



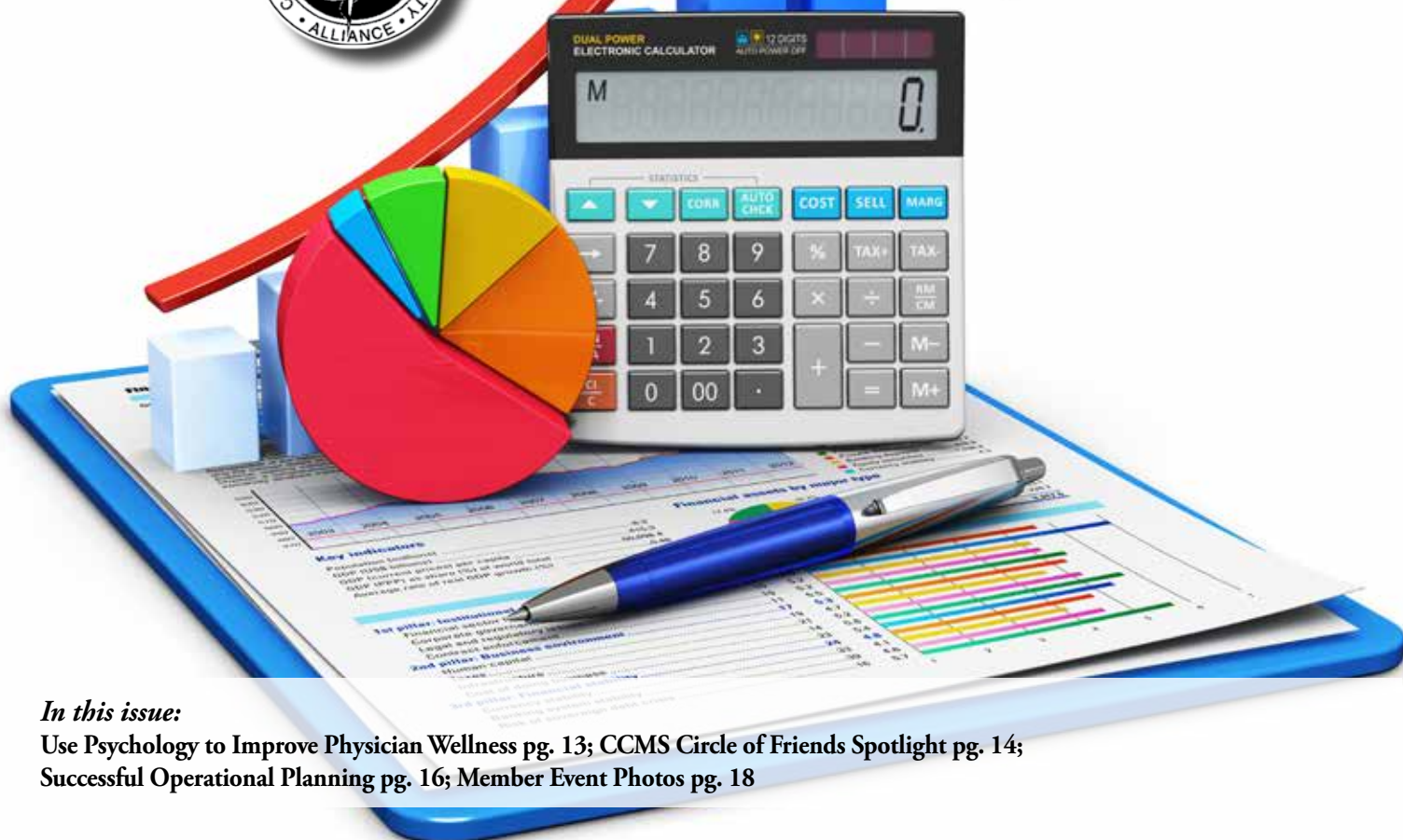
THE FORUM

July/August 2017 • Volume 16, No. 4 • The Official Magazine of Collier County Medical Society

2016-2017 Annual Reports CCMS, Foundation, & Alliance Annual Reports



Collier County Medical Society Alliance



In this issue:

Use Psychology to Improve Physician Wellness pg. 13; CCMS Circle of Friends Spotlight pg. 14;
Successful Operational Planning pg. 16; Member Event Photos pg. 18

CALENDAR OF EVENTS

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

Thursday, July 20, 5:30pm
CCMS After 5 Social
FineMark National Bank & Trust

Friday, August 4 – Sunday, August 6
FMA Annual Meeting
Universal Orlando

Wednesday, August 16, 5:30pm
CCMS After 5 Social
Tesla Naples

Wednesday, August 23, 6:00pm
CCMS Fall General Membership Meeting
Contemporary Pain Management Therapies
Hilton Naples

Thursday, September 7, 5:30pm
Foundation of CCMS Social
PGA Tour Superstore

Saturday, September 23, 8:00am
4th Annual Foundation of CCMS "Docs & Duffers"
Charity Golf Tournament
Bonita Bay Club East in Naples

Friday, October 13, 5:30pm
CCMS After 5 Social
Location TBA

Thursday, October 26, 5:30pm
CCMS Vascular Disease Symposium
Kensington Country Club

Friday, November 17, 6:30pm
CCMS New Members Welcome Reception
Wyndemere Country Club

Premier Circle of Friends



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Catherine Kowal, M.D.

