

July/August 2016 • Volume 15, No. 4 • The Official Magazine of Collier County Medical Society

2015-2016

CCMS, Foundation & Alliance Annual Reports







Collier County Medical Society Alliance

In this issues Use Your EHR to Stop Physician Burnout pg. 13, CCMS Circle of Ettends Spotlight pgs. 14-15, Reversing the Opioid Epidemic pg. 16, Member Event Photos pg. 18

CALENDAR OF EVENTS

Unless otherwise noted, Register at www.ccmsonline.org or call (239) 435-7727

Friday, July 22, 6:00pm CCMS Women Physicians Summer Social CCMS Member Home, Quail Creek

July 29-31 FMA Annual Meeting Disney's Yacht & Beach Club Resort, Orlando

Thursday, August 11, 6:00pm CCMS Seminar: Prevention & Treatment of Physician Burnout Vi at Bentley Village

Saturday, September 17, 8:00am Foundation of CCMS Golf Tournament Bonita Bay Club Naples Contact CCMS for sponsor/exhibit opportunities or visit ccmsfoundation.org

Thursday, September 29, 6:00pm CCMS Fall General Membership Meeting Hilton Naples

> Thursday, October 6, 6:00pm CCMS After 5 Social Location TBD

Thursday, October 13, 5:30pm 20th Anniversary CCMS & GGN GI Symposium Kensington Country Club

Friday, October 21, 5:30pm CCMS After 5 Social Aesthetic Plastic Surgery & Med Spa of Naples

Friday, November 11, 6:30pm CCMS New Members Welcome Reception Wyndemere Country Club

Premier Circle of Friends

Markham Norton Mosteller Wright & Company, P.A. Certified Public Accountants / Consultants



Calling all Member Authors!

CCMS is accepting article submissions and story ideas from all members for future issues of *The Forum*. Whether you have an interesting story about your practice, training, or other medical experiences, or if you have particular expertise in healthcare issues, we welcome your ideas. Send proposals to info@ccmsonline.org or call (239) 435-7727.

CCMS Board of Directors 2016-2017

President

Rafael Haciski, M.D.

Vice President Catherine Kowal, M.D. Secretary David Wilkinson, M.D.

Treasurer Cesar De Leon, D.O. Officer/Director at Large Rebekah Bernard, M.D.

Directors at Large: Paul Makhlouf, M.D., Alejandro Perez-Trepichio, M.D.

Ex Officio Directors: CCMS Alliance Liaison 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.

MEMBER NEWS

New Members:



Lee K. Anderson, M.D Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



Joseph T. Arrigo, M.D. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



Paul E. Beebe, M.D. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



James L. Bernene, M.D. NCH Physician Group 851 5th Ave N, Suite 306 Naples, Florida 34102 Phone: (239) 624-0034 Fax: (239) 624-0031 Board Certified: Endocrinology, Internal Medicine



William B. Caldwell, D.O. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



Amy S. Chappell, M.D. Administration Greater Naples YMCA 5450 YMCA Blvd Naples, Florida 34109 Phone: (239) 597-3148 Board Certified: Neurology

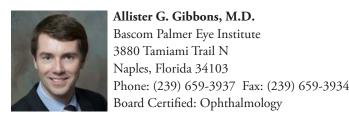


Shirley N. Codada, M.D. NCH Physician Group 2450 Goodlette Rd N #101 Naples, Florida 34103 Phone: (239) 624-8490 Fax: (239) 624-8491 Board Certified: Hospice & Palliative Medicine, Internal Medicine



Mario C. Conol, M.D.

Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology





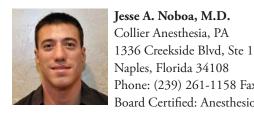
Charles W. Graeber M.D. NCH Physician Group 851 5th Ave N, Suite 306 Naples, Florida 34102 Phone: (239) 624-0033 Fax: (239) 624-0031 Board Certified: Internal Medicine, Nephrology

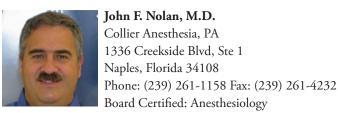


Daniel K. Janyja, M.D. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



Sunil M. Malkani, M.D. Malkani Retina Center 1855 Veterans Park Dr, Ste 302 Naples, Florida 34110 Phone: (239) 324-4888 Fax: (877) 717-0096 Board Certified: Ophthalmology





Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology John F. Nolan, M.D. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108

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Message from the Associate Editor

Cesar De Leon, D.O, Treasurer, Collier County Medical Society



Dear Colleagues:

First of all, I would like to congratulate Dr. Rafael Haciski for becoming the new president of CCMS. We are very lucky to have him lead our medical society through the changes that healthcare will be undergoing this year. He has passion for all of us not only to overcome these changes, but to thrive. I am reminded of one of his most common phrases, "If we do not hang together, we hang apart." This phrase cannot be any more realistic in the times we are in. It is a time when coming together can help us not only avoid penalties, but achieve a bonus, provide the best care to our patients, and elude the dreaded physician burnout. God knows that our county has already seen enough of it.

These next few years will not be easy for our profession as some of us may see as much as a 9% decrease on our Medicare reimbursement if we do not satisfy with the new regulations from MACRA. Penalties in 2019 will most likely be based on our performance in 2017, less than 6 months from now. MACRA will be budget neutral and some of us may actually see a positive payment adjustment. This decrease will be more noticeable for smaller practices who do not have the infrastructure to comply.

There is \$20 million a year allocated to provide technical assistance via Quality Improvement Organizations (QIOs) and Regional Extension Centers (RECs) to practices with 15 or fewer eligible professionals participating in an Alternative Payment Model (APM) or Merit-Based Incentive Payment System (MIPS). This assistance is intended to position practices to transition to APMs or to improve MIPS composite scores. Priority will be given to practices in rural areas, health professional shortage areas, and medically-underserved areas.

