squires, DO	MMPC	
Roya Vakili, MD	Metro Neurology	
Andrea E. VanPelt, MD	Center for Breast & Body Contouring, PC	
Eric Walchak, DO	Metro Heart & Vascular	

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# KCMS Inaugural CME Update

KCMS Inaugural CME Update event a SUCCESS! Below are pictures from the event. Physicians from Kent and surrounding counties came together for a half day, getting updated on advancements in seven different areas. Included were: Adolescent and Pediatric Gynecology, Ophthalmology, Cardiovascular Disease, Diabetes, Public Health, Colon Cancer, Oral Allergy Syndrome and Breast Cancer.

*Thank you for taking time from your weekend to attend. We hope you found the program to be informative and time well spent.*





# KCMS PRESIDENT'S MESSAGE

Anita R. Avery, MD  
KCMS President

## The Year in Review

Every year Lake Superior State University releases a “List of Words to Be Banished from the Queen’s English for Mis-use, Over-use, and General Uselessness”. Although tongue in cheek, the yearly list proves to be an insightful cultural, political, and societal snapshot of the times.

As I was reflecting on 2009 for KCMS, I found myself drafting my own list of banished words and phrases at the closing of the year. Some of these overlap with the University’s 2009 list: in these economic times..., transparency, and Obama as a prefix. Based on recent events related to our medical society, my votes for banished words include: transition, bus book, professional ventures, ambitious agenda, expense account, and physician tax. Some of these contenders will perhaps only be appreciated by those close to recent county society events. However, you will gain some context for these terms by the end of this year in review summary. Despite my eagerness to purge our KCMS vocabulary of some of these terms, I am confident that KCMS is moving in the right direction.

Thank you for the opportunity to serve as your KCMS president for 2009. It has been a growing year for KCMS as well as for me personally. One year ago as I accepted the gavel, I anticipated an exciting and challenging year. I was 8 weeks postpartum and trying to see my way clear to balancing a family of three children including an infant, with a full-time practice, and leadership in organized medicine. The trust that you as members placed in me to lead the society is something that I did not take lightly. Making your membership worth your dues was a priority for the year.

At that time a year ago I never could have imagined just what a year it was going to be! On the national level, who could have predicted the degree to which the issue of health care reform has taken front stage? The general public has heard much more about insurance reform, health care models around the world, and government-run health care than we would have predicted. It has been a roller coaster ride of bills, amendments, and late hour decisions--it seems almost daily the proposals change. We may even finally see a permanent repeal to the flawed sustainable growth rate formula. The stance of the AMA on reform has at times been controversial, but we look to

our national and state organizations for leadership in a political process that none of us could influence as strongly as individual physicians.

At the state level, we had a flashback to 2004, with the proposal yet again of a physician tax in Michigan. It was soundly defeated, in no small part, due to the activism of MSMS. About 80 of our county’s physicians, PA’s, medical students, alliance spouses, and office managers from both allopathic and osteopathic settings joined the MSMS-led rally totaling almost 1000. Another state-level victory was the long sought-after ban to smoking in workplaces, including restaurants and bars. There may not be much pride associated with being 38th, but the axiom “better late than never” certainly applies here.

As a delegation to the MSMS House of Delegates (HOD) in April, our county submitted 24 resolutions, 11 of which were approved. At the AMA Annual HOD meeting in June, 2 resolutions that originated from KCMS were adopted as amended. Additionally, at the AMA Interim meeting in November, another resolution from Kent County was adopted as amended and 2 were adopted to reaffirm existing policy.

While our county society participated in these state- and national-led efforts, in 2009 a lot of our focus was more local and on our day-to-day operations. After all, it is only by running efficiently and engaging our local physician community that we can effectively participate in the bigger issues.

When referring to a challenging and growing year, I was speaking particularly to changes at our county level. This was the first year in almost 20 that saw a turnover in our executive director position. Our society only has two paid staff members including that position. As you can imagine, the past months of transition have proven to be educational for all involved.

The KCMS Board spent a considerable amount of time reviewing practices, overall operations, and duties at KCMS. Based on its review, the board has taken steps to: improve upon administrative and financial practices, stream-line tasks and adapt use of technology, draft plans to become more member focused, secure finances and save money while reorganizing.

*continued on p.11*





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*continued from p.9*

## KCMS PRESIDENT'S MESSAGE CONT.

As a result, I am pleased to outline for you multiple changes, improvements, and projects in process. Before I do so, let me highlight that this could not have been accomplished without a strong board that has tremendous chemistry and works beautifully as a team. Drs. Tom Peterson, Patrick Droste, David Hammond, Lee Begrow, David Whalen, and Phil Wise were all willing to roll up their sleeves to do what needed to be done. This included flexibly accepting new duties, extra meetings, emails, phone calls, and even home work responsibility. Absolutely integral to the success during transition was the experienced leadership of our interim executive director, Patricia Dalton. Her dedication has been instrumental as we take steps to improve the operations of KCMS and to ensure the future health and development of our Society.

You may recall that in June 2008 we held a strategizing session open to all our members, inviting input about what you would like to see from the medical society. You should recognize a lot of those ideas coming to fruition.

In terms of **community relations and advocacy**, we were made visible by several opportunities to highlight the achievements of our members. In addition to the White Coat Rally in Lansing, KCMS leaders were featured in WOOD radio interviews, in the Grand Rapids Press, and in the Grand Rapids Business Journal. KCMS met with legislators about physicians' concerns regarding the Michigan Business Tax. Our past president, Dr. Tom Peterson, was awarded both the Douglas Mack Award for Community Collaboration and the MSMS Community Service Award. Dr. Patrick Droste and his wife Deb were recognized by the MSMS Foundation in their Doctors and their Families Make a Difference campaign. KCMS has also provided support for the MSU-CHM Gala and for the KCMS Alliance Charity Ball—this year celebrating its 20th Annual Ball! We look forward to enhancing our relationship with the Alliance to increase the synergy between our two organizations. You can also expect to hear more about a new direction for the Kent Medical Foundation. It has changed its focus to three areas: community service involving medical students and residents; grants to medical students to help with research presentations; and tuition loans for medical students.