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Cesar De Leon, D.O.

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Rebekah Bernard, M.D.

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David Wilkinson, M.D.

Officer/Director at Large
Alejandro Perez-Trepichio, M.D.

Directors at Large: Rebecca Smith, M.D.; Gary Swain, M.D.

Ex Officio Directors: Christina Freise, CCMS Alliance President
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:



Christopher M. Buckley, D.O.
Riverchase Dermatology & Cosmetic Surgery
7331 Gladiolus Drive
Ft. Myers, FL 33908
Phone: (239) 437-8810 Fax: (239) 437-8875
Board Certified: Dermatology
Specialty: Mohs Surgery



Ravi G. Mirpuri, D.O.
Korunda Pain Management Center
4513 Executive Dr
Naples, FL 34119
Phone: (239) 591-2803 Fax: (239) 594-5637
Board Certified: Physical Medicine & Rehabilitation, Pain Management
Specialty: Pain Management



Ryan P. Houk, M.D.
Naples Heart Rhythm Specialists
6101 Pine Ridge Rd Ste 12
Naples, FL 34119
Phone: (239) 263-0849 Fax: (239) 263-2376
Board Certified: Internal Medicine
Specialty: Cardiology



Socrates Perez-Rodriguez, M.D.
1855 Veterans Park Dr Ste 103
Naples, FL 34109
Phone: (239) 331-5114 Fax: (239) 631-5349
Board Certified: Internal Medicine
Specialty: Hospital Medicine



Patrick W. Joyner, M.D.
Neuroscience & Spine Associates
877 111th Ave N Ste 1
Naples, FL 34108
Phone: (239) 594-8002 Fax: (239) 594-3447
Board Certified: Orthopaedic Surgery, Sports Medicine
Specialty: Orthopaedic Surgery



J. Fred Stoner, M.D.
5440 Park Central Court Ste 2
Naples, FL 34109
Phone: (239) 597-4355 Fax: (239) 734-3068
Board Certified: Pathology
Specialty: Pain Management



Mary-Margaret T. Kober, M.D.
Riverchase Dermatology & Cosmetic Surgery
9125 Corsea Del Fontana Way Ste 100
Naples, FL 34109
Phone: (239) 598-4004 Fax: (239) 598-4713
Board Certified: Dermatology
Specialty: Mohs Surgery



Daniel Masvidal, M.D.
Naples Heart Rhythm Specialists
6101 Pine Ridge Rd Ste 12
Naples, FL 34119
Phone: (239) 263-0849 Fax: (239) 263-2376
Board Certified: Internal Medicine, Cardiology
Specialty: Cardiology

Retired Member:

Mark A. Vacker, M.D.

New Location:

Pamela Caslowitz, M.D.
Radiology Regional Center
700 Goodlette Rd N
Naples, FL 34102
Phone: (239) 430-1400 Fax: (239) 430-1401
Board Certified: Radiology

Obayedur R. Khan, M.D.
Concierge Medical of Naples
5100 Tamiami Trail N Ste 101
Naples, FL 34103
Phone: (239) 304-8902 Fax: (239) 304-8635
Board Certified: Internal Medicine

A Message from the President

Catherine Kowal, M.D., President, Collier County Medical Society



Summer has arrived and many of us are taking some deep breaths and relaxing after the “Season”. We now can go to our favorite restaurants without reservations, drive on 41 if we need to, and go to Whole Foods without using valet service. Yes, we have some more time but your CCMS Board and committees are busier than ever over the summer.

First, the CCMS board is meeting to make a strategic plan for the future of the Medical Society. We will have input from previous CCMS presidents as well as the membership committee, and review results from the membership survey distributed earlier this year. Stay tuned for more details.

Then politics is on the agenda with preparation for the Florida Medical Association Annual Meeting in early August. This is an opportune time for us to make a difference. The CCMS board and FMA delegates are reviewing potential resolutions to propose at the FMA House of

Delegates, and making preparations to attend the Lower West Coast Caucus planning meeting in July. At that time, we will see all the resolutions so far approved for the FMA meeting and vote on which ones we will support or oppose. This planning meeting will also help us to understand the “flavor” of this year’s House of Delegates and what to expect. The CCMS board has also recently interviewed the candidates for Vice-Speaker of the FMA and are deciding whom to support.

