

THE FORUM

July/August 2019 ♦ Volume 18, No. 4 ♦ The Official Magazine of Collier County Medical Society

2018-2019 Annual Reports CCMS, Foundation, & Alliance Annual Reports



In this issue:

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CALENDAR OF EVENTS

Register at www.ccmsonline.org
or call (239) 435-7727

Friday, August 9 – Sunday, August 11

FMA Annual Meeting

Hilton Bonnet Creek, Orlando

Wednesday, August 21, 6:00pm

CCMS Fall General Membership Meeting

Vi at Bentley Village

Friday, September 6, 5:30pm

CCMS After 5 Social

Cavo Lounge

Thursday, September 19, 6:00pm

CCMS Women Physicians Social

Seasons 52

Saturday, September 28, 8:00am

Foundation of CCMS Docs & Duffers

Charity Golf Tournament

Bonita Bay Club Naples

Friday, October 18, 6:00pm

CCMS After 5 Social &

PLAN Physician Appreciation

Home of Dr. Nena Korunda

Thursday, November 7, 5:30pm

CCMS & GGN 22nd GI Symposium

Location TBD

Friday, November 15, 6:30pm

CCMS New Members Welcome Reception

Location TBD

Support opportunities at ccmsonline.org

Premier Circle of Friends



Michael A. Brown • 239-591-2282

Michael.Brown@lmcu.org

LMCU.org



Certified Public Accountants / Consultants

Karen Mosteller, CPA, CHBC • 239-261-5554

kmosteller@markham-norton.com

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technicaldr.com

CCMS Board of Directors 2018-2019

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Ex Officio Directors: April Donahue, Executive Director, CCMS, Shelley Monteiro Patel, CCMS Alliance President, Julia Skettini, D.O., Resident Physician Representative

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:



Rolando R. Gomez, M.D.
Naples Women's Center
1726 Medical Blvd Ste 101
Naples, FL 34110
Phone: (239) 513-1992 Fax: (239) 513-9022
Board Certified: Obstetrics and Gynecology



Ryan B. Lundquist, M.D.
Radiology Regional Center
1875 Veterans Pk Dr Unit 2101
Naples, FL 34109
Phone: (239) 566-4901 Fax: (239) 566-4950
Board Certified: Radiology



Michael D. Martinez, M.D.
Specialty: Interventional Pain Medicine
ProActive Pain Care
27160 Bay Landing Dr Ste 200
Bonita Springs, FL 34135
Phone: (239) 676-5665 Fax: (239) 221-3998
Board Certified: Anesthesiology, Pain Medicine



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



Florina Neagu, M.D.
NCH Physician Group
1845 Veterans Park Dr Ste 210
Naples, FL 34109
Phone: (239) 624-0530 Fax: (239) 624-0541
Board Certified: Allergy and Immunology, Internal Medicine



Valeriu R. Neagu, M.D.
NCH Physician Group
399 Tamiami Trl #201
Naples, FL 34102
Phone: (239) 624-8380 Fax: (239) 624-8381
Board Certified: Endocrinology, Diabetes and Metabolism, Internal Medicine



Marylin Palackel, D.O.
Hobdari Family Health
1855 Veterans Park Dr Ste 201
Naples, FL 34109
Phone: (239) 260-1033 Fax: (239) 260-1491
Board Certified: Family Medicine



Miriam Sevilla Saez-Benito, M.D.
Florida Psychiatry Services
818 Anchor Rode Dr.
Naples, FL 34103
Phone: (239) 227-4289
Board Certified: Child and Adolescent Psychiatry; General Psychiatry



Mahesha Thimmarayappa, M.D.
Prestige Primary Care, LLC
860 111th Ave N Ste 5
Naples, FL 34108
Phone: (239) 676-0656 Fax: (239) 533-9735
Board Certified: Internal Medicine



Paulos Yohannes, M.D.
Encore Urology
11181 Health Park Blvd Ste 1115
Naples, FL 34110
Phone: (239) 597-4440 Fax: (239) 597-4441
Board Certified: Urology

Reinstated:

Jesse Haven, M.D.
NCH Physician Group-Concierge
870 111th Ave N Ste 9/10
Naples, FL 34108
Phone: (239) 624-8200 Fax: (239) 624-8201
Board Certified: Family Medicine

New Contact Information:

Rafael Haciski, M.D.
Advanced Gynecology Inc
new location: 400 8th St N, Naples, FL 34102

Erick Stephanian, M.D.
Neuroscience and Spine Associates
new fax: (239) 649-7053

New Practice:

DeWayne Lockhart, Jr., M.D.
Pain Management
Art of Medicine Pain Specialists, LLC
3555 Kraft Rd Suite 120
Naples, FL 34105
Phone: (239) 424-9846 Fax: (239) 424-9932

Member Notice

Dr. Karysse Trandem invites CCMS members to attend meetings of the SWFL Chapter of the Christian Medical and Dental Association the 4th Friday of every month from 6:30-8pm at local doctors' homes or restaurants. All doctors, dentists and their spouses are welcomed to come together for a time of fellowship, Bible teaching, and prayer. To join the monthly email/update list, email Dr. Trandem: KTrandem@gmail.com.

