

PHO UPDATE / THE SCIENCE OF DEPRESSION / PAGES OF EVENT PICTURES!



THE FORUM

May/June 2013 ♦ Volume 12, No. 3

THE OFFICIAL MAGAZINE OF THE COLLIER COUNTY MEDICAL SOCIETY



NEW PRESIDENT VOWS TO ADD MORE PHYSICIAN EDUCATION OPPORTUNITIES

2013/2014 CCMS Officers (l-r): Dr. Paul Dorio, Director at Large; Dr. Eric Hochman, Treasurer;
Dr. Richard Pagliara, President; Dr. Rafael Haciski, Secretary; Dr. Catherine Kowal, Officer/Director at Large
(not pictured: Dr. Mitchell Zeitler, Vice President)

ARTHREX Hosts CCMS



Reinhold Schmieding and a team of designers and innovators at Arthrex hosted a cocktail reception and dinner presentation for CCMS physician members on March 7th at their state-of-the-art facility in North Naples.

Top: CCMS President Dr. Rolando Rivera and Reinhold Schmieding. Right: Dr. Stephen Schwartz (top) and Dr. James Worden (bottom) with Arthrex educator George Rego



Board of Directors 2013-2014 CCMS

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Richard Pagliara, D.O.

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Catherine Kowal, M.D.

Director at Large: Paul Dorio, M.D.

Ex Officio Directors: Monique Owens, 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.

MEMBER NEWS

Dr. Ronald Levine, Cardiology, is pleased to announce the opening of his new practice,

Levine Heart and Wellness

680 2nd Ave North, Suite 304,

Naples, Florida 34102

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Fax: (239) 206-2835

CALENDAR OF EVENTS

Register for these events at (239) 435-7727 or info@ccmsonline.org

THURSDAY, JUNE 6TH

After 5 Social

5:30pm-7:30pm

Sponsored by Doctor's Choice Home Care

Tavern on the Bay

489 Bayfront Place

Naples, FL 34102

THURSDAY, JUNE 13TH

Moorings Park Healthy Living presents:

Osteoporosis & Fracture Risk Assessment: Update 2013

6:00pm-8:00pm

Dr. Ethel Siris, Professor of Clinical Medicine,

Columbia University

Moorings Park Center for Healthy Living

132 Moorings Park Drive

Naples, FL 34105

FRIDAY, JUNE 14TH

Women Physicians Summer Social

7:00pm-9:00pm

Location: TBA

THURSDAY, JUNE 27TH

After 5 Social

5:30pm-7:30pm

Sponsored by IPC, The Hospitalist Company

Waldorf Astoria Hotel

475 Seagate Dr.

Naples, FL 34103

2013-2014
CCMS
OFFICERS OF THE BOARD



PRESIDENT

RICHARD D. PAGLIARA, D.O. is a native of Guilderland, N.Y. and began his college career at Quinnipiac University in Hamden, Connecticut, where he studied biology and competed on the golf team as part of an athletic scholarship. He then obtained his Doctor of Osteopathy from the New York College of Osteopathic Medicine in 2002, completed an internship at the North Shore University Hospital System, a diagnostic radiology residency at Hartford Hospital, and a fellowship in abdominal imaging at SUNY Stony Brook.

Dr. Pagliara's time at NYCOM and North Shore resulted in many achievements, awards and academic recognitions including the Council of Deans Award for Overall Academic Excellence, Psi Sigma Alpha – National Osteopathic Scholastic Honors Society and Intern of the Year. Dr. Pagliara graduated first in his medical school class of 240.

Dr. Pagliara is a board certified diagnostic radiologist and practices at Radiology Regional Center. He has been a member of CCMS since 2008, and is also a founding

board member of the CCMS Foundation. Dr. Pagliara is married to Cathy Pagliara, a local pharmacist and has two beautiful children, Olivia and Nicholas.

VICE PRESIDENT

MITCHELL ZEITLER, M.D. is a Board Certified Anesthesiologist and Chief of Anesthesia at Physicians Regional Healthcare System/Pine Ridge. After completing medical school at George Washington University, he spent two years at Lenox Hill Hospital (NY) in the OB/GYN program, and did his residency in anesthesiology at George Washington University Hospital. He spent 13 years at Montgomery General Hospital in Olney, MD, served on Montgomery County Medical Society's Legislative Committee, and was also a member of a claims review committee for Medical Mutual Liability Insurance.



