



THE FORUM

July/August 2013 • Volume 12, No. 4 The Official Magazine of the Collier County Medical Society

Are You Ready?

Hurricane Season & the Special Needs Shelter

CCMS Annual Report 2013-2014

Bladder Cancer Awareness Month

Member Event Photos

CALENDAR OF EVENTS

Unless otherwise noted, please register at
(239) 435-7727 or info@ccmsonline.org

Thursday, August 8th

After 5 Social Event

5:30pm-7:30pm

Sponsored by Bioventus, Doctor's Choice Home Care
and Windsor Place

Fleming's Prime Steakhouse & Wine Bar

Friday, August 16th

Women Physicians Luncheon

12:00pm-1:30pm

Seasons 52

\$22 at the door

Saturday, September 14th

Foundation of CCMS Founders'

Appreciation Reception

6:00pm-8:00pm

The Club at Pelican Bay

By invitation only – contact CCMS for details

Thursday, September 19th

Fall General Membership Meeting

6:30pm

"From Pharma, to the Ivy's, to the trenches -
what you really need to know about today's
psychiatric medications."

Scott Haltzman, M.D. - David Lawrence Center

Location TBD

Board of Directors 2013-2014 CCMS

President

Richard Pagliara, D.O.

Vice President

Mitchell Zeitler, M.D.

Secretary

Rafael Haciski, M.D.

Treasurer

Eric Hochman, M.D.

Officer/Director at Large

Catherine Kowal, M.D.

Directors at Large: Cesar DeLeon, D.O., Paul Dorio, M.D.

Ex Officio Directors: Kristina Jay, CCMS Alliance President,
and April Donahue, Executive Director, CCMS

Views and opinions expressed in *The Forum* are those of the authors and are not necessarily those of the Collier County Medical Society's Board of Directors, staff or advertisers. Copy deadline for editorial and advertising submission is the 15th of the month preceding publication. The editorial staff of *The Forum* reserves the right to edit or reject any submission.

NEW MEMBERS



Leela S. Lavasani, M.D.

Otolaryngology

Physicians Regional Medical Group

6101 Pine Ridge Rd.

Naples, FL 34119

Phone: 348-4081 Fax : 348-4355

Board Certified: Otolaryngology

Scott B. Patterson, D.O.

General Surgery

Physicians Regional Medical Group

6101 Pine Ridge Road

Naples, FL 34119

Phone: 348-4110 Fax: 348-4111

Board Certified: General Surgery



Sharla G. Patterson, M.D.

Breast Surgery

Physicians Regional Medical Group

8340 Collier Blvd.

Naples, FL 34114

Phone: 348-4396 Fax: 354-6010

Board Certified: Surgery



Yaritza Perez-Soto, M.D.

General Surgery

NCH Physician Group

1845 Veterans Park Dr, Ste. 230

Naples, FL 34109

Phone: 598-7840 Fax: 254-9879

Board Certified: General Surgery



Reinstated Member:

Larry H. Saunders, M.D.

Hospitalist - IPC The Hospitalist Company



A Message from the President Your CCMS Leaders in Action

by Richard Pagliara, D.O., President, Collier County Medical Society

“A man has a property in his opinions and the free communication of them.”
James Madison

Over the years, many of the President’s messages have been opinion pieces discussing a pertinent local, state or national medically-related topic. Although it is important to opine on such issues and give direction to our members, I would like to use this space today to communicate what your Board of Directors and FMA Delegation have recently been working on.