All this activity plays into the politics for next year’s state legislative sessions beginning in January, as the FMA House of Delegates proceedings help shape our legislative priorities. Issues CCMS and the FMA are following include: demanding transparency from prescription benefit managers (PBMs), eliminating step therapy requirements, simplifying prior authorization forms or eliminating them completely, charging insurance companies for time spent on the phone for prior authorizations, and keeping scope of practice as it is. These are just some of the many issues we will need to monitor this coming year. In order to have legislative successes and represent our CCMS members’ needs, we also need to have a strong voice in the FMA. I encourage each of you to consider joining FMA this year.



Dr. Ethyl Trygstad (right) – the first female CCMS president

CCMS also had our first educational event this summer with a CME seminar on Dementia in June, and we are looking forward to more CCMS After 5 social events on July 20th and August 16th. Be on the lookout for additional information on the CCMS Fall General Membership Meeting August 23rd, featuring the educational topic, “Contemporary Pain Management Therapies”. I hope many of you will attend these events given the “slower” time we physicians experience off-season. Visit ccmsonline.org for details.

Lastly, the Foundation of CCMS is preparing for our big fundraiser on September 23rd, the Docs & Duffers charity golf tournament. We can use help securing sponsors for the event, raffle prize donations, and of course golfers who enjoy a good time on the green! If you cannot attend, be sure to consider participating in the raffle for the opportunity to win some great prizes. For more details on the golf tournament, feel free to call the CCMS office or visit ccmsfoundation.org.

So you see, we are busy making your Medical Society productive, congenial, and educational. We would love your input and help in making this year, the Medical Society’s 60th, the best in CCMS history.



CCMS Past President Dr. Dulce Dudley and President Dr. Catherine Kowal
photo courtesy of Priscilla McGuire Photography

The Foundation of Collier County Medical Society presents

Docs & Duffers 2017

4th Annual Charity Golf Tournament benefiting efforts to address access to healthcare, promote health education and serve the community's public health needs

Saturday, September 23rd

8:00 am - 2:30 pm

Bonita Bay Club Naples

3700 Wildwood Blvd, Naples, FL 34120

Open to the Public! Visit ccmsfoundation.org

Raffle tickets also available - need not be present to win

Sponsorships

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

Golfers

\$175/person, \$650/foursome
ccmsfoundation.org

Highlights

8:00 am

Registration & Refreshments

8:45 am

Shotgun Start, Scramble Format

1:15 pm

Luncheon & Awards

*Golfer Goodie Bags,
Hosted Refreshments,
Raffle Prizes, and more!*



Catherine Kowal MD PA Golden Care

Leading Edge Benefit Advisors Southwest Florida Physicians Association The Lascheid Family U.S. Bank Private Wealth Management Vi at Bentley Village

Foundation of CCMS 2016 Annual Report

Rolando Rivera, M.D., Foundation Chair



It is my pleasure to provide the 2016 report from our Medical Society's 501c3 charitable arm, the Foundation of Collier County Medical Society. It was a year of great growth for the Foundation, as we raised more awareness of our organization and more funds for scholarships to future medical professionals and donations to local healthcare programs in need.

Our third annual Docs & Duffers charity golf tournament last September sold out with 120 golfers. We were fortunate to have 24 sponsors/supporters and 54 prize donors, as well as a new kick-off event hosted by Mutual of Omaha Bank at the PGA Tour Superstore. The tournament raised over \$24,000 in net proceeds, a \$6,000 increase from our previous tournament. Participants enjoyed a wonderful day of golf, networking, and prizes while raising funds for worthy healthcare needs in our community.

The 2017 Docs & Duffers is September 23rd and we return to Bonita Bay Club Naples. Everyone is welcome to play or participate as sponsors and prize donors. 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 second annual Dr. William Lascheid Memorial Scholarship for Florida medical students who excel in community service, increasing the award amount to \$10,000 for a deserving medical student at FSU College of Medicine who exemplified Dr. Lascheid's dedication to service. We were also pleased to provide a \$5,000 and two \$2,500 awards in our general healthcare scholarship program, helping future healthcare professionals complete their educations, as well as a \$1,000 donation to the Physician Led Access Network.

Total income last year was \$58,218, including donations from members and friends, programs such as the CCMS Women's Health Forum and the golf tournament, and raffle contests at CCMS member events. Total expenses for 2016 were \$41,165, including programming expenses, donations and scholarships, and a low operations cost of \$4,361. At the end of our 2016 fiscal year, the Foundation had a net of \$17,069, which, combined with funds in savings, allowed us to allocate \$32,500 in funds to the 2017 scholarship program.