TREASURER

ERIC HOCHMAN, M.D. obtained his Doctor of Medicine from Ohio State University College of Medicine, magna cum laude in 1997. He completed his residency at Ohio State University Hospital in 2001, and his residency and fellowship at Washington University, St. Louis in 2004. Dr. Hochman is Board Certified in Internal Medicine, Rheumatology and Pediatrics. He practices with NCH Healthcare System.



SECRETARY

RAFAEL HACISKI, M.D. is a board certified OB/GYN who completed his undergraduate education at MIT in Cambridge, followed by medical school at Emory University in Atlanta with his residency in OB/GYN at Johns Hopkins in Baltimore and a fellowship in Reproductive Endocrinology and Infertility at the University of Chicago. Dr. Haciski has practiced in his field for over 28 years and is in private practice at Advanced Gynecology, Inc.



OFFICER/DIRECTOR AT LARGE

CATHERINE KOWAL, M.D. is in private practice as a Rheumatologist in north Naples. A native of Chicago, Dr. Kowal studied at Mount Holyoke College in Massachusetts before moving to Boston where she worked in research at Mass General Hospital. She obtained her medical degree in 1985 and performed her internship and residency at Presbyterian Medical Center of Philadelphia and also trained at University of Pennsylvania and Med College of Pennsylvania. Dr. Kowal and her husband, radiologist Dr. Ray Montecalvo, have lived in Naples for 20 years.



DIRECTOR AT LARGE

PAUL DORIO, M.D.

A MESSAGE FROM THE PRESIDENT

LET'S CONNECT & EDUCATE

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



Dr. Pagliara accepted the presidential gavel on Saturday, May 4th. The following is an excerpt from his acceptance speech.

I know a lot of you don't know me so I thought this would be a good time to introduce myself. I'm an only child of Donna and Richard, Sr and originally from Guilderland, NY, a small town outside of Albany. My interest in medicine began at age 15 when my father became critically ill. The orchestration of his intensive care intrigued me, and its conductors even more. I knew I wanted to be just like those doctors that saved my Dad. I wanted to be like many of you. Two years later, I attended Quinnipiac University on a golf scholarship. After graduation, I first started work as an ICU nursing assistant, and soon after as a surgical technician while applying to medical school. I moved to Chicago to study medical physics where I learned to appreciate the field of radiology. I was accepted to the New York College of Osteopathic Medicine and it was there, in the front row of the auditorium, where I met my future brother-in-law who introduced me to his sister.

After graduation, I stayed in Long Island for my internship within the North Shore Health System. Cathy and I then traveled to Hartford for a radiology residency at Hartford Hospital, where we got married and had our daughter Olivia. We then moved back to Long Island for my fellowship at SUNY Stony Brook. In June of 2008, when our son Nicholas was 6 weeks old, we moved to Naples and I began my career at Radiology Regional Center.

Being a truly independent physician with no connection or allegiance to either hospital system, I knew I was at a disadvantage meeting fellow physicians and gaining possible referrals. I thought I could mitigate this by asking to join the CCMS board in May of 2010. But what resulted, however, has been so much more.

I am truly honored to represent and serve the physicians of the Collier County Medical Society as your 55th President. I am also pleased to be the first Osteopathic Physician to hold this position.

MY GOALS

First, having a viable health information exchange – or HIE – will provide us with the ability to securely exchange patient information between health care providers and institutions. Your society has been investigating HIE and currently both NCH and PRMC are working on solutions that will potentially extend into our community. These efficiencies are significant... and too many to list here at this time. I vow that our medical society resources will be available to both hospital systems to assist with implementation, marketing, and governance, when needed. True HIE would be a paradigm shift in the way we all practice medicine and is the next grand leap to modernize our nation's health care system.

Second, many of you have voiced the need for the Society to provide more Continuing Medical Education opportunities. Your Board is listening and will add more CME accredited meetings and conferences this upcoming year. My goal is to attract some of the many, highly skilled and accomplished physicians right here in Southwest Florida to help with this objective. This could be a wonderful opportunity for many of you to showcase your knowledge, expertise and practice to our membership.

Third, your Board will be working very closely with Dr. Rivera to help him strengthen the CCMS Foundation. I, too, share his belief that this entity will serve our community well and I will help promote and support fundraising efforts. In fact, Cathy and I would like to start right now. [Dr. Pagliara handed a check made out to the Foundation to Dr. Rivera.]

