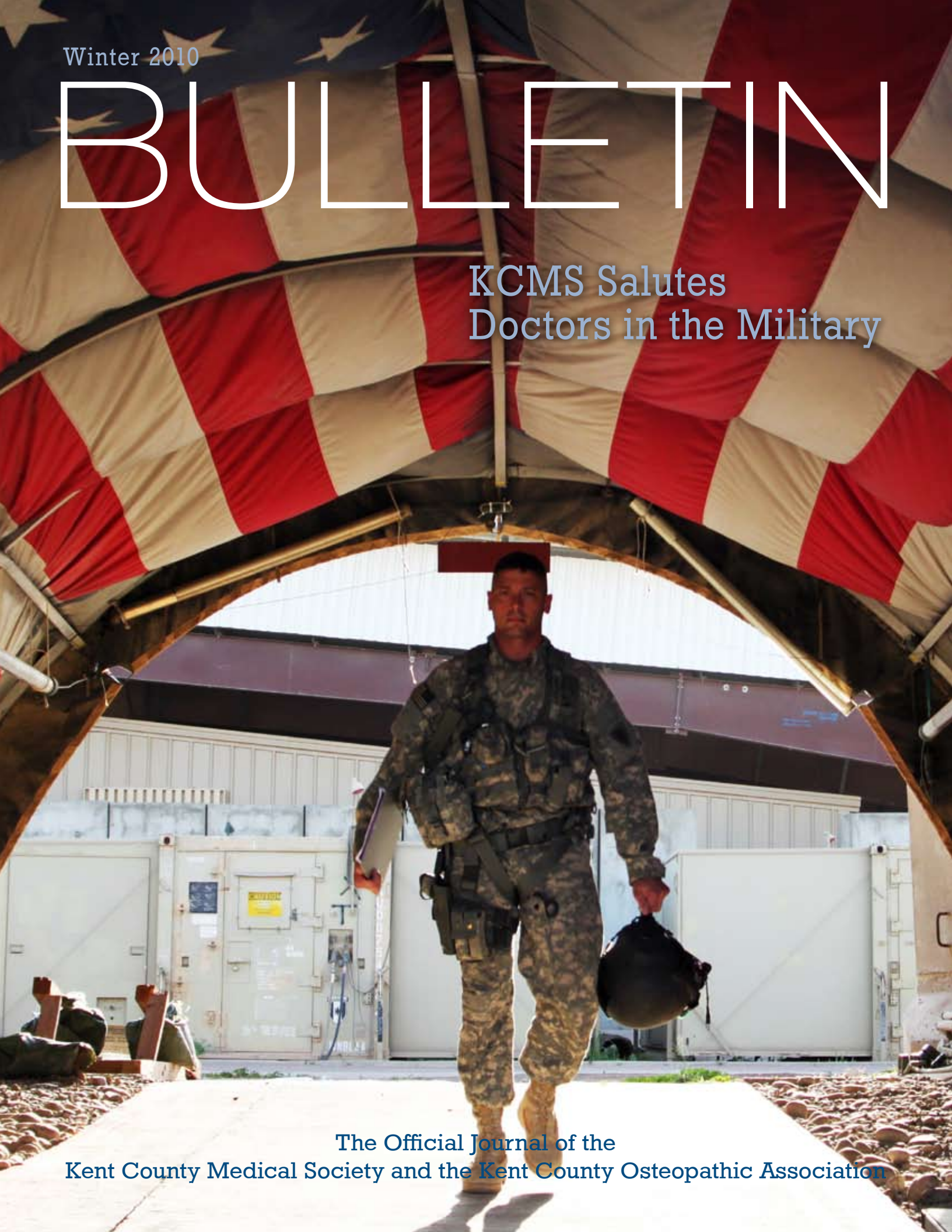


Winter 2010

BULLETIN

KCMS Salutes
Doctors in the Military



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



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Chemical Bank is a Michigan based financial institution that has served communities across the state for over 90 years. As a community bank, we understand the crucial role we play in the communities we serve, and appreciate the trust our customers place with us to keep their money safe. From making loans to first time homebuyers, to helping businesses expand, we care deeply about our communities, and are committed to helping them grow.

We realize the financial strength of our bank is very important to our customers and shareholders, and we are pleased to report that, in management's opinion, our financial position is strong.

- We have a very strong capital position that far exceeds regulatory guidelines for being considered well-capitalized, the highest category of capitalization as defined by Federal bank regulators.
- Our strong capital position has allowed us to continue serving our customers' needs in our current economic climate, and we believe it will help fuel future growth, as demonstrated by our recent acquisition of O.A.K. Financial Corporation, holding company of Byron Bank.
- Chemical Bank is profitable. Although our earnings continue to be adversely impacted by the Michigan economy, Chemical Bank and Chemical Financial Corporation have continued to be profitable. For the 12 months ended December 31, 2009, we reported net income of \$10.0 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, or TARP;
- 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 \$5.1 billion as of June 30, 2010. Chemical Bank has 142 branches in 32 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 at 989-839-5350.



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BULLETIN

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



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Flight Medic Sgt. Don Herbert
photographed by Spc. Andrew Weiss.
www.AndrewJamesPhotos.com



ABOUT THE BULLETIN

Editor - David M. Krhovsky, MD

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

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AFFILIATED AGENCIES:

Kent County Medical Society Alliance
Kent Medical Foundation
Project Access

CONTACT INFORMATION UPDATE

Name: _____

Address: _____

Practice Name: _____

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Preference on meeting alerts: Via Email Hard copy

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

GO GREEN!
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Society resources. Send us
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John A. Rupke, MD
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Susan H. Wakefield, MD

KCMS

MEETINGS OF INTEREST

LOCAL

JANUARY 11, 2011

KCMS Annual Meeting
Watermark Country Club, 6:15 pm

JANUARY 22, 2011

KCMS CME Update – 2011 Part I
Prince Conference Center, Calvin College, Grand Rapids, MI

FEBRUARY 26, 2011

KCMS CME Update – 2011 Part II
Prince Conference Center, Calvin College, Grand Rapids, MI

STATE

APRIL 29–MAY 1, 2011 MSMS House of Delegates, Kalamazoo, MI

CHECK OUT OUR WEBSITE **KCMS.org**

DOCTORS IN THE NEWS

Tom Peterson, MD has been promoted to executive director of quality, safety and community health at Helen DeVos Children's Hospital. Dr. Peterson previously served as the medical director of quality with the children's hospital and medical director for Spectrum Health Healthier Communities.

Larry Robson, MD has been given the Michigan State Medical Society Foundation Community Service Award. It is given in recognition of outstanding contributions to the community.



