



THE FORUM

May/June 2014 • Volume 13, No. 3 • The Official Magazine of the Collier County Medical Society

2014-2015 CCMS Officers Installed at Annual Meeting



2014-15 CCMS Officers (front, l-r): Dr. Catherine Kowal, Secretary; Dr. Mitchell Zeitler, President; Dr. Cesar De Leon, Officer/Director at Large; (back l-r) Dr. Paul Dorio, Director at Large; Dr. Eric Eskioglu, Director at Large; Dr. Rafael Haciski, Treasurer. (not pictured: Dr. Eric Hochman, Vice President)

In this issue:

Outgoing & Incoming Presidents' Messages
Foundation of CCMS Hosts First Major Fundraiser
Collier Ranks 2nd Healthiest in Florida

CALENDAR OF EVENTS

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

*Sponsor/exhibit opportunities may also be available,
please call for details*

Thursday, May 22, 5:30pm
CCMS After 5 Social Series Kick-Off
Blue Martini

Wednesday, June 4, 5:30pm
CCMS After 5 Social
McCormick & Schmick's

Friday, June 20, 5:30pm
CCMS Women Physicians Summer Social
CCMS Member Home

Thursday, July 10, 5:30pm
CCMS After 5 Social
Location TBD

July 25-July 27
FMA Annual Meeting
Hilton Orlando Bonnet Creek
celebratemedicine.com

SAVE THE DATES!

Thursday, September 11
CCMS Fall General Membership Meeting

Tuesday, September 16
CCMS After 5 Social

Thursday, September 18
CCMS & Moorings Park Geriatrics Lecture Series

Thursday, October 2
CCMS After 5 Social

Saturday, October 18
PLAN Fundraiser
www.plancc.org/events

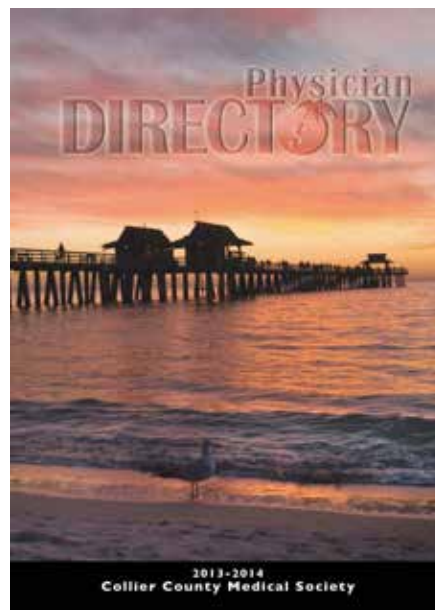
Wednesday, November 5
CCMS & Moorings Park Geriatrics Lecture Series

Friday, November 14
CCMS New Members Welcome Reception

CCMS

Physician Directory Notice

CCMS member physicians who have changes to their office address, phone numbers, or photos for the 2014-15 Physician Directory, please email your updates to info@ccmsonline.org by May 29th. You can check your current listing at www.ccmsonline.org, click on "Find a Doctor". The new directories will be available this fall.



CCMS Board of Directors 2014-2015

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Eric Hochman, M.D.

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Cesar De Leon, D.O.

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Ex Officio Directors: Michelle Fuchs, 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.

NEW MEMBERS



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 Naples, FL 34102
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 Internal Medicine



Kathryn J. Russell, MD
 The Woodruff Institute
 2235 Venetian Court, Ste 1
 Naples, FL 34109
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 Board Certified & Specialty:
 Dermatology
 Secondary Specialty:
 Mohs Micrographic Surgery



Charlene T. DeLuca, MD
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 2338 Immokalee Rd, #186
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 Ph: 239-330-2933 Fax: 239-330-2933
 Board Certified & Specialty:
 Internal Medicine
 Secondary Specialty: Sports Medicine

Retired Physician Members:

Shuneui Chun, MD
 Board Certified: OB/GYN

Helen Skvaza, MD
 Board Certified: Internal Medicine, Cardiovascular Disease



Jonathan W. Marsh, MD
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MEMBER NEWS

Congratulations to Dr. Joan Colfer on her retirement as Medical Director of the Department of Health, Collier County.

