

Third Quarter 2011

BULLETIN



Cruisin' with the KCMS & KCMSA

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

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BULLETIN

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Kent County Medical Society and the Kent County Osteopathic Association



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Dom and Dee Federico;
Inset photos (1 to r):
Irene and Brad Betz;
Shirley Daniels



ABOUT THE BULLETIN

Editor - David M. Krhovsky, MD

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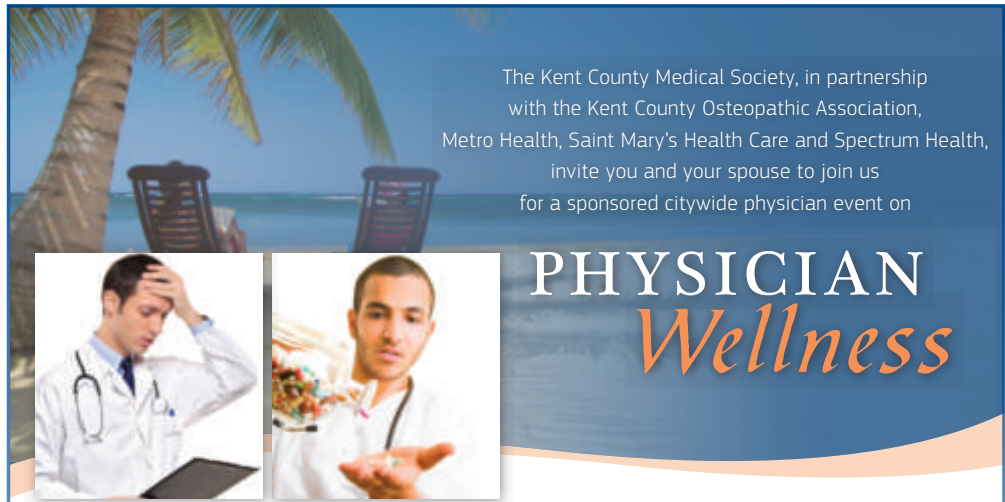
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The Kent County Medical Society, in partnership with the Kent County Osteopathic Association, Metro Health, Saint Mary's Health Care and Spectrum Health, invite you and your spouse to join us for a sponsored citywide physician event on

PHYSICIAN Wellness

FEELING CHALLENGED BY YOUR WORK LIFE? Nationally, physicians are working harder than ever, and challenged in finding a *life-work balance*. Local physician organizations and hospitals want to invest in an evening of education and camaraderie with physicians.

Special Guest

Gerald Alan Shiener, MD is Board Certified in Addiction Psychiatry, Geriatric Psychiatry, Forensic Psychiatry, Psychosomatic Medicine. Dr. Shiener is an assistant professor for Wayne State University School of Medicine, and a clinical instructor at MSU-CHM. He is a practicing psychiatrist at Sinai-Grace Hospital in Detroit, and William Beaumont Hospital in Royal Oak.

After his presentation, Dr. Shiener will be joined by two local colleagues, Eric Achtyes, MD and Bruce Springer, MD, on an interactive panel.

Tuesday, November 8, 2011

6:00 - 9:00 pm

Reception with Dinner Buffet beginning at 6:30 pm, followed by presentations

Noto's

6600 28th Street SE, Grand Rapids, MI

RSVP by November 1

Please provide name(s), primary hospital affiliation, and contact information.

(616) 458-4157 | www.kcms.org

Please join us for what promises to be an important discussion.



CHECK OUT OUR WEBSITE

KCMS.org

DOCTORS IN THE NEWS

Dr. Robert Connors, a pediatric surgeon and President to Helen DeVos Children's Hospital, has received the 2011 Chairman's Medal from the National Patient Safety Foundation.

Dr. Paul Kemmeter discussed Bariatric procedures offered to patients challenged by obesity. This was presented in the July 31, 2011 *Grand Rapids Press'* Health Section.

Dr. Phil Wise presented information on Prostate Cancer in the *Grand Rapids Press'* Health section.

Dr. Francis J. Verde of Lacks Cancer Center at Saint Mary's Health Center was identified in an article discussing treatment for Parkinson's patients.

Dr. John Collins, VP of Clinical Quality Management at Saint Mary's Health Care, will participate in a year long program addressing Disparities Leadership program, designed for leaders from hospitals, health insurance plans and health care organizations to develop practical strategies to eliminate racial and ethnic disparities in health care.

Pediatric Radiologist, **Steven Bezinque, DO**, was included in the *Grand Rapids Press'* highlight of ArtPrize entries. Dr. Bezinque's ArtPrize submission had 206 glass hands and was near the Gerald R. Ford Presidential Museum.

Dr. Steven Ringler was named a Top Doctor in Plastic Surgery by *U.S. News and World Report*.

Dr. Eric Bouwens was featured in the *Grand Rapids Press'* Health Section providing reminders to local patients about utilizing various programs and resources in managing reduced health care benefits.

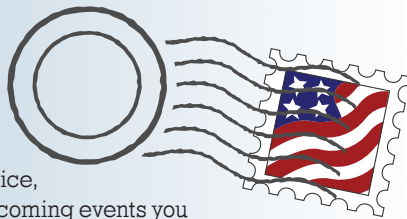
Governor Rick Snyder has appointed **Donald Condit, MD, MBA** to serve on the Crime Victim Services Commission. This commission works to increase and enhance victim assistance in communities throughout Michigan. Dr. Condit currently serves on the KCMS and Project Access Boards.

Dr. David J. Dobbie, featured in the *Grand Rapids Press'* Health Section, addressed the importance of timely flu vaccines



Did you know?

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



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CRUISIN' WITH THE KCMS & KCMSA

The KCMS and KCMS Alliance members had a great time on Tuesday, October 4 at the Classic Car Collectors and Good Friends Auto building. Special thanks to Dee and Dom Federico, Marty and Mark Campbell and Peter and Pat Renucci for their generous hospitality.



