

March/April 2009

BULLETIN

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Kevin Kelly Tribute

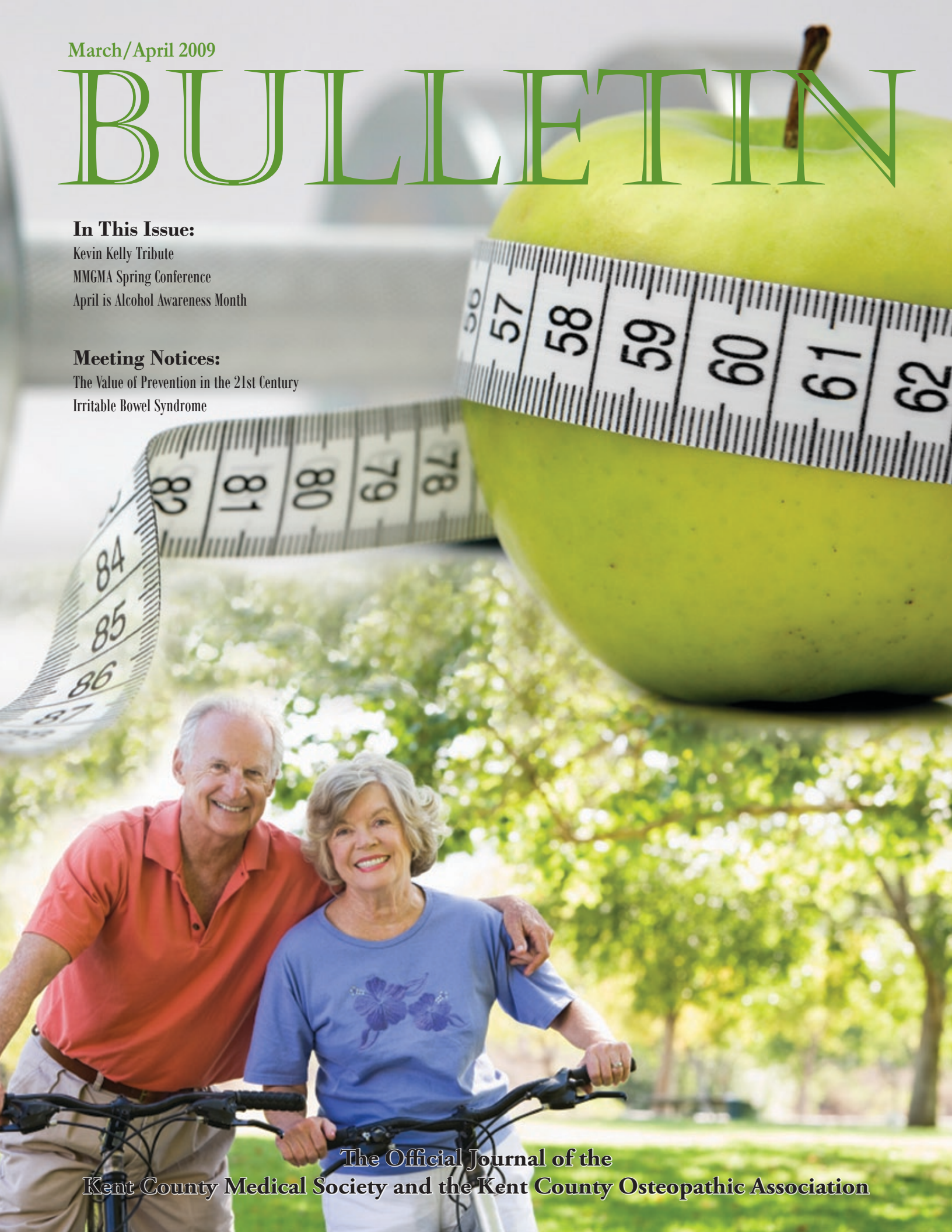
MMGMA Spring Conference

April is Alcohol Awareness Month

Meeting Notices:

The Value of Prevention in the 21st Century

Irritable Bowel Syndrome



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Kent County Medical Society and the Kent County Osteopathic Association

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BULLETIN

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

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Kent County Medical Society
 Kent County Osteopathic Society
 234 Division Ave. N, Suite 300
 Grand Rapids, MI 49503
 Phone 616.458.4157 Fax 616.458.3305
www.kcms.org www.kcoa.us

Project Access
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MEETINGS OF INTEREST

KCMS Meetings

LOCAL

MARCH 17, 2009 - KCMS Meeting, Watermark Country Club

MAY 12, 2009 - Joint KCMS/KCOA Meeting, Watermark Country Club

STATE

APRIL 24 – 26, 2009 - MSMS House of Delegates, Grand Rapids, MI

NATIONAL

MARCH 10 & 11, 2009 – AMA National Advocacy Conference, Washington, DC

JUNE 13 – 17, 2009 – AMA House of Delegates, Chicago, IL

KCOA Meetings

LOCAL

MARCH 3, 2009 – KCOA Annual Meeting, Metro Health Hospital

MAY 12, 2009 - Joint KCOA/KCMS Meeting, Watermark Country Club

STATE

MAY 13, 2009 – MOA House of Delegates, Dearborn, MI

MAY 13 – 16, 2009 – MOA Annual Convention, Dearborn, MI

About the Bulletin

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234 Division Ave. N, Suite 300 Grand Rapids, MI 49503
Phone 616.458.4157 Fax 616.458.3305 www.kcms.org www.kcoa.us

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Regular Meeting
of the
Kent County Medical Society

Tuesday, March 17 , 2009

Speaker:
Thomas H. Peterson, MD

Topic:
The Value of Prevention
in the 21st Century

“This activity has been planned and implemented in accordance with the Essential Areas and policies of the Michigan State Medical Society Committee on CME Accreditation through the joint sponsorship of the Grand Rapids Medical Education and Research Center and the Kent County Medical Society. The Grand Rapids Medical Education and Research Center is accredited by the Michigan State Medical Society Committee on CME Accreditation to provide continuing medical education for physicians. The Grand Rapids Medical Education and Research Center designates this educational activity for 1.0 AMA PRA Category 1 Credits(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.”