Our board has personally met with AMA president-elect Dr. Andrew Gurman to help us awaken Collier County physicians and guide them through a successful implementation of MACRA. Over the next few months we will continue to host educational seminars about MACRA, along with the regular medical lectures, and provide MACRA information in the bi-weekly CCMS e-newsletter. If you missed the last e-newsletter, you can also read it on our website, ccmsonline.org. Additionally, visit ccmsonline.org/resources, for a link to the site the AMA has put together to help guide us on preparing for MACRA.

One of the goals that the new CCMS board has this year is to make our physician community a model to the rest of the nation in the quality of care provided, physician well-being, and prosperity. I encourage everyone to take advantage of the resources that CCMS is able to provide for you, and to become involved.

At your service, Dr. Cesar De Leon

MACRA Resources

CCMS e-newsletter: ccmsonline.org AMA MACRA guides: ccmsonline.org/resources MACRA site: http://go.cms.gov/1UzdUqt Practice Transformation Assistance: http://bit.ly/28MhUTB The Foundation of Collier County Medical Society presents



3700 Wildwood Blvd, Naples, FL 34120

Open to the Public! go to ccmsfoundation.org

Sponsorships

at ccmsfoundation.org or april@ccmsonline.org/435-7727

Highlights

Win a 2017 Porsche in our Hole-In-One contest!

8:00 am Registration & Refreshments

8:45 am Shotgun Start, Scramble Format

> 1:15 pm Luncheon & Awards

Golfer Goodie Bags, Raffles, and more! Golfers

\$175/person, \$600/foursome ccmsfoundation.org



FINEMARK NATIONAL BANK & TRUST GUITSHORE UROLOGY ADMARK W TRUST Support provided by: National Bank & Trust Guitshore UROLOGY Addazine

Imperial Homes of Naples, LLC Leading Edge Benefit Advisors Moorings Park Home Health Agency Vi at Bentley Village

MEMBER NEWS

Continued from page 3



Leandro Perez, M.D.

Naples Cardiac and Endovascular Center 1168 Goodlette Frank Rd N Naples, Florida 34102 Phone: (239) 300-0586 Fax: (239) 300-0588 Board Certified: Cardiovascular Disease, Interventional Cardiology, Internal Medicine



Michael A. Staab, M.D. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



Robert A. Statfeld, M.D. Collier Anesthesia, PA 1336 Creekside Blvd, Ste 1 Naples, Florida 34108 Phone: (239) 261-1158 Fax: (239) 261-4232 Board Certified: Anesthesiology



Rafael A. Urbina, M.D. Gastroenterology Gastroenterology Group of Naples 1064 Goodlette Road Naples, Florida 34102 Phone: (239) 649-1186 Fax: (239) 649-1156 Board Certified: Internal Medicine

New Practice:

Rebekah Bernard, M.D. Gulf Coast Direct Primary Care 17595 S Tamiami Trail #227 Fort Myers, FL 33908 Phone: (239) 322-3860 Fax: (239) 437-4548

Kelly A. Fontana, M.D.

Royal Palm Concierge Medicine 1585 Pine Ridge Road, Suite 2 Naples, Florida 34109 Phone: (239) 451-3143 Fax: (239) 451-3145

New Location:

Myles R. Samotin, M.D. Samotin Orthopaedics 9240 Bonita Beach Rd Ste 2200 Bonita Springs, Fl 34135 Phone: (239) 514-4200 Fax: (239) 514-3373

Why are You a Member?



Foundation of CCMS 2015 Annual Report

Rolando Rivera, M.D., Foundation Chair



It is my pleasure to provide the 2015 report from our Medical Society's 501c3 charitable arm, the Foundation of Collier County Medical Society. It was a year of continued growth for the Foundation, as we raised more awareness of our organization, as well as more funds for scholarships to future medical professionals and donations to local healthcare programs in need.

Our second annual Docs & Duffers charity golf tournament last September welcomed 100 golfers, 21 sponsors/supporters, and 58 prize donors. The event raised approximately \$18,000 in net proceeds. Participants enjoyed a wonderful day of golf, networking, and prizes while raising funds for worthy healthcare needs in our community.

The 2016 Docs & Duffers is September 17th and we return to Bonita Bay Club Naples. Everyone is welcome to play or participate as sponsors and prize donors. Golfers can enter our hole-in-one contest for a chance to win a 2017 Porsche. Even if you cannot attend, contact CCMS to purchase raffle tickets for a variety of prizes, need not be present to win. Register or learn more at CCMSfoundation.org.

Last year, the Foundation awarded our first scholarship for Florida medical students who excel in community service, the Dr. William Lascheid Memorial Scholarship, providing \$5,000 to a deserving medical student at FSU College of Medicine who exemplified Dr. Lascheid's dedication to service. We were also pleased to provide a \$2,000 and a \$1,500 award in our general healthcare scholarship program, helping future healthcare professionals complete their educations, as well as \$1,750 in donations to local, charitable healthcare organizations in need.

Total income last year was \$50,386, including donations from members and friends, programs such as wine tasting fundraisers and the golf tournament, and raffle contests at CCMS member events. Total expenses for 2015 were \$33,935, including programming expenses, donations and scholarships, and a low operations cost of \$3,648. At the end of our 2015 fiscal year, the Foundation had a net of \$16,451, allowing us to allocate \$15,000 in funds to the 2016 scholarship program. We also paid back the last \$2,000 of the start-up loan from CCMS.

Thank you to all of the member physicians and friends of the Foundation who have made contributions to our successful launch these past three years. Your support is critical to our success. View our donor honor roll at ccmsfoundation.org. Thank you also to the hard-working Foundation Board Members, with a fond farewell to outgoing board member Bob DiPesa and a welcome to new board member Dr. Catherine Kowal.