PRESIDENT'S MESSAGE



Connecting and Communicating With Leaders and Public Officials

Gregory J. Forzley, MD
KCMS President

In the first article of this series, we explored the importance of connecting with colleagues and peers. So how did you do? Are you able to say that you consistently provide timely and complete information about a patient to the next clinician caring for that patient? And equally important - did you make that extra effort to connect with your colleagues on a social or more personal basis? Did you participate in a medical staff get together, either formal or informal? Did you rekindle friendships or start new ones at the Kent County Medical Society and Alliance social event in October, where over 80 physicians and spouses enjoyed an evening together? If not, with the upcoming holiday season and the multitude of events that typically come with it, there is no better time to say "yes" to that invitation and enjoy the camaraderie of other physicians.

But let's move now to the next important aspect of communication. The focus of this second article is on leaders and public officials. *"Did you see the latest memo from the company president about the new vacation policy? I can't believe what they want us to do."* While you may not have to deal with a policy pushed upon you by a corporate executive, you have likely found yourself saying about a public policy *"What were they thinking when they passed that law?"* In either of these situations, or in countless others, **you** have the ability to help shape opinions in a significant way by becoming proactive and providing information, suggestions, and your personal perspectives to leaders and public officials.

When approaching leaders, or better yet, when they approach you, it is important that you grab their attention in a manner that draws them into a conversation with you and encourages them to ask for more information. Quinton Studer, founder of the Studer Group and former president of Baptist Hospital, recommends that you should always lead with outcomes when responding to a question about how things are going, or what is going well. He highlights 3 points:

1. Open with results and outcomes. Make sure you can quantify what you achieved. Good effort is no excuse for lack of results.

2. Be prepared to explain more. Once a listener has been provided the results, be ready to outline "the how" if asked. This helps the listener know the key steps for success. Great organizations always look for ways to replicate strong results.

3. Show calculations if requested. (Be careful not to overstate results, however, as you risk your credibility.)

To catch someone's interest quickly, another approach you may have heard about is the "30 second elevator speech", or for media events, the "10/30 second sound bite". In spite of the suggestion by Studer to lead with outcomes, a 30 second concept is still a viable tool, since this is one way of grabbing attention. The more you say briefly, the better, since it attracts the attention of the listener and leaves them wanting more. For example, from John F. Kennedy's Inaugural Address in 1961: *"Ask not what your country can do for you. Ask what you can do for your country."* In President Kennedy's situation, we know who he was. In general though, the "30 second elevator speech" should include a brief who you are and what you represent in addition to the message you are giving. To keep it succinct, it is suggested that your written message should fit on the back of a business card.

The *Partnership for Public Service* recommends that getting to know the manager's or leader's interests and priorities, and avoiding negative comments about colleagues, will help build that trust relationship. Just like Robert DeNiro notes in the movie "Meet the Parents", you want to be considered inside the leader's "circle of trust". These ideas are also important when approaching public officials, no matter what means of communicating with them you choose. In preparing for visits to leaders or public officials, one of the best approaches I have experienced was in preparing for congressional visits with the Robert Wood Foundation *Aligning Forces for Quality* initiative sponsored by the local Alliance for Health. They emphasized the importance of "the ask", whether it be sharing perspectives and important information on a critical subject or specifically asking for their assistance in writing a letter, attending a meeting in their district, or even helping to create solutions for seemingly insurmountable challenges. This highlights the importance of understanding the reason you are meeting with the official, their relevant legislative and personal interests, and other pertinent news and relationships they may have. Then, during the visit, talk about yourself and what you do while sticking to what's important and *why it matters* (not all the details about how we function), all the while avoiding the use of medical jargon. *"In Michigan, we've got the third*

highest obesity rate in the country, and our work to help seniors become more physically active is crucial."

Less than ten years ago, the most common methods of connecting with public officials were through face-to-face meetings, letters, and telephone calls. While all of these are still important, with the rapidity of change and the volume of activity that now prevails, email has become an accepted means that is read and that usually receives a response. Since there are numerous issues and contacts that most policymakers face each and every day, they may literally count the number times they are approached on any given issue. The important thing is that they remember *your story* above the others. The various forms of social media, such as Facebook, in spite of their popularity, seem to be popular ways for officials to share information, but do not appear to be generally used for receiving information.

No matter what method of communicating with leaders and public officials you choose, its success will be measured by your ability to transform a polite listener into a champion for your cause. For communications to be successful, you need to:

- Repeat, repeat, repeat
- Connect and communicate your main point throughout the duration of an initiative, not just at the beginning
- Explore different mediums of communication
- Meet people where they are - match their level of understanding
- Do not assume that hearing equates with understanding or action

So what will be your issue or outcome that you plan to share with a leader or policymaker? Just don't sit there - plan your strategy and be ready to deliver a compelling message.

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AAFP CME Credit: Application for CME credit has been filed with the American Academy of Family Physicians. *Determination of credit is pending.*

Wednesday Morning, October 26

"Early Bird" Plenary Session – 7:00 am - 8:00 am

- Improving Quality: Evidence-Based Clinical Practice Guidelines – How MQJC Can Help Your Patients and Your Practice's Bottom Line

All morning courses run concurrently from 8:30 am to 12:00 pm

- Palliative Care and Advance Planning: How to Effectively Address and Honor Patients' Wishes
- Advances in Minimally Invasive Spine Surgery
- Hypertension and Transplant: Updates in Nephrology
- Recognizing and Treating Headaches with Co-morbid conditions
- Updates in Dermatology
- Addiction Medicine 2011 Update: From Marihuana to Narcotics

Wednesday Afternoon, October 26

All afternoon courses run concurrently from 1:30 pm to 5:00 pm

- Making It Work: Staffing for Transformation
- Updates in Pulmonary, Critical Care, and Sleep Medicine
- Provider Quality Perspectives in Returning to Work: Patient, Provider and Purchaser Views
- Evaluation and Etiology of Microscopic Hematuria for the Primary Care Physician
- Neurology for the Generalist: A Course for Hospitalists and General Practitioners
- The ABCs of Cardiology Management for the Primary Care Provider