NEW MEMBERS

Welcome

Noel Bell MD

Central Anesthesia Services, PC

RESIDENTS

Muhammad Adnan, MD
Asif Ansari, MD
Jaclyn Bailey, MD
Matthew Beuchel, MD
Adam Boettcher, MD
William Braaksma, MD
Jeffrey Bradley, MD
Jeremy Bushman, MD
Paul Butler, MD

Julie Dierksheide, MD
Daniel Dixon, MD
Justin Dueweke, MD
James Enderle, MD
Andrew Ertl, MD
Mary Herzog, MD
Levi Hinkleman, MD
Karl Huesgen, MD
Julie Johnson, MD

Nathan Kiewiet, MD
Daniel Kokmeyer, MD
Luke Luetkemeyer, MD
Matthew Martin, MD
Michael Merrick, MD
Eric Mitchell, MD
Cameron Patthanacharoenphon, MD
Dominic Pelle, MD
Matthew Popa, MD

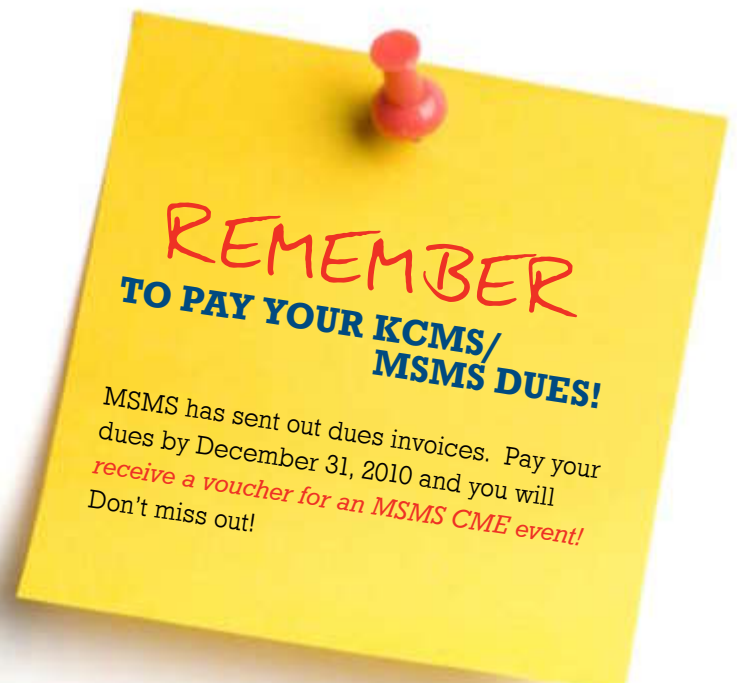
Rachelle Rivera, MD
Benjamin Rogoway, MD
Johanna Scheer, MD
Casey Smith, MD
John Tanner, III, MD
Christian Vanderkaay, MD
Andrea Wolf, MD

MEDICAL STUDENTS

Ridwaan Albeiruti
George Ambrosi
Chris Ardary
Derek Axibal
Tyler Backlas
Susan Bardolph
Terry Barrett
Catherine Bartnik
Lauren Bauer
Jason Bensch
Janice Bitong
Erik Bobeda
Ryan Bradstreet
Betsy Breuker
Heidi Burns
Thomas Capobres
Androuw Carrasco
Henry Chen
John Chen
Anny Ching
Noah Choi
Zyra Cortez
Spencer Couturier
Scott Cressman
Rebecca Crosbie
Andrew Cureton
Jovauna Currey
Leonierose Dacuycuy
Mary Elliott
Drew Emge
Hannah Ferenchick
Elizabeth Fetzer
Janice Gee

Dustin Goetz
Ashwin Gupta
Kyle Hammermeister
Daniel Hess
Ashley Hesson
Jessica Hooper
Mustafa Husaini
Michael Johnson
Timothy Joseph
Casey Key
Kelly Krcmarik
Roman Krivochenitser
Alexander Kuo
Eileen Larkin
Molly LaVanway
Junwen Law
Lindsay Lawrence
Amrita Mankani
Erin McCarty
Anne Meier
Daniel Mortensen
Matthew Nies
Patrick O'Callaghan
Joseph Omlor
Amy Patel
Jacob Peacock
Andrew Porter
Christopher Riedinger
Jared Rispens
Geoffrey Scott
Charles Sierzant
Craig Smith
Andy Sochacki

Elizabeth Sonntag
Mitchell Sydoski
Jason Thomas
Jarrad Utter
Chris Vis
Cara Weiner
Gregory Weston
Jaesung Wog
Jonathan Zande
Jennifer Zhan



Excellent Medical Office Space

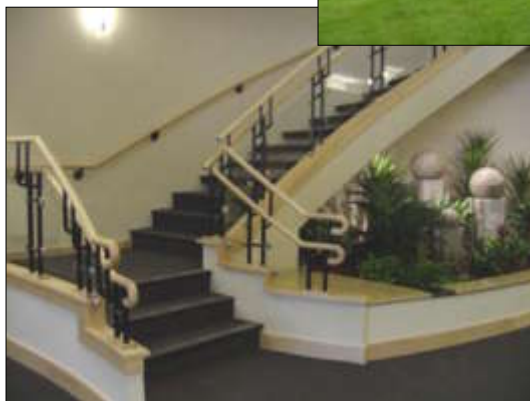
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3rd Floor: Suites from 1,639 RSF to 25,132 RSF



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PRESIDENT'S MESSAGE



Mentorship and Journalism: New Directions for the KCMS

**Patrick J. Droste, MS, MD
KCMS President**

With the arrival of the Michigan State University College of Human Medicine (MSU-CHM) and the first and second year medical students, we have a new source of energy and ideas that were previously handled elsewhere.

During one of our recent meeting with the students it was recommended that we consider the development of a formal mentorship program to help medical students make career choices.

With this in mind, the KCMS Board initiated the first of many mentorship seminars that are going to be held at the Masonic Center. The format will be academic in nature with food and beverages supplied by the Society. The sessions last approximately 90 minutes, starting at 6:30 pm and ending around 8:00pm. Four academic mentors each present an interesting case or clinical problem and discussion will take place between the mentor, fellow mentors and students in attendance. The goal of the session is for students to interact with practicing physicians in a non-threatening and informal environment. All branches of medicine will be involved in this program.

We are looking for physicians willing to mentor the students that may be interested in their specialty or field of interest. The mentors will need to be willing to present a case study or topic for discussion and be open to guiding any student(s) who may be interested in their field of endeavor. Students will need to register for the meeting so that plans for seating and food can be made. We hope to publish the list of mentors and their area of expertise at least two weeks before each session.