And lastly, after initial inquiry from Hodges University, I believe it's in our best interest to partner with our local academic institution. Hodges' School of Allied Health offers several medically related degree programs poised for significant growth. With your help, the medical society can assist these students in locating preceptorships; a critical step in educating our future local healthcare workforce.

John Quincy Adams once said, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

We physicians, whether we like it or not, are LEADERS. We are leaders in our profession; we are leaders to our patients; we are leaders in our community. The title of "physician" is an influential title and sometimes we lose sight of its significance and our responsibilities outside of patient care.

We are busy people... struggling to balance work, life and family. But I encourage all of you, when you feel the time is right, to become involved in your community, whether through your child's school, your church, your hospital, your government, or your medical society.

Physicians can have significant influence on health and public policy, but we must stay involved in the process to have true effect. There are plenty of others willing to shape policy for us; in many cases not with our or our patients' best interest. Now more than ever, we physicians must use our physical and monetary presence, so our government can hear us loud and clear. Our noble profession, our livelihood has been and continues to be challenged. We cannot, we must not remain idle.

NEW MEMBERS



DAVID P. BUSER, M.D.
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Premiere Oncology
955 10th Avenue N.,
Naples, FL 34102
333-2575 Fax: 325-2283
Board Certified: Obstetrics and
Gynecology



BRIAN T. KINDL, M.D.
Orthopedic Sports Medicine
Joint Replacement Institute
1250 Pine Ridge Road, Ste. #3
Naples, FL 34108
261-5633 Fax: 262-5633
Board Certified: Orthopedic Surgery



LAWRENCE E. DORF, M.D.
Hospice & Palliative Medicine
Vitas Innovative Hospice Care
4980 Tamiami Trail N., Ste. 102
Naples, FL 34103
649-2300 Fax: 649-2350
Board Certified: Hospice &
Palliative Medicine, Geriatrics,
Family Medicine



HARRY MOREAU, M.D.
Neonatology
Physicians Regional Medical Group
8300 Collier Boulevard
Naples, FL 34114
354-6136 Fax: 354-6481
Board Certified: Neonatology &
Pediatrics

Saying Goodbye

Guests of the Annual Meeting paid tribute to retiring Executive Director Margaret Eadington with a rose reception line as newly inducted President Dr. Richard Pagliara read a poignant farewell speech in her honor. In attendance was Dr. Diedra Woods, President of CCMS in 2000, who remarked on Margaret's remarkable first impression and interview during their search 13 years ago. Eadington is emigrating back to her homeland – England – at the end of May, but plans to visit Florida friends during the winter months.



Physicians Help Attendees “Take Charge of Their at 5th Annual Women’s Health Forum

Health



1) Dr. Catherine Kowal and Dr. Prathima Moorthy answer questions from attendees.

2) Florida Cancer Specialists provided a booth and Dr. Andrew Lipman (second from right) gave a presentation. Also pictured are Dr. Rebecca Kosloff, Dr. Lillian Love and Dr. Daniel Morris.

3) Women’s Health Forum committee (l-r): Dr. Catherine Kowal, Dr. Tami Kuhlman, Dr. Rafael Haciski, Dr. Jamie Weaver, and Dr. Caroline Cederquist.

4) Hundreds of attendees prepare to hear from a panel of doctors.

5) Dr. Chaundre Cross and Dr. Margaret Taha answer attendee questions while Dr. Catherine Kowal helps Dr. Michael Gloth prepare for his presentation.

6) Dr. Tami Kuhlman interacts with attendees at her booth.



Genes > Neuroscience > Depression & Anxiety

by Daniel A. Deutschman MD, DLF APA

The following is from a lecture originally given to Collier County Medical Society members on Women's Health Day, March 9, 2013.

Questions: 239-591-6736 or drdan@danddeutschman.com.

The science of genetics has been rocked by the news that the genetic code in our chromosomes is not the entirety of our genetic material.

The additional genetic material (previously thought to be “trash”) is DNA in the nuclei of cells separate from the chromosomes. It is called nucleic “**Dark Matter**”. Neuroscientists now understood that this material contains, among other things, switches that turn on and off many of the elements (SNP's) of genetic code in an individual's chromosomes. Thus it was insufficient to know which “good” genes or pathological genes are in a patient's chromosome array. We must also learn what the contribution of that person's genetic dark matter is to predict the phenotypic expression of his/her chromosome array! The implications are enormous. It suggests that many of the genetic studies done previously that ignored the contribution from the individual's dark matter are incomplete and of limited value. This could explain the failure of many attempts to replicate genetic studies for many psychiatric conditions.