Wednesday Evening, October 26

Evening course runs from 5:45 pm to 9:00 pm

- Advances in the Diagnosis and Multidisciplinary Treatment of Primary and Metastatic Brain Tumors

Thursday Morning, October 27

"Early Bird" Plenary Session – 7:00 am - 8:00 am

- ICD-10 "Value for Physician Practices"

All morning courses run concurrently from 8:30 am to 12:00 pm

- Urology for the Non-Urologist
- Health Care Town Hall 2011: The Affordable Care Act and Alternative Models for Health Care Reform
- Risk Management and Quality Issues with Opiate Use in Pregnancy: Pre and Post Delivery Care of Neonates
- The Journey from Patient Centered Medical Home to Organized System of Care (OSC)
- Care of the Morbidly Obese Patient
- What's New in Infectious Disease
- Cardiovascular Disease: Overview of Common EP and Vascular Conditions

Thursday Afternoon, October 27

All afternoon courses run concurrently from 1:30 pm to 5:00 pm

- On Their Own Terms: Life and Death Issues in Terminal Illness
- Neurology and Neurosurgery Review Topics for Primary Care Physicians
- Endocrinology and Diabetes Updates
- Bringing Order to Chaos: Management of the Difficult Hypertension Patient
- Updates in Colon and Rectal Surgery
- Radiology Updates for Clinicians

Thursday Evening, October 27

Evening courses run from 5:45 pm to 9:00 pm

- Are You Shopping for Health Information Technology?
- Management of Epilepsy: Newly Diagnosed and When Medications Fail

Friday Morning, October 28

"Early Bird" Plenary Session – 7:00 am - 8:00 am

- Medical Marihuana: Federal and State Perspectives

All morning courses run concurrently from 8:30 am to 12:00 pm

- Are You Shopping for Health Information Technology?
- Management of Benign and Malignant Breast Disease
- Rheumatology for the Primary Care Provider
- Multidisciplinary Approach to Food Allergy
- The Michigan Medical Marihuana Act: What Have We Done?
- Vascular Care for the Primary Care Physician: State of Evidence

Friday Afternoon, October 28

All afternoon courses run concurrently from 1:30 pm to 5:00 pm

- Risky Business: Avoiding Common Medical Malpractice Concerns in a Busy Office and The Perils of Diagnosis
- Best Practice in Pain Management: the Michigan Automated Prescription System
- Update on Joint Replacement and New Approaches for the Treatment of Fragility Fractures
- The Role of the Primary Care Provider in Addressing Hepatitis C
- Updates in Ischemic and Hemorrhagic Cerebrovascular Disease
- COPD: From Diagnosis to Therapy - Evolving Paradigms

Saturday Morning, October 29

All morning courses run concurrently from 8:30 am to 12:00 pm

- ENT for the PCP
- Preparing for Pediatric Emergencies
- Updates in Interventional Radiology



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KENT MEDICAL FOUNDATION

2011 HOLIDAY CARD CAMPAIGN

Share your holiday wishes while helping the Kent Medical Foundation raise funds to support community programs. Contribute to this annual campaign and your name will be listed among other donors who have also helped make the holiday card possible.

To participate, please return the form below by December 1 along with your check made payable to:

Kent Medical Foundation
233 East Fulton, Suite 222
Grand Rapids, MI 49503

Contact the KMF Office at 616-458-4157 if you have questions.

Payment must be received by December 1. *Holiday Cards to be mailed the week of December 5th.*

• 2011 •

KENT MEDICAL FOUNDATION *Holiday Card Campaign*

YES, Count me/us in to continue the Kent Medical Foundation's mission to assist The Kent Medical Foundation in outreach endeavors, medical research and medical school loans. Please find my/our check enclosed for the following amount (contribution amounts are NOT disclosed on the card).

\$1,000 **\$750** **\$500** **\$250** **\$100** **Other** _____

Check here if you wish to remain anonymous.

Please print first name(s) on the line below as you would like them to appear in the Holiday Card. For consistency, names will be listed in the following format: Ex: Dr. Joe and Mary Smith; or Drs. Joe and Mary Smith.

Name(s): _____ Email: _____

Address: _____ Phone: _____

All contributions to the Kent Medical Foundation are tax deductible.
All contributions are cumulative toward Life Membership (\$1,000) in the *KMF Century Club*.
Please return this form, by December 1 along with your check made payable to:
Kent Medical Foundation, 233 East Fulton, Suite 222, Grand Rapids, MI 49503

KENT MEDICAL FOUNDATION

KMF BOARD MAKES GRANTS TO COMMUNITY PROGRAMS



Patrick J. Droste, MS, MD
KMF Board Chair

The Kent Medical Foundation (KMF) was founded in 1961 by the Kent County Medical Society (KCMS). The purpose of the Kent Medical Foundation was to provide medical school loans and other

tuition grants to students pursuing careers in medicine, nursing or other allied health sciences. Medical school loan applications are still being considered and are encouraged, however, in 2009, the Kent Medical Foundation Board, under the leadership of Thomas Peterson, MD, voted to expand its efforts by helping medical students explore outreach opportunities in the West Michigan Community. The Board approved financial assistance for medical research projects proposed by the medical students that were reviewed and accepted by the Board. Qualifying projects/research proposals were written by the medical students and submitted to the Board for approval.

Three projects have been considered and given financial support by the KMF Board.

Nico-TEAM

The nico-TEAM coalition of community physicians, dentists, medical students and researchers sponsored a poster contest with area middle school students. The purpose of the event was to heighten the awareness of the harmful effects of smoking in this at-risk population. The posters were reviewed in May, 2011 at the Grand Rapids Art Museum.