**Membership** should be our first job and this year we've focused on that. We have identified many member-service and member-benefit projects to improve upon. We have recruited 54 new active members, 21 residents, and 17 medical students. A second year medical student, Erin Schwab, has agreed to serve in the new position of Medical Student Liaison. We are excited about this avenue for cultivation of future members and future leaders.

Some examples of improved membership services include an enhanced directory, membership database, and our new location

with expanded facilities for meetings and volunteers. By now you have noticed that we are “plugged in” as we make more use of email and the updated website, [www.kcms.org](http://www.kcms.org). This site now offers news, information, event registration, online member physician search, and online contributions. There is more to come and your suggestions for further development are welcome. Thank you to Drs. Greg Forzley and Mike Olgren for helping to guide the staff in website improvements. In direct response to members' requests, we are offering a half day CME conference on February 20. Don't miss this inaugural event! It is a great way to learn updates across various specialties and earn more than 4 CME credits right in Grand Rapids. See the announcement in this Bulletin or our website to register.

Just as membership is critical to our Society, so is appropriate **budgeting and cost containment**. We have identified cost saving opportunities and will continue to make more into the spring 2010. We elected to dissolve Professional Ventures, Inc. in order to further streamline processes while optimizing transparency.

Yet another ongoing project is paying special attention to our **heritage**. This month KCMS had its 107th Annual Meeting! We are committed to securing our history and that of its members by archiving our member files, beginning from 1902. Critical pieces of our history will be secured electronically.

The Board is conducting a national search for Executive Director. During this transition, the KCMS office has been developing administrative and **human resource** policies. Job descriptions and staff expectations have been clarified and documented. This is sure to assist in the critical role of changing leadership, whether in staff or Board members.

I look forward to Dr. Droste's leadership for 2010 in what is sure to be another year of unforeseen challenges and opportunities. There are so many developments in the medical community in Kent County with the expansion of Van Andel Institute, the influx of reputable researchers and academics, various large mergers, and, of course, the upcoming first class of Grand Rapids-based first year medical students from Michigan State University College of Human Medicine. I anticipate that KCMS will be increasingly involved in this evolving medical community. We will continue to focus on providing services to our membership and attracting new members. I invite you to take an active role in these exciting new endeavors.

Thank you to members who have already renewed their membership for the next year. If you have not yet done so, I encourage you to keep investing in our patients and our profession by renewing now. And, of course, recruit your colleagues who are not already members. Together we have a stronger voice.

# KCMS PRESIDENT-ELECT

**Greg Forzley, MD, FAAFP**  
**Board Chair**  
**Michigan State Medical Society**



Gregory J. Forzley, MD has been elected Kent County Medical Society President-Elect for 2010. He has been a member of the Kent County Medical Society since 1982. Born in Windsor, Ontario, Canada, Doctor Forzley graduated from Wayne State University Medical School in 1978. He did his Internship and Residency at Saint Mary’s Hospital in Grand Rapids. He is Board Certified in Family Practice.

Doctor Forzley is Medical Director of Informatics for Saint Mary’s Health Care. He is the lead physician responsible for successful achievement of information technology initiatives that relate to patient care and safety locally, and in partnership with Trinity Health. Doctor Forzley supports clinical informatics development with the affiliated physician group, Advantage Health Physicians Network.

He currently serves as Chair of the Board of Directors of the Michigan State Medical Society. He was appointed by Governor Granholm to represent doctors of medicine on the Michigan Health Information Technology Commission, which he presently chairs. In addition, he serves on the Executive Committee of the Michigan Center for Effective IT Adoption (M-CEITA), and Dr Forzley has just been appointed a Trustee of the Kent Medical Foundation.

Along with his medical practice career, his past medical experience extends to positions as a family medicine residency faculty, a managed care physician executive and an administrative physician executive.

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## GRMERC UPDATE

Peter Coggan, MD, MEd  
GRMERC President and CEO



# Will the Openings be there?

*The best laid schemes of Mice and Men oft go awry, and leave us naught but grief and pain, for promised joy!* - **Robert Burns**, *To a Mouse* (Poem, November, 1785)

We have discussed the National Residency Matching System (the NRMP Match) previously in this column. It is an excellent computerized system that matches US medical students and other candidates with residency training programs in the specialty of their choice.

Approximately 93% of graduating seniors were successfully matched by the computer this year. This percentage has been a relatively constant, 93-94%, over the past few years. The number of unmatched US seniors in the 2009 Match before the scramble was 1087; the number of open positions available for the scramble fell to 1146 and established the best fill rate on record of 95.4%.

On the surface this seems to be very good news. When the number of unfilled positions approximately matches the number of candidates seeking training spots, the system seems to be working as it should. The underlying trends, however, are much more sinister. In 2009 the number of US allopathic medical school seniors participating in the Match increased by 396 individuals representing the first increase since allopathic medical schools began to increase class size in response to the call for more physicians. This trend will accelerate due to the effect of increased medical school class sizes and as new allopathic and osteopathic medical schools add their graduates to the resident pool.

If this trend continues without an increase in the number of residency positions, two consequences appear to be inevitable: the number of international medical graduates entering residency training will diminish and, as early as next year's Match in March 2010, we may be faced with more graduating seniors than spots to accommodate them. You might be thinking that this is natural selection in action, and

it is appropriate to cull the weaker students before they begin residency training. While this may hold true for a very small number of students, for most unmatched students and for the community it is a disaster in the making.