- Lobbying the County Commissioners for the retention of CCMS member Dr. Robert Tober as Collier County EMS Medical Director. Creating a letter of support, with help from CCMS Past-President Dr. James Talano.
- Submitting and sponsoring a resolution authored by CCMS Past-President Dr. Charles Anderson to the FMA House of Delegates meeting.
- Supporting CCMS Past-President Dr. Corey Howard for his 2014 candidacy for FMA Speaker.
- Adding Dr. Cesar Deleon to fill the CCMS Board Director-at-Large vacancy.
- Collaborating with SWFPA on an independent consultation firm to analyze our current state of physician practice management use, help our providers select an appropriate EMR, and support HIE connectivity.
- Continue our summer social networking After 5 series.
- Working with our partners and Circle of Friends members to develop more educational events, such as medical economics lectures, CME presentations, legislative seminars, and more.
- Fortifying and giving direction to current CCMS committees: legislation, CME/programs, political action (PAC), membership, health information exchange, women’s health forum.
- Supporting and furthering development of the Foundation of CCMS.

Communication with our membership is paramount for understanding what your CCMS Board actually does. While your Board values your membership with CCMS, we want to make sure that **you** see value in your membership. We are open for suggestions how we can improve to serve our members. If you have any questions about our committees (objectives, time requirements, etc.) or would like to participate, please contact CCMS Executive Director April Donahue or myself.

Thank you.

Are You Ready? Are Your Patients Prepared?

Deb Millsap, M.Ed., RD, LD/N and Stephanie Vick, M.S., B.S.N., RN
Florida Department of Health in Collier County



Here they come... Andrea, Barry, Chantal and Dorian, to name the first four. No, they are not patients, but they certainly could wreak havoc for your practice and your patients should they come for a visit this season! NOAA's (National Oceanic & Atmospheric Administration) Atlantic Hurricane Season Outlook warns we should expect an above average 2013 hurricane season.

Dr. William Gray and his protégé, Philip Klotzbach, from Colorado State University, predictions parallel NOAA's with: 18 named storms and 9 hurricanes, 4 of which will become major hurricanes (category 3 or higher) with sustained winds of 111 mph or greater. As of June, their forecast included a 72% chance one of the hurricanes will make landfall somewhere along the Eastern seaboard.

Is Your Office Prepared?

Hopefully, we will be fortunate enough to be spared landfall in our area. But, just in case, have you thought about a Continuity of Operations Plan for your office should you lose power for several days, experience structural damage from wind or storm surge? Have you considered a cooperative agreement with another practice or facility should your office become inoperable for a period of time?

If you would like any guidance on how to make sure you are prepared for such a disaster, our Preparedness Planner, Jeff Welle, is available at (239) 252-2631. There is no cost to consult with Jeff, as the Florida Department of Health

(FDOH) in Collier County is committed to promoting and protecting the health of all Floridians.

Are Your Patients Prepared?

Did you know that Collier County Emergency Management and Florida Department of Health (DOH) – Collier provide and manage a Special Needs Shelter for individuals who are most vulnerable during a storm? This is especially helpful should they lack electricity, air conditioning or water. Particular challenges include the need for regular dialysis, home oxygen support, complicated medication routines and assistance with activities of daily living.

The shelter, staffed by DOH – Collier employees is very basic and is not intended to provide skilled nursing care, life support or other services that may require nursing home or hospital care. Patients should be encouraged to first pursue evacuation plans with family, friends, neighbors or church support organizations. Should you have patients with no other options, instruct them and their caregivers to access the online registration form for the Special Needs Program through the Collier County Government website, www.colliergov.net/Index.aspx?page=1844. Your patients may also call Emergency Management at (239) 252-3600 to request paper applications.

While completing the registration, individuals will be educated about items to prepare to take along to the shelter, including provisions such as oxygen concentrators, drinking water, food, medications, bedding, personal hygiene items and any other essentials required for survival and basic comfort.

Ongoing Preparedness

Because evacuations are recommended and occur well ahead of potential storm landfall, when planning medication and oxygen supplies, individuals should plan for extra needs prior to the event as well as during and after the event. You can assist your patients in being sure all necessary supplies and medications are obtained by reviewing and renewing necessary prescriptions regularly.

Printed lists of medications that the patient currently takes are very useful tools for patients to keep with them in the event that an emergency situation occurs.