Please contact any one of us for information on the Foundation's activities and mission, or reach out to April at the CCMS office, (239) 435-7727 or april@ccmsonline.org. On behalf of all of us, thank you again and we look forward to working with you to improve the health of our community.

Thank you to the 2015 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 April Donahue Andrew Hill Richard Pagliara, D.O.



CCMS Alliance Annual Report 2015-2016

Karen Swain, CCMSA President



The Collier County Medical Society Alliance (CCMSA) has recorded another successful year! Thanks to the support of our medical community we have once again been able to surpass our fundraising goals.

We kicked off our event year in August with our annual Back to School Swim party at the Naples Grande Hotel and Resort. This event is held annually the Sunday before school starts. Other member events throughout the year included

our two annual meetings, the 'Fall Preview' where members were treated to a delicious lunch at LaPlaya Resort while learning about new advances in skin care presented by Daniel Wasserman M.D. and the 'Spring Luncheon' which was held this year at Tiburon Golf Club. The Spring Luncheon is the time each year when the past year is celebrated and the new officers are installed. The Alliance also hosted two ladies night out events last year, 'Painting with a Twist' and 'Mixin Scents', an evening out where our members were able to custom blend their own fragrances.

In addition to the business meetings and ladies nights out, the Alliance hosted three fundraisers; "Fashion Night' at Nordstrom, 'Denim and Diamonds', and 'One Dish at a Time-A Culinary Tour'. Together these events raised over \$13,500 for the Ethyl Trigstad Scholarship Fund, and \$12,500 in scholarships were awarded to 13 students at 6 Collier County high schools. The recipients were:



CCMSA 2015-16 President Karen Swain & FMAA 2016-17 President Angela Abrams

Kasey Bersh - Marco Island Academy - \$2,000 Anthony Biscardi - Barron Collier High School - \$2,000 Sydney Record - Naples High School - \$2,000 Duneshka Cruz - Marco Island Academy - \$1,000 Jeanasia Gourdet - Immokalee High School - \$1,000 Sara Jamhour - Naples High School - \$1,000 Elizabeth Bennett - Lely High School - \$500 Shannon MacDonough - Lorenzo Walker Technical School - \$500 Amy Montez - Immokalee High School - \$500 Angela Morgan - Barron Collier High School - \$500 Maggie Moxam - Lorenzo Walker Technical School - \$500 Graciela Olvera - Immokalee High School - \$500 Tara Snyder - Lely High School - \$500



FMAA 2015-16 President, CCMSA 2016-17 Board Members

The TeenAge Parenting Program (TAPP) continued to be an important educational program supported by the Alliance. TAPP is an ongoing collaboration between Immokalee High school and CCMSA. Thanks to the dedication and hard work of Jackie Balandra, TAPP Chair, the Alliance received a Community Service Award last year from the FMA Alliance for our work with the program.

The Book Club remains strong and continued to meet throughout the year thanks to the Book Club Chair, Kim Hochman.

Without the hard work and endless dedication of the Board of Directors and Committees Members the past year would not have been possible.

2015-2016 Board Members:

Sheryl Guttman Marisol Baez Mona Chami Lisa Fenda-Wallace Rebeca Linz Christina Linz Ann Anderson Michelle Fuchs 2016-2017 Board Members:

Sheryl Guttman Bobbi Jo Mendez Mona Chami Christina Freise Adeline Henriquez Viktoriya Petrushina Kyla de Asla Ann Anderson Karen Swain





Collier County Medical Society 2015-2016 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



2015-16 CCMS Officers: Dr. Eric Hochman, Dr. David Wilkinson, Dr. Catherine Kowal, Dr. Rafael Haciski, Dr. Paul Dorio, Dr. Rebekah Bernard, Dr. Cesar De Leon

2015-2016 Presidential Report

Eric Hochman, M.D.

It has been my great pleasure and honor to serve on the Board of Collier County Medical Society for the last five years, and as President for the last year. I have enjoyed my time working to ensure that each and every one of you benefits from our efforts to improve the medical environment in Collier County. I have personally developed and nurtured many professional relationships while learning a lot about organized medicine and the medical political process.

CCMS continues to be a strong organization. Membership is up about 4% from last year with over 550 members. The number of Collier County physicians who belong to CCMS compares very favorably to other Florida county medical societies. Please continue to stay involved, think about getting more involved, and encourage colleagues who are not members to consider joining.

Our 2015-16 fiscal year was robust financially. Our net income of over \$60,000 (minus some income-related expenses for which we were not billed until after the fiscal year ended) allowed us to build up reserves. This income provides for short-term investment in the form of an 18-month certificate of deposit with \$50,000, which is nearly two months' operating expenses. This will help keep CCMS secure in case of any future emergencies or financial difficulties. The remaining net income will allow the new board to make necessary upgrades to the CCMS website in the coming year.

Our medical society also continues to make an impact at the annual Florida Medical Association meeting, with representation on reference committees, on the FMA board of governors with CCMS' own Dr. Corey Howard as speaker of the house (and AMA delegation chair), and a successfully passed resolution submitted by our delegation on EHR interoperability. I had the opportunity to see firsthand last July how each of us can make a difference. If you have the time this summer, I encourage you to try to attend the FMA meeting.

I would like to end by thanking April Donahue, CCMS Executive Director and the CCMS Executive Assistant, Nancy Wood, for all of their hard work, and the 2015-16 CCMS Board of Directors for a successful year. Finally, I wish Dr. Rafael Haciski and the new CCMS board a great and prosperous year to come.