Like almost all applicants to medical school, these are students who have devoted much of their education to the achievement of a single goal – becoming a doctor. Maintaining outstanding academic performance in high school and college requires considerable effort and dedication, and building a resume with the right community experiences in the health care field to meet admissions requirements takes several years. The educational costs of a four year college combined with medical school result in an average educational loan debt approaching \$200,000. We should also not ignore the resources that we, as a society, contribute to their education through taxes that support colleges and medical schools, an increased cost of medical care to cover the cost of teaching, and reduced clinical income on the part of volunteer clinical faculty.

This apparent lack of foresight begs several questions. How can we, in good conscience, ask high school students to begin this journey when increasing numbers may not be able to complete their education and contribute to the health care resources in their communities? Are we prepared to accept the recent projections of a physician shortage but ignore the need for new graduate medical education spots to ameliorate the shortfall? How can we propose health care reform without considering the number of physicians and the specialty mix needed for the new system?

Perhaps a long term national health care workforce plan would help. The current fragmented approach sure isn't.

# KENT COUNTY HEALTH DEPARTMENT

Mark Hall, MD, MPH  
KCHD Medical Director

## Will "Smoke 'Em if Ya Got 'Em" Become a Thing of the Past?



On December 18, 2009, Governor Jennifer Granholm signed the Ron M. Davis Law that will ban smoking in restaurants, bars, and other public places beginning May 1, 2010. By passing this law, Michigan became the 38th state to enact a statewide ban on cigarette smoking in public areas. The health effects of cigarette smoking are well-known, and recent evidence has shown that there is no safe level of exposure to secondhand smoke. According to the American Cancer Society, secondhand smoke is responsible for many adverse health conditions in non-smokers each year, including 3,400 lung cancer deaths in non-smoking adults and up to 300,000 lung infections in children younger than 18 months of age.

According to data from the 2008 Kent County Behavioral Risk Factor Survey (BRFS), approximately 1 in 5 (20.6% ± 2.3%) of Kent County adults aged 18 and older are current smokers. Since 2002, the percentage of smokers in Kent County has remained relatively stable (19.8% ± 2.3% in 2002) whereas the percentage of smokers statewide has decreased from 24.1% ± 1.4% in 2002 to 20.2% ± 1.1% in 2008 (Figure 1) according to data from the Michigan BRFS.

Data from the BRFS indicate that cigarette smoking is more prominent among individuals in certain categories of socioeconomic status (SES) in Kent County. Cigarette smoking was nearly five times more likely in respondents with less than a high school education compared to those with a college degree (38.3% ± 9.4% vs. 7.8% ± 2.5%). Also, greater than a third (35.5% ± 6.3%) of those in the lowest household income category (<\$20,000) reported that they were a current smoker, compared to 12.3% ± 4.1% of those with a household income greater than \$75,000. These trends are similar to those identified statewide, as well as nationally through the National Health Interview Survey (NHIS).

Figure 2 presents data from the 2008 Kent County and Michigan Behavioral Risk Factor Surveys on current smoking status by race/ethnicity. These data indicate the prevalence of smoking among black non-Hispanic residents of Kent County is significantly higher than Black non-Hispanics statewide. In Kent County, 38.0% ± 9.9% of black-non Hispanics reported being a current smoker, compared to 21.1% ± 3.3% statewide. Although the percentage of smokers among the Hispanic population of Kent County was lower than the statewide percentage (14.6% ± 7.3% vs. 29.3% ± 8.9%), this difference was not statistically significant.

In Kent County, cigarette smoking was also more prevalent among males and younger age groups. In 2008, 22.6% ± 3.4% of males reported being a current smoker compared to 18.8% ± 3.1% of females. Individuals 18-24 years of age were by far the most likely to report current smoking status among Kent County residents in 2008. Whereas there was approximately a 20% prevalence of smoking in older age groups, 36.3% ± 7.1% of college-aged individuals reported

that they were a current smoker. Similar gender trends were identified statewide, however, the peak in the youngest age group was not reflected in the 2008 Michigan BRFS (23.2% ± 4.8% among those 18-24 years of age).

The passage of the Ron M. Davis Law will protect non-smokers from being exposed to secondhand smoke in public places. This should help reduce the adverse health effects secondhand smoke can cause in non-smokers. The effect that this law will have on encouraging current smokers to give up their habit is unknown. It is evident from the 2008 BRFS that there are multiple population groups with increased smoking prevalence in Kent County (African Americans, college-aged individuals, males, and those of lower SES). These data will provide an important baseline to gauge the impact of the law on the prevalence of cigarette smoking in Kent County as Michigan moves forward as a smoke-free state.

Figure 1: Current smokers in Kent County and Michigan (2002-2008), Kent County and Michigan Behavioral Risk Factor Surveys

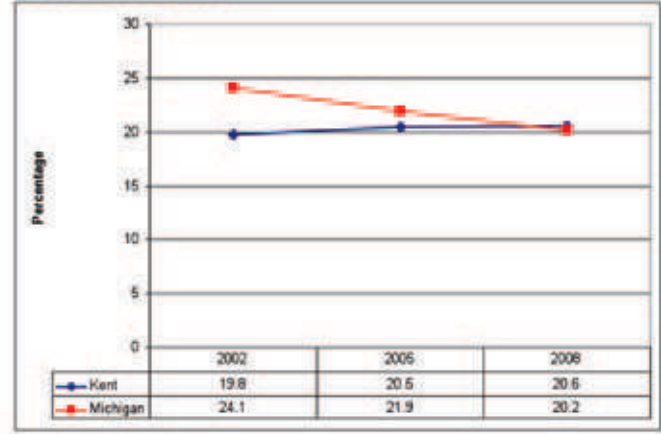
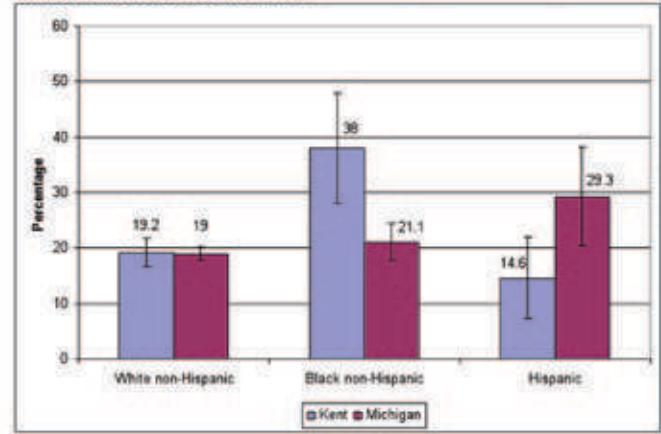