Watermark Country Club
5500 Cascade Road SE

Social 6:15 PM Dinner 7:00 PM Presentation 8:00 – 9:00 PM

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It Is What It Is

Anita R. Avery, MD
KCMS President



“It is what it is.” Have you heard this expression used more often lately? It is often used to end a conversation as if to say “oh, well” or “it can’t be changed,” almost like a more polite version of “whatever.”

In the past year your KCMS Board has been analyzing what it is that the KCMS does for physicians. How do we provide value for membership? What can we do to improve communication and connectivity? How does the Society need to change to keep new and young physicians interested? How do we remain relevant as the electronic age impacts medicine? How can we establish a link with the Grand Rapids campus of the MSU medical school? And many more such questions.

As we explore options and action plans, it is clear that in order for the KCMS to meet some of these goals, some change and much effort will be required. At times, it is tempting to become complacent and shrug “it is what it is” regarding KCMS. Instead, we have begun several of these tasks.

About a year ago, when Dr. Tom Peterson started his year as our president, he challenged us to set short-term and long-term goals. One of the results of this process was that the general membership was invited to a strategic planning session last June. Many excellent suggestions were made in this brainstorming meeting. Your Board took this abundance of ideas and chose the following short-term goals: 1) Obtaining CME for the talks at our general membership meetings, 2) Using any additional funds to increase value to our membership, 3) Increasing not only membership, but participation of the current members, and 4) Technology initiative. The latter refers to improving our website and utilizing email to improve connection with members.

It is my hope that by publicizing these ambitions, we can be held accountable to you. Work has already begun on several of these objectives. As of this writing, it looks like we will offer CME credit for the upcoming March meeting. Don’t miss this informative talk on wellness as it impacts not only individual patient care, but also physician self-care and public health. The second goal may be difficult in the current economic climate, but

we are discussing opportunities for when it recovers. In regards to the membership goal, your Membership Committee has been meeting and exploring some exciting ideas. There is soon to be student and resident representation on this committee as well. The fourth initiative, about our use of technology, will begin with a survey to examine areas of interest for our members. Look for a survey soon.

And those are only the short-term goals. Longer-term ambitions include building a mutually-advantageous relationship with the local medical school, additional local CME such as a KCMS-sponsored conference, and ability to show our relevance to the community, both in the health and public advocacy arenas.

In closing, I’d like to thank you for allowing me the privilege of serving as your president this year. I have been honored to learn from several fine leaders on the Board in recent years. The goals outlined above are a culmination of guidance from multiple past presidents and board members. Our Society’s goals can not be achieved by any one leader. I appreciate all the energy of my fellow leaders and our committee members as we seek to accomplish our KCMS mission: “...uniting the physicians in Kent County into a mutual, neutral organization; preserving and promoting the health of the citizens of Kent County, the physician/patient relationship, the medical profession, and the interests of physicians.”

Not long ago a second-year medical student asked me in earnest, “What is the Kent County Medical Society? What does it do? It made me think. Are we the same society we’ve always been, ie, “it is what it is”? Or not? Definitely not. We are evolving to remain current and relevant to our medical and local community. My hope is that each of us as members can enthusiastically answer the student’s question which much more than “It is what it is.”

Mark Hall, MD, MPH
KCHD Medical Director

April is Alcohol Awareness Month



The 2007 National Survey on Drug Use and Health conducted by the Substance Abuse and Mental Health Services Administration (SAMHSA) estimated that 51.1% of Americans aged 12 and older are current drinkers of alcohol. Among youth aged 12 to 17, the rate of current alcohol use was 15.9% in 2007. To recognize the issue of alcohol use in this country and the serious problems caused by abuse of alcohol, April is designated "Alcohol Awareness Month." As health care providers in Kent County, we have strong influence on the health behaviors of our patients and must not neglect discussing issues associated with alcohol misuse among our patient population. Two recent surveys conducted in Kent County shed some light upon the issue here in our own backyard.

The Michigan Profile for Healthy Youth (MiPHY) is an online student health survey offered by the Michigan Department of Education. The MiPHY provides student results on health risk behaviors including substance abuse, violence, physical activity, nutrition, sexual behavior, and emotional health in grades 7, 9, and 11. During the 2007/2008 school year, 3 middle schools and 4 high schools in Kent County participated in the survey. Although a greater number of participating schools would provide a more representative sample of our youth population, the results

obtained shed some light on the issue of alcohol use in Kent County youth.

Figure 1 presents results from the MiPHY regarding alcohol use within the past 30 days and binge drinking (having 5 or more drinks of alcohol within a few hours during the past 30 days). These results indicate that 6.3% of 7th graders and 27.4% of high school students (9th and 11th graders combined) reported use of alcohol within the past 30 days. In regard to binge drinking, 1.8% of 7th graders and 17.3% of high school students reported binge drinking within the past 30 days.

In order to estimate the alcohol use behaviors of Kent County residents 18 and older, the Kent County Health Department administers a Behavioral Risk Factor Survey (BRFS) approximately every 5 years. Information obtained from the survey is used to approximate behaviors such as heavy alcohol use (defined as having 60 or more drinks in the past 30 days) and binge drinking. The Kent County BRFS was administered to 1,200 county residents in 2008. Male respondents were more likely to be heavy drinkers (6.4%) and binge drinkers (20.9%) than their female counterparts (1.8 and 5.7%, respectively). Binge drinking also appeared to be more associated with respondents with greater household incomes, as 20% of respondents with household incomes

of \$75,000 or greater reported binge drinking. Among age categories, heavy drinking tended to increase slightly with age, while binge drinking was more prevalent in respondents 44 years of age and younger (Figure 2).