Thank You to the 2015-2016 Board of Directors:

President: Eric J. Hochman, M.D. Vice President: Rafael C. Haciski, M.D. Treasurer: Catherine N. Kowal, M.D Secretary: Cesar R. De Leon, D.O. Officer/Director at Large: Paul J. Dorio, M.D. (2015); David R. Wilkinson, M.D. (2016) Director at Large: David R. Wilkinson, M.D. (2015) Director at Large: Rebekah Bernard, M.D.

Ex-Officio

Karen Swain, CCMS Alliance President April Donahue, Executive Director



CCMS Annual Highlights

By becoming a member, you support the CCMS mission to "help physicians practice high-quality medicine in our community." With your membership, our society leads the way on issues that affect you and your patients. This past year's member benefits include:

- Hosting 11.75 complimentary CME credit hours for CCMS members, addressing a wide variety of clinical and practice management topics, and providing numerous social networking events for members to connect with colleagues and vendors
- Assisting physicians and patients with CCMS member physician referrals via the popular CCMS member physician directory, our online "find a doctor" search, and phone calls to the CCMS office.
- Representing our members in organized medicine at the FMA and AMA, including heavy involvement in leadership positions and a passed resolution on EHR interoperability at the FMA Annual Meeting, as well as a CCMS member on the FMA board of governors and delegation to the AMA.
- Meeting with legislators and representing our members' interests in healthcare policy debates, including issues such as scope of practice, SGR repeal, and the third-party payers.
- Growing the CCMS Health Plan "co-op" for member practices to fulfill the health insurance needs of members, their families, and their staff while enjoying the rate savings of a single, large group.
- Presenting the 8th Annual Women's Health Forum, a public service educating 300 attendees on the latest health trends and medical treatments, highlighting CCMS member speakers.

2015-2016 New & Reinstated Members

Connie Alford Bartruff, M.D. Alain Alvarez, M.D. Elizabeth Arguelles, M.D. Frank Astor, M.D. Debra Bailey, M.D. Russell Becker, D.O. Thomas Beckett, M.D. Dawn Bertram-Stewart, M.D. Jerry Best, M.D. George Brinnig, M.D. Thomas Bruno, M.D. James Bynum, M.D. Amy Chappell, M.D. Ian Corpus, M.D. Jeffrey Craig, M.D. Edward Danehy, M.D. Richard de Asla, M.D. David Eichten, D.O.

Membership Total Membership 2015-2016: 567

Barrett Ginsberg, M.D. Stephen Goldberger, M.D. Alexandra Grace, D.O. Glenn Groat, M.D. Michael Gutknecht, M.D. Alan Hagstrom, M.D. Fikria Hassan, M.D. Pamela Hughes, D.O. Sandra Jara, M.D. Daanish Kazi, D.O. E. Sean Kelley, M.D. Shawn Khan, M.D. Karl Korri, MD Aleksandr Levchenko, D.O. Todd Lindquist, M.D. Joseph Magnant, M.D. Carlos Mendez, M.D. Kristina Mirabeau-Beale, M.D. Steven Newman, M.D.

Phan Nguyen, D.O. Chirag Patel, M.D. Nicole Paul, D.O. Cherra Pumphrey, M.D. Joshu Raiten, M.D. Paul Richard, M.D. Dennis Sagini, M.D. Ferdy Santiago, M.D. Ivan Seligman, M.D. Troy Shell, M.D. William Smiddy, M.D. Rebecca Smith, M.D. Krystine Swannick, M.D. Vivian Torres, M.D. Ruta Totoraitis, M.D. Anne Marie Tremaine, M.D. Dana Trotter, M.D. Lucienne Valcourt, M.D. Clare Ventre-Carragan, M.D.

CCMS Annual Report (cont.)

Income and Expenses

Income, Fiscal Year ending March 31, 2016 Dues \$213,025 Publications \$116,995.65 Members events \$68,348.67

Interest \$18.86 Total Income \$398,388.18

Expenses, Fiscal Year ending March 31, 2016

Salary/benefits/taxes \$180,408.50 Member events \$52,422.36 Publications \$34,595.74 Rent/electric \$15,536.38 Travel/seminars/meetings \$16,127.58 Phone/computer and web \$8,746.31 Accounting/professional services \$6,680.81 Other operating expenses \$20,122.11 **Total Expenses \$334,639.79**

Net ordinary income \$63,748.39

(Compared with \$29,809.85 in 2015-16)

CCMS Political Action Committee (PAC) Report

The CCMS Political Action Committee (PAC) helps fund local and state candidates who are physician and patient friendly. CCMS members and spouses are encouraged to contribute to make an impact on elections in Collier County and Florida. The PAC had \$3,075 in contributions for the 2015-16 fiscal year, and more is needed for the 2016 elections. Contact CCMS to contribute or visit ccmsonline.org/membership.

This last fiscal year had low expenses, as the PAC Board continued researching candidates for the upcoming races. Expenses included \$1,000 to Joseph Davidow for the Florida House, District 80 republican primary, and \$625 for the FMA PAC's 2015 Good Government Luncheon. At the end of the 2014-15 fiscal year, the board had already agreed to provide \$1,000 to Rep. Kathleen Passidomo in the republican primary race for State Senator, District 28. Going forward for the 2016-17 fiscal year, we will see more contributions, including \$1,000 to Lavigne Ann Kirkpatrick for the Florida House, District 106 republican primary.

If you are not already a registered voter, be sure to register by Aug. 1st to vote in the Aug. 30th primary (to vote in a certain party's primary, you must be registered in that party). If you have any questions about voting, the PAC, or its endorsements, contact any of the PAC Board: Dr. Rolando Rivera – Chair/ Treasurer, Dr. Mitchell Zeitler, Dr. Joseph Gauta, Dr. Catherine Kowal, or April Donahue at CCMS. Thank you to all our PAC contributors, and those who plan to contribute soon.

