

May/June 2009

BULLETIN

CSI:

GRAND RAPIDS...PART III

IN THIS ISSUE:

- Joint KCMS/KCOA Meeting
- April Sneezes...
- Shigella...

The Official Journal of the
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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Project Access
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MEETINGS OF INTEREST

KCMS Meetings

LOCAL

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

SEPTEMBER 14, 2009 - KCMS Meeting, Watermark Country Club

NOVEMBER 9, 2009 - KCMS/KCMSA Meeting, Watermark Country Club

STATE

OCTOBER 21 – 23, 2009 - Annual Scientific Meeting, Troy, MI

NATIONAL

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

NOVEMBER 7 – 10, 2009 – AMA Interim Meeting, Houston, TX

About the Bulletin

Editor - David M. Krhovsky, MD
 Business Manager - Wm. G. McClimans, Jr.

Published five times yearly by the Kent County Medical Society and Kent County Osteopathic Association, \$1.50 per copy at the editor's office. Subscription price \$15.00 per year, included in society/association dues.

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

The KCMS/KCOA Bulletin reserves the right to accept or reject advertising copy. Products and services advertised in the KCMS/KCOA Bulletin are neither endorsed nor warranted by the Kent County Medical Society or the Kent County Osteopathic Association.

Published by:

Kent County Medical Society/Kent County Osteopathic Association
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Spouses are Invited to the Joint Meeting
of the
Kent County Medical Society
and the
Kent County Osteopathic Society

Tuesday, May 12 , 2009

Speaker:
Stephen D. Cohle, MD
Forensic Pathologist, Kent County Medical Examiner

Topic:

CSI:
GRAND RAPIDS...PART III

“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.”

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ASTHMA AND ALLERGY AWARENESS MONTH

Sara J. Uekert, MD

April Sneezes Bring May Wheezes

May is national Asthma and Allergy Awareness Month. It is also the season of sniffles and sneezes for millions of Americans. Allergic disease affects more than 50 million people, and is the fifth leading cause of chronic disease in the United States. Allergic rhinitis alone leads to approximately 16.7 million office visits to health care providers each year, while asthma related visits to the emergency department is 2 million each year, with another 465,000 asthma-related hospitalizations. Indirect costs from asthma are reported to be more than \$8 billion. Treatment for allergic rhinitis is estimated at \$11.2 billion with more than half of that spent on prescription medications. There is an estimated 10,000 missed school days per year, and 3.5 million lost workdays annually due to uncontrolled allergy. Only 50% of allergic individuals report satisfaction with allergy medication.

Working with a board-certified allergist/immunologist has been shown to improve control of allergic disease. Management consists of accurately diagnosing allergy, monitoring lung function and creating individualized treatment plans. Immunotherapy has been shown to effectively reduce hay fever symptoms and improve asthma control. It has also been shown to reduce new allergic sensitization and decrease the incidence of new-onset asthma. Immunotherapy has been shown to be more cost-effective than pharmacologic treatment.

May 10-16, 2009 is National Food Allergy Awareness Week. There are approximately 3 million children under the age of 18 currently diagnosed with food allergy with the prevalence increasing among children 18% from 1997-2007. Food allergies can be life threatening and account for 35% to 50% of all cases of anaphylaxis. There is currently no cure. Treatment consists of evaluation and management by a board-certified allergist, strict avoidance of the offending food(s), and access to self-injectable epinephrine. Children with a food allergy are two to four times more likely to have additional allergic conditions such as asthma and allergic rhinitis.

Insect stings may also produce allergic reactions. Life-threatening reactions to insect stings occur in 0.4% to 0.8% of children and 3% of adults. At least 40 people in the United States die each year as the result of insect stings. Venom immunotherapy may be indicated and is 98% effective in curing the disease.

Most people look forward to the spring and summer months as a time for fun and increased outdoor activities – don't let sneezing, wheezing or stings stop your patients – help is available!