Thank you to all the member physicians and friends of the Foundation who have made contributions to our successful launch these past four years. Your support is critical to our success. Thank you also to the hard-working Foundation Board Members, with a fond farewell to outgoing board member Dr. Karen Henrichsen and a welcome to new board member Mitchell Dannenberg.

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 2016 Foundation Board Members:

Rolando Rivera, M.D., Chair

Karen Henrichsen, D.O., Treasurer/Secretary (Jan-Aug)

Jeremy Darstek, Treasurer/Secretary (Aug-Dec)

Peter R. Boyd, M.D.

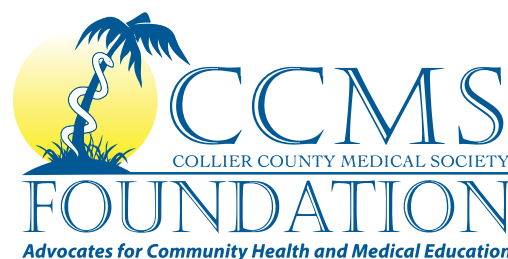
Reisha Brown, M.D.

Mitchell Dannenberg

April Donahue

Andrew Hill

Richard Pagliara, D.O.



FCCMS Scholarship Recipients Say “Thanks”

The board of directors of the Foundation of Collier County Medical Society are pleased to announce the winners of our 2017 scholarship awards.

Dr. William Lascheid Memorial Scholarship

Recognizing future physicians who have demonstrated excellence in community service



Charlotte Gerrity

Naples resident and class of 2021 medical student at Duke University School of Medicine, Charlotte Gerrity received a \$12,500 award in memory of Neighborhood Health Clinic co-founder and CCMS Past President Dr. Lascheid. It is the third year the Foundation of CCMS has provided this scholarship.

Charlotte graduated from Gulf Coast High School and obtained her Bachelor of Science at University of Miami. Her volunteer experience includes assisting patients at the David Lawrence Center, the William W. Sandler Center for Alcohol and Other Drug Education as a peer educator, and the University of Miami Model United Nations, encouraging students to educate themselves on global health issues. She was accepted into Duke's Primary Care Leadership Track, and she intends to complete her training in internal medicine and psychiatry.

“It means so much to me to have the support of the Foundation of Collier County Medical Society in the pursuit of my medical education,” said Charlotte, “and I would like to thank the Foundation for helping me work towards my goal of serving and strengthening my community as a physician.”

FCCMS Healthcare Scholarships

\$5,000 awards for students enrolled in/accepted to healthcare degree programs, based on need and academic performance



Ahlam Abukhdeir

Ahlam Abukhdeir is a student in the University of South Florida Physician Assistant Program, class of 2019. A graduate of the Universal Academy of Florida high school in Tampa who received her Bachelor of Science at USF, Ahlam has participated in numerous athletic, extracurricular, and community activities throughout her school career, including volunteering with hospice patients and Big Brothers Big Sisters, tutoring, and participating in student associations.



Joseph Burns

A class of 2019 medical student at Florida International University's Herbert Wertheim College of Medicine, Joseph Burns is a Tavares High School and Stetson University graduate. His background features a variety of musical programs, school activities and community service pursuits, including

AmeriCorps VISTA, as well as published papers, research projects, and legislative advocacy. A congenital heart disease survivor, his dream is to become a pediatric cardiologist.



Efe Cudjoe

Track athlete, this first-generation Ghanaian-American hopes to provide care to underserved communities in Collier and Lee Counties.



Patricia Watford

Patricia Watford is an Occupational Therapist at The Glenview at Pelican Bay studying for her Doctorate in Occupational Therapy online from Creighton University. Originally from Mississippi and a former teacher, she received her Masters in Occupational Therapy from Florida Gulf Coast University and has lived in Naples for 24 years. Patricia's ultimate goal is to combine her two passions and become an instructor in occupational therapy.

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CCMS Alliance Annual Report 2016-2017

Christina Freise, 2016-17 CCMSA Corresponding Secretary, 2017-18 CCMSA President

Another fabulous year on the books for The Collier County Medical Society Alliance (CCMSA)! Thanks to the immense support from our medical community, we have yet again surpassed our fundraising goals. We kicked off our event year in September with our annual Fall Preview, where members were treated to a delicious lunch at the M Waterfront Grille while learning about new advances in anti-aging from Dr. Gerald Kumin. Our Halloween Party at the Vineyards Country Club was a spooktacular event, followed by our Sip and Shop Fundraiser at Nordstrom.

A Walk for Wellness was held at the beach in February, to promote healthy lifestyles. In March, members and the community at large gathered for our Spring Fashion Show Fundraiser at the Hilton, chaired by Susan Bello. A highly successful show, guests enjoyed fashions modeled by members, participated in raffles, and engaged in shopping presented by local vendors. We concluded the event year with our Spring Luncheon at Roy's, with the installation of our 2017-2018 officers.