Thank You to 2015-2016 Committees

Grievances

Dr. Paul Dorio, Chair Dr. Alan Galbut Dr. Richard Pagliara

FMA Delegates

Dr. Eric Hochman, Chair Dr. Rebekah Bernard Dr. Cesar De Leon Dr. Rafael Haciski Dr. Catherine Kowal Dr. Alejandro Perez-Trepichio Dr. James Talano Dr. Jose Baez (alternate delegate) Dr. Corey Howard (FMA Speaker and AMA Delegate)

Health Insurance Co-Op

Dr. Pavan Anand Julie Guerra Joan Koop Dr. Eric Hochman Dr. Susan Liberski Dr. James Lim Jim Talano

Legislative Committee Dr. Mitchell Zeitler, Chair

Dr. Joseph Gauta Dr. James Talano

Membership

Dr. Rafael Haciski, Chair Dr. Jose Baez Dr. Caroline Cederquist Dr. Paul Jones Dr. Stephen Schwartz Dr. James Talano Dr. Jorge Valle

Nominating

Dr. Corey Howard, Chair Dr. Catherine Kowal Dr. Paul Jones Dr. Alejandro Perez-Trepichio Dr. David Wilkinson

Programs Committee

Dr. Cesar De Leon, Chair Dr. Daniel Deutschman Dr. Ronald Purcell Dr. Alina Stanciu Dr. Mitchell Zeitler

Women's Health Forum

Dr. Catherine Kowal, Chair Dr. Caroline Cederquist Dr. Rafael Haciski Dr. Karen Henrichsen Dr. Jonathan Jay Dr. Tami Kuhlman Dr. Marilyn Varcoe Dr. Jamie Weaver



Collier County Medical Society 1148 Goodlette Road North, Naples, FL 34102 (239) 435-7727 • fax: (239) 435-7790 info@ccmsonline.org • www.ccmsonline.org

9 Ways to Use Your EHR to Stop Physician Burnout in Its Tracks

Michael Kesti, HealthFusion, Inc. - a CCMS Premier Circle of Friends



Physician burnout isn't fun. It can lead to increased errors and lower-quality care for patients – and in some cases, consequences for patients are irreversible. Some physicians equate EHR use with more homework, believing the common misconception that spending extra hours each night, finishing up notes, addressing inboxes, and catching up on messages and emails, is inevitable. It's not. While many physicians

feel that technology, along with government regulation and the tremendous change in the healthcare industry, adds to today's main burdens contributing to burnout – optimizing the right EHR software will actually increase a physician's efficiency. A sophisticated EHR will serve your workflow, not hinder it. When all of the components of your software speak to each other seamlessly, the stream of your practice as a whole improves.

Part of making sure your EHR helps you evade burnout is learning how to utilize the entire system optimally. You should strategize your EMR use and need to document. Your EHR needs to do everything from allow you to flow efficiently through a chart to improve your revenue cycle time; only then will you increase your profits and overall quality of patient care. That way, you can enjoy all of the reasons you really became a physician – and go home at a reasonable hour.

Choose your practice's EHR champion. Figure out who on your team is an EHR power user – this is your technology leader. Just watching his or her process will help you by giving you a plethora of tips and shortcuts to dramatically speed up your process.

Delegate: Allocate duties and tasks in your EHR that don't require your specific skills to staff members, or explore the option of hiring a trained scribe. Use your team; don't try to do everything on your own. Sharing your EHR workload is one of the easiest ways to start alleviating burnout. Work together to share documentation duties.

Choose a cloud-based EHR with full functionality on an iPad. You shouldn't have to chart from home – or record the same notes twice. When your EHR is designed for an iPad, you can chart at the bedside or exam room while maintaining eye contact with your patients. Perform a complete SOAP note and chart from anywhere you can connect to the Internet, from your iPad or iPad mini (in addition to any mobile device, tablet, laptop or desktop platform). You can choose to touch, talk or type, depending on what method will be fastest and more efficient for you. Dictation functionality is built in and can be used to replace typing for faster data entry and you can prescribe and check your schedule from your smart phone. Mobile medicine is paramount to efficiency in your practice.

Make sure the system you choose is truly integrated. Piecing together a patchwork structure of tools that don't speak to each other well will only make for a clunky, inefficient and frustrating process. When your system is seamless across the EHR, Practice Management, Clearinghouse and Patient Portal, you will cut down on errors and a lot of redundant manual data entry.

Use and optimize your integrated patient portal. Correct use of a sophisticated patient portal will undoubtedly reduce clutter and save time. When patients check in well before their visit, and enter their histories and current medications themselves, your staff members can spend their time on other duties – and the patient's information will be organized before their visit. Having easy access to their lab results and the ability to electronically communicate with your practice will also save time you or your staff spends on phone calls.

Blueprints. Software is meant to be automated. While templates are helpful in the automation process, blueprints take the level of sophistication and flexibility steps beyond templates. Your system should provide the blueprints and customization you need. You should be able to repurpose old encounters as favorite blueprints, making them easily accessible.

Coding: Using an EHR with advanced ICD-10 coding features and enhancements will save you time by guiding you to the most precise code appropriate for the clinical presentation of your patients. An efficient ICD-10 code search and conversion tool will eliminate many hours you would otherwise spend manually looking up codes, especially when the coding requirements become much more stringent late in 2016.

e-Prescribe: Most EHR systems have an e-Prescribing module, but did you know that over 200 EHRs borrow their interface from a third party? Working on an EHR that has a fully integrated e-Prescribing interface will enhance workflows and save time. In addition, providers should only work with e-Prescribing modules that have been awarded the Surescripts White Coat Quality "seal of approval." Remember, high quality electronic scripts reduce the time providers spend managing rejections or phone calls from their local pharmacist.