The impact of alcohol abuse is wide-ranging. Alcohol abuse is associated with motor vehicle crashes, homicide, suicide, and drowning - leading causes of death among the youth population. Long-term heavy alcohol use can lead to chronic conditions such as heart disease, certain forms of cancer, liver disease, and pancreatitis. Alcohol abuse also plays a negative role in social issues such as child and spouse abuse, school failure, and teen pregnancy. We have all seen the profoundly negative effects that alcohol can have on the lives of our patients. For me, it is hard to recall an ER shift when I didn't encounter someone whose life has been devastated by alcohol. Although it is not always easy, discussing the consequences of alcohol abuse with our patients can have a positive impact on these behaviors before it's too late. I encourage you to view Alcohol Awareness Month as an opportunity to focus your approach to discussing alcohol use/abuse with your patients.

Figure 1: 30-day use and Binge Drinking by Grade Level, 2007/2008 Kent County MiPHY

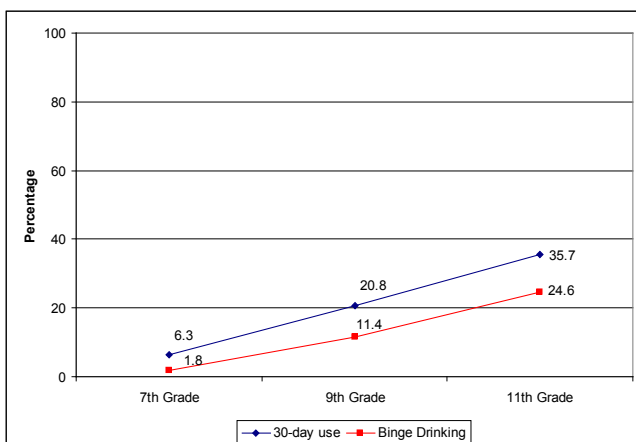
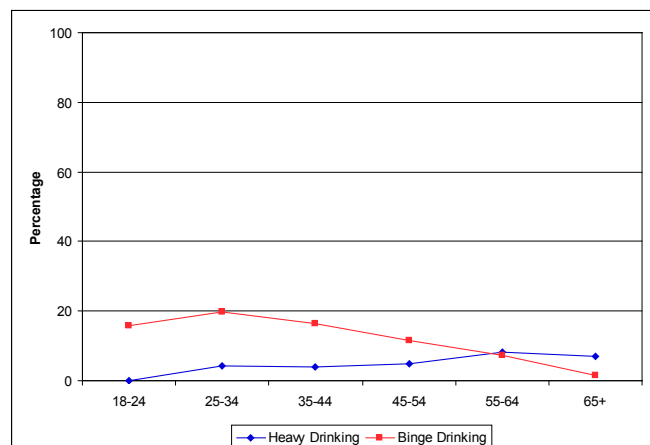


Figure 2: Heavy Drinking and Binge Drinking by Age Group, Kent County BRFS 2008





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, 2009

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

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2009	Through Jan 2004-2008
AIDS (Cumulative Total - 803)	3	3	2
AMEBIASIS	0	0	0
CAMPYLOBACTER	3	3	3
CHICKEN POX ^a	8	8	28
CHLAMYDIA	324	324	230
CRYPTOSPORIDIOSIS	2	2	0
E. COLI O157:H7	0	0	0
GIARDIASIS	5	5	5
GONORRHEA	71	71	101
H. INFLUENZAE DISEASE, INV	2	2	0
HEPATITIS A	0	0	1
HEPATITIS B (Acute)	0	0	0
HEPATITIS C (Acute)	0	0	0
HEPATITIS C (Chronic/Unknown)	22	22	26
INFLUENZA-LIKE ILLNESS ^b	6907	6907	4256
LEGIONELLOSIS	0	0	0
LYME DISEASE	1	1	0
MENINGITIS, ASEPTIC	3	3	1
MENINGITIS, BACTERIAL, OTHER ^c	1	1	0
MENINGOCOCCAL DISEASE, INV	0	0	0
MUMPS	0	0	0
PERTUSSIS	2	2	0
SALMONELLOSIS	3	3	2
SHIGELLOSIS	4	4	0
STREP, GRP A, INV	1	1	2
STREP PNEUMO, INV	10	10	N/A
SYPHILIS (Primary & Secondary)	2	2	0
TUBERCULOSIS	1	1	0
WEST NILE VIRUS	0	0	0

NOTIFIABLE DISEASES OF LOW FREQUENCY

DISEASE	NUMBER REPORTED Cumulative 2009	DISEASE	NUMBER REPORTED Cumulative 2009
Histoplasmosis (Acute)	1		
Malaria (imported)	1		

a. Chickenpox cases are reported primarily from schools. Confirmed and probable cases are included.
 b. Includes lab-confirmed influenza and "Influenza-Like Illness (ILI)." 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*.
 N/A Data not available.

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.

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DEAN'S MESSAGE

Note from the Dean

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



March is an exciting month for our college. On Saturday, March 14, MSU College of Human Medicine will be the Grand Marshal of the annual St. Patrick's Day Parade in downtown Grand Rapids. We are honored to symbolize the Embodiment of Hope for the future of our life sciences community as this year's Grand Marshal. A contingent of MSU College of Human Medicine students, faculty and staff (including me!) will don our Spartan green and march in the parade.

This month we also have our own March Madness, as our fourth-year students learn their residency designations on Match Day, March 19. Because of print deadlines, look for Match Day results in the next issue.

I am pleased to report that Grand Rapids second-year students, Andrew Wyman and Steven Plato, and a team of College of Human Medicine students, have made history by launching the only U.S. online, peer-reviewed journal that is authored, reviewed, and published by medical students for medical students.

The Medical Student Research Journal (MSRJ) will fill a void in current research publications by exclusively highlighting student research and providing medical students with writing, reviewer, editing and publishing experience. Chief Editors Wyman and Plato anticipate the release of the first issue in the coming weeks, so we'll provide the link in the next issue.