Figure 2: Current smokers in Kent County and Michigan by Race/Ethnicity (2008), Kent County and Michigan Behavioral Risk Factor Surveys





# 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

## January, 2010

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

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2010	Through January 2005-2009
AIDS (Cumulative Total - 838)	5	5	3
AMEBIASIS	0	0	0
CAMPYLOBACTER	4	4	3
CHICKEN POX <sup>a</sup>	4	4	28
CHLAMYDIA	197	197	240
CRYPTOSPORIDIOSIS	1	1	1
E. COLI O157:H7	0	0	0
GIARDIASIS	10	10	5
GONORRHEA	49	49	71
H. INFLUENZAE DISEASE, INV	0	0	0
HEPATITIS A	0	0	1
HEPATITIS B (Acute)	0	0	0
HEPATITIS C (Acute)	1	1	0
HEPATITIS C (Chronic/Unknown)	23	23	26
INFLUENZA-LIKE ILLNESS <sup>b</sup>	5960	5960	5071
LEGIONELLOSIS	0	0	0
LYME DISEASE	0	0	0
MENINGITIS, ASEPTIC	3	3	3
MENINGITIS, BACTERIAL, OTHER <sup>c</sup>	0	0	1
MENINGOCOCCAL DISEASE, INV	0	0	0
MUMPS	0	0	0
PERTUSSIS	0	0	1
SALMONELLOSIS	0	0	2
SHIGELLOSIS	0	0	0
STREP, GRP A, INV	6	6	2
STREP PNEUMO, INV	5	5	7
SYPHILIS (Primary & Secondary)	0	0	0
TUBERCULOSIS	2	2	1
WEST NILE VIRUS	0	0	0

### NOTIFIABLE DISEASES OF LOW FREQUENCY

DISEASE	NUMBER REPORTED Cumulative 2010	DISEASE	NUMBER REPORTED Cumulative 2010
Histoplasmosis (Acute)	3		
Malaria	1		

- a. Chickenpox cases are reported primarily from schools. Confirmed and probable cases are included.
- b. Includes "Influenza-Like Illness (ILI)" and lab-confirmed influenza including lab-confirmed 2009 Influenza A (H1N1).  
ILI cases have flu-like symptoms and are reported primarily by schools.
- c. "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](http://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.

By: Robert Wolford, MS, CMPE  
 Executive Director; Grand Rapids Ophthalmology  
 Past President; Michigan Medical Group Management Assn.



## EXCELLENCE!

I was thinking the other day about what a great challenge we all face being in health care. I had this thought as I was leaving a Compliance Committee meeting

in which we were reviewing coding changes that had been enacted by Medicare for 2010. Specifically, as most of you know, consults will no longer be covered by Medicare in 2010. Add to this significant change, the fact that the Obama Administration is attempting to make structural changes in the way health care is delivered in our country and many of the details are not known by anyone, even those voting on the changes!

In dealing with these changes and others that will impact health care in the immediate future, those who have dedicated their professional lives to delivering health service must react to each change once it is enacted.

One way that we can do this is to position ourselves with organizations which are structured to thrive in such an environment. The recent news stories which report that some doctor groups have decided to join hospital organizations in West Michigan are examples of this type of thinking.

Similarly individuals who are part of organizations which have decided to remain autonomous can take action as well. As we begin 2010, it is important to recommit to excellence and to relationships that will assure a strong future in whatever changes are ahead.

Organizations that have recommitted to excellence must then adopt some strategies to assure that the commitment is not just lip service. Asking patients about their experience with the organization in a way that allows the organization to be measured against benchmarks is certainly one strategy. This permits the organization to identify areas that need to be improved and areas that are strengths for the organization.

Similarly, it makes great sense to ask members of the organization for their feedback on what it means to be part of the organization. Recognizing those who have contributed above the call of duty can add to the sense that this behavior is meaningful to the organization.

As always, it pays to be informed of changes so that the organization can assure that it is billing appropriately for services that it has delivered. Organizations like the Kent County Medical Society (KCMS), the Michigan State Medical Society (MSMS) and the Michigan Medical Group Management Association (MMGMA) work hard to assure that their members are kept informed. Several of the MMGMA's recent meetings have included presentations from an organization (9 G Enterprises) which provides the patient and employee surveying mentioned earlier.

Members of the Michigan Medical Group Management Association will be attending the organization's Spring Conference at Soaring Eagle Resort in Mt. Pleasant, Michigan from March 17-19, 2010. Practice management professionals can expect a wealth of knowledge and inspiration from individuals like Dr. Gail Wilensky (past Director of HCFA under the Bush Administration) and Mr. Jim Abbott (Professional Baseball Pitcher and Michigan Native). Additionally, numerous breakout sessions and critical networking opportunities will abound at the conference, all of which enhance the opportunity for organizational excellence.

If your Office Manager is not a member of the MMGMA, information on membership can be obtained by contacting:

Sherry Barnhart – Executive Secretary  
 e-mail: [sbarnhart@michmgma.org](mailto:sbarnhart@michmgma.org)  
 phone: (517) 336-5786



# DEAN'S MESSAGE

## Note from the Dean

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

The College of Human Medicine's growing research enterprise in Grand Rapids is picking up momentum on a number of fronts. Our scientists moved into their new lab space at Van Andel Institute in early January and the Parkinson's disease research group continues to assemble its team in Grand Rapids.