Alerts: Alert overload kills productivity. Alerts should only be disruptive to a workflow in the case of a serious patient health risk, like a drug to allergy alert. Less critical alerts should be subtle, enough to notice but not disruptive to workflows. MediTouch Health Maintenance alerts are a good example, they are obvious enough to have prevented a case of colon cancer (see our blog ...) but not disruptive to the typical SOAP charting workflow.

Don't employ a dinosaur-era EMR system. When you choose state-of-the-art software, your EHR should cut the effects of burnout for every member of your practice. A cloud-based, truly integrated, mobile-friendly EHR will help your practice run more smoothly so you can get home on time.

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Circle of Friends – A Program of Preferred Vendors

CCMS Circle of Friends program is open to businesses that can offer our members benefits and discounts. We encourage you to speak with these businesses that have been selected by CCMS for their outstanding services and products.



Premier Circle of Friends: HealthFusion, Inc. Contact: Michael Kesti Business Type: Electronic Health Records 305-323-2903

mkesti@healthfusion.com / healthfusion.com HealthFusion, Inc. offers Medi-Touch, an award-winning EHR system. Founded in 1998 by physicians, the system offers a Practice Management Module, Claims Clearinghouse, Patient Portal, and an EHR, and all interconnected, cloud-based, and certified. J.D. Power & Associates recognition for an outstanding customer experience. CCMS members receive one month free; no enrollment fees; no charges for set-up, support, or maintenance; no charges for software updates or training; and unlimited claims processing.



Markham Norton Premier Circle of Friends: Markham Norton Mosteller Wright & Company

Certified Public Accountants / Consultants

Contact: Karen Mosteller, CPA, CHBC Business Type: Certified Public Accountants & Business Consultants

239-261-5554 / Fax: 239-433-2824

KMosteller@markham-norton.com / markham-norton.com Markham Norton Mosteller Wright & Company specializes in tax, accounting and business consulting services for Physicians and Health Care providers. Serving Southwest Florida since 1979, our experienced team can improve your profits and sharpen your competitive edge with a variety of services related to practice operations, strategic planning, human resources, tax planning and accounting services. CCMS members receive a complimentary assessment and 10% off 1st personal tax return.

BankUnited BankUnited

Contact: Lisa Portnoy **Business Type: Banking**

239-233-3747 / Fax: 866-895-5551 lportnov@bankunited.com / Bankunited.com BankUnited has more than \$15 billion in assets and more than 100 branch locations and focuses on the financial needs of growing companies and their executives, consumers and commercial and middle-market businesses in Florida and New York. The bank offers a broad range of online services, treasury management tools for businesses and traditional depository and lending products. Special rate discounts for physician loans and accounts. CCMS members receive special rate discounts for physician loans and accounts.



Brennan, Manna & Diamond, P.L.

Contact: Richard S. Annunziata, Esq. Business Type: Legal

239-841-9237 / Fax: 239-992-9328

rsannunziata@bmdpl.com / bmdpl.com Nationally known for Health Care & Hospital Law, we serve as legal counsel and strategic planning advisors to physicians, medical staffs, Hospitals, and other Health Care facilities, professionals and providers. Our legal services include physician practices, contracts, business, compliance, licensing, litigation, alignment strategies, mergers and acquisitions, strategic/business planning, reimbursement, information technology, and facility regulation.



Clifford Medical Billing Specialists, Inc.

Contact: Lisa Clifford, CPC

Business Type: Medical Billing 239-325-2088 / Fax: 239-325-2089

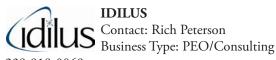
lisa@cliffordmedicalbilling.com / cliffordmedicalbilling.com Clifford Medical Billing Specialists, Inc. is a Revenue Cycle Management Company providing medical billing, coding and practice management services to physicians and groups nationwide. We have a simple mission; to collect all the revenue due for the services provided in a timely manner so you can concentrate on patient care!

FirstCitizensBank Contact: Pam Blackwell

First Citizens Bank

Business Type: Banking 239-659-2827 / Fax: 239-262-0907

pamela.blackwell@firstcitizens.com / firstcitizens.com First Citizens Bank is dedicated to building long-lasting relationships with individuals, small-to-midsized businesses, and professionals. Our associates have developed a strong expertise in meeting the financial needs of the medical community. Please contact us to learn more about our great rates, our customized approach to client service, and our comprehensive array of financial products. We would love to earn your business!



239-919-0069

rop841@aol.com / idilus.com

IDILUS is a full service medical consultant that gives your practice a distinct advantage. A TotalSolution for payroll, human resources and benefits. The power of numbers can work for you. CCMS members will receive discounts on PEO Services over our typical rates to non-members, as well as a reduced enrollment fee. Members will also receive a discount on physician consulting services and typical management and billing services rates.

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John R Wood Properties

Contact: Roxane Menna / Michelle Paradis Business Type: Real Estate Brokerage 239-398-8635 / 293-8844

rmenna@johnrwood.com / mparadis@johnrwood.com Michelle and Roxane are experienced, professional realtors with John R Wood Properties, a local real estate brokerage established in 1958. Their local knowledge of working in Naples since 1990 is a useful resource for all CCMS members. "Bring your highest expectations." Members receive a complimentary home inspection when buying or selling with Michelle and Roxanne.



Leading Edge Benefit Advisors

Contact: Kerri Sisson **Business Type: Employee Benefits**

239-433-4471 / Fax: 239-433-1565

kerri.sisson@le-advisors.com / lebenefitadvisors.com Leading Edge Benefit Advisors has served the Naples area for more than 33 years, providing employee benefit and compensation solutions to local businesses. Through their partnership with CCMS, Leading Edge can offer an industry specific, multiple employer welfare arrangement ("MEWA"), allowing CCMS member private practices the benefit of large group medical insurance with Florida Blue for themselves, their staff, and families.