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A Message from the President

Florida Supreme Court Decides Against Doctors

Richard Pagliara, D.O., 2013-14 President, Collier County Medical Society



On March 13th, the Florida Supreme Court decided in a vote of 5-2 to reject a key component of the 2003 medical malpractice overhaul law which limits monetary caps on “non-economic” damages when someone dies because of medical malpractice. Their ruling, written by Justice R. Fred Lewis, suggested that legislators created a crisis to push through the caps on damages in medical liability lawsuits which “has the effect of saving a modest amount for many by imposing devastating costs on a few.” Ultimately, the court concluded that the cap on wrongful death non-economic damages violates the state constitution’s equal protection clause. Shortly following, trial attorneys resoundingly applauded this monumental decision and feel that this will increase the value of every case now pending, including those not associated with a wrongful death.

Initially pushed by former Gov. Jeb Bush, with the support of doctors, hospitals and insurance companies, they argued the reforms were needed to curb the explosion of medical malpractice costs, which they said were forcing doctors to leave Florida or stop providing high-risk services.

Medical malpractice premiums have generally leveled off in the state since the 2003 overhaul.

This decision will not only result in our premiums to rise, but it also cries out to all Florida medical students, residents, fellows, and out-of-state doctors with interest to practice here, that Florida will no longer establish a favorable environment to practice medicine. How terrible is that given the significant doctor shortage we currently face? Did anyone on the Supreme Court take that in to consideration?

Certainly, if you look at the lay blogs, the overwhelming opinion is positive for this ruling with many stating that big, bad insurance companies were influencing the legislature in 2003 to pass the law. However, there was not one discussion how this ruling will ultimately increase health care costs and limit access to care. Businesses pass down costs to their consumers and then potentially close their doors or move when costs become too high. Medical practices *are* businesses. Many folks don’t get that.

So what to do now? Well there is no quick fix. This will not be a sprint to the finish line, but rather a marathon. It will take time, money, influence, and support from many entities like it did in 2003. However, supporting the FMA and FMA-PAC, and CCMS-PAC, would be great places to start and is something we physicians can all do. Call CCMS at (239) 435-7727 for more information, or visit ccmsonline.org and flmedical.org.

Read more at: <http://hrld.us/1fPtIu>

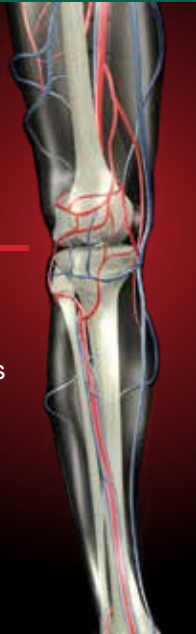
It’s been my great pleasure and honor to serve as president of the Collier County Medical Society. This past year we have increased our membership and have provided 13.25 CME credit hours. We have been involved in many local, state and national issues including Collier EMS Medical Directorship, EMR/HIE, Golden Gate oil drilling, school cellphone tower controversy, scope of practice expansion, SGR repeal, and the UHC Medicare Advantage debacle. We have met with state and U.S. legislators including Rep. Passidomo, Rep. Hudson and Rep. Diaz-Balart. We have and will continue to directly support PLAN and the Foundation of the CCMS. We have welcomed our new Executive Director, April Donahue, who has brought significant expertise to the board and our membership.

My four years serving on the CCMS board has been a very rewarding experience. I developed many professional relationships, gained knowledge in organized medicine, and learned a bit about politics (both the good and the bad). These experiences have helped shape and mature my professional outlook and therefore I would highly recommend that you serve on the CCMS board of directors. Finally, I’d like to welcome Dr. Mitchell Zeitler as the next president of the Collier County Medical Society.

Thank you.

**CLI Miami:
The Miami
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Symposium**

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CLIMiami.BaptistHealth.net



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(13th Annual)

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Incoming President's Message

Mitchell Zeitler, M.D. – CCMS President, 2014-15



Dr. Zeitler accepted the presidential gavel on Saturday, May 3rd. The following is an excerpt from his acceptance speech.

I am pleased and excited to embark upon my year as President of our Medical Society. And I would like to take a few moments to address some of the issues, some of the new trends and shifts in health care.