Fundraising events grossed over \$18,000 for the Ethyl Trygstad Scholarship Fund, and scholarships were awarded to the following ten students at six Collier County High Schools:

- Sophie Tillotson - Barron Collier High School
- Victoria Sorhegui - Barron Collier High School
- Alexa Figueroa - Golden Gate High School
- Emma Hedrich - Gulf Coast High School
- Sharon Lauster - Gulf Coast High School
- Aurora Medellin-Gutierrez - Lorenzo Walker Technical High School
- Lauren Lippert - Naples High School
- Julianna Gregory - Naples High School
- Jessica Jarnagin - Palmetto Ridge High School
- Maxwell Palmer - Palmetto Ridge High School

To further our mission to serve the community and provide opportunities for education, our members volunteered at the Teenagers as Parents Program (TAPP) of Immokalee. Christina Freise and Jackie Balandra spoke regarding speech-language and psycho-social development of infants, and Board members Karen Swain, Barbara Rougraff and Sheryl Guttman generously delivered gift basket donations to each student and her baby for the holidays. We are eager to continue this community outreach program. Moreover, the CCMSA Book Club, chaired by Kim Hochman, continues to thrive and meets on a monthly basis.

Without the hard work and endless dedication of the Board of Directors and Committee Members, the past year would not have been possible. Our 2017-2018 Board is looking forward to another fantastic year!

If you are interested in joining the CCMSA, please visit our website at ccmsalliance.info. Click "Member Resources" and then "Join Us!" to submit your application online. Looking forward to having you!

2016-2017 Board Members

Sheryl Guttman, Bobbi Jo Mendez, Christina Freise, Barbara Rougraff, Kyla de Asla, Susan Bello, Karen Swain, Adeline Henriquez

2017-2018 Board Members

Christina Freise, Sheryl Guttman, Karen Swain, Barbara Rougraff, Mimi O'Connell, Susan Bello, Shelley Monteiro



Spring Fashion Show Fundraiser Models: Lily & Violet Kerwin, Mary Dent, Veora Little, Gabbie Vickaryous, Sheryl Guttman, Anne Marie Tremaine, Michelle Fuchs, Karen Swain, Miriam LeMoine, Maureen O'Connell



The 2016-17 CCMSA Board: Christina Freise, Susan Bello, Adeline Henriquez, Kyla de Asla, Bobbi Jo Mendez, Sheryl Guttman, Karen Swain (not pictured: Barbara Rougraff)



Collier County Medical Society 2016-2017 Annual Report

VISION

Helping Physicians Practice High Quality Medicine in Our Community

MISSION

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



2016-2017 Presidential Report

Rafael C. Haciski, M.D.



This is always a bittersweet moment. I am delighted that all the responsibilities are over and I pass on the baton but I'm sad that it's happening. Reminds me of that Jamaican song, I'm sad to say I'm on my way, I will be back another day.

Well it's that time where I'm supposed to tell you that it's been a pleasure and an honor to represent our society, which it really has been. And to tell you the year went by very fast, which it has. Blink of an eye.

And to list the accomplishments that we have achieved, which I will not do because you can read about them in The Forum and in the email blasts. But what I will tell you is what I have been trying to tell you in The Forum articles throughout the year, and that is that Medicine is under attack; onslaught is probably a better term.

Having finished my training in 1983, I have now been practicing medicine for 34 years. And throughout those years I have witnessed a constant chipping away at what can do and how we do it, and how we get paid for it.

Who has been the instigator of these changes - primarily government and insurance companies. Each with a different goal, but each with equally deleterious effects. The government, because of misplaced goals that are unrealistic and unsupportable, and in their efforts failing to see the unintended consequences of their actions, which once initiated are 100 times more difficult to change post initiation. And the insurers because, of their greed – the drive to squeeze every penny possible out of the health dollar. Collect as much as possible and pay out as little as possible.

Who suffers? The patients and the physicians. I will not list the litany of problems that patients face, nor the hardships we physicians encounter on a daily basis. You know these all too well. In a way, I am singing to the choir, because you, readers, are the active ones, you are the ones who participate.

We had a great turn out at our recent Annual Meeting –200+ in attendance including over 100 members, or 20% of our society. But what of the other members who pay dues but are not active in any measurable way? And more importantly what of the other working physicians who are not members of the medical society and who do not participate in any way in the struggle? Each of you knows many such colleagues.

We have a great interest in the outcome of the struggle, interest in the ability to provide the best care we possibly can, and interest in our patients' wellbeing. Perhaps it is safe to say that we cannot prevent changes, because change is a natural event. But we can exert control on that change, mold it in a more desirable direction, and thus achieve more desirable outcomes. Resistance is NOT futile (to misquote the Borg), but in fact resistance is MANDATORY for our survival and for our patients' health!