Linda R. Minck, PL

Contact: Linda R. Minck Business Type: Legal

239-260-5827 / Fax: 239-260-5829 linda@minck-law.com / minck-law.com

Attorney Linda Minck provides legal services to physicians and other health care providers particularly in business transactions such as setting up a new practice, buying or selling a practice, reviewing or preparing employee agreements for physicians and ancillary providers, and representing physicians with day to day legal needs. CCMS members receive approximately 10% off hourly rates.

Medline Industries, Inc.

MEDLINE Contact: Kelly Bowman **Business Type: Healthcare Supplies** 239-250-1012 / Fax: 866-331-3150 kbowman@medline.com / medline.com Medline is the largest privately held manufacturer and distributor of healthcare supplies in the United States, providing more than 350,000 products that serve the entire continuum of care. Medline is a manufacturer direct source of medical equipment & supplies, education (CEUs) and product & sales support. CCMS members receive a minimum of 10% savings in aggregate and standard freight waived for 1 year.



Meridian Financial Group Contact: Dan Shannon Business Type: Business Consulting 239-690-9820 / Fax: 239-690-9821

info@themeridianfinancialgroup.com / themeridianfinancialgroup.com We are a business consulting firm specializing in working with Physicians and Business Owners as a total resource for all of their planning needs. Through our team of experienced consultants, and our strategic alliances with professionals from other industries, we are able to address all aspects of a physician's planning needs, including: asset protection planning, management consulting, key employee incentive compensation plans, tax planning, buy/sell agreements, practice exit strategies and employee benefits.

THEDOCTORSCOMPANY The Doctors Company Contact: Shelly Hakes

Business Type: Medical Malpractice Liability Insurance 800-741-3742, ext 3294 / Fax: 888-723-7177 shakes@thedoctors.com / thedoctors.com The Doctors Company is fiercely committed to defending, protecting, and rewarding the practice of good medicine. With 75,000 members, we are the nation's largest physician-owned medical malpractice insurer. Visit www.thedoctors.com. CCMS members receive a 5% discount on liability premium.



WBN Marketing LLC

Contact: Nella DeCesare Business Type: Marketing & Web Design 239-919-0933 / Fax: 239-244-8344

nella@wbn-marketing.com / wbn-marketing.com Naples-based, WBN Marketing is a full-service marketing company and leading area provider of website development/ search engine marketing. WBN offers expert marketing and branding knowledge for several local core industries, including the medical industry. CCMS members receive 10-20% discount depending on services provided.

Additional vendor discounts for CCMS members

(see ccmsonline.org/vendors)

- Greater Naples Chamber of Commerce
- HIPAA Secure Now!
- Identity Force
- Lutgert Insurance / Comp Options
- The Print Shop



Drug Free Collier



Drug Free Collier Board President, Rey Pezeshkan

Medical professionals take note: The U.S. Surgeon General has issued a Call to Action, urging you take a lead role in reversing the opioid epidemic by re-examining prescribing practices.

Leadership doesn't happen in a vacuum. And you don't have to do it alone. Enter Drug Free Collier (DFC), a coalition protecting our children from substance abuse. Our mission is to be Collier County's primary

resource for information and tools to prevent juvenile alcohol and substance abuse.

That's why the coalition launched a Collier County Heroin Task Force in fall of 2015 following a rise in heroin and opiaterelated overdoses. This group is comprised of many local partners including law enforcement, health and treatment providers who often see the tragic consequences of substance abuse first-hand.

Across Florida, deaths caused by heroin increased by nearly 115% in the first half of 2015 compared to the first half of 2014. Locally, in Collier County, in 2015 through late May 2016, there were 9 heroin deaths and 36 opiate-related deaths, according to the Collier County Medical Examiner's office.

We're taking action to address this growing problem. "Drug Free Collier is working to be proactive on this very serious community issue," said Rey Pezeshkan, Board President for Drug Free Collier. "We're confident Greater Naples physicians and medical personnel are equally dedicated to making an impact."

Just last month, Drug Free Collier and its partners hosted a physician's training featuring Andrew Kolodny, M.D. during a keynote presentation titled: "Responding to the Prescription Opioid & Heroin Crisis." Dr. Kolodny is one of the country's leading experts on the epidemic. He is the chief medical officer for Phoenix House Foundation Inc. and the Executive Director and Co-founder for Physicians for Responsible Opioid Prescribing.

Dr. Kolodny also presented at a daylong community forum educating more than 100 attendees about the scope of the crisis, its historical context, contributing factors and provided a framework for developing interventions to address the epidemic within our communities.

The Hazelden Betty Ford Foundation generously provided all attendees with "Heroin and Prescription Painkillers: A Toolkit for Community Action," with an accompanying DVD that outlines community action plans, key players and ways to best implement solutions.

Drug Free Collier and the Task Force are also working to reduce access to prescription and over-the-counter medications. Through Operation Medicine Cabinet[®], we work to keep harmful drugs from falling into the wrong hands by providing a responsible alternative for the disposal of household medication. By coordinating bi-annual prescription drug takeback events, we are protecting our kids and our environment. Just this spring, volunteers collected 495 pounds of medication for safe disposal during an April clean-up event.

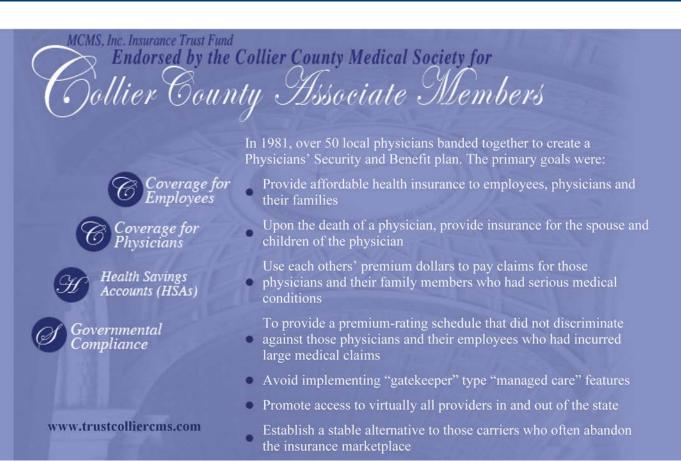
Residents can also dispose of medications year-round by taking them to one of our permanent Operation Medicine Cabinet[®] sites. There are 11 drop boxes for safe disposal conveniently located throughout Collier County. For directions to the nearest drop box, visit DrugFreeCollier.org.