Advances in neuroscience in the last ten years have focused on the role of cells in the Hippocampus and **Hippocampal Neuroplasticity**. In contrast to our understanding prior to 2003, we now know that cells in the Hippocampus must replicate (neuroplasticity) at a significant rate to maintain our emotional health. Stress can reduce this replication rate and lead to depression and anxiety. It appears that all of our treatments, medical as well as psychological, can lead to improvements in a patient's depression and anxiety by increasing the replication rate of the cells in the Hippocampus! Medications (Prozac et al), ECT, Cognitive/Behavioral Therapy all appear to work by increasing the rate of replication of these cells!

Some practical treatment approaches to depression and anxiety are listed below. The only medication approaches that are “curative” and wholesome for depression and anxiety are antidepressants and Bupropion (Buspar).

STEP 1: Be sure the patient is not Bipolar. History (including contributions for a significant other) is the best indicator. Giving an antidepressant to a Bipolar can worsen the course of the disease significantly!

STEP 2: Choose an agent: Has anything helped in the past. Premature discontinuation of an effective agent is the single biggest

problem in keeping our patients well. If something worked before; try it again.

STEP 3: Has something helped a first-degree relative? If so, try it next.

STEP 4: Was the titration appropriate. [See the Table below] Start with a low dose, then increase gradually until a large enough dose has been given to provide an adequate trial. The doses have to be applied for a significant period of time. Four weeks for young adults, as long as six weeks for persons over 75 years of age.

STEP 5: If there is no improvement, change to an agent in another class. Bupropion (Wellbutrin) is different from all agents with a Serotonin component. It is not associated with weight gain or sexual side effects as the Serotonin and Serotonin/Norepinephrine agents are.

STEP 6: If there is some improvement but not enough (and the dose is high enough for long enough) consider adding Bupropion to the initial agent.

***Note:** The biggest problem with using Bupropion is inadequate dose. If the patient is negative for seizures, be prepared to titrate gradually to 450mg/d.*

Once your patient has responded, don't be quick to cut the dose. Some patients need the full dose to which they responded for years! If your patient has had previous episodes, severe episodes, suicidality with episodes, significant family history of depression or anxiety, consider maintaining the full dose for three to five years. Each time the patient has a minor setback during the maintenance phase, consider extending the maintenance period.

Antidepressant Titration Guideline Table

Generic	Trade	One Week	Four Weeks	Four Weeks	Four Weeks
Fluoxetine	Prozac	10mg/d	20mg/d	40mg/d	60mg/d
Sertraline	Zoloft	25mg/d	50mg/d	100mg/d	150mg/d
Paroxetine	Paxil	10mg/d	20mg/d	40mg/d	60mg/d
Citalopram	Celexa	10mg/d	20mg/d	40mg/d	60mg/d**
Venlafaxine	Effexor	75mg/d	150mg/d	225mg/d	300mg/d
Escitalopram	Lexapro	5mg/d	10mg/d	20mg/d	30mg/d
Bupropion (depression)	Wellbutrin	75mg/d	150mg/d (one week)	300mg/d (one week)	450mg/d

***QT prolongation in elderly women above 40mg/day*

PHO UPDATE: Helping Physician Synergy

Dear Providers,

Your PHO Board of Directors and staff would like to give you an update of the activity of the PHO/SWFPA and plans for the year ahead through periodic communications in the *Forum*.



The **mission** of our IPA (SWFPA) which is the “physician-side” of the PHO is to be *a physician led organization that effectively represents the collective interests of its physician members and to promote the recruitment, engagement and unification of independent and group practitioner members.* Its **vision** is to *proactively educate SWFPA members about current industry trends and to provide the necessary guidance and support to enable their continued professional success.*

Within the community there has been much discussion regarding the development of an Accountable Care Organization (ACO) in Naples. While we feel that a well-developed and significant ACO is still a few years away, the PHO is dedicated to helping provide all physicians access to an ACO regardless of affiliation. We are currently working on several projects that will assist PHO members that may choose to participate in an ACO in the future.

We are working with a data analytic provider that will assist you as providers in identifying how you compare to your local peers in various measures of quality and cost effectiveness. This is designed as an educational tool with which each PHO provider will be able to access his/her own data.