Construction on the Secchia Center continues on time and on budget, with the opening planned for next summer, 2010. Our walkthrough on February

2 revealed a construction of the highest quality and vibrant spaces in which we envision our students and faculty. We are also moving forward on the development of our college's academic departments in Grand Rapids, as well as the recruitment of researchers. We look forward to announcing these new hires in the coming months. Until then, thank you for your continued support.

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Chip McClimans
KCMS/KCOA Executive Director

Kevin Kelly Tribute



It's not often we meet a person like Kevin Kelly. Kevin was the executive director of the Michigan State Medical Society (MSMS), and unfortunately, he passed away on December 15, 2008, following a year-long illness. The timing of publishing the January/February *Bulletin* didn't allow us to include this tribute to him until now.



The KCMS leadership, delegation and staff knew Kevin for the 30 years he worked in various capacities for MSMS. Kevin was definitely a people person. He was probably a better Dale Carnegie than Dale Carnegie was. He was a master at remembering a person's name, their background and family, and making anyone he talked with feel they were the most important person in the room. During trips to Washington, DC for the AMA National Advocacy Conference, my daughter Samantha (who lives in the DC area) was always invited to the Michigan delegation dinner and Kevin would always remember her and sought her out to get an update on

what was happening in her life. And Kevin had the capacity to do this with everyone. How special is that?

Where Kevin excelled was enjoining people to move forward with ideas and issues, especially with politicians. This is where he shined. His rapport in the state capitol and the halls of Congress was unmatched. It was a joy to watch him engage different politicians with the same message, tailoring the message so it appealed to each one individually. And on occasion, I witnessed him "dressing down" a politician in a way they didn't even know it was happening to them. Kevin's people skills were unbelievable and one couldn't help but learn from him wherever he gathered.

I could list here many of the activities and organizations Kevin was involved with, but that has been written in many places. And the same could be done for the awards and accolades he so deservedly received. But what many people remember Kevin for were his various quotes and mantras he had and shared. And the one he quoted most often was "The world is run by those that show up." How true that statement is. In my opinion, it should be the mantra of every physician, practice manager, and medical society to protect the practice of medicine.

There is one final quote I believe Kevin would have had said as his short, yet full life came to a close, and I shared this with my colleagues across the country as the news of his death spread. It's from the Apostle Paul in his second letter to Timothy (2 Timothy 4: 6-7), "*For I am already being poured out like a drink offering, and the time has come for my departure. I have fought the good fight, I have finished the race, I have kept the faith.*" I will miss my friend Kevin, deeply.

**Annual Meeting
of the
Kent County Osteopathic Association**

Tuesday, March 3, 2009

Election of New Officers and Delegates

**Speaker:
Vladimir Ferrer, DO**

**Topic:
IRRITABLE BOWEL SYNDROME**

Metro Health Hospital has requested that the AOA Council on Continuing Medical Education approve this program for 1 hour of AOA Category 1-A CME credits. Approval is currently pending.

**Metro Health Hospital*
Doctor's Dining Room*
Dinner 6:30 pm Presentation 7:30 pm***

***Note change in location and time!**

IN MEMORIAM

Arthur K. Hamp, MD 1921 - 2009

Arthur K. Hamp, MD, a retired member of the Kent County Medical Society passed away January 11, 2009. Doctor Hamp received his medical degree from the Indiana University Medical School in 1945. He practiced Internal Medicine and was on staff at Blodgett Memorial Hospital from 1951 to 1982, serving as Chief of Staff from 1971 to 1973.

The Medical Society extends sympathy to his family.

KCMS

Andre V. Jubert, MD 1935 - 2009

Andre V. Jubert, MD, a retired member of the Kent County Medical Society passed away January 13, 2009. Doctor Jubert received his medical degree from the Howard University in 1966. One of the community's first oncologists, he was one of the founding members of the Grand Rapids Clinical Oncology Program. He retired in 2004.

The Medical Society extends sympathy to his family.

Gordon W. Balyeat, MD 1911 - 2009

Gordon W. Balyeat, MD, a retired member of the Kent County Medical Society passed away February 7, 2009. Doctor Balyeat was the first Eagle Scout in Michigan. He received his medical degree from the University of Michigan in 1935. He was an Internal Medicine physician and served as Chief of Staff at Blodgett Hospital from 1956 to 1958. He retired in 1985.

The Medical Society extends sympathy to his family.



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NEW KCMS/KCOA MEMBERS

KENT COUNTY OSTEOPATHIC ASSOCIATION

Applications for Membership

Vladimir Ferrer, DO (Active)

Gastroenterology

B.S.: Michigan State University, East Lansing,
Michigan, Human Physiology, 1997

Medical School: Michigan State University
College of Osteopathic Medicine, 2001

Internship/Residency: Metropolitan Hospital,
Grand Rapids, Michigan, Internal Medicine,
2001 - 2004

Fellowship: Botsford General Hospital,
Farmington Hills, Michigan, Gastroenterology,
2004 - 2007

Office: 2093 Health Drive #201, Wyoming,
Michigan 49519, 452-7099

Sponsor: Allan Coates, DO

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Medical Students

Joel Krauss

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GRMERC UPDATE

Peter Coggan, MD, MSED
GRMERC President and CEO

GRMERC-

a strong partnership for the good of the community

The organization we know today as the Grand Rapids Medical Education and Research Center (GRMERC) grew out of GRAMEC, the original Grand Rapids campus established by MSU College of Human Medicine (CHM) in 1972 to provide clinical rotations for medical students. In 2000, GRAMEC's role was expanded by adding sponsorship of all community allopathic residency programs and continuing medical education. The organization was renamed GRMERC.