If your patient has a Living Will or DNR paperwork, make sure that the individual knows that an original is required in order to be followed. You can help make sure that each of your patients with special needs is prepared and remains as stable as possible during hazardous weather. We thank you for being an important link to assuring the safety of your patients.



DOH Hurricane Preparedness – Important Contact Information

Developing a Continuity of Operations Plan for your office:

DOH Preparedness Planner, Jeff Welle (239) 252-2631

Special Needs Shelter applications and information:

www.colliergov.net/Index.aspx?page=1844 or Emergency Management, (239) 252-3600

Collier County Health Department

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www.collierhealthdept.org





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— James J. Talano, MHA, Administrator,
SWICFT Institute

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July is Bladder Cancer Awareness Month

Carla L. Dean, President
Bladder Cancer Foundation of Florida, Inc.



On July 13, 2010, our family's lives changed forever. That was the day my husband, Jim, was diagnosed with Bladder Cancer. The next few days, we moved in a vacuum of concern and disbelief. Just what was this life-threatening illness? We visited many doctors who all said the same thing—massive surgery was necessary to save Jim's life.

With few distinct symptoms, Jim was already at stage IV bladder cancer.

After almost ten hours of surgery on August 12, 2010, Jim was ready to tackle the long ordeal ahead - 6 months of intensive chemotherapy. Thankfully, today he is doing well and cancer free. But our anxiety never really goes away. As someone commented to me, "You are one bad test away from starting all over again".

The Statistics

Stories like ours will be repeated over 73,000 times this year in the United States. Bladder cancer is the fifth most common cancer in the United States, and the third most common in Florida. The National Cancer Institute estimates 15,000 will lose their lives to this cancer in 2013. Only Prostate, Breast and Lung cancers claim more victims than bladder cancer. The 80% recurrence rate of bladder cancer is higher than any other cancer. Approximately 520,000 survivors live with bladder cancer in the United States.

Bladder Cancer is one of the most expensive cancers both in terms of emotional distress and the constant medical follow-up necessary to be assured there is no new cancer. Jim had a CT scan every 3 months for the first 18 months then one every 6 months along with numerous blood tests. Jim's supplies cost \$2500 quarterly. From the time of his initial diagnosis we approximate the cost well over \$250,000. And, Jim is just one patient.

Many patients are treated for bladder infections, only to find out that this disease has already taken hold. One in 27 men and 1 in 86 women will be diagnosed with bladder cancer. Women are often misdiagnosed with gynecological problems only to have bladder cancer. *Bladder Cancer is more common than Cervical Cancer in women.*

Awareness Efforts

The NCI ranked Bladder Cancer 22nd in research dollars in 2011. This allows little money for better, earlier diagnosis, or effective newer treatments. Because of my family's experience, we with several others have founded a Florida non-profit corporation, "Bladder Cancer Foundation of Florida, Inc." We are all volunteers with no paid employees. Our goal is to inform more Floridians about the symptoms and treatment of bladder cancer.

Several of our efforts have been achieved. In 2012 and again this year, Florida's legislature, the only state, passed a joint Resolution declaring July 2013 as Bladder Cancer Awareness Month in Florida. Several counties and cities have also proclaimed July 2012 and 2013 as Bladder Cancer Awareness Month including Collier and Naples. Hundreds of our distinctive tri-colored bladder cancer awareness lapel pins and informational flyers have been distributed.

Slowly awareness is improving. We are grateful to Joe Whitehead and his radio show the "Joe Whitehead Show" on WGUF 98.9 FM for allowing us to present a Public Service Announcement (PSA) directed at Bladder Cancer Awareness.