Dr. Uekert is a KCMS Member and practices at Grand Rapids Allergy



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KENT COUNTY HEALTH DEPARTMENT

Mark Hall, MD, MPH
KCHD Medical Director

MARCH MADNESS: Shigella Hits the Fan



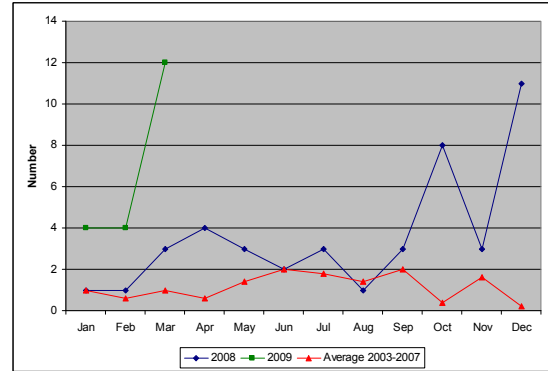
From 2004-2008, an average of 16 cases of shigellosis were reported per year in Kent County. As of April 1, 2009, the Kent County Health Department (KCHD) had already received 20 reported cases of this infection, 12 of which were reported in the month of March. Between October 2008 and March 2009, KCHD received a total of 42 reported cases of shigellosis. Over the previous five years, Kent County averaged just over 3 reports of *Shigella* between October and March. This reflects a similar trend in the state of Michigan, where there have been 227 *Shigella* cases reported since October 2008, compared to an average of 95 cases between October and March over the previous 5 years. Although Kent County received a relatively low number of *Shigella* reports between 2003 and 2007, reports of *Shigella* were slightly more common in the summer months as evidenced in Figure 1.

Figure 2 presents the cumulative number of *Shigella* cases received by KCHD since January 2008 by age group. It is evident from this graph that cases in the 10 and younger and 18 and older age groups were fairly equal through December 2008. Since the new year, however, there has been an increase in the number of cases reported in children 10 years of age and younger. Of the twenty cases reported in 2009, fifteen have been reported in children 10 years of age and younger.

Based upon the average number of cases reported by month between 2003 and 2007 presented in Figure 1, it would appear that Kent County is currently experiencing an outbreak of shigellosis, as the reported number of cases exceeds that which is expected for this time of year. A review of historical records reveals evidence of a cyclical nature to reports of shigellosis. Figure 3 presents the total annual number of *Shigella* cases reported in Kent County between October and March since 1992. The data reveal increased shigellosis reporting in 1996/97, 1997/98 and 2002/03 in addition to the recent spike we are witnessing. The current number of cases is greater than the numbers reported in any of these historical increases, however. At the state level, increases in reports of shigellosis also occurred during the winter seasons of 1999/2000 and 2004/2005.

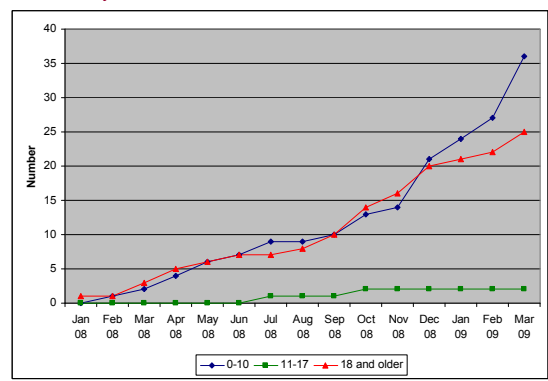
The recent increase in reports of shigellosis in Kent County reminds us of the highly infectious nature of this organism and stresses the importance of implementing control efforts among cases and their contacts. Patients with known *Shigella* infection should not be allowed to handle food or to provide child or patient care until two successive fecal samples (collected 24 or more hours apart, but not sooner than 48 hours after discontinuance of antimicrobials) are found to be *Shigella*-free. Similar precautions should be taken for ill contacts of a confirmed case. Physicians should also be aware of the propensity for *Shigella* species to acquire resistance against antimicrobials. Multi-drug resistance to most of the low-cost antibiotics (ampicillin, trimethoprim-sufamethoxazole) is common and the choice of specific agents should be determined based on the antibiogram of the isolated strain. KCHD continues to monitor this situation in an effort to determine links among cases or common sources of this potential outbreak. However, it is only through the support of our local providers that we can effectively monitor and control shigellosis in our community.