FitKids360

The FitKids360 program was also approved by the KMF Board. This program is an 8 week activity/nutrition/behavior focused class for overweight or obese children from ages 5-15. Classes take place in neighborhood churches, school facilities, neighborhood center etc. and last for approximately two hours each week. This effort is led by local pediatricians, dieticians, behaviorists, fitness experts and includes involvement by medical students. It requires a firm commitment from both leaders and students. FitKids360 was started in the spring of 2011 and has been very well received by the community.

Healthy Cooking

Community concerns for patients with diabetes, hypertension and elevated cholesterol were the motivation behind the development of healthy cooking initiatives for affected or at risk patients. This program was entirely conceived and implemented by medical students who had an interest in cooking and who also wanted to share their expertise with others. During the spring and summer of 2011, medical students from the Michigan State University College of Human Medicine (MSU-CHM) held cooking classes at Belknap Commons for patients interested in healthy cooking. Wednesday August 31, 2011 was Mediterranean Day. The menu included Tabouli, cucumber, Tzatziki and pita appetizers, veggie falafel sandwiches on wheat pita bread, Mediterranean pizza and a Greek salad! Virtually all of the participants had food that they had never heard of or seen before!

Everybody learned a lot about healthy cooking and had a wonderful time doing so!

On August 26th, the KCMS and KMF were well represented at the orientation for the new MSU-CHM first year students. Booths for both organizations were staffed by medical students eager to share their outreach experience with incoming students and recruit them for further projects and outreach programs.

Another initiative of the KMF is medical student mentoring. Through the mentoring program, first and second year student get the opportunity to meet representatives from all branches of medicine in an informal setting to discuss challenging patients, develop research protocols and explore career alternatives.

The KMF Holiday Card project is an annual program by the Foundation to raise money for programs such as those outlined above (There are many more coming). The program has been in existence for thirty eight years and during that time has earned over \$150,000. In 2010, thanks to the very generous support of the KCMS /KMF and West Michigan Community, the Holiday Card Project earned \$10,205! We are hoping to have another successful year in 2011 and 2012. This year, 2011 marks the 50th anniversary of the Kent Medical Foundation. We hope to be around for a very long time, meeting the needs of our community. We rely on the continued support of the Kent County Medical Society and the Kent County Medical Society Alliance for our continued growth.

KENT MEDICAL FOUNDATION

We would also so like to welcome the new additions to the KMF Board, which is, by its charter, required to have community and physician involvement.

- **Ms. Margie S. Gerencer, CPA, MBA** is an In-Charge Accountant for Echelbarger, Himebaugh, Tamm & Co. (EHTC). She received a Bachelor of Business Administration degree from Troy State University in 1996 and a Master of Business Administration from Louisiana Tech University in 1998. She joined the Board in May 2011 as a community representative (as was introduced in the *May Bulletin*).
- **David Whalen, MD** joined the Board in May 2011. He is the President-Elect of the Kent County Medical Society and represents Saint Mary's Health Care.

• **Mr. Timothy Waalkes** is a practicing attorney with Vespoor, Waalkes, Lalley, Slotsema and Talen in downtown Grand Rapids. He joined the Board in November 2010 as a community representative (as was introduced in the fall 2010 *Bulletin*).

- **Irene Betz**, joins the Board, representing the Kent County Medical Society Alliance. Irene is a past president of KCMS Alliance and has successfully chaired and championed the Charity Ball for Children events.



We would like to welcome these new additions to the Board and very much value their time, commitment and professional expertise.

Leave a Legacy

Charitable giving is an important part of the legacy you choose to leave. At this time of year, many of us are considering our year-end philanthropic support. Please consider one of the three non-profit charitable organizations associated with Kent County Medical Society and Kent County Osteopathic Association. Checks should be endorsed to the specific agency you wish to support (see below). You may mail these checks in care of the Kent County Medical Society Office at 233 East Fulton, Suite 222; Grand Rapids, MI 49503. The specific organization(s) benefitting from your gift will issue a personalized charitable receipt.

Did you know that, making charitable contributions through your will allows you to support the organizations you care about, while maximizing the tax benefits to your estate. You may make a bequest to any of these charities as well. You may also do so by creating a new will, providing an amendment to your existing will or naming one of them in your living trust.

Simply use the following sample language.

"I give, devise, and bequeath _____ [\$ amount] or [% of estate] to _____ (charity)."

- KENT MEDICAL FOUNDATION
- KCMS ALLIANCE FOUNDATION
- PROJECT ACCESS (A JOINT PROGRAM OF KCMS/KCOA)

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PROJECT ACCESS UPDATE



In Appreciation

Eric Bouwens, MD
Board Chair

Local foundations and individuals have participated in Project Access sponsorship, and they include:

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While our physicians and our partners listed above have helped the Project Access patients, directly and indirectly, daily our staff assists callers who are seeking assistance in finding appropriate locations. Visit the Project Access website at www.projectaccessmi.org; see the menu at the left of the home page and click on Community Resources.

A note of thanks from a former patient:

“I recently found out I have cancer. My son called your office because he felt Project Access had helped so much in the past that you could probably help with this new situation. I just wanted some help in finding what to do with my new medical problem. I appreciate learning about finding out which hospital my doctor could do the surgery, certain websites that are helpful for my type of cancer and services that might help me. Thank you for making the research easier. We are grateful.”

FEATURE



ALLIANCE HEARTBEAT

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



President's Chat

Barbara Sink
KCMS Alliance President

Families of physicians share some common and unique experiences. We all are aware of them, like the long stretches of call, and absent spouses when we attend school and social events. The Alliance offers a camaraderie to physicians' spouses which is needed and helpful. Members find friendship and support through the varied activities.

Alliance members are at different stages of life and career. We are men and women who are spouses of residents, practicing physicians, and retired physicians. Some of us are new to town and others, have been here for years. Some are working, others are stay-at-home parents and still others enjoy their grandchildren. We represent all of the hospitals and all medical disciplines. Together, we see the humor in our challenges, can help each other and be a force to help our larger community.