Collier County Medical Society 2012/13 Annual Report

VISION

Helping Physicians Practice High Quality Medicine
in Our Community

MISSION

The Collier County Medical Society is an
organization of physicians dedicated to promoting
quality healthcare for all patients and to serving the
professional needs of our members



2012-2013 CCMS Board of Directors (l-r): Dr. Mitchell Zeitler, Treasurer;
Dr. Rolando Rivera, President; Dr. Rafael Haciski, Director at Large;
Dr. Richard Pagliara, Vice President; Dr. Eric Hochman, Secretary
(not pictured: Directors at Large, Dr. Todd Bethel & Dr. Catherine Kowal)

Presidential Report from Dr. Rolando Rivera



Dear Member:

Just over a year ago I had great pleasure in being installed as the 54th President of CCMS. I knew the year would be a challenge: juggling my professional career, maintaining a happy family life, playing a few rounds of golf while carrying out my duties as President.

I wondered, what could I do to keep CCMS engaged with its members, maintain the bridges we have built over the last 56 years with the community, and leave a legacy for myself and CCMS? The solution was to pursue the creation of a Foundation, an idea I had been thinking about for some time. At our first Board meeting I found I had the support of all the officers. That was the easy part, but now for the hard work.

With the help of our CCMS staff, we plowed through the 1023 application for the creation of a 501c3 non-profit, tax-exempt organization. Meetings were held to pass bylaws, organizational details, etc. Dr. Karen Henrichsen stepped into the role of Treasurer and Secretary and we soon appointed a Board of eight members.

Our goal is to initially raise funds from our CCMS members by asking you to commit to becoming a "Founding member". We're off to a great start. Those who step up and contribute will be recognized at our inaugural dinner event on September 14th. We will also hold a golf tournament fundraiser this coming spring.

We hope that the generosity of our CCMS medical family will allow the Foundation to reach out to future doctors and allied health professionals by funding scholarships, supporting programs that provide the safety net for low income, uninsured patients in our county and programs that promote community health education. With your support the Foundation will become the charitable arm of CCMS. We look forward to your participation.

Additionally, I am pleased that over the past year our CCMS was able to introduce new member benefits, present more educational and networking events, and continue our popular Women's Health Forum. We also gave a fond farewell to our executive director Margaret Eadington, who retired after 13 years.

It has been an honor to serve the members of CCMS during the past year. I offer my best wishes to the Board for 2013-2014.

A handwritten signature in dark ink, appearing to read 'Dr. Rivera', written in a cursive style.

Thanks to the 2012-2013 Board of Directors:

President: Rolando Rivera, M.D.
Vice President: Richard D. Pagliara, D.O.
Treasurer: Mitchell J. Zeitler, M.D.
Secretary: Eric J. Hochman, M.D.
Officer/Director at Large: Todd D. Bethel, M.D.
Director at Large: Rafael C. Haciski, M.D.
Director at Large: Catherine N. Kowal, M.D.

Ex-Officio

Monique Owens, CCMS Alliance President
Margaret Eadington, Executive Director

CCMS Annual Highlights

CCMS is constantly focusing on major issues of concern to our members while monitoring the political and business climate. Our society leads the way on issues that affect you. This past year's activities include:

- Addition of the CE Broker online CME tracking system as a free member benefit. This system will soon be required for all Florida physician licenses.
- An Asset Protection Planning Seminar to provide our members the latest news in wealth management. More educational events, including CME, are planned for the near future.
- The Fifth Annual Women's Health Forum, a public service to educate nearly 300 attendees on the latest health trends and medical treatments.
- Continued research on Health Information Exchange programs, maintaining key lines of communication with local hospitals to ensure our members' needs are met.
- Numerous social events for our members, offering opportunities to connect with colleagues and meet physicians who are new to our area.
- Participating in public policy debates locally, including issues such as EMS and fluoridation, representing our members' interests.

The CCMS Political Action Committee (PAC) Report

During the 2012 general election year, your PAC Board reviewed a variety of candidates for state and local positions. We will continue to support candidates who have a proven track record of being physician friendly.

CCMS PAC received an additional \$7,300 in donations for the fiscal year and made \$6,500 in contributions. The PAC ended the fiscal year with a balance of \$12,500.