Figure 1: *Shigella* Cases Reported to KCHD by Month



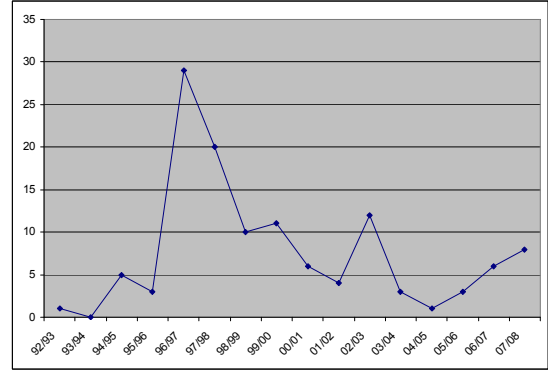
Source: Michigan Disease Surveillance System

Figure 2: Cumulative Number of *Shigella* Cases by Age, Kent County 2008 - 2009



Source: Michigan Disease Surveillance System

Figure 3: Number of *Shigella* Cases Reported between October and March 1992 - 2008, Kent County



Source: Michigan Disease Surveillance System



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

March, 2009

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

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2009	Through Mar 2004-2008
AIDS (Cumulative Total - 808)	4	8	3
AMEBIASIS	0	0	1
CAMPYLOBACTER	2	5	10
CHICKEN POX ^a	15	37	86
CHLAMYDIA	296	880	809
CRYPTOSPORIDIOSIS	1	3	2
E. COLI O157:H7	1	1	2
GIARDIASIS	2	17	15
GONORRHEA	67	213	300
H. INFLUENZAE DISEASE, INV	0	2	0
HEPATITIS A	1	1	3
HEPATITIS B (Acute)	0	0	1
HEPATITIS C (Acute)	0	0	0
HEPATITIS C (Chronic/Unknown)	32	81	62
INFLUENZA-LIKE ILLNESS ^b	9798	27579	17008
LEGIONELLOSIS	0	1	1
LYME DISEASE	0	1	0
MENINGITIS, ASEPTIC	0	7	6
MENINGITIS, BACTERIAL, OTHER ^c	3	4	2
MENINGOCOCCAL DISEASE, INV	1	1	1
MUMPS	0	0	0
PERTUSSIS	0	2	2
SALMONELLOSIS	3	10	7
SHIGELLOSIS	10	18	1
STREP, GRP A, INV	0	1	6
STREP PNEUMO, INV	1	15	N/A
SYPHILIS (Primary & Secondary)	1	3	1
TUBERCULOSIS	2	3	3
WEST NILE VIRUS	0	0	0

NOTIFIABLE DISEASES OF LOW FREQUENCY

DISEASE	NUMBER REPORTED Cumulative 2009	DISEASE	NUMBER REPORTED Cumulative 2009
Cryptococcosis	1		
Histoplasmosis (Acute)	2		
Malaria (imported)	2		

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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Deb Meijer

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DEAN'S MESSAGE

Note from the Dean

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

Our Grand Rapids fourth-year College of Human Medicine students participated in Match Day, the national match for residencies on March 26. Of the 23 soon-to-be graduates from the Grand Rapids campus, nine will remain in Grand Rapids for their residency programs. In addition, four more College of Human Medicine graduates from our other community campuses will come to Grand Rapids for their residencies. These include:

Emergency Medicine – 1
General Surgery – 1
Internal Medicine/Pediatrics – 2
Obstetrics/Gynecology – 1
Pediatrics – 5
Transition Year – 3

Our research recruitment in the study of women's reproductive health is making great progress. The College of Human Medicine and our partner Spectrum Health are preparing to announce the appointment of John Risinger, Ph.D., a recognized leader in the study of gynecologic cancer.

Dr. Risinger will be Director of Gynecologic Oncology Research for the College of Human Medicine and Director for the Tissue

Biorepository at Spectrum Health. Prior to MSU and Spectrum Health, Dr. Risinger was a biologist and researcher at the Laboratory of Biosystems and Cancer at the National Cancer Institute and at the Laboratory of Molecular Carcinogenesis at the National Institute of Environmental Health Sciences. He earned his Master of Science degree in biology from the University of Virginia and received his Doctor of Philosophy in genetics and molecular biology at the University of North Carolina at Chapel Hill.