Those who choose not to participate become pawns in the process. Those that participated can raise their head up high, and say "I have done my best, and I can sleep with a clear conscience." Our members are the "faithful" and I commend you on that. But you also need to become disciples and reach out to those of your colleagues who do not participate. There is more to medicine than just showing up at the office and performing your appointed tasks. You also need to look at the bigger picture and participate in the creation of our future.

Once again, thank you for the honor you have bestowed upon me, and I hope that I have not disappointed any of you in my tenure as the 59th president of this society. AND I will NOT recede quietly into the background, but will continue my activities in whatever fashion I can to promote the wellbeing of medicine into the future!

Thank You to the 2016-2017 Board of Directors:

President: Rafael Haciski, M.D.

Vice President: Catherine Kowal, M.D.

Treasurer: Cesar De Leon, D.O.

Secretary: David Wilkinson, M.D.

Officer/Director at Large: Rebekah Bernard, M.D.

Directors at Large: Paul Makhoulouf, M.D.,

Alejandro Perez-Trepichio, M.D.

Ex-Officio

CCMS Alliance Liaison

April Donahue, Executive Director

CCMS Annual Highlights

As a CCMS member, you support our vision 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 fiscal year’s member benefits and accomplishments include:

- Introducing the new CCMS Physician Wellness program, which features cost-free, confidential psychological counseling for physician members;
- Helping defeat negative bills at the state legislature that would have endangered public safety and created additional burdens on physicians;
- Providing 21 complimentary CME, practice management, and social events to our members for education and networking;
- Continuing to assist 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’ interests in organized medicine at the FMA and AMA, including heavy involvement in reference committee leadership at the FMA Annual Meeting, as well as a CCMS member on the FMA board of governors and delegation to the AMA;
- Strengthening the CCMS Health Plan “co-op” for member practices to fulfill the health insurance needs of member physicians, their families, and their staff while enjoying a 0% premium rate increase for 2017; and
- Presenting the 9th Annual Women’s Health Forum, a free public service educating over 300 attendees on the latest health trends and medical treatments, highlighting CCMS member speakers.

Membership

Total Membership 2016-2017: 532

2016-2017 New & Reinstated Members:

Lee Anderson MD	Angeline Galiano MD	Maria Olivero MD
Elizabeth Arguelles MD	Allister Gibbons MD	Supriya Parowski DO
Joseph Arrigo, Jr MD	Sivan Golan MD	Nicole Paul DO
Robert Bailly MD	Nancy Goodwin DO	Leandro Perez MD
Paul Beebe MD	Alexandra Grace DO	Heather Pontasch MD
James Bernene MD	Charles Graeber MD	Joshua Raiten MD
Jerry Best MD	Glenn Groat MD	Rishi Ramlogan MD
George Brinnig MD	Fikria Hassan MD	Mustafa Rikabi MD
James Bynum MD	Frances Hernandez MD	Robin Ross MD
William Caldwell DO	Daniel Janyia MD	Dennis Sagini MD
Victoria Chang MD	Shawn Khan MD	Rebecca Smith MD
Amy Chappell MD	Aleksandr Levchenko DO	Scott Springer DO
Shirley Codada MD	Todd Lindquist MD	Michael Staab MD
Mario Conol MD	Sunil Malkani MD	Robert Statfeld MD
Nicole Costello MD	Giselle Martin MD	Anne Marie Tremaine MD
Blane Mitchell Crandall MD	Kristina Mirabeau-Beale MD	Rafael Urbina MD
Edward Danehy MD	Patrick Nero MD	Victor Villegas MD
William Ehrlich MD	Jesse Noboa MD	Frank Vina MD
Carmella Fernandez MD	John Nolan MD	Louis Wasserman MD

CCMS Annual Report (cont.)

Income and Expenses

Income, Fiscal Year ending March 31, 2017

Administrative Income	\$2,500
Dues	\$211,275
Interest	\$24
Members events	\$42,834
Publications	\$98,823
Total Income	\$355,457

Expenses, Fiscal Year ending March 31, 2017

Accounting/professional services	\$8,098
Donations/gifts	\$5,575
Member events	\$48,370
Other operating expenses	\$16,557
Phone/computer/website	\$14,018
Publications	\$37,652
Rent/electric	\$14,098
Salary/benefits/taxes	\$183,466
Travel/seminars/meetings	\$22,010
Total Expenses	\$349,845

Net ordinary income **\$5,612**

**unaudited and unreviewed financial statement*

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 \$2,750 in contributions for the 2016-17 fiscal year and \$2,500 in expenditures, with an end-of-year bank balance of \$6,419. Some expenses for the 2016 elections were made in the 2015-16 fiscal year. In 2016-17, CCMS PAC made the following contributions: \$1,000 to Lavigne Ann Kirkpatrick for the Florida House Republican primary; \$500 to Burt Saunders for the Collier County Commission Republican primary, and \$500 each to Bob Rommel and Byron Donalds for the Florida House general election.