And, should they prefer, residents can also use our most recent weapon – Deterra[™] Drug Deactivation System – to get rid of unwanted medications at home. Drug Free Collier was one of four Florida coalitions chosen to participate in this pilot project. Each biodegradable pouch can safely and quickly dispose of up to 90 pills, 12 ounces of liquid or 12 patches. The deactivation system uses activated carbon to neutralize chemicals in the drugs. Just open the pouch, drop in the medications, add water, reseal the pouch and shake it up. The pouch can then be safely disposed of in the trash, with no harm to the environment.

Other tools developed by the Task Force include a local resource card for distribution by people working with individuals at-risk. "Your Life Matters" cards offer a list of places where someone can get substance abuse help and family members can find support. The cards were designed to easily fit into a wallet. In addition, the group is distributing "Good Samaritan Act" cards to encourage individuals to call 911 if they witness someone having an overdose. Under Florida's Good Samaritan Act, witnesses who seek emergency medical help for an overdose victim are given limited immunity that protects them from being charged with simple possession. These cards also provide quick steps to help someone experiencing an overdose.

Committee members are also working with local stakeholders to provide additional educational resources about Florida's expanded use of Naloxone which includes sales of the lifesaving drug to family members.

These are just some of the examples of how our community is working together to combat the problem. We invite you to join us in being part of the solution. Consider offering these local resources to your patients. We still have Deterra[™] drug disposal pouches, Your Life Matters resource cards, and Good Samaritan Act cards available for distribution. Check out drugfreecollier. org for more information and resources. To learn about other ways to support Drug Free Collier, contact Carly Gibb at 239-302-6717.



Upcoming Symposiums



Echocardiography Symposium (35th Annual)

Friday-Saturday, September 23-24 Trump National Doral, Miami (11 CME/CE)

MiamiEcho.BaptistHealth.net



John M. Cassel, M.D., Memorial Breast Cancer Symposium (Fourth Annual) Saturday, September 24 Baptist Hospital Auditorium

BreastCancerSymposium.BaptistHealth.net

(4 CME/CE)



Diabetes Symposium (Fourth Annual) Saturday, October 15

Baptist Hospital, Auditorium (4 CME/CE)

DiabetesSymposium.BaptistHealth.net



Miami Neuro Symposium (Fifth Annual) and Miami Neuro Nursing Symposium (Fourth Annual) Thursday-Saturday, December 1-3

The Biltmore Hotel, Coral Gables (18.5 CME/CE)

MiamiNeuro.BaptistHealth.net

More CME opportunities at BaptistHealth.net/CME

Baptist Health South Florida

Continuing Medical Education

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CCMS Annual Meeting – May 14th CCMS Legal Seminar – May 24th CCMS CME Conference – June 11th



Dr. Catherine Kowal, Dr. Alejandro Perez-Trepichio, AMA President Dr. Andrew Gurman, Dr. Rafael Haciski, Dr. Paul Makhlouf, and Dr. Cesar De Leon



Dr. Eric Hochman, Physician of the Year Dr. Robert Tober, and Dr. Jeffrey Allen



Dr. Igor Levy-Reis, Dr. Richard Pagliara, and Dr. Ferdy Santiago



Dr. Rebekah Bernard, Dr. Craig Eichler, Dr. Mickey Gordon, and April Mavrogeorge



Dr. Shawn Khan and Lisa Khan



Dr. Vlasios Albanis, Dr. Ahmet Gursoy, Dr. Helen Svkaza, Dr. Renate Chevli, and Anastasia Albanis



Incoming President Dr. Rafael Haciski and Outgoing President Dr. Eric Hochman



Michael Petrick and Dr. Tami Kuhlman

Physician Asset Protection Planning Seminar

Learn how to help protect your assets from lawsuits and creditors

Florida physicians are in heightened need of asset protection planning with today's ever increasing litigious environment. The risks to a physician's assets from malpractice, negligence and other lawsuits are a clear and present danger to almost all physicians. Attend this seminar and learn from the foremost experts in the industry on the subject of Asset Protection Planning.

Main Topics

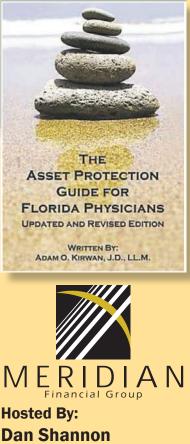
- How to use trusts and Estate Planning to help protect your assets
- What assets are exempt from your creditors and how to use those assets to help protect your wealth
- ✓ How to use wage accounts to help protect your earnings from garnishment
- ✓ The potential risks of procrastinating & not planning ahead
- ✓ How Florida's revised Limited Liability Company Act may impact your asset protection.
- How to stucture the ownership of owner-occupied medical space to protect the property from lawsuits



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Presented By:

Adam O. Kirwan, J.D., L.L.M. Attorney and Author of the Books: The Asset Protection Guide for Florida Physicians and The Asset Protection Guide for Florida Residents.



Managing Director Meridian Financial Group, LLC

FORUM

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Be sure to register for the 2016 Docs & Duffers charity golf tournament on Sep. 17th! ccmsfoundation.org PRSRT STD US POSTAGE PAID FT MYERS FL PERMIT 569

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