We are pleased to welcome Dr. Risinger, his wife Tracy Thompson, and their son to Grand Rapids. Look for additional research recruitment announcements in the next issue. Until then, thank you for your continuing support of our college's expansion to Grand Rapids.

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ONE TO PONDER

Chip McClimans
KCMS/KCOA Executive Director



THE MICHIGAN BUSINESS TAX AND WHAT IT MEANS TO HEALTH CARE

Now that April 15th (tax day) has come and gone, I need to pass along some comments I have received from physicians and practice administrators in Kent County regarding the new Michigan Business Tax (MBT) (which replaced the Michigan Single Business Tax (SBT) in 2008) and the impact on them. The first reviews are not positive. One manager of a substantial practice in West Michigan told me their practice's overall obligation to the State of Michigan increased about ten fold. The ultimate increase in tax obligation for this practice was so substantial that it equaled the cost of about eight employees. In addition to this huge increase, members have reported their accountants are having difficulty even filing their Michigan Business Tax returns because certain rules and forms have not been completed by the state.

In our current Michigan economy, physicians are finding more and more of their patients presenting for care with the message they have just been laid off and no longer have health coverage. In addition, there is pressure from payers who are feeling the pinch of a smaller member base and must, therefore, add pressure to the level of reimbursement to physicians. With all this financial pressure and an increase in this state's tax, which so substantially impacts health care, it is becoming untenable for the members of both medical associations to operate practices. But then, maybe this is what the government wants...to squeeze the practice of medicine into a single payer system.

I hope this overview of the MBT problem might have caused you to feel a need to act. The Kent County Medical Society, the Kent County Osteopathic Association, the Michigan Medical Group Management Association and several other local physician related entities have planned a meeting with state legislators from the Greater Grand Rapids area on **Monday, June 15, 2009**. **The meeting**



will be held at Grand Rapids Ophthalmology, 750 East Beltline NE, Grand Rapids, MI 49525, from 5:00 pm to 7:00 pm. We are inviting concerned physicians and office managers to attend and help to communicate the need for change to our legislators who might be able to correct this situation. Please call Mary Gwen at the KCMS/KCOA office (616) 458-4157 so we can get a sense of the number of attendees. Remember, the impact will be greater as the number of attendees rises.

stability matters.

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UPDATE

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



HOW CAN WE ASSIST YOU?

The Project Access Board met on March 11 for their Annual Meeting. An Election of Officers for 2009 was held and the following Officers were elected:

Chairperson	Robin Pedtke, DO
Vice Chairperson	Eric Bouwens, MD
Secretary	Laura VanderMolen, DO
Treasurer	Donald Condit, MD, MBA

Jeffrey Stevens, DO was recognized and appreciated for his two years as Chairperson of the Board. Jeff was also instrumental in the development of Project Access beginning in 2004 and is responsible for many of its operational guidelines. His hard work and time are greatly appreciated by the Board of Directors and Staff Members.

As new Officers to the Board, we want to be sure you realize that Project Access is a program of both the KCMS and KCOA. The goal of Project Access is to work for and with physician offices that are providing services to uninsured patients.

To do this, the Project Access staff maintains current information regarding how best to serve people who are falling through the cracks of the system. The recent stimulus package approved by the Obama Administration outlines many options for people who have lost health insurance or their income, or both. Project Access Nurse Case Manager, Pam Wilson, RN, MM has outlined these benefits in an easy to follow format. Check out the information on our website: www.projectaccessmi.org. She has already been holding speaking engagements to assist civic and church groups in their understanding of what programs may be available to newly uninsured, unemployed or those interested in returning to school.

The Project Access website is updated regularly by Amy Tzintzun, Project Access Data Base Coordinator, and offers timely, easy to follow, information on:

- Eligibility guidelines and where to send patients for enrolling
- Community Resource Referral – Contact information on agencies from food pantries to employment resources, dental care to mental health care, language classes, women’s health agencies and other local resources.
- Hot topics - COBRA and other stimulus package explanations
- Definitions and options for Michigan’s *No Worker Left Behind*

So check it out! Your office should have received a Fax message identifying your password. Call us if you have questions about accessing the website.