One of the major shifts for physicians is the change in who our customers are on the business side. It was always the insurers who the medical professionals and hospitals needed to contract with – you contracted with Blue Cross/Blue Shield or United and if you made their panel, all you needed to do was submit to them for reimbursement.

The shift now is to what is called “cash payors” – something usually seen in the cosmetic or dermatology world, where a significant amount of care is transacted by cash. Now with the shift to higher deductibles and co-pays, the customer has become the people, the patients seeking services. This has forced the healthcare industry to respond.

A recent article in the *New York Times* a few weeks ago talks about hospitals thinking of publicly listing prices of their services and procedures. Now that patients care about price, because of their high deductibles – skin in the game, if you will – organizations now want to talk about price.

On top of all this we now have the Affordable Care Act. The basic role of the ACA is to expand coverage while controlling inflation, maintaining quality, and improving safety – of course using the metrics as defined by the government.

And how is the ACA to do this? With penalties, bonuses, subsidies, funding – these are the incentives (or disincentives, when applied). And many see these incentives as being “screwed up”, because there is no investment in safety or efficiency or quality, or better information technology services. Certainly not like in other industries, such as manufacturing or airlines. Collecting data, and instituting metrics, do not improve quality care or delivery unless there is an investment to do so.

Penalizing for infections or for not giving a Beta-blocker peri-operative, does not improve health care but rather encourages an avoidance of sick patients or complicated patients; in the case of Beta-blockers, encouraging use of medicines that may or may not be correct for a particular patient.

This leads me to mention another trend, another likely shift coming soon – disease management companies. You have a brittle diabetic patient or a patient with four major organ systems with poor reserve, and there will be companies who specialize in treating them – sort of like hospitalists but for outpatients, for specific diseases and sets of diseases. So, the clinician can stop worrying about spending too much on care (or, become part of the company) and protocols and algorithms will be instituted.

No longer will you have to worry about being an outlier. All the expensive patients will be grouped together, and maybe, just maybe get the care they need without worrying about complications and expensive tests or procedures. Or, these groups will just have reduced care or a limited expenditure allotted based on decisions made by health panels.

According to the IMS Institute for Healthcare Information, healthcare expenditures were down for the past few years because of the economic downturn, but this year there is a surge because of the recovery, the ACA, and spending across all parts of the United States. This means young and old, outpatient and inpatient – across all metrics.

Incoming President's Message *(continued)*

With more procedures, and insurers paying more, this can lead to higher premiums, cutting into wages – more money going into the cost of the ACA (and less savings). The question is – and no one knows the answer at this point – is whether it is a little bump or a surge in healthcare expenditures, which will ultimately affect employees' wages / insurance premiums and the deficit (federal spending for the ACA). And this has ramifications – it threatens the overall budget as it crowds out education, infrastructure, research, and programs for the working poor.

As mentioned earlier, higher co-pays and deductibles help hold spending, but expanded coverage and economic security lead to increased use of the healthcare system, more office visits, more hospitalizations, and increases in prescriptions. We are presently at a 7-year high. The 4th quarter growth rate of health care in the U.S. in 2013 was at 5.6%, compared to 1.3% in first quarter 2013.

So I will end with this: “those who don't adapt will spiral down.” That is why it is important to become and stay involved with your state, local, and specialty societies. We are here to help represent you, and help you adapt to the changes in medicine so we can continue to provide high-quality health care to our patients.

I want to thank you all for your membership and participation. I look forward to seeing you throughout the coming year, and further discussing what we in organized medicine can do as these changes become the new normal.

Scenes from the CCMS 2014 Annual Meeting & Installation of Officers



Dr. Robert Tober, County EMS Medical Director,
demonstrates a new CPR device.



Dr. Alan Harmon, FMA President,
installs the new CCMS Officers.



Dr. Rolando Rivera, CCMS Past President
and Nominating Committee Chair, presents the slate of officers.