Funds to support candidates were distributed to:

Jim Norman
Cord Byrd
Jim Coletta
Ron Renuart
Bob Brooks MD
Aaron Bean
Kathleen Passidomo
Matt Hudson
Scott Plakon
Dorothy Hukill
Ellyn Bogdanoff
Gwen Margolis

2012-2013 PAC Committee

Dr. Rolando Rivera, Chair;
Dr. Max Kamerman, Treasurer;
Dr. Joseph Gauta, Dr. Rafael Haciski,
Dr. Mitchell Zeitler, Margaret Eadington

Income and Expenses

Income, Fiscal Year ending March 31, 2013

Dues	\$197,260
Publications	\$93,860
Members events	\$52,276
Interest	\$162
Total Income	\$343,558

Expenses, Fiscal Year ending March 31, 2013

Salary/benefits	\$179,587
Office expenses	\$26,139
Member events	\$40,535
Travel and meetings	\$20,861
Publications	\$49,103
Rent/electric	\$15,640
Phone/computer and web	\$8,254
Professional Services	\$10,892
Total Expenses	\$351,012

Net income after expenses **-7,453**

Membership Comparison

2009: 515
2010: 529
2011: 541
2012: 520
2013: 518

2012 - 2013 Committees

Thank you to the following members who participated in committees during the last year:

Grievances

Dr. Alan Galbut, Chair

Health Information Exchange

Dr. Richard Pagliara, Chair

Dr. Pavan Anand

Dr. Cesar DeLeon

Dr. Rafael Haciski

Dr. Alex Perez-Trepichio

Dr. James Talano

Nominating

Dr. Joseph Gauta, Chair

Dr. Richard Pagliara

Dr. Brett Stanaland

Dr. James Talano

Dr. Mitchell Zeitler

Women's Health Forum 2013

Dr. Catherine Kowal, Chair

Dr. Caroline Cederquist

Dr. Rafael Haciski

Dr. Karen Henrichsen

Dr. Tami Kuhlman

Dr. Marilyn Varcoe

Dr. Jamie Weaver

2012-2013 New Members

Hosam Attia, M.D.

Joseph Bax, D.O.

Alejandro Blanco-Franco, M.D.

Brian Cannon, M.D.

Joanna Chon, M.D.

Michael Cohen, M.D.

Peter Denk, M.D.

Samantha Fisher, M.D.

F. Michael Gloth, M.D.

A. Parkhill Hand, M.D.

Laura Isley, M.D.

Kenneth Kalassian, M.D.

Arthur Kalman, D.O.

Brian Kindl, M.D.

Anurag Kushawaha, M.D.

Leonard Lado, M.D.

Frank Lehninger, M.D.

Vinh Luu, M.D.

Neetu Malhotra, M.D.

Brian Menichello, M.D.

Monica Menichello, M.D.

Harry Moreau, M.D.

John Nassif, M.D.

David Pitts, M.D.

Ronald Purcell, M.D.

Luigi Querusio, M.D.

Monica Robles, M.D.

Ramin Sassani, D.O.

David Scott, D.O.

John Snead, M.D.

John Tillett, M.D.

Laurie Troup, D.O.

Alberto Vera, M.D.

Jay Wang, M.D.

Alvaro Zamora, M.D.



The new Foundation of CCMS received its IRS 501c3 charity designation in April 2013 and the board began planning its inaugural year activities. The Foundation is asking all CCMS members for their support to help F-CCMS develop, launch and sustain its community programs, health education and outreach efforts.

The mission of the Foundation is to *"provide support and leadership to programs that address access to healthcare, promote health education and serve the community's public health needs."*

2012-2013 Foundation Board Members:

Rolando Rivera, M.D., Chair

Karen Henrichsen, D.O., Treasurer/Secretary

Peter R. Boyd, M.D. • Reisha Brown, M.D. • Jeremy Darstek

Bob DiPesa • Margaret Eadington • Richard Pagliara, D.O.