We look forward to serving in our leadership rolls and working to make it easier for Physicians to serve uninsured patients. We welcome your input and are grateful for your gifts of care. Thank you.



THE **Kevin A. Kelly**

LEADERSHIP FUND

OF THE MSMS FOUNDATION



MSMS Foundation Establishes the Kevin A. Kelly Leadership Fund

The fund honors and memorializes former MSMS Executive Director Kevin A. Kelly's lifelong leadership and mentorship of countless individuals.

It is the goal of the Kevin A. Kelly Leadership Fund to inspire future leaders to follow Kevin Kelly's extraordinary example. The Fund will support scholarships on an ongoing basis for promising medical students, residents and young physicians to attend MSMS and AMA leadership training and conferences.

The Foundation, with initial gifts from the Michigan State Medical Society and generous physician donors, expresses the physician

The Kent County Medical Society (KCMS) contributed \$1,000 to the Kevin A. Kelly Leadership Fund of the MSMS Foundation to honor Kevin Kelly's service, leadership and dedication to medicine. We received a note and a letter of appreciation from the Kelly family and the MSMS Foundation thanking KCMS for the financial gift. The KCMS Board of Directors invites KCMS members to honor Kevin by making an individual or practice contribution to this worthy Leadership Fund.

community's admiration and gratitude for Kevin Kelly's extraordinary example of leadership throughout his career, and within the community, the state and the nation.

MSMS will match contributions to the Kevin A. Kelly Leadership Fund up to a total match of \$10,000. The Michigan State Medical Society Foundation is a 501(c)(3) public charity, and donations to the Foundation are tax-deductible.

Please send contributions payable to MSMS Foundation, Attn: Kevin A. Kelly Leadership Fund, 120 W. Saginaw, East Lansing, MI 48823 or donate online at www.msms.org/foundation.

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VENDOR PROGRAM

GRMERC UPDATE

Peter Coggan, MD, MSED
GRMERC President and CEO

GRMERC- Continuing Medical Education

Continuing Medical Education (CME) has long been the “orphan child” of medical education. Advances in the application of instructional theory and newer methodologies have been slow to reach CME. As medical schools have incorporated teaching techniques such as problem-based learning and trained-patient simulators, and as residency training has become transformed by the ACGME competencies, continuing medical education has lagged behind.

Adult learning principles suggest that we should be providing CME activities that: are delivered by instructors who are respectful of the knowledge and experience of participants; allow for more autonomy and self-direction on the part of the learner; and provide learning activities that are practical and relevant to the learner’s daily needs and long term goals. These principles apply to medical students, residents and physicians with years of practice experience. Although we accept these principles, we still cling to the traditional classroom presentation. The burgeoning field of internet-based CME provides relatively unsophisticated programs that are not built on adult learning principles and do not take full advantage of this new medium’s potential. We can do better.


When its full potential is realized, I believe that continuing medical education can be a critical vehicle for improving the quality of patient care and addressing patient safety issues in healthcare. But we have to do it differently. CME credit is still measured by classroom time, or “seat time” to those of us in the CME business. How much more effective would it be if CME credit were measured in terms of improved patient outcomes, or improvements in the efficiency and cost effectiveness of clinical practice? And, since we all provide care in teams these days, doesn’t it make sense to give CME credit for team learning activities involving physicians, nurses, and pharmacists? Making this crucial transition will require creativity, resources and a change in the way CME credit is measured. The gains, however, will be worth the effort.

Some experiments are underway. The ACCME, which accredits CME providers for physician continuing medical education, is collaborating with national nursing and pharmacist

organizations to offer credit for joint activities. This is an important step in the right direction. Locally, the MSU College of Human Medicine (MSU-CHM), GVSU and GRMERC are developing a coalition to create inter-professional education programs. Continuing professional education will be part of our activities. Thus, our CME orphan may yet take its rightful place in the medical education family.

And speaking of family, the annual ritual of the “Match”, when our medical students find out where they will be do their residency training, took place during the week of March 16th. For the past two years I have described our results in the Match as the best in living memory. I am running out of superlatives. This year was even better. We entered the Match with 83 positions and filled them all promptly. Nine of the twenty-four Grand Rapids-based MSU-CHM students matched with our programs. Four MSU-CHM students from other campuses will also be joining our residency programs for a record total of 13. We look forward to welcoming them to the GRMERC family.