How successful has GRMERC been? Our GME programs are all ACGME accredited. Typically program sponsorship and responsibility for meeting ACGME accreditation requirements lie with a teaching hospital or medical school but, in Grand Rapids, GRMERC is responsible for ensuring that national standards are met. We are unusual in this respect but our community model has received the endorsement of the ACGME, which refers other communities desiring to develop similar organizations to us for guidance. The ACGME's accreditation review process is rigorous and requires detailed analysis and documentation of program quality coupled with a site survey by one of the ACGME's field staff. Programs are awarded up to five years of continued full accreditation, depending on the ACGME's evaluation of their quality. Our GME programs consistently and substantially exceed national norms. The mean length of accreditation for core programs, such as internal medicine and general surgery, is 3.5 years nationally compared to our program accreditation mean of 4.9 years. The Grand Rapids community should be proud of this record. Much of the credit for this accomplishment must go to our program directors and their faculty who are dedicated and passionate educators. But this success would not have been achieved without the expertise and support provided by GRMERC staff, who are among the best you will find anywhere.


GRMERC takes advantage of the economies of scale providing assistance with curriculum design, performance assessment and research support to all residency programs. We have participated in a regional review of GMEs potential

contribution to solving the growing physician shortage through a strategic planning process that considers the needs of our partners but also focuses on the needs of the community at large.

Graduate medical education, our largest program, is only one of several activities at GRMERC. Our continuing medical education program is one of the largest in the State of Michigan. It is accredited by Michigan State Medical Society and, at the last review in 2007, received the maximum four year's accreditation.



The GRMERC medical student program has been the most popular in the CHM campus network for many years. The opening of the new MSU College of Human Medicine Secchia Center next year will almost certainly usher in some new and exciting changes into the medical education landscape. GRMERC will have a central role in this evolution and we look forward to strengthening the value that GRMERC represents to the education of the future healthcare workforce in our community.



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Your Colleagues are Working Hard on Your Behalf

Many of you may not realize it, but several of your fellow members are working hard on your behalf, participating on Michigan State Medical Society Committees.

These physicians are bridging the gap between Kent County and Lansing. They take time out of their busy schedules to attend meetings throughout the year, representing you and your patients and working for the betterment of organized medicine.

The following is a list of KCMS members currently on MSMS committees. Anyone interested in participating on an MSMS committee, please contact Chip McClimans at the KCMS office.

Advisory Committee of Residency Program Directors

John E. vanSchagen, MD
Peter G. Coggan, MD

Committee on Health Care Quality, Efficiency and Economics

R. Paul Clodfelder, MD
Gregory J. Forzley, MD
Rose M. Ramirez, MD

Committee on Bioethics

Oliver D. Grin, MD
Emily L. SanDiego, MD
Donald P. Condit, MD

Committee on CME Accreditation

Peter G. Coggan, MD
Michael J. Madura, MD
Robert L. Tupper, MD
Vernon E. Wendt, MD

Committee on CME Programming

Anita R. Avery, MD

Committee on Federal Legislation

Casey R. Bartman, MD
Peter G. Coggan, MD
Judith A. Hiemenga, MD

Committee on Maternal and Perinatal Health

Anita R. Avery, MD
Joseph S. Moore, MD

KENT COUNTY STUDENTS

Committee on Maternal and Perinatal Health

Jennifer E. Kretschman

Committee on State Legislation & Regulations

Jennifer E. Kretschman

Committee on Membership and Recruitment

David M. Krhovsky, MD

Committee on State Legislation & Regulations

Lawrence E. Pawl, MD
Daniel B. Shumaker, MD
Phillip G. Wise, MD

Liaison Committee with Michigan's Public Health

Douglas A. Edema, MD

Medicaid Liaison Committee

Robert H. Connors, MD

MSMS Information Technology Committee

Gregory J. Forzley, MD

Task Force on Federation Issues

Domenic R. Federico, MD
Judith A. Hiemenga, MD
Rose M. Ramirez, MD
Willard S. Stawski, MD

Task Force on Physician Extenders

Rose M. Ramirez, MD

Task Force on the Future of Medicine

William C. Cunningham, DO

Workers Compensation Subcommittee

Donald P. Condit, MD

Task Force on No-Fault Medical Malpractice Insurance

Jennifer E. Kretschman

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MMGMA Spring Conference:

March 18th, 19th and 20th - Soaring Eagle Casino and Resort

Medical Management Take the Gamble - Roll the Dice



In the dead of an unusually brisk winter and in the midst of mergers, acquisitions, failures and bailouts, have faith two things will happen: Spring will be here (sooner or later) and your practice administrators and/or managers are in for a revitalizing MMGMA SPRING Conference.

The MMGMA Program committee has been working diligently to bring in National Speakers to their State spring conference at Soaring Eagle. The topics chosen are based on the current climate in healthcare and attendees feedback.

This year we are bringing in three national speakers: Frank Cohen, MPA, Senior Analyst; Bob Vosburg of 9G Enterprises; and Mike Schlappi.

Frank Cohen will share criteria which constitutes success and the ability to develop and monitor appropriate metrics. It's a numbers game and Frank will walk through the steps and share tools necessary to play.

Bob Vosberg is back by popular demand, teaching managers practical application to resolve, observe and improve our practices.

Mike Schlappi, on the relationship side, will share his unforgettable life story with his book, "If You Can't Stand Up, Stand Out", for all attendees.

Along with the above national speakers, we are pleased to bring in other well-known individuals. Additional sessions include Fraud Prevention in the Workplace, as well as Melissa Becksvoort sharing a thought provoking session which explores patient non-compliance, questioning "Is it Non-Compliance or Social Cultural Barriers?"

With the first Michigan Business Tax returns being filed in April, Ed Kosscorni, CPA of EHTC, will be presenting information regarding the Michigan Business Tax, discussing modified Gross Receipt Taxes with a significant number of exemptions, exclusions and deductions.

Saginaw Bay Underwriters is hosting a session on "Health Care Benefits" with data provided for those interested in looking comparatively at what the health care sector is doing in providing their own employees benefits.