Asgi Fazleabas, Ph.D., M.S., has been appointed professor and associate chair for research in the Department of Obstetrics, Gynecology and Reproductive Biology in Grand Rapids. Dr. Fazleabas is a highly acclaimed NIH-funded researcher in reproductive sciences. His laboratory is internationally recognized for studies of uterine biology, blastocyst implantation and endometriosis – all directly relevant to human fertility.

Earlier this fall, members of the College of Human Medicine's women's reproductive health research team, including Dr. Fazleabas, accompanied me to China, where I participated in the opening ceremonies for the Shenzhen University Medical School and our group visited several hospitals and medical schools.

The intent of the trip was to explore educational and reproductive and developmental biological research opportunities for our

medical students, residents and researchers. At press time, we are preparing to host a delegation from Zhejiang University Medical School in late January and plan to complete a letter of agreement that will facilitate an exchange of faculty and students.

Later this summer, our college will host a reproductive health research symposium in Grand Rapids and we anticipate attendance by several individuals from China. We believe this symposium will provide an ideal forum for our international partners to come to Grand Rapids and see firsthand the collaborative opportunities available in our growing health science community.

We have lots to accomplish this year in addition to opening the Secchia Center in the coming months. As always, thank you for your continuing support of our college's expansion to Grand Rapids.



## Rose M. Ramirez, MD is named one of "The 50 Most Influential Women in West Michigan"!

Rose M. Ramirez, MD  
President, Physicians Organization of  
Western Michigan

We congratulate Rose M. Ramirez, MD on this award. As president of Physicians Organization of Western Michigan, she has been able to participate in the leadership of a physicians' independent organization. She has focused on supporting quality primary care and is beginning to develop specialty benchmarks to measure quality indicators for select special groups. She is also partner in Jupiter Medical Aesthetics in Belmont.

Doctor Ramirez is currently Speaker of the House of Delegates for the Michigan State Medical Society. She is also a board member of the Alliance for Health's Healthcare Vision 2020. She has served on many boards in the health care arena and calls on this experience with a specific goal in mind: to provide better care for the community and rein in some of the out-of-control cost increases in medicine through strengthening and appropriately funding the nation's primary care foundation.



# UPDATE

Robin Pedtke, DO, Board Chair  
 Eric Bouwens, MD, Board Vice Chair



## Your Assistance is Significant

It is hard to believe we are in March, the third month of what is proving to be a very busy 2010. As the Project Access Board prepares for its Annual Meeting in March, we focus on the generosity that our physicians continue to provide in such a difficult economic climate. Even during these trying times, our physician colleagues have provided significant assistance with Project Access, and are a very important part of the Grand Rapids safety net.

The Project Access Board understands the issues that physicians face in serving their patients in this challenging economy. We also know and respect the tremendous work provided by our local physicians in Haiti. It is thanks to your compassion that people can overcome tragedy and begin to rebuild their lives

If you haven't yet committed to Project Access for 2010, please do so. We include a sign-up form with this Bulletin. For more than five years, your Kent County Medical Society and Kent County Osteopathic Association have partnered with hospital charity care programs to provide more than \$5,051,000 in donated health care through Project Access.

Thank you for your time, sharing your talent and your genuine concern for those in need.



### Physician Volunteer Commitment Form

**Physician:** \_\_\_\_\_  
**Practice:** \_\_\_\_\_  
**Office Mgr:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Specialty:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

- Yes! I will do my part to assist uninsured patients.  
**For January to December 2010 I will accept \_\_\_\_\_ (#) Project Access referrals.**
- Contact me with more information about my role in Project Access.

*Physician Signature*

*Date*

**Mail or Fax to:**

PROJECT ACCESS  
 233 East Fulton, Suite 226  
 Grand Rapids, MI 49503

Phone: 459-1111  
 Fax: 459-1133

# 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.



## Holly Hirai Jones KCMS Alliance President



Kent County Medical Society Alliance has many interesting events planned for this year. If you are new to the Grand Rapids area, the KCMSA is a great way to learn about the city and what there is to do and see. On March 9th we will have a docent tour of the Grand Rapids Art Museum (GRAM) and have lunch afterwards at the

Café. The Calder Jewelry exhibit commences the Centennial Year of the Grand Rapids Art Museum (1910–2010), recalling Calder's historic association with the Museum during the 1969 installation of *La Grande Vitesse*. A combination of sculpture, craft, and design, the 100 necklaces, rings, bracelets, and brooches created from the 1930s through the 1960s introduce a new dimension of Alexander Calder's artistic achievement. If you haven't had an opportunity to visit GRAM, come join us.

We do Monthly Musing once a month where we go to restaurants in the Grand Rapids area that maybe new or interesting. On the Wednesday March 17th we will be meeting at "The Heritage". It is a fine dining public restaurant, which is staffed by culinary school students under the direct supervision of the Chef-

Instructors and Table Service Instructors of the Secchia Institute for Culinary Education through the Grand Rapids Community College.

For volunteer opportunities we will be working with Rays of Hope for Haiti, Tuesday April 20th. We all have seen what has been going on in Haiti, Here is a way to help in our own backyard.

Our annual Surf and Turf Sale and Dinner fundraiser for the KCMS Foundation has new dates. Our Sale has moved to Friday, April 16rd for the pickup of steaks and lobsters. The dinner this year will be held at Noto's Old World Italian Dining on Saturday April 17th. The Surf and Turf dinner is a casual, fun and relaxing event. Get a table together and catch up with friends. If your spouse is not a member of the Alliance have them come to one of our events, meet us and see what we're about.

For more details about any of these events or you have questions about the Alliance, please visit our website at [www.kcmsalliance.org](http://www.kcmsalliance.org) or view them in the Bulletin.