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Bob Wolford, CMPE
Executive Director – Grand Rapids Ophthalmology
Chair – Midwest Section of MMGMA



Red Flag Rules In Healthcare

When the Federal Trade Commission began to articulate thoughts last year that medical groups would have to develop and implement plans to block identity theft, (the Red Flag Rules) most of us reacted negatively. Our reaction was based upon the thought that the government was developing yet another set of rules with which we would need to comply and with which we would ultimately be subject to audit.

This article provides a couple of personal justifications for the effort that we will now have to make. The first came when my brother's wallet was stolen while we were on a trip last fall. I accompanied him to the police station so that he could make his report (*a necessary step to be able to fly home*) and was surprised to hear the detective warn him to contact his health insurance company when he returned home. He was told that a stolen health card is often used to obtain healthcare for large numbers of individuals by the time that the problem is ultimately discovered.

A couple of weeks ago, I was informed that a checking account and credit card had been applied for in my name in the Miami, Florida area (*I haven't been to that area for more than five years*). Thankfully, both were blocked because of warnings that I had placed on my accounts with the credit reporting agencies. Given these incidences, and others, I have come to respect the threat of identity theft and encourage all of you to take the Red Flag Rules seriously.

Both the Kent County Medical Society (KCMS) and the Michigan Medical Group Management Association (MMGMA) have recently offered training for doctors and medical groups on the Red Flag Rules. In both cases, the training was done by Ken Hofman, a well known healthcare attorney in West Michigan with the firm of Miller, Johnson, Snell & Cummiskey. These sessions provided attendees with sample policies and forms that can be used as a practice develops its plan to comply.

The Red Flag Rules take effect on May 1, 2009, so don't put off

learning about this new regulation.

If you were unable to attend either of the sessions mentioned above or another session on this matter, feel free to contact the KCMS at (mgw@kcms.org) for an e-mail copy of the materials which were distributed.

Information on membership in MMGMA can be obtained by contacting:

Sherry Barnhart – Executive Secretary
e-mail: sbarnhart@michmgma.org
phone: (517) 336-578

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ALLIANCE HEARTBEAT

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



Irene Betz KCMS Alliance President



As I write this letter to you, there is only one month left for me as President of the KCMSA. What a fun and productive year it has been! We have accomplished so much together because members of the KCMSA share a common vision of supporting the medical community and improving the health of everyone in West Michigan, especially children. You can now access KCMSA information on our new website

www.KCMSAlliance.org, which was completely redone this year. It has details about the history and goals of our association, a KCMSA event calendar, photographs taken at our events, and important links to other health organizations.

I would like to recap our milestones and accomplishments for the year, and thank everyone involved for making the KCMSA such a successful organization.

- KCMSA Charity Ball for Children. Our big fundraising event of the year. This year's proceeds helped Camp Blodgett and the Children's Assessment Center
- Organized medical supplies for Rays of Hope Medical Ministry
- Surf and turf dinner/auction fundraiser for the KCMSA Foundation
- Contributed household items to Judge Gardner's Closet (for newly emancipated teens)
- Christmas Holiday Party for children at the Hope Day Care Center

- Community Board participation as KCMSA representatives: Kent Medical Foundation, Cherry Street Health Services, Citizens Advisory Council, St. John's Home for Teens
- Tours of health-related facilities in West Michigan: Camp Blodgett, Children's Assessment Center, Grand Rapids Women's Health, Grand Rapids African American Health Institute, Metropolitan Hospital, Lemmen-Holton Cancer Pavilion at Spectrum Health
- KCMSA Member events: Book Club, Gourmet Club, Bridge Club, Monthly Musings Luncheons, Holiday Tea, Chicago Shopping Trip, New Members meeting at Hot Mama's Boutique

Our active membership is the foundation for our success. If you are not a member, please consider joining. Visit our website to find out more about us and download a membership application. You are welcome to attend any event on our calendar. Inactive members always have an open invitation to reestablish friendships and to help us develop our programs.