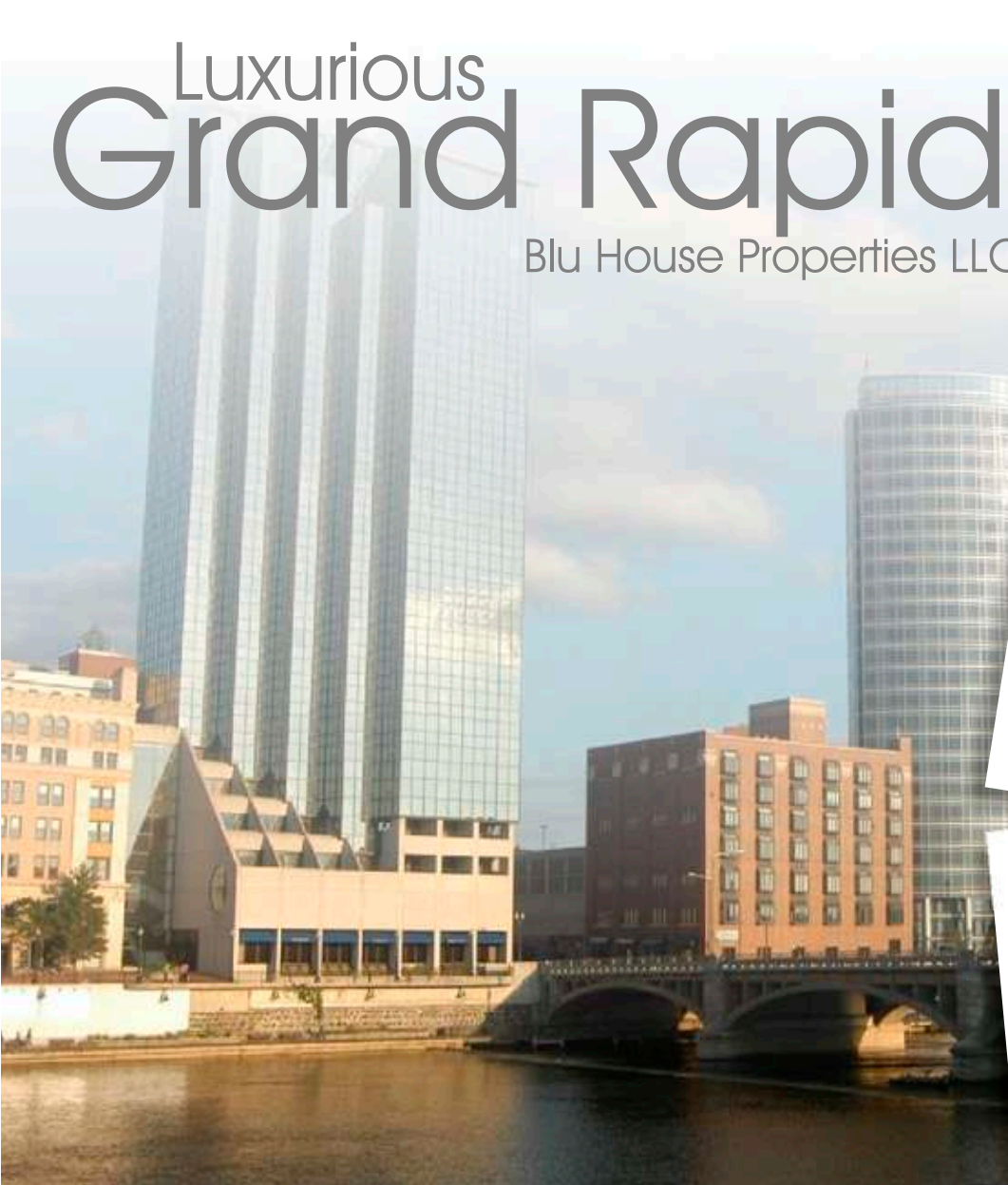
All conference materials and meals are brought to members at a low price as MMGMA continues to be committed to being the strongest health care organized medical group in the nation.

Please have your practice administrators and office managers mark their calendars for March 18 – 20, 2009. If more information is required about this conference and or becoming a member of MMGMA, contact Sherry Barnhart at sbarnhart@msms.org.



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www.ryanogle.com

Rachael Veldkamp
www.rachaelveldkamp.com



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YOU PROVIDE HOPE

What a difference a year has made in the lives of so many in this country. Like you, we are serving patients daily who have struggled with challenges that seem so easy for others. And yet, this year there are more individuals in need. **Your donated care is making a difference – and is needed more than ever.**

As we approach our fifth year in operation, Project Access' first customers continue to be the physicians in our community serving uninsured residents. Project Access staff help to simplify your work with the medically and pharmaceutically uninsured, by confirming income and encouraging patient accountability. Project Access aims to serve your office team-and hopefully, make it easier for you to serve these individuals.

Executive Director Patricia Dalton, took part in a community focus group with the Grand Rapids Community Foundation and other non-profit leaders. Other agencies that provide essential needs; food access, housing assistance, transportation assistance, and mental health, were included to discuss the challenges they see in the increasing population they are now serving. In all areas, additional funding will be needed to serve the growing need. As you know, several of these challenges affect most families who are low-income and the daily effort to live their lives becomes stress filled and exhausting. For those in Project Access, there is some hope, support, and encouragement, to move forward.

In response to input from physicians and their office leadership, Project Access addresses these challenges with the patients within the program. Through one-on-one conversations with the RN Case Manager or a Project Access staff member, patients are reminded that personal responsibility

needs to begin immediately. Patients are counseled regarding the importance of personal accountability while in Project Access. Expectations are set for utilizing the health care system enabling them to focus on improving their health with the ultimate goal being to return to full employment with benefits.

As we have reported in the past, Project Access staff refer patients to various resources in the community which provide accessible and affordable programs. The staff follows up with the patient at least every six months, regarding compliance with your treatment plan and topics discussed during orientation.

Did you know?

Approximately 1/3 of the 1500 Project Access patients served are taking diabetic medications. Project Access' RN Case Manager conducts interviews with patients entering Project Access through a Primary Care physician. She completes an initial Diabetes Check List and shares that with your staff. When the patient desires renewal in six-months, she follows up on that process to confirm the patient is using all assistance that Project Access offers (obtaining medications and testing supplies). She also reiterates the importance of managing all aspects of a diabetic plan.