## Monthly Musings

No votes, no speakers, no bylaws, no agenda! In short, the only things participants need to anticipate while going to Monthly Musings are one well-served meal and a time of hassle-free quality conversation. We will meet the second Wednesday of the month, combining lunch with a broad-ranging discussion of current events mixed with scintillating bits of chitchat. Lunch will be held at various locations throughout the area chosen by the lunch attendees.

**Date:** Wednesday, March 17, 2010  
**Time:** 11:30AM  
**Place:** The Heritage, 151 Fountain St. NE  
**Phone:** 616.234.3700

If you would like to join us, please e-mail Eileen Brader [ekbrader@sbcglobal.net](mailto:ekbrader@sbcglobal.net) by March 15.

**Date:** Wednesday, April 14, 2010  
**Time:** 5:30PM \*\*Evening Event\*\*  
**Place:** Corez Wine Bar, 919 Cherry Street  
**Phone:** 616.855.2310

If you would like to join us, please e-mail Eileen Brader [ekbrader@sbcglobal.net](mailto:ekbrader@sbcglobal.net) by April 12.



# ALLIANCE HEARTBEAT

## ALLIANCE CALENDAR

Below is a partial list of upcoming events. For a complete rundown, check the website [www.kcmsalliance.org](http://www.kcmsalliance.org) for details and changes to dates, location or cancellations.

### Rays of Hope

DATE: April 20, 2010 (Tuesday)

TIME: 10:00am-3:00pm

PLACE: 946 Burton St SE, Grand Rapids, MI 49507

PHONE: (616) 245-7981

Come and help sort & organize medical supplies for Rays of Hope, give whatever time works in your schedule.

Questions: Call Kathy Kendall cell 260-1679 or e-mail [ktkski@comcast.net](mailto:ktkski@comcast.net) for more information

### Spring Luncheon & Installation of Officers

DATE: April 27, 2010 (Tuesday)

TIME: Noon

PLACE: Cascade Country Club, York Room

\*\*\*\*\*

### The KCMS/KCMSA office has moved to a new location

Masonic Center

233 East Fulton Suite 222

Grand Rapids, MI 49503

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

Phone: 616-458-4157

Fax: 616-458-3305

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# *New Date! New Venue!* **SURF & TURF DINNER PARTY!**

**This is a fun evening** – open to family and friends. So get a table together for great food, good conversation and a fun filled night. Enjoy fresh lobster and/or steak prepared on site. There will be a cash bar.

**Questions?** Contact Holly Jones 575-9058 (info@kcmsalliance.org)

**Date:** Saturday, April 17, 2010      **Time:** 6 pm Social Hour 7:30 pm Dinner  
**Location:** Noto's Old World Italian Dining, 6600 28<sup>th</sup> Street SE, Grand Rapids, MI

**We need your orders by Friday, April 9, 2010**

Name: \_\_\_\_\_ Number Attending: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Dinner Choices: Fresh Lobster Dinner \$50.00 each    Steak Dinner \$50.00 each  
Lobster & Steak (Surf & Turf) Dinner \$69.00 each  
Payment must accompany reservation – payment can be included with Surf & Turf Sale order.

NAME OF INDIVIDUAL	FRESH LOBSTER	STEAK	SURF & TURF

**TOTAL \$** \_\_\_\_\_

**\*If you have a group of eight, we will reserve a table for you.  
Please call or e-mail your reservation!**

**Return to:** KCMSA Foundation, 1240 Breton Road SE, Grand Rapids, MI 49506

**Make checks payable to: KCMSAF**

# SURF & TURF SALE 2010



## Live lobster, frozen lobster tail, filet mignon, and New York strip steak!

All products are restaurant quality and not offered to the consumer as a grocery product. Our supplier offers this same product to high-end restaurants in the area.

All proceeds to benefit the KCMSA Foundation (a non-profit private corporation) providing funding for charitable projects in our own local community).

USE MAIL-IN FORM BELOW TO ORDER!

**PICKUP: FRIDAY, APRIL 16, 2010 11:30 PM – 2 PM** AT Holly Jones's Home  
1240 Breton Road, SE, Grand Rapids MI

ITEM	QUANTITY	PRICE	TOTAL
Fresh Lobster (1 ¼ lb.) \$17/each			
Lobster Tail (8oz.) \$16/tail			
Filet Mignon – 8oz. individual steaks @ \$20.00 ea. Or 5 lbs. box @ \$165/box (approx. 10/box)			
New York Strip Steaks – 12 oz. individual steaks @ \$12.00 ea. Or 5 lbs. box @ \$80.00 (approx. 7/box)			

**TOTAL DUE** (no tax or shipping) \$ \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ or CELL PHONE \_\_\_\_\_

**\*\*\*\*\*ORDERING DEADLINE IS FRIDAY, APRIL 9, 2010\*\*\*\*\***

**Send check (payable to KCMSA Foundation) and Order Form to:**  
Surf & Turf, 1240 Breton Road SE, Grand Rapids MI 49506

QUESTIONS? Call Marianne at 949-6674 or Holly at 575-9058. A tax receipt will be given to you at time of pickup.

THANK YOU SO VERY MUCH FOR YOUR SUPPORT.

## ALLIANCE CALENDAR

### Judge Gardner's Closet

At our April 27th meeting at the Cascade Country Club, the Alliance will be holding its "Spring Gathering" for Judge Gardner's Closet. The Gathering supports those teens who are moving into independent living upon reaching their 18th birthday, after being wards of the Court for many years. These young people truly have nothing, and Alliance members have been wonderful in their generosity to help them have "something".