This year we have many social activities planned. Some are casual and some are more formal. Some are just for fun and others have a more serious purpose. The Alliance is currently working to raise funds through our annual Charity Ball for health programs for children at the Baxter Community Center and a mental health program for teens, Live Laugh Love, from The Mental Health Foundation of West Michigan. We will be learning the details of each of these programs at our meetings in September and October. Through the Alliance there are also opportunities to serve others directly by participating in our community projects and to be informed and advocate for sensible health care legislation in Michigan and the United States. Throughout the year, the Alliance works in partnership with the Kent County Medical Society.

If you can only come to an Alliance event one time a year or if you can come to many, I guarantee an opportunity to gain new friends, support for your family, and activities worthy of your time. Please consider joining or renewing your membership. It is a great bargain at only \$20 for spouses of physicians, and \$5 for residents' and medical students' spouses. For further information about events and membership log on to www.kcmsalliance.org.



FEATURE

ALLIANCE HEARTBEAT

KCMSA Chicago Bus Trip Shop 'til You Drop!

Date: **Friday, November 4, 2011**
Time: **Bus will depart at 7:30 am from the parking lot behind Schuler's Book Store**
Returning 11-11:30 pm
Cost: **\$50.00/person (non-refundable)**
RSVP: **by Friday, October 28**
541 Cambridge Blvd SE, Grand Rapids, 49506

Coffee and water provided on the bus - otherwise BYOB. Questions or late reservations? Call Dee Federico at (616) 456-6706. Friends and family are welcome. Please join us!

Women Who Wine

Last year for the Charity Ball the "Woman Who Wine" put together a basket of Wine valued \$1,000. We raised over \$13,000 for the Charity Ball for Children! We are kicking off our next event on:

Date: **Thursday, November 10, 2011**
Time: **5:00-8:00 pm**
Place: **Home of Eileen Brader**
1095 Idema Dr. SE, East Grand Rapids
RSVP: **Eileen Brader**
949-5835 or ekbrader@sbcglobal.net

Please bring a bottle of wine for the basket (value of \$15 or more) or donation of \$15 and lets see if we can out do ourselves! If you have a "WINEY" friend who would like to help us build our basket of wine, bring them along and join us for a fun evening of appetizers and wine.

Shopping for Hope Day Care Center

Date: **Tuesday, November 22, 2011**
Time: **8:00 am**
Place: **Dollar Tree on 28th Street (near Hobby Lobby)**

Debbie Shumaker and Mary Ellen Waslawski are planning the holiday party for the children of Hope Community. Please consider volunteering approximately one hour to help with the shopping and make Christmas special for these children!

If you are interested in helping, or if you have any questions about Hope Community Day Care, please call Debbie Shumaker at 647-5670, or email dlshumaker54@gmail.com. For more information, visit www.kcmsalliance.org under "programs."

5th Annual Hot Mama's Private Shopping Event

Date: **Thursday, December 1, 2011**
Time: **7:00-9:00 pm**
Place: **Hot Mama's Boutique**
2249 Wealthy Street, East Grand Rapids
Cost: **\$10.00 donation to the Kent County Medical Society Alliance Foundation**
RSVP: **by November 27 to Holly Hirai Jones**
575-9058 or hollyhiraijones@comcast.net

Lisa Jabara and Hot Mama are hosting a special shopping night for all KCMSA members. Please bring friends and family members. The more the merrier for this shopping experience! Anyone attending the event will receive 15% off all purchases, so come and join us for a fun-filled holiday shopping event. Food and wine provided.

Please make your checks payable to KCMSAF and mail to Holly Hirai Jones, 1240 Breton Rd, SE, Grand Rapids, MI 49506.

Holiday Open House

Date: **Tuesday, December 6, 2011**
Time: **11:00 am-2:00 pm**
Place: **Home of Christine Pfenning**
6444 Tamarron Ct. SE (ph: 682-0995)
Contact: **Barbi Sink**
ph: 245-4959 or email: barbisink@yahoo.com

Collection of cookies for Hope Community Day Care Center and Doctors Make a Difference. For more information, visit www.kcmsalliance.org under "programs."

Hope Community Day Care Center Party


Date: **Wednesday, December 7, 2011**
Time: **3:00 pm-5:00 pm**
Contact: **Debbie Shumaker - dlshumaker54@gmail.com**

For more information and wish list, please check our website www.kcmsalliance.org under "programs."

Charity Ball for Children

Date: **Saturday, February 4, 2012**
Time: **6:00 pm - Social Hour, 7:00 pm - Dinner & Dancing**
Place: **GRAM**

The charities benefitting from this event are the Baxter Community Center and Live, Laugh, Love.



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

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GRAND RAPIDS MEDICAL EDUCATION PARTNERS UPDATE



A Community Thank You

**Peter Coggan, MD, MSEd
GRMEP President and CEO**

This week we honored our teachers at the annual **"Excellence in Clinical Teaching"** dinner. This was the fifth such event and is our opportunity to recognize and thank our faculty for their contribution to the education of our residents and students. Your involvement in the education of our residents and the success of our programs is immeasurable and much appreciated. It is a critical factor in recruiting the best applicants to our programs, graduating the best prepared residents into independent clinical practice in this community, and maintaining and improving the quality of our graduate medical education programs.

The role of the faculty is, however, constantly evolving. Recent revisions in ACGME requirements have more precisely defined the faculty's role in supervising and evaluating residents. Understanding the changing role and developing the skills to respond to the new requirements is challenging. You have read about our increasing emphasis on faculty development in this column before. The most significant revisions center on more active engagement in resident supervision and the teaching and learning opportunities that this presents. In addition, resident evaluation is becoming more detailed and more specific to the requirements of each academic year. A closer supervisory relationship and a more granular evaluation system certainly present all of us with some challenges. As we

assemble the resources to respond to the new mandate from the ACGME, we are developing programs to assist our faculty to learn and apply new skills. Also, we are striving to ensure that these faculty development activities are professionally fulfilling, enjoyable and valued. Given the limited time available for any additions to your daily activities, we do not anticipate creating courses that require a great deal of classroom time. Some of the materials will be offered on the Internet through our website, making them available at the convenience of faculty participants. As an extra benefit we do plan to provide CME credit for these activities.