Again, I would like to thank everyone for making this year such a success for the KCMSA. It has been a most fulfilling personal journey for me and I appreciate everyone who helped along the way. Please join me in welcoming Holly Jones as the incoming President. Have a great summer!

Best regards,
Irene Betz, President

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, May 13, 2009
Time: 11:30AM
Place: Ramona's Table 2232 Wealthy St Se
 Grand Rapids, MI 49506
Phone: 459-8500

Date: Wednesday, June 10, 2009
Time: 11:30AM
Place: Tre Cugini, 122 Monroe Center
 Grand Rapids, MI 49503
Phone: 235-9339



If you would like to attend, please e-mail Eileen Brader ekbrader@sbcglobal.net by May 11, 2009. Monthly Musing will take a break for the months of July and August. We will resume in September 2009.



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ALLIANCE HEARTBEAT

ALLIANCE CALENDAR

ALLIANCE CALENDAR

Below is a partial list of upcoming events. For a complete rundown, check the website talked about below.

Take a look at our new website at www.kcmsalliance.org you will be able to see Up and Coming Events and what is going in our Special Interest Groups. We also have links to give you more information on events as well as directions. Come visit and check it out. Please note for any changes to dates, location or cancellations please check the website.

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: May 19, 2009

Book: Loving Frank by Nancy Horan

Please note that the change of venue for this book meeting
10:00 am Meyer May House Tour 450 Madison Ave. SE, GR (free)
12:00 Book Discussion & Lunch at Francesca Wiseman's
House Leader: Irene Betz

EVENT: Board Meeting

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

Date: May 22, 2009 (Friday)

New Board/Old Board Meeting

Time and Location to be announced

EVENT: Zumba Party

Come see what the new exercise/dance rave is all about. We will meet at East Hills on Friday, May 8th at 6pm in the lounge then go up to the studio for zumba and have our "party" back in the lounge afterward. Please RSVP to Mary Crawford at 940-0998. Limit 20. \$20

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.

EVENT: Habitat for Humanity

Habitat for Humanity of Kent County will be hosting a Women Build Day on May 6th, 2009 at one of their building sites. Full day shifts are 8am to 4pm or half day shifts are from 8am-12 or 12-4pm. No specific building skills needed.

If you are interested in being on a KCMSA team email kathy Kendall at Ktkski@comcast.net. Friends welcome.

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@sbcglobal.net or 534-6942



ANNOUNCING THE NEW WEBSITE FOR THE KCMS ALLIANCE

www.KCMSAlliance.org

THE NEW MARCH MED DRIVE



Dear Doctor and Staff:

KCMSA has changed the format of our March Med Drive. International Aid is no longer accepting meds or supplies which resulted in our partnering with Rays of Hope for Haiti. You may check out this organization at their web site www.raysofhopeforhaiti.com. The supplies are shipped to many countries around the world. They make their medical resources available to any physician or organization participating in a medical outreach or developing a medical program in a third world country.

Instead of a March drive we are available to pick up any resources you would like to contribute throughout the year. We are only a phone call or email away. Please call Kathy Kendall 260-1679 or Sandi Winston 949-0678 or email winstons4@mac.com and we will pick up your donations.

You can help by donating:

- Sample or surplus medicines—no expired meds—
- Vitamins
- Surgical instruments
- Infant formula
- Sterile gloves or boxed examination gloves
- Office equipment such as exam tables, lamps, x-ray view boxes, table top sterilizers and lab coats
- No controlled substances or personal prescriptions
- Old eyeglasses
- Orthopedic supplies
- Microscopes, stethoscopes, sphygmomanometers and parts
- Surgical and medical supplies from original sterile packs, unopened

Thank you for continuing to support the medical community around the world.

Together we can all make a difference.

THANKS

to all who supported the Surf and Turf sale this year.

Those who attended the Surf and Turf dinner had an enjoyable evening and helped raise over \$500 from a special drawing.

The Surf and Turf Sale itself raised over \$1200.00 for the KCMSA Foundation.
Thank you.

Put the Surf and Turf sale on your calendar for next year!