The Kent County Medical Society has been asked by the Grand Rapids Press to contribute monthly articles in the area of medicine and healthcare that may be of interest for the lay public. These articles may cover virtually any area of medicine, have a limit of approximately 630 words and will need to be approved by the KCMS Board before publication. The first article in the series was published recently. The Board feels that this is an excellent opportunity for the KCMS to serve as a source of medical information for the West Michigan Community.

We hope that these programs will generate a lot of interest in many of our KCMS members. It is an opportunity to serve the community, your Society and most importantly, become involved in the formation of future physicians and leaders of the medical profession.

Please contact me or the KCMS office (458-4157) if you are interested in participating in either of these programs.

NEW MENTORING PROGRAM OFF TO A GREAT START!

Special thanks to the following doctors for participating in our first meeting:



Patrick Droste, MD



Willard Stawski, MD



Phillip Wise, MD

SALUTE TO VETERANS

More than 100 joined the Salute to Physician Veterans' on November 9th. Dr. Clifford Jones provided an educational and visual depiction of Battlefield Medicine while volunteering in Landstuhl, Germany. Many physician Veterans were on hand to review a booklet featuring KCMS physicians' service to our country.



“It is the soldier, not the reporter who has given us the freedom of the press. It is the soldier, not the poet, who has given us the freedom of speech. It is the soldier, not the campus organizer, who gives us the freedom to demonstrate. It is the soldier who salutes the flag, who serves beneath the flag, and whose coffin is draped by the flag, who allows the protester to burn the flag.”

—Father Dennis Edward O'Brien,
Sergeant, USMC



Clockwise from top left:
David Hammond, MD and Richard Ilka, MD; Vernon Wendt, MD and George Sugiyama, MD; KCMS Alliance President Phyllis Rood; medical student Ashwin Gupta, Joseph Taylor, MD and William Sprague, MD; speaker Clifford Jones, MD



BE INVOLVED IN CHANGE FOR THE BETTER

Are there aspects of medicine that you believe can be improved with the right input by physicians? Do you believe you can help guide future legislative action to make positive change in the delivery of health care? Then you are asked to consider serving as a Delegate to the Michigan State Medical Society representing Kent County. There are open positions expected in 2011 and your leadership and passion are welcome.

Delegates and Alternate Delegates are encouraged to participate in the annual MSMS House of Delegates, to be held in Kalamazoo, MI on Friday, April 29 to Sunday, May 1, 2011. A maximum of two meetings will be held prior to the House meeting to craft suggested resolutions. Historically, Kent County has had a very strong presence in the process and is recognized as a leader in participation. Contact Patricia Dalton at (616) 458-4157 for additional information.



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108TH ANNUAL MEETING
OF THE
KENT COUNTY MEDICAL SOCIETY

TUESDAY, JANUARY 11, 2011

SOCIAL 6:15 PM | DINNER 7:00 PM | MEETING FOLLOWS

WATERMARK COUNTRY CLUB, 5500 CASCADE ROAD SE

AGENDA INCLUDES:

INSTALLATION OF KCMS PRESIDENT
GREGORY J. FORZLEY, MD

OPEN DISCUSSION FOR RESOLUTIONS
FOR THE MSMS HOUSE OF DELEGATES

IF THERE IS SOMETHING THAT BOTHERS YOU
ABOUT THE PRACTICE OF MEDICINE,
THEN THAT ISSUE COULD BE A POTENTIAL RESOLUTION.
BRING YOUR IDEAS TO THE MEETING.

RSVP BY FRIDAY, JANUARY 7, 2011

ACTIVE, RESIDENT, STUDENT MEMBERS: NO CHARGE

RETIRED, LIFE, NON-MEMBERS: \$25 (THIS IS NOT A SPOUSE EVENT)

PLEASE RESPOND BY:

PHONE: (616) 458-4157

PAYPAL: WWW.KCMS.ORG

FAX: (616) 458-3305

MAIL: KENT COUNTY MEDICAL SOCIETY
233 EAST FULTON ST., SUITE 222
GRAND RAPIDS, MI 49503

KENT MEDICAL FOUNDATION

KENT MEDICAL FOUNDATION SUPPORTS COMMUNITY OUTREACH



Thomas Peterson, MD
KMF Board Chair

The United States spends significant amounts on health care, and physicians still see increasing amounts of chronic medical conditions, namely heart disease and stroke, diabetes, arthritis, obesity, respiratory diseases and cancer. Much of the morbidity and cost associated with chronic disease is a result of variable risk factors. The most easily identifiable risks stem from an individual's behavior, but our health is shaped by other potentially modifiable determinants, such as our environment, our social circumstances, and the quality of the medical care that we receive.

Preventive Medicine focuses on health of individuals, communities and defined populations, through the application of the knowledge and skills gained from medical, social, economic and behavioral sciences.

Kent Medical Foundation is supporting an outreach effort with MSU-CHM students and the community to improve health in our youngest community members. With FitKids360, program volunteers and partners address childhood obesity. The students will work with a group of children, ages 5-15, and their parents on increasing activity, improving nutrition and addressing behaviors that cause children to be obese. Classes are two hours per week for eight weeks. The activities are overseen and coordinated with a nutritionist, exercise physiologist, behavioral health provider and volunteers. All activities will be measured and outcomes tracked.

Two pilot programs for two 8 week class sessions will begin soon. The KMF Board looks forward to sharing results.

THANK YOU!

Special Thanks to Holiday Card Donors who have supported the Kent Medical Foundation through the annual project. A listing of donors will be presented in the holiday card as well as next *Bulletin* magazine.

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- 1. MSMS insures all types of groups.**
MSMS insures only physician groups. While other agents insure grocery stores and muffler shops, MSMS specializes in the needs of physicians. True False
- 2. MSMS has higher rates than other agents for Blue Cross Blue Shield.**
Absolutely false. BCBSM rates are the same for all chamber and association groups. If someone shows you a lower rate, it is for less coverage. True False
- 3. MSMS has no advantages over other agents.**
Among other advantages, MSMS can offer your spouse a group-like product (spousal continuation) if a member passes away. Other agents offer only individual policies with little or no prescription drug coverage. MSMS can also offer physicians a separate plan for employees in small groups. True False
- 4. MSMS groups must call BCBSM directly to solve claims issues.**
MSMS has a staff of dedicated customer service representatives who will act as your advocate in issues of claims and billings. True False
- 5. MSMS does not offer benefits management services.**
MSMS has qualified benefits managers to handle all of your needs in HRA, HSA and FSA. MSMS offers **FREE** COBRA administration to its groups of 20 or more. True False
- 6. There is no better deal than MSMS.**
Nobody can give you the service, the choices and the expertise that MSMS gives its members. True False

Support your professional association!