During this high unemployment period, Project Access patients are strongly encouraged to volunteer in their community to assist in their resume development and career training. A Resource Book is available for their review on many volunteer needs in the community, some which may lead to an employment solution. Volunteer and training options are discussed as part of the patient meeting.

Project Access strongly encourages smoking cessation as the first step in working with a volunteer physician on improving health status. The **Become An Ex** tobacco cessation program developed by Mayo Clinic Program with The Legacy Foundation, is introduced to all tobacco users. Patients are encouraged to contact you for help with medications in addition to this program. We have had reports from successful patients following this program.

The Face of Project Access:

Population served (estimated %):

Caucasian	59%
Asian	1%
Latin/Hispanic	22%
African American	15%
Other	3%

Male	39%
Female	61%

Ages served (estimated %):

19 – 41	38%
41- 64	60%

Average annual household income:

\$ 7,290.00

Average household size: 2

Your input in this program is always welcome. Feel free to let us know your opinion on any issues that can assist Project Access efforts. What issues would you like addressed in the orientation/mentoring sessions conducted with patients? Are there certain criteria that you are interested in expanding? Would you like the staff to visit your office and/or update your staff? Do not hesitate to contact Patricia Dalton via phone at 235-0000, email at patricia.dalton@projectaccessmi.org; or by fax at 459-1133.

Project Access is always looking for energetic and interested physicians to serve on the Project Access Board. Thank you for your time, compassion, and interest.



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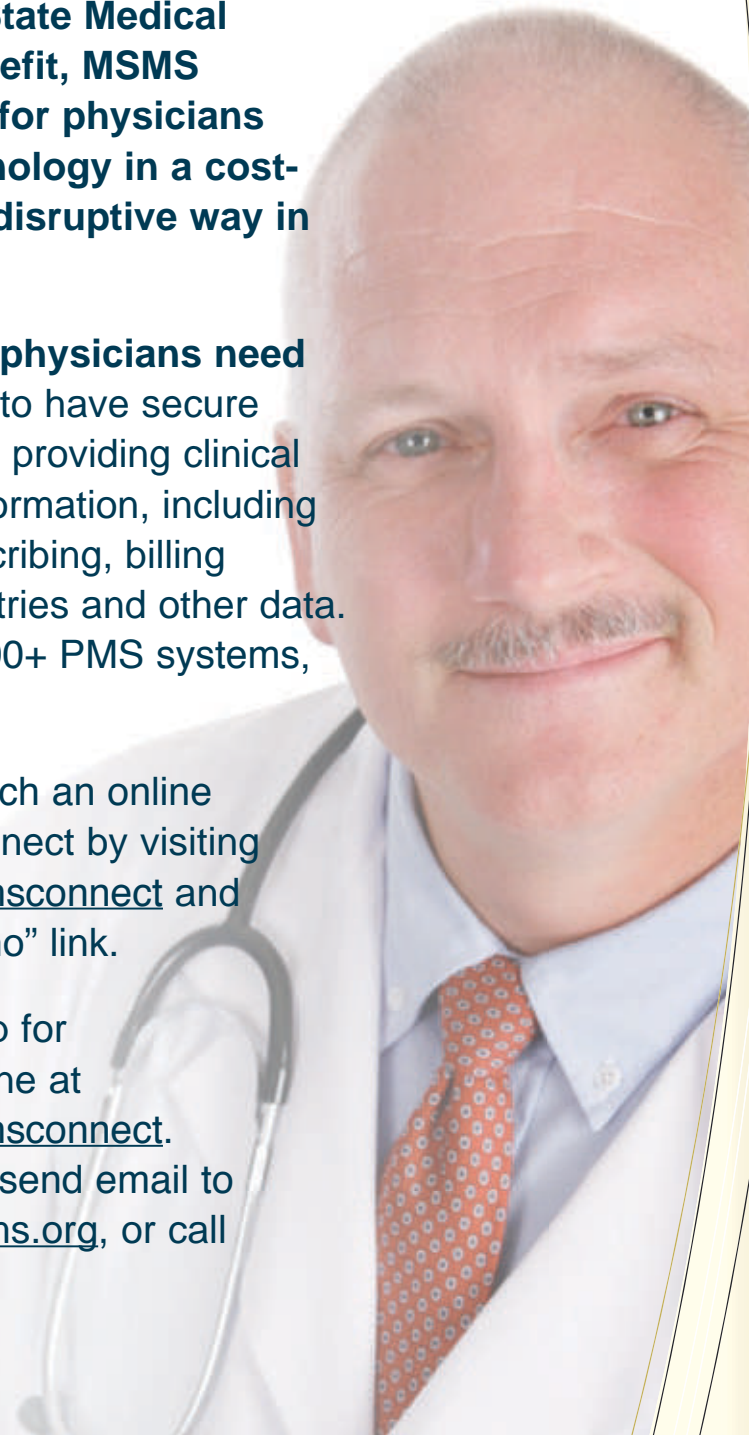
Announcing MSMS Connect

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As a free Michigan State Medical Society member benefit, MSMS Connect is a means for physicians to easily adopt technology in a cost-effective, minimally-disruptive way in their practices.

A key benefit is that physicians need to sign-in only once to have secure access to applications providing clinical and administrative information, including labs reporting, e-prescribing, billing systems, patient registries and other data. It's compatible with 200+ PMS systems, as well.

- Read FAQs and watch an online demo of MSMS Connect by visiting www.msms.org/msmsconnect and clicking on the "Demo" link.
- You also can sign up for MSMS Connect online at www.msms.org/msmsconnect. Questions? Please send email to msmsconnect@msms.org, or call 517-324-2518.





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.

Irene Betz
KCMS Alliance President



It is still winter in Grand Rapids but spring is on its way (really!)