More contributions from CCMS members and spouses will be needed for the 2018 elections, which include the Florida gubernatorial primary and general races. Contact CCMS to contribute or visit ccmsonline.org/membership.

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 2016-2017 Committees

Grievances

Dr. Richard Pagliara, Chair
Dr. Alan Galbut
Dr. Wendy Humphrey
Dr. Shawn Khan
Dr. David Wilkinson

FMA Delegates

Dr. Rafael Haciski, Chair
Dr. Rebekah Bernard
Dr. Cesar De Leon
Dr. Catherine Kowal
Dr. Paul Makhoulouf
Dr. Alejandro Perez-Trepichio
Dr. James Talano
Dr. David Wilkinson
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. Shawn Khan
Dr. Nicole Paul
Dr. Alejandro Perez-Trepichio
Dr. James Talano
Dr. Kathleen Wilson

Membership

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

Nominating

Dr. Richard Pagliara, Chair
Dr. Cesar De Leon
Dr. Catherine Kowal
Dr. Paul Jones
Dr. Anthony Vernava

Programs Committee

Dr. Rebekah Bernard
Dr. Rebecca Smith
Dr. Gary Swain
Dr. Marilyn Varcoe
Dr. Mitchell Zeitler

Physician Wellness

Dr. Rebekah Bernard
Dr. Amy Chappell
Dr. Nicole Costello-Shaheen
Dr. Jeffrey Fabacher
Dr. Corey Howard
Dr. Paul Jones
Dr. Catherine Kowal

Women's Health Forum

Dr. Catherine Kowal, Chair
Dr. Lisa Aenlle-Matusz
Dr. Caroline Cederquist
Dr. Rafael Haciski
Dr. Rebecca Smith
Dr. Margaret Taha
Dr. Marilyn Varcoe

To join a committee, email april@ccmsonline.org



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

Use Psychology to Improve Physician Wellness

Rebekah Bernard, M.D., Secretary, Collier County Medical Society



The practice of medicine in our current health care system is making physicians sick, with levels of burnout and mental strain increasing across every specialty. Burnout has become so bad that physicians are increasingly leaving the workforce, with the 2016 Physicians Foundation Report reporting that 49% of doctors were actively making plans to decrease patient care either by entering early

retirement, changing to a nonclinical role, or switching to a lower volume concierge-type practice.¹ And even more sadly, about 400 physicians per year stop seeing patients for the most tragic of causes: because they take their own lives.

The good news is that there are steps that physicians can take to improve their well-being. One of the best ways to start the process of healing is through work with a psychologist, which is why Collier County Medical Society has teamed up with skilled clinical psychologists to provide convenient, confidential, free counseling for all members.

What can psychology do for me?

According to Dr. Steve Cohen, PsyD, it's best to use psychology "as a preventive or prophylactic measure. By the time you feel overwhelmed and on edge, you are probably entering crisis or burnout mode. Working with a psychologist before you feel lost or overwhelmed can help you to avoid conflict and even medical errors due to exhaustion and frustration."

And while psychology can help us to cope with our own emotional stressors, there are other less obvious benefits that doctors can use to improve our day-to-day lives.

1. **Use psychology to improve relationships.** When counseling my patients, one of my favorite sayings is "The people who really need a psychologist usually won't go. That's why the rest of us have to." A psychologist can teach us ways to interact more effectively with difficult people in our lives, or how to best communicate based on different personality types. For example, understanding the ways that people of different generations or genders communicate can make a difference in improving relationships. Psychology can also help us decide when it's time to end emotionally harmful and toxic relationships.
2. **Use psychology to get better results for your patients.** We often have a multitude of issues to address in a short amount of time in our office. Psychology can teach effective ways to help patients prioritize their problems,

help us to communicate our message more clearly, and allow us to understand the barriers to compliance. Psychology can also help us learn to acknowledge and process the negative emotions that occur every day in our jobs - such as frustration and anger that certain patient types can elicit in us ("transference"), or sadness and hurt that comes from being the bearer of bad news.