CCMS 2014 Annual Meeting

On May 3rd Collier County Medical Society held its 2014 Annual Meeting & Installation of Officers at the Grey Oaks Country Club. Nearly 150 CCMS members and guests attended the gala event, which was sponsored by First Citizens Bank, Hologic, The Doctors Company, Vi at Bentley Village and Vitas Innovative Hospice Care. Dr. Susan Liberski of Gastroenterology Group of Naples and Andrew Hill, CFA of Andrew Hill Investments hosted the evening's beverages.

Attendees were treated to an exhibit and cocktail hour, then a dinner program with guest speakers Dr. William Kuzbyt, Chair of PLAN (Physician Led Access Network) of Collier County, Judy Paull, Market Chief Nurse Executive at Physicians Regional Healthcare System and Dr. Robert Tober, County EMS Medical Director. The program also featured the Installation of Officers Ceremony conducted by Dr. Alan Harmon, President of the Florida Medical Association, with an outgoing president's speech by Dr. Richard Pagliara and remarks from the newly-installed CCMS president, Dr. Mitchell Zeitler.

CCMS is proud to welcome its 2014-2015 Officers of the Board:



Mitchell Zeitler, M.D. – President

Dr. Zeitler 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. Dr. Zeitler has been practicing at the same hospital, first as Cleveland Clinic and presently as Physicians Regional for the past 14 years. He is a member of the board at PLAN and a delegate to the FMA annual meeting.



Eric Hochman, M.D. – Vice President

Dr. Hochman 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.



Rafael Haciski, M.D. – Treasurer

Dr. Haciski is a board certified OB/GYN who completed his under graduate 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.



Catherine Kowal, M.D. – Secretary

Dr. Kowal 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 21 years.

**Cesar De Leon, D.O. – Officer / Director at Large**

Dr. De Leon joined the Naples Medical Center in January 2005 and is board certified in Family Practice. He obtained his Doctor of Osteopathy at Western University of the Health Science, College of Osteopathic Medicine, in Pomona, California. He completed his family practice residency at Broward General Medical Center in Ft. Lauderdale. Dr. De Leon's previous experience includes the VA Medical Center in West Palm Beach and the Kaiser Permanente Medical Center of Sacramento.

**Paul Dorio, M.D. – Director at Large**

Dr. Dorio came to Naples in December 2005, after joining Naples Radiologists, LLC. As a board certified Radiologist with sub-specialty certification in Interventional Radiology, Dr. Dorio is an established and integral part of the health care community. His passions include his loving family, delivering the highest quality care for the people of our community, and building a better community through spiritual involvement and engagement. As a board member, Dr. Dorio has advocated that CCMS remains focused on bridging political differences in our community for the betterment of all patients.

**Eric Eskioglu, M.D. – Director at Large**

Dr. Eskioglu is board certified in Neurosurgery and earned his medical degree from University of Kansas following an aerospace and mechanical engineering degree from University of Arizona and three years working in the high tech industry. He completed his neurosurgery residency at Vanderbilt University, and an endovascular/vascular neurosurgery fellowship at University of Florida. Dr. Eskioglu was assistant professor of neurological surgery at Vanderbilt before joining Lee Memorial. Recently, he established the Neurovascular & Stroke Institute at Physicians Regional Healthcare System and resides as Director of the Comprehensive Stroke Program.



Judy Paull, Market Chief Nurse Executive at Physicians Regional, provides an update on the CHS acquisition.



Dr. Mitchell Zeitler, incoming CCMS President, presents the Outgoing President's Plaque to Dr. Richard Pagliara.

More from the Annual Meeting



Dr. Bill Kuzbyt, Chair of PLAN, discusses PLAN's mission and activities.

Foundation of CCMS Hosts First Major Fundraiser

The Foundation of Collier County Medical Society held its inaugural “Docs & Duffers” charity golf tournament May 3rd at Grey Oaks Country Club. Nearly 100 golfers enjoyed a day of golf, awards, and a cookout lunch. The event was designed to help raise awareness and funds so the Foundation can help local healthcare students and programs in need.

The mission for the Foundation, which is the 501(c)3 charitable arm of CCMS, is to “provide support and leadership to programs that address access to healthcare, promote health education and serve the community’s public health needs.” The money raised will have a direct impact on the quality and availability of medical care and education in our community and support services that benefit all of us.