PROJECT ACCESS UPDATE



< **Robin Pedtke, DO**
Board Chair



Eric Bouwens, MD >
Board Vice Chair

In this season of thanks and gratitude, the Project Access Board of Directors, its volunteer physicians and the Project Access staff would like to thank you for your gift of donated care or donated resources that help physician offices serve uninsured people in our community.

While the staff has the privilege of witnessing a patient's tearful thanks or humbled relief from stress, they thought others might appreciate these greetings from patients in 2010.

Thank you for your compassionate care.

"I just wanted to send a note to thank you for your time and help. My surgery is done and it is all because of Dr. F and Project Access."

"I was enrolled in the Project Access program for 18 months. I would like to tell you that the people I met and helped me were the most kind, efficient and helpful as anybody you could find. Every time I called they were able to direct me to the person or business that could best fit my needs, whether it be prescription help or medical questions. Thank you so much for operating a program of this nature. I could not afford to buy medical insurance...the volunteer idea fits the needs perfectly."

"Thank you for your help in qualifying and getting me gratis health care. Getting treated for narcolepsy has been absolutely life changing! My functioning was so low – a huge amount of memory loss that really had me concerned...."

"Please tell Pam that I quit smoking? It will be a month on November 5th (my 35th birthday) and I'm doing really well with it."

We would like to remind everyone that Project Access is a 501 (c)(3) organization that accepts charitable contributions. By giving to Project Access, others will complement the gifts of care by volunteer physicians and hospitals who see Project Access patients. Because Project Access patients live at 200% of the Federal Poverty Level and below, they do not qualify for federal programs or any insurances. The Project Access office staff serve to verify patient eligibility and encourage patient accountability in partnering with their volunteer physician to improve their health.

Project Access' nurse case manager and referral specialist work with Project Access patients to set health goals, demonstrate professional behavior and appreciation, and to seek work or learn new skills in a volunteer role.

If your practice cannot donate time to see these patients, please consider a year-end gift to benefit this physician-led program of the Kent County Medical Society and Kent County Osteopathic Association. Thank you. We wish you a happy and healthy holiday season.

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

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

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

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KCMS 2011 CME Update



**Saturday, January 22, 2011
&
Saturday, February 26, 2011**

**Prince Auditorium,
Calvin College
1800 East Beltline, NE
Grand Rapids, MI 49506**

**Come
and
join us!**

***A small investment of time
will yield a
significant reward!***

Part 1: Saturday, January 22, 2011

Presenter	Presentation Title
Michael Dickinson, MD	Management of the Failing Heart: Advances in mechanical heart support and cardiac transplantation
Gordon Downey, MD	Hereditary Ovarian Cancer and Prophylactic Surgery
Christopher Glisson, DO	Idiopathic Intracranial Hypertension
Raymond Gonzalez, MD	Bradykinin Syndromes
Richard Kahnoski, MD	Controversies in Prostate Cancer
Thomas Peterson, MD	Child Obesity: Our New Epidemic - Every Physician's Responsibility
Scott Russo, MD	Diagnosis and Management of Cervical Disc Degeneration, Herniation & Myelopathy
David Scheeres, MD	Advances in Gastroesophageal Reflux Disease

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sign up!***



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Kent County Medical Society
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Part 2: Saturday, February 26, 2011

Presenter	Presentation Title
Daniel Dapprich, MD	Melanoma Update
Christopher Glisson, DO	Giant Cell Arteritis
Denise Gribbin, MD	Updates in Treatment of Depression and Anxiety
Robert Johnson, MD	Palliative Care/Palliative Medicine
Martin Luchtefeld, MD	Surgical Treatment of Rectal Cancer
Robert Rood, MD	Diabetes Update: State of the TZD's
Helayne Sherman, MD	Women and Heart Disease Update
Mary Yurko, MD	Pediatric Dermatology

“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 Partners and Kent County Medical Society. Grand Rapids Medical Education Partners is accredited by the Michigan State Medical Society Committee on CME Accreditation to provide continuing medical education for physicians. Grand Rapids Medical Education Partners designates this educational activity for a maximum of [4 credits per session] *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.”

FEATURE

GRAND RAPIDS MEDICAL EDUCATION PARTNERS UPDATE



Peter Coggan, MD, MSEd
GRMEP President and CEO

Soon after I first joined Grand Rapids Medical Education Partners three and a half years ago, the organization developed a strategic plan for graduate medical education with the intent of adjusting program size and specialty mix to meet the projected

physician needs of the community. Of all the specialties considered in the strategic plan, primary care was and continues to be the area of greatest need. During the past three years we have progressively expanded three of our primary care residencies - family medicine, general internal medicine, and general pediatrics - as initial steps towards meeting this need. However, it has become apparent that the physician shortfall will be so large that an expansion of our existing residency and fellowship programs, and the addition of new programs will not satisfy this goal. Grand Valley State University, our partner in health professions education, has also implemented an expansion of its programs to produce more physician assistants and nurse practitioners. Both GVSU and GRMEP recognize the importance of a collaboration that increases the number of trainees in both residency and health professions programs.

While the increased numbers of primary care residents, physician assistants and nurse practitioners will move us in the right direction, the recent passage of healthcare legislation in Washington lends more urgency to the issue. One of the principal features of the legislation is the creation of expanded primary care services to provide improved access to a greater number of patients. This feature of the new healthcare program serves only to increase the pressure on primary care training programs to expand class size. In an era of reduced state funding for university programs, such an expansion is not easily accomplished with existing resources.

Fortunately, grant funding to support an expansion of primary care programs is contained in the new healthcare legislation. A collaborative team consisting of Dr. John vanSchagan, our family medicine residency program director, the Spectrum Health grant writing team led by Ms. Paula Schuiteman, and GRMEP staff successfully obtained a grant of almost \$3.5 million to support an expansion of our family medicine residency program. The proposal received a very high score and will be funded fully without modifications to the budget or the proposed number of residents. This grant will enable us to establish a residency teaching clinic within Spectrum Health, to complement the existing clinic at the Saint Mary's Health Care Wege Center, for an additional 12 family medicine residents. Although limited to the first five years of the expansion period, the funds will provide support during the critical initial few years. The end result will be a large, single family medicine residency program with two clinic teaching sites, one already established at the Wege

Center adjacent to Saint Mary's Hospital, and the other at a new site within Spectrum Health.

GVSU also submitted a grant proposal and will receive \$1.3 million to expand its physician assistant program.

Good progress is being made in meeting the projected primary care needs and, in true Grand Rapids fashion, it is being accomplished through cooperation and collaboration with community need as the primary driver.