After our Fall Gathering for this project, Judge Gardner sent a wonderful thank you card to the Alliance, part of which I would like to share with you. She wrote, "Thank you so much for your recent donation to the Family Division's Independent Living Closet. The young people are so appreciative of receiving bedding, towels, and kitchen items. Your support touches many young lives!! Thank you for being guardian angels for our youth." I think we always hope that what we do and give makes a difference...this does. So, once again, I am asking Alliance members to go through their cupboards, drawers, and closets for small items that can be used to help a young person make a home (new items are perfectly fine too) and bring them to the meeting on the 15th. Please no knives or sharp items.

Thank you in advance for your kindness and generosity.

Andrea Haidle KCMSA Representative, CAC to the 17th Circuit Court, Family Division

Please call if you have any questions, e-mail [info@kcmsalliance.org](mailto:info@kcmsalliance.org) or if you are unable to make it to the luncheon but would like to make a donation.



## *SURF & TURF* *Broiled Lobster Tails recipe*

- 4 (6 or 7 oz tails (If frozen, thaw )
- vegetable cooking spray
- 2 Tablespoons finely crushed saltine crackers
- 2 Tablespoons grated parmesan cheese
- 1 1/2 teaspoons minced fresh parsley
- Dash paprika
- 1 Tablespoon reduced calorie margarine, melted
- 2 Tablespoons Chablis ( or other dry white wine)
- 1 clove garlic, crushed
- 2 Tablespoons lemon juice

Make a lengthwise cut through the top of the lobster shell, using kitchen shears, and press shell open. Start at the cut end of the tail, carefully loosen the lobster meat from the bottom of the shell, keeping meat attached at end of tail; lift meat through top of shell opening, and place lobster tails( with meat attached as indicated) on a rack coated with cooking spray- place rack in shallow roasting pan.(Broiler pan works)

Combine cracker crumbs, parmesan cheese, minced parsley and paprika in a small bowl: stir in melted margarine. Set aside.

Combine wine, lemon juice and garlic, stir well. Brush lobster with half of the wine mixture. Broil 5 1/2 inches from the heat for 9 minutes- or until lobster flesh turns opaque, basting with remaining wine mixture after first 5 minutes. Sprinkle crumb mixture evenly over lobster and broil an additional 30 seconds.

Serve with melted butter - Enjoy!!!

# ALLIANCE HEARTBEAT

## Hope Community Child Care Center Holiday Party Doctors and their Families Make a Difference

December 2, 2009, was a warm day and it only brightened the spirits of the children at Hope Community Child Care as they celebrated the holiday. The children made a photo ornament for their craft and decorated sugar cookies. They then opened the many presents generously donated by our Alliance members. It was mayhem and we enjoyed every moment, especially when Santa arrived. In all, we provided gifts and baked goods to 30 children and their families, more than we have ever served in my 5 years coordinating the party.

### Thank you to all who made this day a success:

**The shoppers-** Mary Crawford, Colleen Endres, Kim Stubbart, Michelle Young, Holly Jones, Mary Ellen Waslawski, Debbie Shumaker, and Kathy Kendall

**The cookie baker-** Colleen Endres

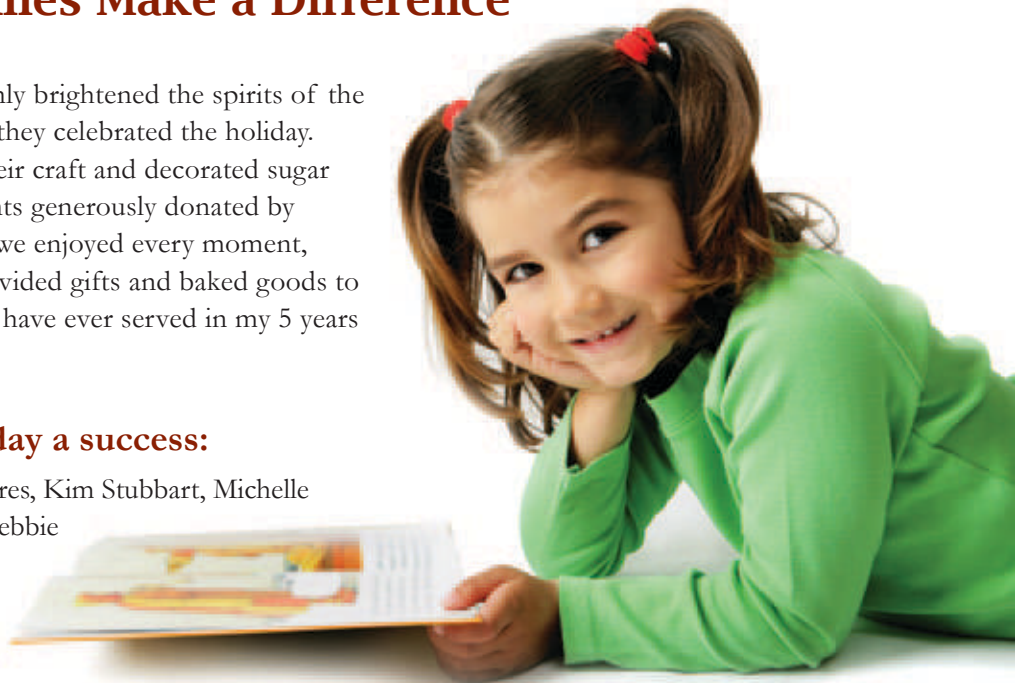
**The party helpers-** Mary Ellen Waslawski, Debbie Shumaker, Mary Griggs, Kim Stubbart, and Mary Crawford

Thank-you also to our student helpers from Forest Hills Central and Forest Hills Eastern High Schools.

Finally, thank-you, KCMSA, for all of the presents and baked goods, your generosity shined through the eyes of these beautiful children and they will have new toys, games, books, puzzles, and movies to enjoy throughout the coming year!

A big thank you for all the donations for Doctors and Their Families Make a Difference collected at the Holiday Tea, They filled the back end of an Explorer. Several bags of personal care items, medications, baby care items, diapers, warm socks, and hats and mittens, were taken to the YWCA Crisis Center. They were greatly appreciated---we can make a difference!!