Thank you to all our golfers, sponsors, volunteers and prize donors for their participation. For more on our generous supporters and the Foundation, visit www.ccmsfoundation.org. We look forward to seeing you next year!



David Pash, from Eagle Sponsors
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Dr. Bill Akins, Grey Oaks member sponsor, and his team:
Will Ermatinger, Jacob Akins and Sandy Akins.



Dr. Rolando Rivera, Chair of the Foundation, also representing
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Golfers preparing to head out to the course.



The winning team: Charles Alaimo, Dr. Michael Vickers
and his son Gus, and Dr. Desmond Hussey.

Foundation of CCMS Hosts First Major Fundraiser



Dr. Vivian Ebert, winner of the ladies' longest drive with golf committee members Dr. Richard Pagliara and Jeremy Darstek.



Dr. Bert Maulsby, winner of men's closest-to-the-pin and the 50-50 raffle.



David Ged, far right, won the live auction for a vacation from The Villas of Grand Cypress/Get Out of Town Travel. He's shown with his team: Gene Ged, Ryan Hollingsworth and Kyle Rayburn.



Ron Stamerro accepts the award for 2nd place foursome, on behalf of teammates Reg Buxton, Brian Melton and Patrick Trittler.

Docs & Duffers 2014

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Collier Ranks 2nd Healthiest in Florida

Data Drives Collaboration

Deb Millsap, M.Ed., RD, LD/ Public Information Officer, Florida Department of Health in Collier County

Once again, Collier County has been designated as one of the healthiest places to live, learn, work and play, according to the County Health Rankings Report (CHR). Collier, which has been in the top 4 counties since inception of the Rankings in 2010, ranked the 2nd healthiest, out of the 67 counties in Florida.

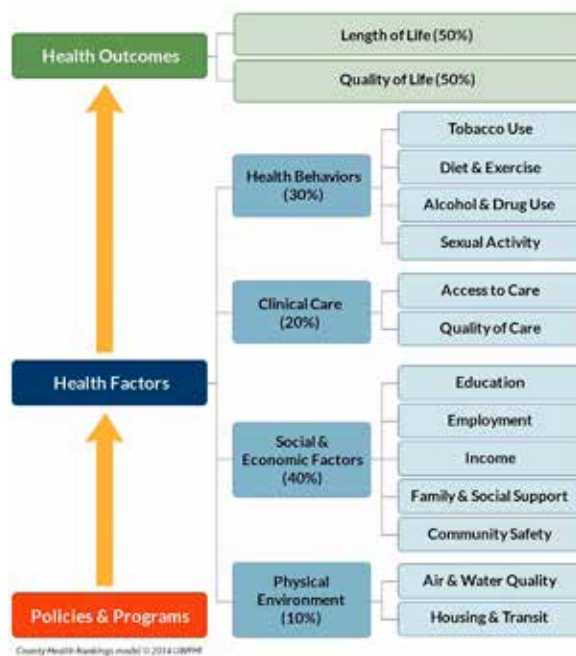
This data-driven, comprehensive report (www.countyhealthrankings.org) released annually by the University of Wisconsin and the Robert Wood Johnson Foundation, highlights the various community factors that influence health. Health outcome data (length of life and quality of life) determines a county's ranking today, but the report also provides data on factors which predict the health of a community in the future.

Health factors include health behaviors (whether or not people smoke, exercise, binge drink, drink and drive, eat healthy and practice safe sex), clinical care access (% uninsured, ratios of population to primary care physicians, dentists and mental health providers, preventable hospital stays, and the % of people who have received diabetes and mammography screenings), social and economic factors (levels of education attained, % unemployment, children living in poverty and in single-parent households, inadequate social support, violent crime rates and injury deaths) and physical environment (air pollution, drinking water violations, housing problems, driving alone to work and long commutes to work).

Collier County Medical Society (CCMS) Executive Director, April Donahue, responds to the rankings, "CCMS is gratified by our county's number 2 rating, which helps demonstrate the quality care our physicians provide and the hard work of our citizens to be healthy. A strong partnership between organizations such as the Medical Society and its physicians, and the residents of our community, will help us improve and strive toward number 1."