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MICHIGAN MEDICAL GROUP MANAGEMENT ASSOCIATION



Staying on Top
Bonnie Grevengeod,
Practice Manager
The Fertility Center
President, MMGMA

Recently I was among more than three thousand practice leaders from around the country attending the National MGMA Conference in New Orleans. The program on

Monday began with a session moderated by Dr. William Jesse, President of MGMA with panelists Charles Kahn III, Michael McAllister, and James Rohack. The panel discussion centered on health care reform and the reform that is occurring all over the country. The messages of change in the way we deliver health care was heard loud and clear with a hint of small group practices eroding. The days and classes following repeated the same theme. Healthcare leaders attended sessions with experts from around the country sharing opinions on what should be done to better prepare physicians for the future, which was described as uncertain. We heard that over 50% of once solo practices are now joining larger hospital systems. Then, after solo practice integration occurs many are facing a new dilemma called "red ink syndrome." Discussions ensued of how once breakeven practices now are losing anywhere from \$75-200 thousand dollars per physician in larger systems. We learned that some of the implications attributing to this misalignment included overhead allocation, accounting of ancillaries and moving from a provider-based billing system into a centralized billing model. Information

was provided on how groups could work back to profitability with realignment of services and accounting systems.

Other sessions included information on the way physicians will be paid in the future with a suggestion that there will be change from the FFS (Fee for Service) payment system to a bundled payment mechanism with ACO's (Accountable Care Organizations) being a big part. We heard the goal of an Accountable Care Organization being somewhat like a medical home: to increase access to care, improve quality and ensure the efficiency of the delivery of care. The ACO payment structure is a different model which could be defined as sort of a bonus pay reward system. ACO's will receive a lump payment which is divided up among its participants. There are certain guiding ideologies of ACO's with pilots being performed all over our State. All were advised to jump in early.

Michigan MGMA tackles the tough subject matter addressed in New Orleans on a State level through its conferences held twice a year. Our spring conference will offer some of these same topics with national speakers conducting general and breakout sessions on: Health Care rationing, ACO's, ICD10 and the escalating costs of social media in the workplace. Our spring conference will be held at Soaring Eagle Casino and Conference Center, March 23 through 25th, 2011. Details will follow on the MMGMA, website. The cost for your group practice leader to become a member of MMGMA and attend a conference is minimal compared to the cost to attend a national conference in preparing for future challenges. If your group manager is not a member of Michigan MGMA, now is the time to consider membership and conference attendance. Contact: Sherry Barnhart at sbarnhart@msms.com.

PHYSICIANS RESPOND TO *NEWSWEEK* ARTICLE IN PANEL DISCUSSION

The Health Care & Human Resources Committee of the Grand Rapids Area Chamber of Commerce asked physicians serving on the Committee to provide an overview and response on the topic of "Health Care services that may not always add value to the patient." The topic was prompted by a recent *Newsweek* article "This won't hurt a bit."

Participating in the panel discussion were:

- Frank Belsito, DO
- Donald Condit, MD, MBA
- Paul Farr, MD
- John MacKiegan, MD
- Rose Ramirez, MD



Pictured above left to right: John MacKiegan, MD and Rose Ramirez, MD; Frank Belsito, DO, Donald Condit, MD and Paul Farr, MD

FEATURE

FROM THE DEAN'S DESK



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

It seems like yesterday it was 2006 and I was the newly appointed dean of the MSU College of Human Medicine, charged with finding a way to expand our medical school's footprint in Michigan. In five short years, I look back on a remarkable collaborative effort by the Grand Rapids community that welcomed MSU and enabled our college to establish our new headquarters in heart of the health science corridor.

We celebrated completion of the privately-funded, \$90 million capital campaign for the Secchia Center upon dedication of the building in September. We also completed the largest medical school expansion in the nation with exemplary accreditation review from the LCME - and have grown our research portfolio to more than \$25 million in NIH funding in the past two years.

These are significant milestones for the college, but more importantly, they provide the foundation for what lies ahead for medical education. As we anticipate the growth of our clinical campus to accommodate up to 150 students in the third and fourth-years, we continue to recruit teaching physicians and new clinical sites.

Our third and fourth-year students are completing clerkships and electives at Saint Mary's Health Care and Spectrum Butterworth and Blodgett hospitals. Other students are completing ambulatory family medicine rotations at Lakewood Family Medicine in Holland, psychiatry clerkships at Holland Hospital and emergency medicine in smaller hospital settings at Zeeland Hospital and Gerber Memorial Hospital in Fremont.

As our local student population grows, so does our impact on the underserved in our community. College of Human Medicine students are required to complete 40 hours of service learning during medical school. Our students embrace this part of our college's social mission. For instance, during orientation, first-year students traveled in small groups to offer service at Mel Trotter Ministries, Clark Retirement Community, God's Kitchen, and St. Ann's Home, to name a few. In addition our students continue to partner with Ferris State University pharmacy students in the Engaged Partners Program, helping newly settled refugees learn about the American medical system.

Grand Rapids continues to be a wonderful place for medical students to learn, and for physicians and scientists to teach. We are grateful to our clinical, educational, and community partners for making it so. Thank you for your continued support.



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KENT COUNTY HEALTH DEPARTMENT



Medical Marijuana: A Mutation in Meaning?

by: **Mark Hall, MD, MPH** and **Brian Hartl, MPH**

Pictured left:
Mark Hall, MD, MPH
KCHD Medical Director

The November election saw Michigan voters elect a new governor, and as we approach the inauguration of the Rick Snyder in January, it will be interesting to monitor the changes he brings to our state. It was only two years ago that Michigan voters approved the Michigan Medical Marijuana Act (MMA) which provided patients the ability to legally consume marijuana to manage certain medical conditions. As part of the Kent County Prevention Coalition, the Kent County Health Department is actively involved in monitoring substance use behaviors and attitudes toward the use of substances in our community. The latest data from the Michigan Profile for Healthy Youth (MiPHY) indicate a shift in the attitudes of high school youth regarding the harmful health effects of marijuana use. It caused us to wonder, has a point mutation in marijuana impacted the way substance use prevention messages are translated by Kent County youth?

We can all remember back to our basic biology or genetics courses when we learned about the different types of DNA mutations. A point mutation refers to a single nucleotide base change in the DNA. In the 2008 MMA, Michigan legislators chose to spell marijuana as it typically appears in historical legal documents, replacing the "j" with an "h." In the eyes of Michigan youth, did a single base change in the spelling of marijuana translate its meaning from a harmful street drug to a drug that is approved by doctors as safe for medicinal purposes? Evidence from national studies indicated that teens' attitudes toward the health risks associated with a drug's use are influenced by its perceived medical value. The 2007 Partnership Attitude Tracking Study revealed that 41% of teen respondents thought that prescription medications were safer to abuse than illegal drugs. The same survey indicated that 1 in 5 teens admitted abusing prescription medications.