This report was prepared by
April Donahue, CCMS Executive Director
Collier County Medical Society
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Naples, FL 34102
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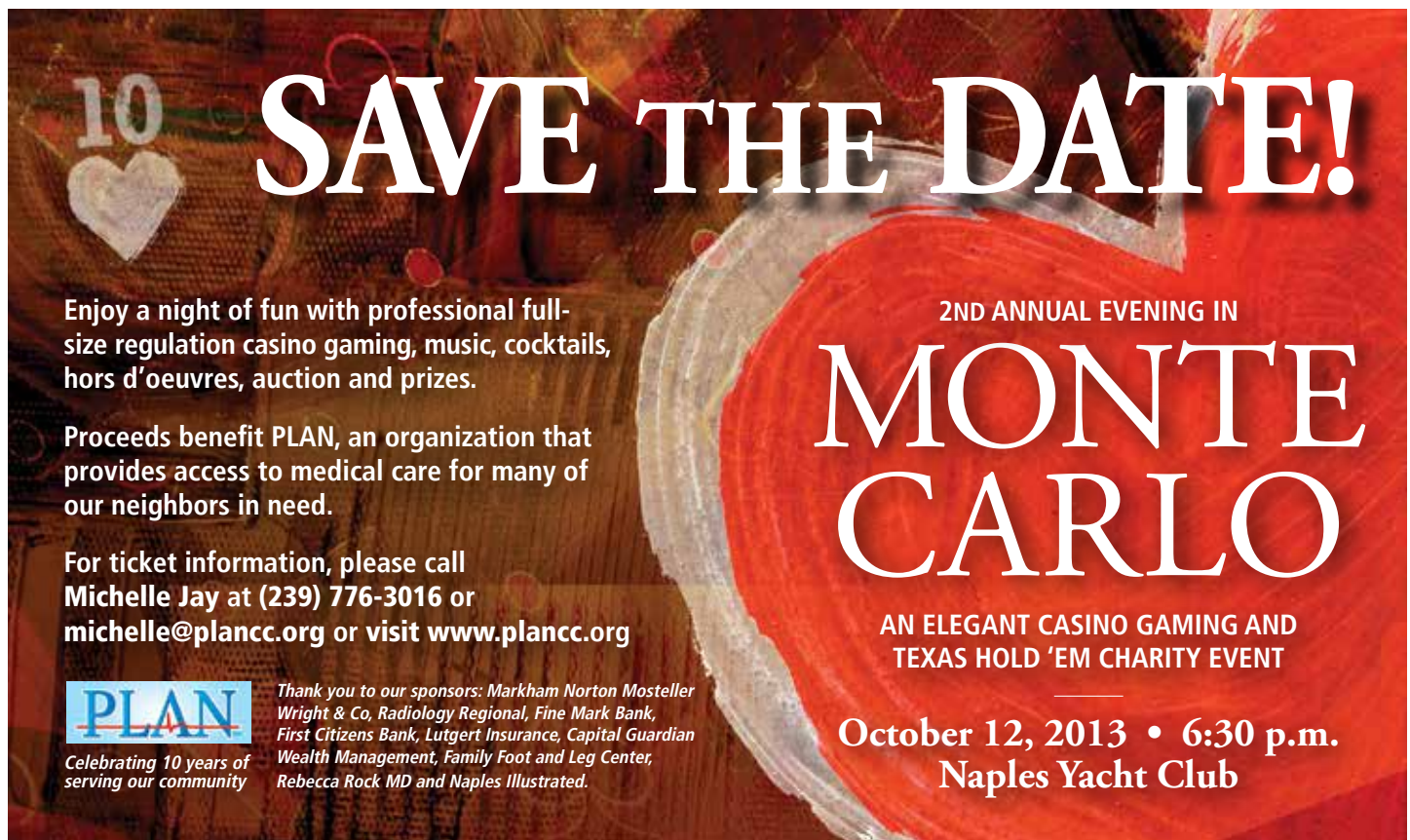
continued from page 6

Our thanks go out to State Representative Kathleen Passidomo and Senator Garrett Richter for sponsoring the Joint Resolution for July's Bladder Cancer Awareness Month for 2012 and 2013. It is through these outreaches that hopefully the public will become more aware of bladder cancer. There is much more that needs to be done and we will work to make it happen.