NCH Healthcare System and HMA have each chosen technology solutions for their respective Health Information Exchanges (HIEs). The role of the PHO will be to educate, foster HIE participation, and hopefully encourage provider migration onto a handful of common practice management platforms that will effectively integrate with these local HIEs and support future ACO information sharing and reporting needs.

As we move through that next couple of years we will strive to keep you informed of changes that will affect your practice and work towards helping your practice position itself for the changing Healthcare environment. The PHO is YOUR organization and we welcome your input as we move forward.

Sincerely,

James V. Talano, MD, MM, FACC



Community Health Partners (CHP) is the Naples Physician Hospital Organization (PHO). CHP is a not-for-profit corporation that works through the Southwest Florida Physicians Association (SWFPA), an independent practice association. The CHP network currently has more than 800 plus participating providers, two hospital systems, and 60 ancillary providers. The contracting services provide access to over 100,000 lives in Collier and Southern Lee counties. The Provider Relations Representatives serve as liaison to you and your office staff between the contracted entity and your practice. The team provides on-going education and administrative assistance.

The Medical Management services provided by Community Health Partners serve over 25,000 covered lives while the Worker's Compensation Management Program (WorkCare) covers over 15,000 employees. These programs are an integral piece of providing high level quality healthcare for the members of the employer groups.

The primary activities of CHP are:

- Direct contracting with self-insured employers
- Contracting with insurance companies, networks, and health plans
- Development of clinical pathways
- Credentialing of providers using the National Committee for Quality Assurance Standards
- Case management/Utilization management/Disease management
- Participation in utilization management and quality assurance programs
- Administrator for Collier County Healthy Kids with Florida Health Care Plans

Network provider benefits include:

- On-going administrative support
- Maintain contract agreements and fee schedules
- Assistance for claim issues
- On-going educational support
- Patient referrals
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Attorney Linda R. Minck
Business Type: Legal
239-260-5827, Fax: 239-260-5829

linda@minck-law.com

Attorney Linda R. Minck encourages CCMS members to contact her for legal assistance for the formation of entities, agreements among owners, contracts, employment agreements, buy-in/buy-out agreements, and stock and asset purchase agreements. Ms. Minck is uniquely familiar with the legal challenges facing health care practices with regard to compliance and health care regulations such as HIPAA, Stark and Medicare Anti-kickback rules.



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Brennan, Manna & Diamond, P.L.
Contact: Richard S. Annunziata, Esq.
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rsannunziata@bmdpl.com

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239-687-5241, Fax: 239-687-5250

Kris.scoone@mutualofomahabank.com

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Contact: Diane Layton
Business Type: Financial Advisor

239-566-5709, Fax: 239-596-3659, diane.layton@nmfn.com

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239-775-3553, Fax: 239-775-5273
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CONGRATULATIONS *to our* TOP DOCTORS



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Interventional Radiology



Dr. James Lim
Neuroradiology



Dr. Pamela Caslowitz
MSK Radiology & Body Imaging

Castle Connolly named three of NDIC's radiologists as Top Doctors.

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2013 ANNUAL MEETING & INSTALLATION



Dr. Vincent DeGenarro inducts the 2013/2014 Officers of the Board. (l-r) Dr. Paul Dorio, Dr. Catherine Kowal, Dr. DeGenarro (podium), Dr. Eric Hochman, Dr. Richard Pagliara, and Dr. Rafael Haciski



Dr. Jon Banas, and Dr. Michael Carron give their support to fellow Radiology Regional Center colleague Dr. Pagliara



Nancy Lascheid with Cheryl and Collier Commissioner Fred Coyle



54th President Dr. Rolando Rivera hands the gavel to Dr. Richard Pagliara



Donna Lovett with The Doctors Company visits with Dr. Paul Mitchell and Gayle Schultz



Dr. Richard Pagliara and wife Cathy celebrated the evening with her parents and his mother

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Dr. Richard Pagliara chats with representatives from Avow Hospice Dawn McBride (l) and Annalise Smith (r)



FMA President Dr. Vincent DeGenarro kept his keynote speech short and sweet, as promised



CCMS Past President Dr. Brian and Beth Wolff



Dr. Pavan Anand and wife Michelle



Dr. Cynthia Nehr Korn and husband William



Mary Campbell and Lori Joyce with Hazelden

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Eric Hochman, M.D., Editor
1148 Goodlette Road North
Naples, Florida 34102
Ph. 239-435-7727
Fax 239-435-7790
E-mail info@ccmsonline.org
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