The MiPHY is an online student health survey offered by the Michigan Departments of Education and Community Health to support local and regional needs assessment. The MiPHY provides student results on health risk behaviors including substance use, violence, physical activity, nutrition, sexual behavior, and emotional health in grades 7, 9, and 11. During the 2007/2008 school year, 74.8% ± 2.3% of respondents in Kent County high schools indicated that regular marijuana use was a moderate or great risk. The most recent survey completed during the 2009/2010 school year saw this value decrease to 67.3% ± 1.7% (figure 1). The perception of harm in 11th graders decreased from 71.6% ± 3.5% in 2007/2008 to 61.6% ± 2.5% in 2009/2010. All of these decreases were statistically significant. By comparison, the perception of harm for the use of alcohol decreased somewhat, from 73.6% ± 2.3% to 72% ± 1.6%, but this change was not statistically significant.

Despite the change in teens' attitudes about the health effects of marijuana use, data from the MiPHY indicate that the MMA has resulted in only a silent mutation when it comes to marijuana use by Kent County teens. Remember that a silent mutation causes no change in a gene's protein product. In 2007/2008, 13.5% ± 1.8% of high school students reported marijuana use in the past 30 days and this percentage remained constant at 13.7% ± 1.2% in the 2009/2010 survey. It will be interesting to monitor these statistics in the future as more and more patients are provided access to medical marijuana. Will more teens use marijuana as it becomes more accessible (i.e. in the home), similar to other prescription drugs like Ritalin and Vicodin?

Although there is little that physicians can do to change the public's perception that drugs are safe simply because they are approved for medicinal purposes, there are many steps that can be taken to identify and prevent abuse of legal drugs. The National Institute on Drug Abuse (NIDA) recommends the following for physicians:

- Incorporate screening for prescription drug abuse into every routine medical visit. Begin by asking questions about substance abuse history, current prescription and OTC use, and reasons for use.
- Be aware of other potential signs of abuse, such as rapid increases in the amount of medication the patient reportedly needs, or refill requests before the refill date.

Although it was completed in the year 2000, a survey by the National Center for Addiction and Substance Abuse reported that 43.3 percent of all American doctors did not ask patients about prescription drug abuse when taking histories and 33 percent did not regularly call or obtain records from a patient's previous doctor or from other physicians before writing prescriptions. Taking these few simple steps can prevent prescribing a medication that could ultimately become a stop codon for a young life.

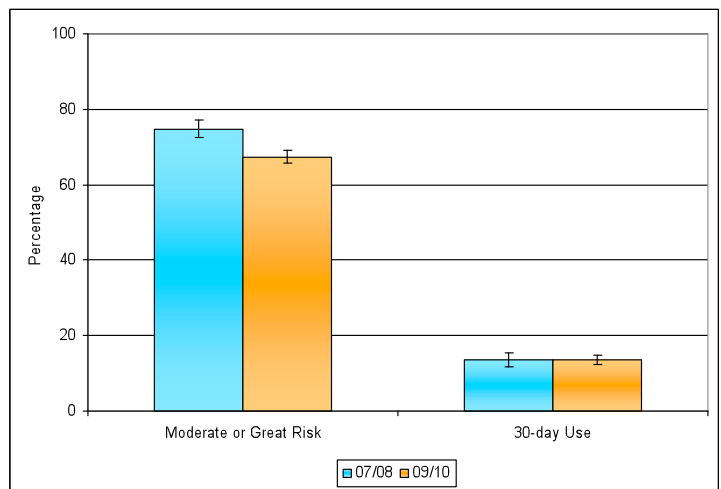


Figure 1: Perception of harm and 30-day use of marijuana among Kent County 9th and 11th graders, MiPHY 2007/2008 and 2009/2010



Notifiable Disease Report

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

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

October, 2010

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

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2010	Through October 2005-2009
AIDS (Cumulative Total - 860)	1	27	29
AMEBIASIS	0	4	3
CAMPYLOBACTER	4	50	52
CHICKEN POX ^a	4	54	221
CHLAMYDIA	243	2708	2712
CRYPTOSPORIDIOSIS	2	23	14
E. COLI O157:H7	0	3	5
GIARDIASIS	13	78	63
GONORRHEA	63	634	894
H. INFLUENZAE DISEASE, INV	0	2	2
HEPATITIS A	2	4	7
HEPATITIS B (Acute)	0	4	2
HEPATITIS C (Acute)	0	0	0
HEPATITIS C (Chronic/Unknown)	20	253	267
INFLUENZA-LIKE ILLNESS ^b	5469	37302	38570
LEGIONELLOSIS	0	9	6
LYME DISEASE	1	5	4
MENINGITIS, ASEPTIC	6	33	35
MENINGITIS, BACTERIAL, OTHER ^c	2	5	8
MENINGOCOCCAL DISEASE, INV	0	0	2
MUMPS	0	0	1
PERTUSSIS	4	12	6
SALMONELLOSIS	6	44	44
SHIGELLOSIS	0	2	10
STREP, GRP A, INV	0	11	13
STREP PNEUMO, INV	4	41	39
SYPHILIS (Primary & Secondary)	0	14	7
TUBERCULOSIS	1	16	17
WEST NILE VIRUS	0	1	3

NOTIFIABLE DISEASES OF LOW FREQUENCY

DISEASE	NUMBER REPORTED Cumulative 2010	DISEASE	NUMBER REPORTED Cumulative 2010
Kawasaki Syndrome	4	Q Fever, Acute	1
Malaria	5		
Toxic Shock Syndrome ^d	0		
Brucellosis	1		
Creutzfeldt-Jakob Disease	2		

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*.
 d. Case of toxic shock syndrome reported previously was deemed not a case after further review.
 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.



ALLIANCE HEARTBEAT

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



President's Chat

Phyllis G. Rood
KCMS Alliance President

Since the air outside is colder, it is time to come inside to our warm and cozy events. On December 1st the Hot Mama's fund raiser was held. Always a fun time to shop, drink wine, chat with friends and raise money for our foundation.

We had our Holiday Tea at Deb Shumaker's on December 7th. This was a great time to meet new members and catch-up with the old members. If you wish to help with the Hope Day Care you can still do that. Be sure to check the Wish List for the daycare and the needs of the 36 children they care for. Go

to the Alliance website (www.kcmsalliance.org) to see what they still need. Then contact Deb Shumaker and offer your help. Her e-mail is: dlshumaker54@gmail.com.

The remainder of December we continue to work on the Charity Ball, gathering items for the silent auction. If you have something to auction let Irene Betz know. After all the Holiday activities are over, we can enjoy an evening event at Olive's on January 18th. Bring someone new. Of course, your calendar is already marked for February 5th and the Charity Ball as well as the Surf and Turf dinner at Notos' on April 30th. This is another important fund raiser for our foundation.