We ask a great deal of physicians in this community with respect to teaching and you respond handsomely. I do recognize that a sacrifice on your part is involved in your decision to teach and, while we strive to make your experience as positive as possible, we do recognize that the decision to teach is an increasing challenge. We hope you will continue to contribute and invite you to let us know how we can make this experience more rewarding.

To change topics for a moment, I am pleased to report that GRMEP was honored at a recent Hospice of Michigan event at which we were presented with a "Crystal Rose Award". We received the award because of our work in establishing a Hospice and Palliative Care Medicine fellowship. This program welcomed its first fellow this academic year and will be a significant addition to our graduate medical education portfolio. Through this column, I would like to again thank Hospice of Michigan for this award and congratulate our staff and faculty who have contributed to this innovative program.



JUST A REMINDER

By paying your 2012 dues to MSMS and KCMS promptly
- BEFORE November 15 -
you will receive a free CME coupon.

FEATURE

KENT COUNTY HEALTH DEPARTMENT



Assessing the Health Needs of the Kent County Community

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

Kent County Working Together for a Healthier Tomorrow is a community process designed to identify priority health issues and develop a plan to strategically and collaboratively improve community health. The Kent County Health Department and local hospitals launched this initiative in May 2011 by convening a broad group of community partners who are concerned about health in our community. This coalition, which has grown to include nearly 80 community partners, is working to achieve a shared vision of a high quality of life, health, and well-being for all people in Kent County. The Michigan Public Health Institute (MPHI) is guiding the activities of this initiative, and over the course of the year (the process culminates in June 2012) will engage community partners in the following:

1. Assess the health status of our community

Through the activities of two working groups during summer 2011, the initiative has gathered quantitative data on community health indicators via links to existing data sources such as the Michigan Vital Records system and data held by local partner organizations. Qualitative input from community members was gathered through hosting ten focus groups consisting of representatives from sub-populations in Kent County (i.e. major race/ethnic groups, older adults, and youth), interviewing community members at various community venues (i.e. Kent County Youth Fair, Grand Rapids Back to School Park Parties, and street outreach with the homeless population) and gathering feedback via community input walls staged in areas throughout the community (i.e. the Kent County Animal Shelter and a local food pantry).

2. Identify health priorities

MPHI will collate all quantitative data and analyze qualitative data to identify common themes and will bring these data to a coalition meeting scheduled for October 24, 2011. At this meeting, community partners will review these data and use established prioritization methodology to identify the most pressing health needs and concerns in Kent County. An

additional workgroup will be created to investigate current outreach efforts and health care services in the community that address the identified priority health needs. The efforts of this workgroup will also highlight existing gaps in services where priority health needs are not being met.

3. Develop a community-wide health improvement plan

The coalition will re-convene on March 12, 2012 to review an analysis of the current outreach efforts/health care services/service gaps. Community partners will discuss how to align agency strategic plans with the identified health priorities to address gaps in service. Community organizations will work on developing their strategic plans during April and May 2012. MPHI will collate and summarize these strategic plans and will work with the coalition steering committee to draft a community-wide plan to work toward the shared vision in June 2012.

4. Continue to collect health data and engage in collaborative planning

The health improvement plan for Kent County will be presented to the coalition at a meeting on June 25, 2012. The group will discuss methods of sharing the plan with the Kent County community as well as sustainability strategies for an ongoing community health assessment and health improvement planning process.

This community process will meet the main requirement set forth by the 2010 Patient Protection and Affordable Care Act (PPACA) that states, "A hospital must conduct a community health needs assessment and must adopt an implementation strategy to meet the health needs identified through the assessment." Hospitals must meet this requirement in order to maintain their status as a 501(c)(3) Charitable Hospital Organization. Additionally, a community health needs assessment is a pre-requisite for national accreditation through the Public Health Accreditation Board. The Kent County Health Department plans to apply for national accreditation in 2012.

Gathering participation from community partners is integral to the success of this process and it is not too late to get involved. If you are interested in participating, please contact Brian Hartl at 616-632-7287 or Brian.Hartl@kentcountymi.gov. Additional information on the initiative, including meeting dates and minutes, can be found at www.kentcountychna.org.



Notifiable Disease Report

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

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

September, 2011

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

DISEASE	NUMBER REPORTED		MEDIAN CUMULATIVE
	This Month	Cumulative 2011	Through September 2006-2010
AIDS (Cumulative Total - 881)	3	19	26
AMEBIASIS	0	2	3
CAMPYLOBACTER	6	37	46
CHICKEN POX ^a	4	15	171
CHLAMYDIA	197	2532	2465
CRYPTOSPORIDIOSIS	1	13	15
Shiga Toxin Producing E. Coli ^b	6	17	N/A
GIARDIASIS	6	54	55
GONORRHEA	34	537	739
H. INFLUENZAE DISEASE, INV	0	1	2
HEPATITIS A	0	2	4
HEPATITIS B (Acute)	0	3	2
HEPATITIS C (Acute)	0	0	0
HEPATITIS C (Chronic/Unknown)	13	152	234
INFLUENZA-LIKE ILLNESS ^c	3217	39996	33988
LEGIONELLOSIS	0	4	7
LYME DISEASE	0	0	5
MENINGITIS, ASEPTIC	4	21	24
MENINGITIS, BACTERIAL, OTHER ^d	2	3	7
MENINGOCOCCAL DISEASE, INV	0	1	1
MUMPS	0	0	0
PERTUSSIS	0	7	6
SALMONELLOSIS	1	26	38
SHIGELLOSIS	1	3	7
STREP, GRP A, INV	2	25	13
STREP PNEUMO, INV	1	25	37
SYPHILIS (Primary & Secondary)	0	7	9
TUBERCULOSIS	4	19	15
WEST NILE VIRUS	0	0	1