Kent County Medical Society Alliance (KCMSA) Membership Application

Membership Year:
July 1, 2009 – June 30, 2010

Name: _____
 Address: _____

 Spouse's Name: _____
 Home Phone: _____
 Email: _____

ANNUAL MEMBERSHIP DUES		AMOUNT PAID	Check ALL You Wish to Join
AMAA (American Medical Association Alliance)	\$40.00		<input type="checkbox"/>
MSMSA* (Michigan State Medical Society Alliance)	\$32.00		<input type="checkbox"/>
KCMSA (Kent County Medical Society Alliance)	\$20.00		<input type="checkbox"/>
Total (County, State and National)	\$92.00	\$	

**Please note if you are the spouse of a retired physician you can pay the reduced dues amount of \$25.00 for MSMSA dues only.*

Please make check payable to KCMSA and mail form by June 1st to:

**KCMSA Treasurer
 1435 Glen Ellyn Drive SE
 Grand Rapids, MI 49546**

For membership questions contact Dolores Dobbie, KCMSA Membership Chair, at membership@kcmsalliance.org.

Additional membership application forms can be found at www.KCMSAlliance.org.

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MEETINGS OF INTEREST

KCOA Meetings

LOCAL

MAY 12, 2009 - Joint KCOA/KCMS Meeting, Watermark Country Club**JUNE 2, 2009** – KCOA Meeting, Metro Health Hospital**OCTOBER 5, 2009** – KCOA Meeting

STATE

MAY 13, 2009 – MOA House of Delegates, Dearborn, MI**MAY 13 – 16, 2009** – MOA Annual Convention, Dearborn, MI

About the Bulletin

Editor - David M. Krhovsky, MD
 Business Manager - Wm. G. McClimans, Jr.

Published five times yearly by the Kent County Medical Society and Kent County Osteopathic Association, \$1.50 per copy at the editor's office. Subscription price \$15.00 per year, included in society/association dues.

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

The KCMS/KCOA Bulletin reserves the right to accept or reject advertising copy. Products and services advertised in the KCMS/KCOA Bulletin are neither endorsed nor warranted by the Kent County Medical Society or the Kent County Osteopathic Association.

Published by:

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

KCOA PRESIDENT'S MESSAGE

Karlin Sevensma, DO
KCOA President

ADVOCATE

I am writing today because I am proud of the history of our profession.

It seems like everyone is talking about the economy these days, worrying out loud and in print. I have heard the many statistics, for example, that our economy has been in recession 23 times since the great depression. That seems very plausible and a hopeful spin can be applied to such statistics. Some people try to spin statistics in unhelpful ways. For example, I saw an analyst on TV say that if the Dow continually dropped by as much as it dropped that day, it would only take 43 days for it to reach zero. That's like saying the sun will go black, and he said it anyway. Some people have no use for hopefulness, it seems.

Medicine, of course, has been affected by the recession. Hospitals are cutting back and many people have lost their jobs. Doctors are affected because people without jobs are also usually people without insurance. Patient volumes may also be down because people don't seek care if they cannot pay, especially for elective things. Accounts receivable are down all over the place, and some doctors are finding themselves with free time. In spite of this, I think that doctors are in a good place to weather the storm. Not because we make so much money we don't know what to do with it all. Everyone knew

that wasn't the case even before the recession. I think it's the case because we have always taken care of people who couldn't

pay. That is the history of our profession. We have kept the economics of the job separate from the job itself as much as possible. That is a good place to start from.

Unfortunately, it doesn't pay the bills. If you happen to be seeing fewer patients these days, I could give you all kinds of predictable advice about how to spend your extra time. Contacting your senator or representative by e-mail is very simple, so you will have time left over to do all of the predictable things I would have otherwise recommended. Write to your senator about people who need their help. I don't know all of the answers, but our voices have to be heard. We have to advocate for our patients and ourselves.

Until the situation improves and there is no need, I urge you to keep giving of your time and talents in hope for a better future.



Spouses are Invited to the Joint Meeting
of the
Kent County Osteopathic Society
and the
Kent County Medical Society

Tuesday, May 12 , 2009

Speaker:
Stephen D. Cohle, MD
Forensic Pathologist, Kent County Medical Examiner

Topic:

CSI:
GRAND RAPIDS...PART III

“The AOA Council on Continuing Medical Education has approved this program for 1 hour of AOA Category 2-B CME credit.”

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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