With all that information on things to come, I encourage you to take time to relax and enjoy your families in this Holiday Season.

Wishing you all a Blessed Holiday.

KCMSA Foundation

Charity Ball for Children

Saturday, February 5, 2011

6:00 pm Social Hour & Silent Auction

7:00 pm Dinner & Dancing

Cascade Hills Country Club

For the past 21 years, KCMSA has held the Charity Ball for Children as the major fundraising effort to support the charitable efforts of the KCMSA Foundation. Recipients of the 2011 Charity Ball for Children are Catherine's Health Center and D.A. Blodgett-St. John's. For Corporate Tables and Program Advertising, contact Sue Van Tuinen.



ALLIANCE CALENDAR

KCMSA Book Club

Date: **Tuesday, January 11, 2011**
 Time: **12:00 noon**
 Place: **Schuler's Café on 28th Street**
 Book: *The Things They Carried*, by Tim O'Brien

If you are interested in Book Club you can contact Beth Junewick at (616) 447-1679.

Bridge Club

Ladies KCMSA Bridge Club is starting up and if you are a beginner Bridge player please try playing with us. If you have never played bridge you can come and watch and learn with us.

Please call or e-mail Marianne 949-6674 or email madelavan4483966@aol.com

Celebrate the New Year with Friends

Date: **Thursday, January 13, 2011**
 Time: **6:30 - 9:30 pm**
 Place: **Olives Restaurant**
2162 Wealthy St SE, East Grand Rapids, 49506
 Cost: **\$25.00**
 RSVP: **by January 11, 2011 to Beth Junewick**

Your \$25 reservation includes light hearted conversation and heavy hors d'oeuvres with a cash bar.

Please send \$25 check payable to KCMSA by Tuesday, January 11th to Beth Junewick 3840 Foxglove Court N.E., Grand Rapids, MI 49525.

Questions? E-mail info@kcmsalliance.org. For late reservations, e-mail Eileen Brader at ekbrader@sbcglobal.net.

Charity Ball Grant Application Deadline

Date: **Saturday, January 15, 2011**

To learn more and to obtain an application, visit www.KCMSAlliance.org and click on KCMSA Foundation.

Charity Ball for Children

Date: **Saturday, February 5, 2011**
 Time: **6:00 pm Social Hour & Silent Auction**
7:00 pm Dinner & Dancing
 Place: **Cascade Hills Country Club**
Black Tie Optional

For the past 21 years, KCMSA has held the Charity Ball for Children as the major fundraising effort to support the charitable efforts of the KCMSA Foundation. Recipients of the 2011 Charity Ball for Children are Catherine's Health Center and D.A. Blodgett-St. John's. For Corporate Tables and Program Advertising, contact Sue Van Tuinen.

Surf & Turf Sale

Date: **Friday, April 29, 2011**
 Pick Up: **11:30 am - 2:00 pm**
@ 1240 Breton Road SE, East Grand Rapids
Order by Friday, April 22, 2011

For sale information, please see page 26 or visit www.kcmsalliance.org to print out an order form.

Surf & Turf Dinner Party

Date: **Saturday, April 30, 2011**
 Time: **6:00 pm Social Hour | 7:30 pm Dinner**
 Place: **Noto's Old World Italian Dining**
6600 28th Street SE, Grand Rapids
 Cost: **Lobster or Steak - \$50; Surf & Turf - \$69**
 RSVP: **Monday, April 25, 2011**

Please contact Holly Hirai Jones for reservations or information. Please see forms for Dinner information or go to our website: kcmsalliance.org to print out your form.

Doctors and Their Families Make a Difference Bags - Personal Care Items Reminder

This year we will be donating the items to the **YWCA Domestic Crisis Center**. We collect personal care items year round. If you are unable to make it to the Holiday Tea you can bring them to any KCMSA function and we will get it to them to the Crisis Center. We appreciate your support

FEATURE

Surf & Turf SALE 2011

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 retail product. Our supplier offers the same product to high-end restaurants in the area.

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

PICK-UP: FRIDAY, APRIL 29, 2011 | 11:30am - 2:00pm

at Holly Hirai Jones's Home | 1240 Breton Road SE, East Grand Rapids

Clip & Return with Payment by April 22, 2011

Order Form

ITEM	QUANTITY	PRICE	TOTAL
Fresh Lobster (1 1/4 lb.)		\$17/each	
Lobster Tail (8 oz.)		\$16/each	
Filet Mignon - 8 oz. individual steaks		\$20/each	
- 5 lb. box (approx. 10 steaks/box)		\$165/box	
New York Strip - 12 oz. individual steaks		\$12/each	
- 5 lb. box (approx. 7 steaks/box)		\$80.00/box	

No tax or shipping needed

TOTAL DUE

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

**** ORDER DEADLINE IS FRIDAY, APRIL 22, 2011 ****

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 at pick-up.



FEATURE

Surf & Turf DINNER PARTY

Join us for a fun evening!

Invite your family and friends and get a table together. Enjoy a fun-filled night of good conversation and great food with fresh lobster and steak prepared on site. There will also be a cash bar.

Saturday, April 30, 2011

6:00pm Social Hour | 7:30pm Dinner

**Noto's Old World Italian Dining
6600 28th Street SE, Grand Rapids**

PLEASE RSVP BY MONDAY, APRIL 25, 2011

Name: _____ Number Attending: _____

Phone: _____

DINNER CHOICES:

Fresh Lobster Dinner \$50 each | Steak Dinner \$50 each | Lobster & Steak (Surf & Turf) \$69 each

GUEST'S NAME	LOBSTER	STEAK	SURF & TURF

***If you have a group of eight, we will reserve a table for you.
Please call or email your reservation to Holly Hirai Jones
at 575-9058 or info@kcmsalliance.org**

TOTAL DUE

Please make checks payable to **KCMSAF** and return with form to KCMSA Foundation, 1240 Breton Road SE, Grand Rapids, MI 49506. *Payment must accompany reservation but may be included with Surf & Turf Sale order.*



Kent County Osteopathic Association

Members are invited to the

ANNUAL MEETING

Tuesday, February 1, 2011

Social 6:15 pm • Dinner 7:00 pm • Program 7:30 pm

Watermark Country Club, 5500 Cascade Road SE

Election of New Officers and Delegates

Open Discussion of Issues

Installation of 2011 President

Speaker: Joseph F. Looby, DO • "Plastic Surgery Update"
(One hour CME Credit Pending)

RSVP by Friday, January 28, 2011

Non-Members: \$25 (this is not a spouse event)

Please respond by:

Phone: (616) 458-4157 FAX: (616) 458-3305

PayPal: www.kcoa.us

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

PRESIDENT
Ann M. Auburn, DO

IMMEDIATE PAST PRESIDENT
Karlin E. Sevensma, DO

PRESIDENT-ELECT
Dorothy (Robin) Pedtke, DO

SECRETARY-TREASURER
Kristi Kern, DO

DIRECTORS
Bradley A. Irving, DO
Laura A. Tinning, DO
Adam T. Wolfe, DO

MOA DELEGATION
Craig H. Bethune, DO
Bradley J. Clegg, DO
James H. Coretti, DO
William C. Cunningham, DO
Joanne Grzeszak, DO
Brad A. Irving, DO
Norman Keller, DO
Daniel Kennedy, DO
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Karlin E. Sevensma, DO
Susan C. Sevensma, DO
Jeffrey M. Stevens, DO
Laura A. Tinning, DO
Janice K. Wabeke, DO
Adam T. Wolfe, DO

MEETINGS OF INTEREST

LOCAL

JANUARY 28-30, 2011 Metro Health 2011 Heart and Vascular Winter Update
Approved for AOA CME credit
Boyne Mountain Resort, Boyne Falls, MI

FEBRUARY 1, 2011 KCOA Annual Meeting
Plastic Surgery Update, presented by Joseph F. Looby, DO

STATE

MAY 11-14, 2011 MOA House of Delegates, Dearborn, MI

MAY 18, 2011 West Michigan Osteopathic Association
Spring Endocrinology Update
Holiday Inn, Muskegon, MI



WELCOME DR. WOLFE

Adam T. Wolfe, DO is a new Director on the Kent County Osteopathic Association Board. Dr. Wolfe obtained his degree from the University of Health Sciences College of Osteopathic Medicine in Kansas City, Missouri in 2000. He completed his Residency training in Internal Medicine at Metropolitan Hospital (now Metro Health Hospital) from 2000-2003 when he joined Health Park Medical Specialists.

DOCTORS IN THE NEWS

K. Thomas Crocker, DO, Joseph Sage, DO and Susan Sevensma, DO were honored on October 19, at Metro Health Hospital at their 2010 Legacy of Leaders event.

Craig H. Bethune, DO has joined Care Resources, which provides all inclusive care to keep seniors in their home.

PLEASE
REMEMBER
TO PAY YOUR
KCOA DUES!

Due December 31, 2010.

CHECK OUT OUR WEBSITE

KCOA.us



PRESIDENT'S MESSAGE



Ann M. Auburn, DO
KCOA President

I'd like to share a holiday message with my fellow physicians. We are at one of the front lines of stress in people's lives,...when they are sick. There are high stress levels these days with the changes in politics

and the economy, which makes for weaker immune systems and more illness in many. We can be a mechanical technician and just do our job or we can add that personal touch to what we do and how we help. I'd like to share some thoughts with you on how we can do that. Of course we want to be the best we can be at what we do. That is important. But during the holiday season especially, we can practice adding that special touch of grace to what we do for others. There are three main holidays we celebrate this time of year in the United States and each one sends a message that can be helpful to us in our daily lives and work, especially in these stressful times.

The first of these is **Thanksgiving**. In a world of anger, violence, poor manners, and most people living life in the "fast lane", the word "thanksgiving" often gets left behind. Nevertheless, an attitude of gratefulness can help us get through those tough times in life and appreciate the easier and more bountiful times. As hard as this may be on occasion, this can help us bring the joy back into living, playing and being. As a friend once said to me when I was lamenting on a particularly blue day in my life, "Well, at least we aren't working at McDonald's." Pretty simple, but you know what, it made me stop and think of all I had to be grateful for and it made the pain of whatever I was going through a little easier to bear. It also made me realize how grateful I am for those who work in service industries to make my life easier and help me to produce more and help more people in my work. My dad used to help me see how grateful I should be when we would pass a disabled person in church, at the mall or grocery store. He'd say, "See how lucky you are?" It always reminded me to be happy that I had good health." All of us need a little reminder sometimes. We simply get busy and forget. So I'm here, reminding you to do the same. Stop and smell the roses and be grateful and teach your patients to do the same.

The next holiday bringing our year to a close is **Christmas**. Christmas carols, falling snow, crisp, cold air and the bright and beautiful lights and decorations raise our spirits and push us through to the end of the year and on to a new one. There are other practices and holidays which vary from religion to religion, but we all get those familiar, warm feelings of giving, receiving, doing good for our fellow man and, again, a feeling of gratitude for what we have and the loved ones we have to share it with. Although we occasionally may feel like "Scrooge" and not want to participate in all of the activity on top of an already packed schedule, it is a time of reflection and planning for a new beginning and new growth that we can use to repair, improve and become better citizens and caregivers. This can all be overlooked or used for growth. The choice is up to each of us.

And last, but not least, the third holiday that we remember during this holiday season is **New Year's Day**. In this, we celebrate the beginning of a new year with new possibilities, new opportunities, new activities and a time of renewed hope. If we can grasp this hope and share it with those we love, work with, care for and guide, we can all make the world a better place to be. Some say there will always be wars, violence, crime and that the world we live in is negative and sad, but I say, let's use these holidays to celebrate the goodness in every man, woman and child. Let's smile a little more often, help a little more willingly, communicate a little more clearly, be a little more patient, forgive a little more easily, be more respectful of others and start fresh, every day, with the hope of a new world and a new civilization that believes that peace is possible. In the words of John Lennon, "All we need is love" and "Let's give peace a chance". Even if it takes more than love and giving peace a chance, we can at least start with these simple thoughts in our minds and use the technology and innovation of modern day to see it through. If we do our best as opinion leaders in our community to set this example of anticipation of a bright new future, we set the pace for others to do the same.

I hope you can all take the time to practice these thoughts and actions throughout the holiday season and periodically throughout the year ahead, so we can all do our part to lead the way to a better future. Blessings to all of you and to the wonderful work you do and happy holidays to you and your loved ones.

FALL MEETING HIGHLIGHTS

KCOA members and their spouses enjoyed a wine tasting and food pairing conducted by KCOA friend, John Griffin of Imperial Beverage at Noto's Old World Italian Restaurant. It was followed by a presentation, "Update on Cervical Cancer Screening" by Brad Irving, DO.

Pictured below left to right: Dr. Ann and Ross Auburn, Marie Kotanko, Dr. Denise and Judge Ben Logan; speaker Dr. Brad Irving; Dr. Davis Dalton, Dr. Brad Irving, and Gayle Belcher



The Fractional Lease Advantage:

- | | |
|------------------------------|---|
| Thinking of retiring? | Downsize your overhead to keep practicing. |
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| In a group? | Continue your independent practice. |
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