NOTIFIABLE DISEASES OF LOW FREQUENCY

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

a. Chickenpox cases are reported primarily from schools. Confirmed and probable cases are included.
 b. In November 2010, cases of *E. coli* O157:H7 were combined into the category "Shiga-toxin producing *E. coli* (STEC)"
 c. Includes "Influenza-Like Illness (ILI)" and lab-confirmed influenza. ILI cases have flu-like symptoms and are reported primarily by schools.
 d. "Meningitis, Bacterial, Other" includes meningitis and bacteremia caused by bacteria OTHER THAN *H. influenzae*, *N. meningitidis*, or *S. pneumoniae*.
 Except for Chickenpox & Influenza-Like Illness, only confirmed cases (as defined by National Surveillance Case Definitions: www.cdc.gov/epo/dphsi/casedef/case_definitions.htm) are included.
 Reports are considered provisional and subject to updating when more specific information becomes available.

FEATURE

MICHIGAN MEDICAL GROUP MANAGEMENT ASSOCIATION

Strong Leaders

Meet the local, professional administrators who actively work with the MMGMA Organization: Daniel Grevenoed, President MMGMA, Doreen Schoenborn, Secretary MMGMA, Bonnie Grevenoed, Midwest Section, MGMA, member at large and Reimbursement Committee Co-chair. Bob Wolford, Legislative liaison and Past President MMGMA.



Daniel L. Grevenoed, CPA
Vice President of Strategy and Business Development
President, Michigan MGMA

Strategic Planning - Growth and Development. Integration of physician practices. Development of new Service Lines within the Medical Group. Enhancing

physician collaboration and communication to improve the patient experience. He has served as a partner with a local accounting firm, served with MMPC as a Vice President of Finance and Reimbursement and now is with Spectrum Health Medical Group.

Dan enjoys spending time with his wife outdoors - Bicycling, Snow Skiing, River Rafting, Camping and relaxing on a beach!



Doreen Schoenborn, MA
ACMPE Nominee
Practice Administrator-
Doctors Condit and Jebson
Secretary MMGMA

Doreen Schoenborn's interests include Patient Advocacy and Legislative issues. She is a Medical Practice Executive, managing the Orthopaedic upper extremity surgeon's offices of Drs. Condit and Jebson. She has served as the Operations and Compliance officer of a large medical billing and coding service and she was an instructor at a national Medical Education facility where she taught Medical Assisting in both Administrative and Clinical applications. Doreen has over 26 years of experience in healthcare.



Bonnie A. Grevenoed
Practice Administrator -
The Fertility Center
Member at Large,
Midwest MGMA,
Co - Chair Reimbursement
Committee, MMGMA

Bonnie has been employed with The Fertility Center, Doctors Dodds, Young and Leach, for four years. She was instrumental in the recent 20th Anniversary celebration held in September, where more than 1000 guests shared in the milestone. Her professional interests lie in reimbursement and political issues that surround healthcare today. She is excited to move to the next level from a larger perspective as she works toward understanding the MGMA organization and how to assist in those efforts to sustain membership; both in private practice and assist those in an integrated delivery system. Quoting Kathy Dempsey, a speaker at the fall conference: "Change is constant - shared, shed or your dead."



Bob Wolford
Legislative Liaison and
Past President MMGMA

Bob Wolford has been the Executive Director of Grand Rapids Ophthalmology (GRO) since 1985. During that time, GRO has grown from 4 ophthalmologists to 26 doctors, both ophthalmologists and optometrists along with two surgical facilities and a well recognized retail optical component. Bob is a Past President of the MMGMA and has served the medical management profession in several other capacities.

Some of his major professional interests include public health policy and organizational dynamics. He has taught organizational dynamics and leadership for Davenport University.

MICHIGAN MEDICAL GROUP MANAGEMENT ASSOCIATION



How Do You Define Failure?

**Doreen Shoenborn
MA, ACMPE Nominee**

Everybody fails. The most successful people in the world have failed at something in their lifetime. If you've failed at something, no matter how big or small, you are in good company. Failing is fine, but you need to know how to pick yourself back up and get back at task with a positive attitude.

It's important for your leadership team to realize that when they feel they have failed at something, it actually gives them the opportunity to be successful. Failure can ignite the flame to empower you to keep a positive attitude and work hard to continue to reach that goal. There have been some very successful opportunities that have come from failed attempts.

3M scientist Spencer Silver was attempting to create a strong adhesive back in 1970. Instead, he created a weak glue that stuck to objects but could be easily lifted off. Ten years later, 3M began distributing Post-it® Notes. Where would we be without our Post-Its®? I know I certainly use my fair share of them. Failure? I think not. But at the time, the inventor probably thought he failed. What he

did next is the difference between success and failure. He evaluated the situation and found a winning outcome. That's what we need to do, evaluate what are our so-called failures. We may not reach our specific goal on our time line; however, we have made significant progress along the way. Is that failing? - NO. It's time to re-evaluate our time line realistically. Flexibility while outlining the goals we wish to reach is a key piece of the puzzle when we are reaching for success.

To be successful we need to be honest with ourselves. I bet if we looked at one of our most recent failures, we'd find that it was not truly a failure as much as it was a detour on the way to our success. We have to learn from our experience and not let our negative emotions take over. Self-doubt, disappointment and negativity will never get us to our goal. Reviewing the situation honestly and evaluating where we could have done something different is significant. We need to keep a positive attitude and not doubt our abilities. Get back at it and see ourselves reaching our goals. Success at anything worthwhile is not immediate. It takes time, dedication, perseverance, determination and a positive attitude.