3. **Use psychology to defuse tense situations.** There are some amazingly simple techniques that psychology can teach us to defuse even the most stressful situations. For example, when faced with an angry person, simply repeating back their own words and showing empathy ("You are angry because you have been waiting an hour. I can see how that would be very upsetting.") can often completely alleviate a bad situation. Another example is learning how to respond to comments that are personally hurtful, such as inappropriate sexual remarks. The very straightforward technique of just repeating back the offensive statement in a calm and controlled manner, and then verbalizing that the remark is not appropriate ("You say that I look sexy today? That is a sexist thing to say, and not appropriate to say to your doctor/employee.") works incredibly well to take back control of a negative situation.
4. **Use psychology to maximize work efficiency and find work-life balance.** Uncompleted charts stacking up? Psychology can help you learn to stop procrastinating and get your notes done by avoiding perfectionism and insecurity that makes us over-document. Running late all the time at the office? Psychology can teach us how to schedule realistically, and how to smoothly transition long-winded patients. The list goes on and on.
5. **Use psychology to take control of your life.** Sometimes doctors feel completely trapped - perhaps by medical school debt, a no-compete contract, or a large mortgage. But the reality is that even when the choices don't look great, we still do have choices. We can continue to work in our current system, using psychology to learn strategies to work around the challenges. Or we can decide to make a complete change by taking a different job, working locum tenens, or even stepping outside of the system completely by opting out of Medicare and third-party payers.

It's your one and only life - you get to choose how you want to live it. And psychology can help you get there.

To learn more, visit the CCMS website: ccmsonline.org/physician-wellness.

¹ http://www.physiciansfoundation.org/uploads/default/Biennial_Physician_Survey_2016.pdf

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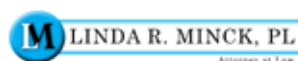
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239-433-4471 / Fax: 239-433-1565

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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.



Attorney Linda R. Minck, PL

Contact: Linda R. Minck

Business Type: Legal

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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.

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Successful Operational Planning

By Nick Hernandez, MBA, FACHE, CEO and founder of ABISA, LLC



Physicians are well aware of the need for planning. Indeed, they devise clinical plans on a daily basis as they formulate the best way in which to care for a patient. However, when is the last time you spent time working on operational planning for your practice?

Many physicians reading this will be thinking, "Who has the time for that?" And while that may be true, those practices that do make the time or work with consultants to help them through operational planning are the practices that are better able to compete. There should be no argument on the value of planning. Operational planning will keep your practice oriented on objectives, despite the problems and requirements of the present situation.

There are many types of planning that do (or should) take place within a practice and at varying frequencies. For example, capital planning is generally done annually while preparing budgets, whereas marketing planning may be done quarterly to coincide with various advertising timelines and community

events. Nonetheless, all planning should contain four basic categories of information:

1. Desired outcome. This element of a plan includes the purpose for achieving that outcome and often includes a time by which the assignment must be accomplished. Goals and objectives here may be either general or specific. In a complex and difficult industry like healthcare, few things are as important or as difficult as setting clear and useful goals. This is a skill set requiring judgment and vision. The reality is that, given the nature of today's healthcare environment, we will often have to act with unclear goals. Unclear goals are generally better than no goals, and waiting for clear goals before acting can paralyze your business.


2. Actions intended to achieve the desired outcome. Most plans include several actions which are organized in both time and space. These actions are usually tasks assigned to secondary components. Depending on circumstances, these tasks may be described in greater or lesser detail over farther or nearer planning horizons.

3. Resources to be used. In order to execute actions, the plan must describe the type, amount, and allocation of resources. Furthermore, the plan must include the how, when, and where those resources are to be provided. Resource planning covers the staff assigned to different tasks and other resources.

4. Control process. This element allows you to supervise execution of the plan and includes necessary coordination measures as well as some feedback mechanism to identify shortcomings in the plan and make necessary adjustments. It is a design for anticipating the need for change and for making decisions during execution. In other words, the plan itself should contain the means for changing the plan. Some plans are less adjustable than others, but nearly every plan requires some mechanism for making adjustments. This is a component of plans which often does not receive adequate consideration. Many plans stop short of identifying the signals, conditions, and feedback mechanisms that will indicate successful or dysfunctional execution.

Diligent operational planning will allow you to see if at some point your practice will encounter a problem. A solid operational plan will allow you to proactively adjust to an oncoming crisis, rather than face the crisis unexpectedly.

Where do you want your practice to go? How are you going to get there? Every medical practice's strategy should be distinctive. A qualified consultant brings a good planning process which will move your practice toward greater coherence; and greater coherence leads to added value.



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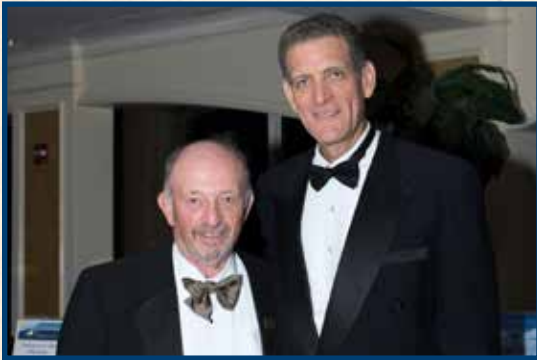


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