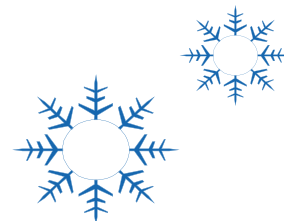
Submitted by: Beth Junewick & Mary Crawford



The Holiday Card Project for 2009 was very successful. We raised just about \$10,000. We want to acknowledge those who missed the deadline:

Drs. Lisa Andersson-Zetye and Richard Wood  
Raymond and Lillian Fuller  
Dr. Greg and Kathy Frozley

A BIG thank you to all who participated.





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# MEETINGS OF INTEREST

## KCOA/MOA Meetings

### STATE

**MAY 12, 2010 – MOA House of Delegates, Dearborn, Michigan**

**MAY 12-15, 2010 – MOA Annual Convention, Dearborn, Michigan**

*Check out our website: [KCOA.us](http://KCOA.us)*

Karlin Sevensma, DO  
KCOA President

# Contradictions



I have been charged with writing this one last little article as KCOA president. I have thought about making my topic that of “giving back,” which is a popular one among doctors. Then I reconsidered and thought maybe I should write about “taking care of oneself,” since this is a good time of year to think about that. Unfortunately, both have been overdone. So, I cast both of those ideas aside and I considered and reconsidered many other contradictory options. Life is full of interesting contradictions. I have decided therefore, to write about contradictions, and maybe give you a little something interesting to think about.

A wise woman once said: “People think that women who go to school and then don’t work in order to stay home with their families are wasting their education. Other people say that women who go to school and do work, maybe sending their children to daycare, are being bad mothers.” She added that it all boils down to people not having a whole lot of respect for the things that women do. That last part may or may not be true. Nevertheless, the choices between work and family present a contradiction that all women have to live with if they go to school.

As some of you may know, I was interviewed last month for an article in the Grand Rapids Business Journal. The article was titled “Women In White” and focused on women entering the career of medicine. I have never been interviewed for an article before, so it was a new experience for me. I thought I did alright, holding myself back from the obvious opportunities I had to say objectionable things. We talked a little bit about how medical schools are now accepting more women than men. Prima facie, that sounds very pro-woman. What the interviewer and I did not talk about, though, is the fact that women still make about seventy cents for every dollar that men make. After the interview, I wondered to myself

if anyone has considered the increase in women in medicine as part of the reason that reimbursements continue to be cut and tolerated. Even if it is not a reason, it works out well for the system.

The recent controversy about screening mammography is another fine example of contradiction. I am heartened that the recommendation of the government panel to drastically change screening habits for breast cancer was met by public outcry. However, if universal health care is to be a reality, I have to go beyond asking myself if we can afford mammograms for everyone every year, and ask a simpler question, which is, “Do we even have enough equipment and enough radiologists to do that many mammograms?” The contradiction in this is that we have not considered the fact that we cannot have it all, and we are angered when someone points it out to us. We are Americans, and where there’s a will, there’s a way.

I think that the nature of our society has long been to want to have our cake and eat it too. I am not sure how to change that, or if we even want to change it. Being an American is a whole lot of fun, after all. We are amused by the confusion of all the expectations within our lives. We operate in a sea of distractions. We fall over at the end of the day, exhausted but usually satisfied. Then we set our alarm clocks a little bit earlier for the next day, like maybe if we do that, we can have it all.

I wish everyone luck and joy in their own pursuit of happiness. It has been a real pleasure serving as your KCOA president.

# HAVE YOU PAID YOUR KCOA DUES ?????

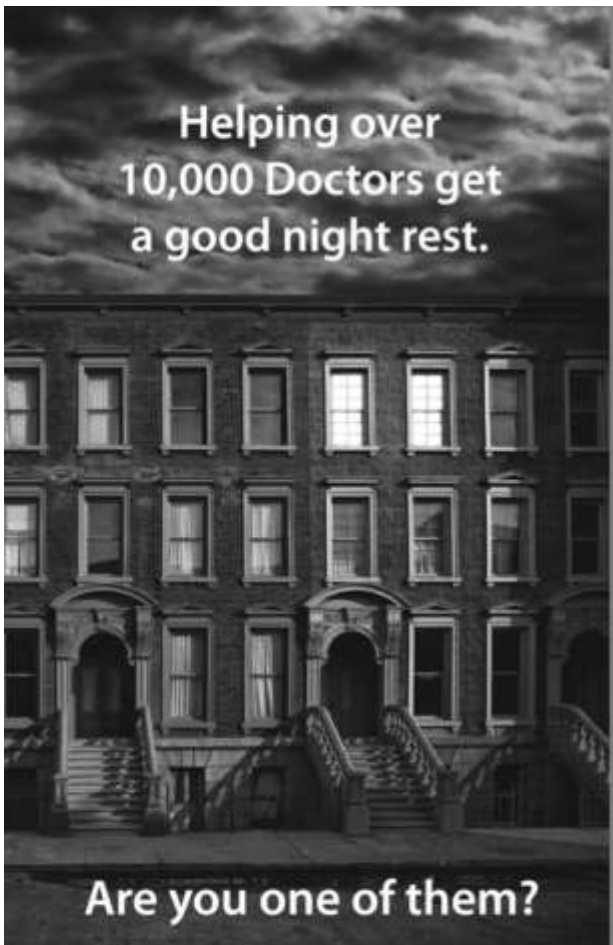
**If you have not paid your dues, you will lose:**

- Your copy of the Bulletin
- CME credit for meetings
- The NEW 2010 Membership Directory
- Being part of a united front to stop unfair taxes!

**NOTICE!**

The Directory has gone out. Those who have not paid dues will not be getting one. Pay your dues and they will be in the mail immediately!

*To those who have paid, we thank you very much!*



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