It is important to know what the common symptoms are: blood in the urine, frequency in urination and a feeling of needing to urinate with no results. These symptoms may not mean anything significant, but better to be safe than sorry.

For more information go to Bladder Cancer Foundation of Florida, Inc., on FaceBook or email BladderCancerFla@gmail.com.

Carla Dean is President of the Bladder Cancer Foundation of Florida, Inc. She worked as a radiological technologist for over 40 years specializing initially in nuclear medicine and then mammography. During her career she worked with many cancer patients. Both she and her husband, Jim, have lived in Naples for over 30 years and along with her family have been active in numerous community service activities.



10 **SAVE THE DATE!**

Enjoy a night of fun with professional full-size regulation casino gaming, music, cocktails, hors d'oeuvres, auction and prizes.

Proceeds benefit PLAN, an organization that provides access to medical care for many of our neighbors in need.

For ticket information, please call **Michelle Jay** at (239) 776-3016 or michelle@plancc.org or visit www.plancc.org

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Thank you to our sponsors: Markham Norton Mosteller Wright & Co, Radiology Regional, Fine Mark Bank, First Citizens Bank, Lutgert Insurance, Capital Guardian Wealth Management, Family Foot and Leg Center, Rebecca Rock MD and Naples Illustrated.

2ND ANNUAL EVENING IN
MONTE CARLO
AN ELEGANT CASINO GAMING AND TEXAS HOLD 'EM CHARITY EVENT

October 12, 2013 • 6:30 p.m.
Naples Yacht Club

After 5 Social Event

June 6, 2013

Sponsored by Doctor's Choice Home Care



Dr. Donald and Anita DiPasco



Dr. Brian Timm, Dr. Gene and Mary Carr



Dr. Rebekah Bernard and Dr. Vivian Ebert



Dr. Kevin Lam and Dr. Diego Adarve



Dr. Arturo Balandra, Dr. Cesar DeLeon and Jim Talano



Dr. Cesar DeLeon and Rosa Kissane from Doctor's Choice



Foundation Donor Appreciation Event

It's not too late to secure an exclusive invitation to the Foundation of CCMS inaugural appreciation reception for its founding donors. The event, "Putting the Fun in Fundraising" will be Saturday, September 14th at The Club Pelican Bay.

To become a founding donor, participate at one of the following levels:

- Champion: \$3,000
- Promoter: \$2,000
- Friend: \$1,000

All attendees will also be eligible for a special giveaway: a grand prize, two-night stay for two people at the Hyatt Key West (courtesy of the Hyatt) with private air transportation (courtesy of Meridian Financial Group).

Send or deliver your contribution to the Foundation of CCMS at 1148 Goodlette Rd North, Naples FL 34102. Stay tuned for more event details.

The Foundation's mission is to "provide funding and leadership to programs that address access to healthcare, promote health education and serve the community's public health needs."

Questions? Email info@ccmsonline.org or call 435-7727.

The Foundation of Collier County Medical Society, Inc. is a 501(c)(3) organization, #46-1391700.



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Women Physicians Summer Social

June 14, 2013

1. Dr. Diana Daoud, Dr. Laura Isley,
Dr. Karen Henrichsen
2. Dr. Lindita Hobdari, Dr. Theresa
Vensel and Dr. Marilyn Varcoe
3. Dr. Margaret Taha and Dr. Sharla
Patterson
4. Dr. Prathima Moorthy and Dr. Neetu
Malhotra





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ProScan Open MRI & CT
260 Tamiami Trail North
Naples, FL 34102

ProScan MRI
7947 Airport Pulling Road
Naples, FL 34109