We successfully launched the KCMSA website in January, www.kcmsalliance.org, which will provide members with up-to-the-minute information about our organization, including a calendar of Alliance meetings and events, in-depth presentations of KCMSA projects and fundraisers, Alliance FAQ, and an on-line photo album. The website is still a work-in-progress, but we hope you will find it a valuable resource. We welcome your comments at info@kcmsalliance.org.

I would like to take this opportunity to thank everyone for the success of the KCMSA Charity Ball 2009. This year's recipients, Camp Blodgett and Children's Assessment Center, have given us the opportunity to touch the lives of so many children in West Michigan. By the time you read this, we should have photos of

this event posted on our website.

Upcoming KCMSA events include our annual Surf and Turf Dinner on March 20 at Marc Stewart's Guest House. Proceeds from the evening will benefit KCMSA Foundation's mini-grant program. This is always a fun evening with great conversation. We are also planning a year's end celebration luncheon for noon on April 28 at Cascade Country Club, when we will be collecting items for Judge Gardner's Closet. These gently used household items help 18 year-olds start a new home when they must leave their place as wards of the court.

Our general membership meetings are informative and a great way to meet other members. The next general membership meeting will be on February 24 at the Grand Rapids African American Health Institute. The Institute promotes health care parity in West Michigan

through advocacy and education, and supports research designed to improve community health. We will hear a presentation about health issues unique to African Americans by Dr. Khan Nedd. The next meeting is on March 26 at the Lemmen-Holton Cancer Pavilion at Spectrum Health, when we will tour this facility and learn about its resources for our community.

As we move into spring, I hope you will continue to support the Alliance through participation in its many projects and social activities. Remember you are now always in touch with KCMSA through our website.

Irene Betz
President, KCMS Alliance

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 10, 2009
Time: 11:30AM
Place: The Green Well, 924 Cherry St.
Phone: 616-808-3566

If you would like to attend, please e-mail Eileen Brader ekbrader@sbcglobal.net by March 9, 2009.

Date: Wednesday, April 14, 2009
Time: 11:30 AM
Place: The Heritage Restaurant at GRCC Secchia Institute for Culinary Education
151 Fountain St. NE
Phone: 234-3700 *Menu available at www.grcc.edu/heritage*

***will validate parking tickets for Ransom St, parking ramp and underground parking of the Secchia Inst for Culinary Education.**

ALLIANCE HEARTBEAT

ALLIANCE CALENDAR

EVENT: KCMSA BOOK CLUB

Time: We meet at 12:00 in Schuler's Cafe for lunch.

Book discussion begins at 12:30.

All are welcome. The books are 20% off at Schuler's on the Book Club table under KCMSA.

Date: March 17, 2009

Book: *The Shack*, William P. Young

Leader: Carol Beernink

Date: April 21, 2009

Book: *The Guernsey Literary and Potato Peel Pie Society* by Mary Ann Shaffer and Annie Barrows

Date: May 19, 2009

Book: *Loving Frank* by Nancy Horan

EVENT: Board Meeting

Time: 9:00 Location: MMPC Offices,
4100 Lake Dr. SE, Grand Rapids
Unless otherwise noted

Date: March 3, 2009 (Tuesday)

Date: April 14, 2009 (Tuesday)

Date: May 12, 2009 (Tuesday)

New Board/Old Board Meeting

Time and Location to be announced

EVENT: Surf and Turf Dinner

Time: 7pm Social Hour, 8pm Dinner

Date: Friday, March 20, 2009

Place: Marc Stewart's Guest House

636 Stocking Ave. NW Grand Rapids

Questions: Contact Holly Hirai Jones 575-9058

hollyhiraijones@comcast.net or Mary Crawford 940-0998

marycraw@comast.net

EVENT: Bridge Club

4th Wednesday of the month. If you are interested in playing or hosting you can contact Marianne Delavan 949-6674. All levels of players are welcomed.

ALLIANCE CALENDAR

EVENT: Judge Gardner's Closet

At our April 14th 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, 942-9598 or e-mail athaidle@comcast.net or if you are unable to make it to the luncheon but would like to make a donation.

EVENT: It's A Small World

We are parents with young children, birth to 5 year, enjoying this role together. Families meet and greet, chit chat, attend GR venues together, dine together, moms and kids play dates, dads and kids play dates, family outings, just making friendships. Contact:

Gina Figurski mfigurski@sbglobal.net or 534-6942



ANNOUNCING THE NEW WEBSITE FOR THE KCMS ALLIANCE

www.KCMSAlliance.org



Where executive-level meeting and event accommodations, spectacular settings, and state-of-the-art technology help increase your team's productivity. Schedule your next event by calling 616.774.2000 or visit us online at AmwayGrand.com today.

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Rays of Hope for Haiti

To KCMS Members: As in the past KCMS Alliance is collecting medical supplies and meds to be picked up at your office. Please call Kathy Kendall, 260-1679 or Sandi Winston 949-0678. We will be taking the items to Rays of Hope for Haiti. Rays of Hope for Haiti sends supplies to many countries around the world no just Haiti. They make their medical missions resource room (supplies and meds) available to anyone or any organization who is participating in a medical outreach or developing a medical program in a third world country. If anyone is interested in going to Haiti on a trip, please give Doug Porritt a call. They always have a need for teams so they can connect medical professionals with a team or create a team centered around a group of medical professionals to help in a needy area of Haiti.

Office address

Rays of Hope for Haiti

946 Burton St SE

Grand Rapids, MI 49507

Medical specialist contact Joanne Brasic, RN.

E-mail: mspicc@sbcglobal.net

Telephone: 616-791-0209

Office Doug Porritt, Executive Director

Telephone (616) 633-4258 or

E-mail: doug@raysofhopeforhaiti.com

Warehouse address - Location of medical mission supplies

Rays of Hope for Haiti Sea Container Ministry

C/O Delta Properties

Loading Dock- 6

446 Grandville Avenue SW

Grand Rapids

ALLIANCE HEARTBEAT



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Monroe Ave at Louis - Downtown

Wilson Ave at 56th - SW

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