With that said, ok yes, we all doubt ourselves at times and find it hard to see the successes in our lives and need to lean on someone. Our spouses, friends, mentors and colleagues are people who help us through rough times both personally and professionally. Being a member of Michigan Medical Group Management Association (MMGMA) comes with many benefits. One of those benefits is the networking opportunities where managers and administrators build friendships and learn from and with colleagues. MMGMA membership is a valuable tool to keep your management team informed and inspired. I invite you to remind your manager or administrator what great work they do and take this opportunity to enroll the leaders of your organization in MMGMA. I wish you and your team many successes (even if they are disguised as failures).

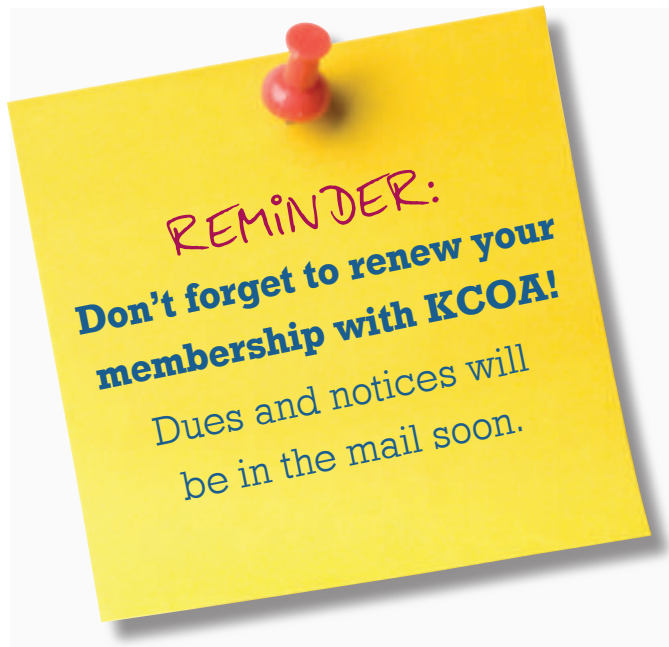


MEETINGS OF INTEREST

NOVEMBER 5-6, 2011 **MOA 7th Annual CME Seminar**
Amway Grand Plaza Hotel
12 AOA Category 1A Credit Hours
Contact: Kristy Kenyon
800-657-1556 or mbudd@mi-osteopathic.org

NOVEMBER 8, 2011 **KCOA and KCMS Physician Wellness Meeting**
6:00 - 9:00 pm
Noto's Old World Italian Restaurant & Conference Center
RSVP required: 458-4157 or kcmsoffice@kcms.org
See page 5 for complete details

JANUARY 26-29, 2012 **Winter Family Medicine Update**
Bellaire, MI
20 hours of 1-A CME credits anticipated



CHECK OUT OUR WEBSITE

KCOA.us

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PRESIDENT
Ann M. Auburn, DO

PRESIDENT-ELECT
Adam T. Wolfe, DO

SECRETARY
Laura A. Tinning, DO

TREASURER
Brad A. Irving, DO

DIRECTORS
Dorothy A. (Robin) Pedtke, DO
Karlin E. Sevensma, DO

MOA DELEGATION
Craig H. Bethune, DO
Diane Bigham, DO
Bradley J. Clegg, DO
William C. Cunningham, DO
Joanne Grzeszak, DO
Jennifer Hemingway, DO
Brad A. Irving, DO
Norman Keller, DO
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Gary L. Marsiglia, DO
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PRESIDENT'S MESSAGE



Ann M. Auburn, DO
KCOA President

The Kent County Osteopathic Association participated in the 112th Annual Post Graduate convention and Scientific Seminar, which began with the House of Delegates on May 11. Kurt Anderson, DO, was installed as the president of the Michigan Osteopathic Association.

Pictured below: 1) KCOA President, Ann Auburn, DO with Weight Watchers President Florine Mark, recipient of the MOA Presidential Award, and her son, Richard Mark, DO. 2) Ed Lee, DO and Susan Sevensma, DO listen as Jeffrey Stevens, DO, President MOA-FP, leads discussion on proposed resolutions.



In August, the Kent County Osteopathic Association hosted a Continuing Medical Education Update at the Hilton. More than 60 attended the four-hour Update. A very special thanks to the volunteer speakers who presented a variety of topics.

Jaret Beane, DO
 Vladimir Ferrar, DO
 Brad Irving, DO

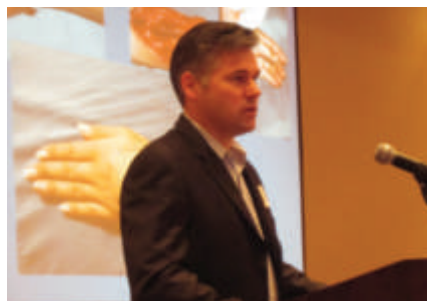
Keith Javery, DO
 Russell Lampen, DO
 Joseph Looby, DO

Karlin Sevensma, DO
 Adam Wolfe, DO

MOA President, Kurt Anderson, DO also was on hand to introduce the new Michigan Osteopathic Association promotional vignette. Visit the following link to watch this - <http://youtube/o9JfxUvJuec>.

Pictured below (l to r):

1) Russell Lampen, DO; 2) Joseph Looby, DO; 3) Gary Gulish, DO; Harold Hollander, DO; and Davis Dalton, DO



Excellent Medical Office Space

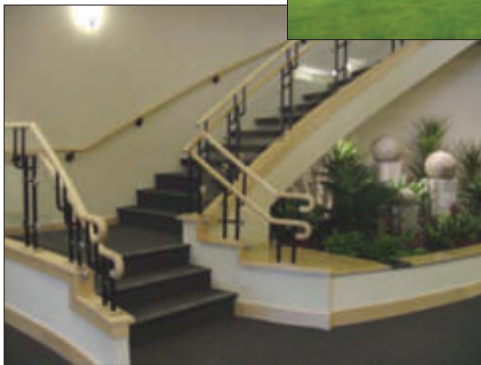
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Kent County Osteopathic Association
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Grand Rapids, MI 49503

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Growing here.
Staying here.

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Monroe Ave at Louis - Downtown
Wilson Ave at 56th - SW

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