Collier County is known for excellence in medical care. However, the Rankings emphasize the health of a community is determined by much more than what happens in a physician's office. Health is everyone's business, so all stakeholders in a community must work together to improve health. "This accomplishment is due to strong engagement and collaboration of many community partners, as well as every individual in our community who makes the choice to be active, eat well and practice safe and healthy behaviors," applauds Joan Colfer, MD, MPH, Director of the Florida Department of Health in Collier County (DOH-Collier). DOH-Collier works in collaboration with local governments, non-profit organizations, health care practitioners and facilities, businesses, schools, law enforcement, faith-based organizations and many other stakeholders to improve the health of all people in Collier County.

Another insightful study, the Gallup-Healthways Well-Being Index, 2013, recently reported the Naples-Marco Island as the second least obese city in the nation. Naples-Marco Island's obesity rate, at 16.5% was topped by only Boulder, CO who boasts a lower rate of 12.4%. On the other end of the spectrum is Huntington-Ashland, an area that straddles WV, KY and OH, where 39.5% of their residents are obese. (www.gallup.com/poll/168230/boulder-colo-residents-least-likely-obese.aspx).



Despite Collier's consistently healthy rankings, it is imperative we do not rest on our laurels and always strive to become better overall as a county. The CHR and other reports serve as an easy-to-use health snapshot to help community leaders identify areas of improvement. The snapshot reveals people in Collier County smoke less, are more active, less obese, have fewer sexually transmitted infections, and commit fewer violent crimes than the average Floridian. However, the snapshot also points out we need to decrease injury deaths, reduce excessive alcohol consumption, lower the percentage of people who are uninsured and attract more primary care physicians and mental health providers to our community.

"Helping people live longer, happier and healthier lives is a goal which is further substantiated by our current excellent ranking. However, this is a long journey and as a state we still have room for improvement," reminds Allen Weiss, MD, President & CEO of NCH Healthcare System.

Women's Health Forum

Nearly 300 attendees participated in the CCMS 6th Annual Women's Health Forum on March 1st at the Telford Center. This year's theme was "Hot Topics in Wellness: Live Longer, Live Better", and 26 CCMS physician members presented on the latest in women's health topics. The event was made possible by the support of 21 sponsors and exhibitors, including presenting sponsor, NCH Healthcare System. Thank you to all the speakers, volunteers and supporters, as well as the Women's Health Forum Committee: Drs. Catherine Kowal, Caroline Cederquist, Rafael Haciski, Karen Henrichsen, Jonathan Jay, Tami Kuhlman, and Jamie Weaver. For more on the event visit our "thank you" web page, <http://conta.cc/1iULFRc>



Dr. Margaret Taha and Lisa Long speak with a forum attendee.



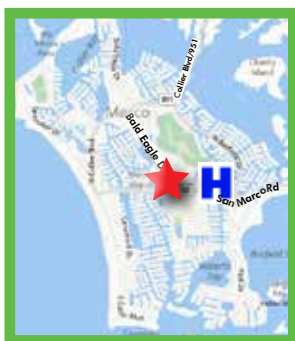
Dr. Nilusha Fernando presents "The Successfully Aging Brain" to a full house.

Event photos courtesy of Benjamin Donahue.

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CCMS Cardiology CME - March 6th
 Spring General Membership Meeting - March 19th
 Annual Meeting - May 3rd
 See more pictures at ccmsonline.org



Dr. Melanie Bacal Korn & Dr. Jay Korn



Dr. Jay Roberts & Cindy Roberts



Dr. Corey Howard and Dr. Kriston Kent



Dr. Jonathan Jay & Kristina Jay



Dr. Karl Horsten & Dr. Tanya Horsten



Dr. Gary Swain & Karen Swain, and Dr. Dina Badra



Dr. Laurie Troup and Dr. Ramin Sassani



Dr. Jonathan Marsh & Chabely Marsh, Dr. Mark Liberman & Kirsten Liberman, and Dr. Zubin Pachori & Gabriela Pachori

Annual Meeting photos courtesy of Dr. Ivan Seligman.



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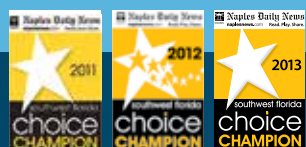


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