A Message from the CCMS President

David Wilkinson, M.D., President, Collier County Medical Society



It has been a busy Spring and Summer for your Collier County Medical Society.

With the events of the last year and amazing accomplishments achieved, we continue to work closely with our community physicians and hospital-employed physicians to ensure that they can care for their patients, unhindered. The Medical

Society is continually promoting collaborative efforts between community/independent physicians, multiple hospitalist groups, specialists, and employed physicians (including the NCH MD and Physicians Regional Groups). The lessons of the past year have taught us that we must, as physicians, continue to communicate and work together to provide our best to our community and to remain vigilant in protecting our sacred relationships with our patients.

The CCMS Board of Directors now includes an NCH resident physician member in Dr. Julia Skettini. We truly value her views and input as a soon-to-be 3rd year resident physician and liaison with the NCH residents and interns. We have become more aware of issues that affect our residents day to day, and what they feel is necessary to improve their education. We are working with the residents to co-host lunch & learn presentations on educational topics outside of their regular clinical learning. Topics to date have included contract negotiation, basics of malpractice insurance, and how to manage the stresses of patient care. We look forward to presenting more topics with our partners this fall, such as managing financial debt and exploring physician career paths.

Some of the benefits of belonging to your local medical society are that we continue to offer you opportunities that can help you in your practice and in your personal life, with educational conferences, free services to promote physician wellness and prevent burnout (including confidential counseling with a psychologist), social events to provide networking opportunities for our members, and advocacy at the state and national legislatures. We as a Medical Society believe that fostering communications among physicians and strengthening relationships between physicians is of the highest importance. Communication and relationships make us stronger as a profession and unite our voice for the cause of continuing the best medical care possible.

Along these lines, CCMS actively participates organized medicine at the state level, with a strong presence in our regional caucus meetings and at the Florida Medical Association annual

meeting that is coming up in August of this year. During the meeting the CCMS delegation will present resolutions to the FMA House of Delegates that would enact policies to protect and promote the physician-patient relationship, and we will testify and vote on resolutions presented by our colleagues from across the state.

The practice and art of medicine have long been under attack from corporate America, insurers, the Federal Government, care extenders, and many other special interest groups. We as physicians can no longer stand divided in our front to these assaults that continue to erode the fabric of medicine in this country. Some believe we have no chance at effecting true change in our chosen profession. I disagree. Once again, the events of the last year in Naples have taught us an invaluable lesson.

When physicians stand together and raise their voices, true change can happen. Joining your local medical society, your specialty society, your state society, the AMA and your political action committee are all great ways to become aware of the climate we practice in and to begin to effect the needed change we all seek. We can either become involved, or allow many others to choose our paths for us, this is my challenge to you.

CCMS
COLLIER COUNTY MEDICAL SOCIETY

Physician Wellness Program

Featuring confidential, convenient, cost-free access to professional psychological services for CCMS members.

More Information: ccmsonline.org/physician-wellness

Confidential Appointment Line:
239-208-3984

Helping You Take Care of You

The Foundation of Collier County Medical Society presents

Docs & Duffers 2019

6th Annual Charity Golf Tournament & Raffle benefiting scholarships for future medical professionals and funding for local healthcare programs in need

Saturday, September 28, 8am-2:30pm

(non-golfers purchasing raffle tickets need not be present to win)

Bonita Bay Club Naples

3700 Wildwood Blvd, Naples, FL 34120

This event is open to the public!

Register at ccmsfoundation.org

or call (239) 435-7727 or email info@ccmsonline.org

Sponsors

from \$550 - \$4000

Golfers

\$185/person, \$680/foursome

Raffle Tix

\$25 each or 5 for \$100

Highlights

8:00am: Registration & Refreshments

8:45am: Shotgun Start, Scramble Format

1:15pm: Luncheon & Awards

Goodie Bags, Hosted Beverages, Hole Contests, and more!

Ace Sponsors:



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Life in Naples
THE MAGAZINE OF NAPLES

Impact Zone Golf The Lascheid Family Prestige Printing

ER Radiology Regional Center

Foundation of CCMS 2018 Annual Report

Rolando Rivera, M.D., Foundation Chair



It is my pleasure to provide the 2018 report from our Medical Society's 501c3 charitable arm, the Foundation of CCMS. It was a year of continued 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 mission: Provide support and leadership to programs that address access to healthcare and promote health education.

We awarded a total of \$36,000 in scholarships this past year, including our fourth annual Dr. William Lascheid Memorial Scholarship for Florida medical students who excel in community service, with an award amount of \$12,500. Award recipient Christy Taylor, a University of Miami grad attending the University of Pittsburgh School of Medicine, exemplified Dr. Lascheid's dedication to service.

We were also pleased to provide five additional awards in our general healthcare scholarship program, helping two medical students, two physician assistant students, and one nursing student. Read more about our winners at ccmsonline.org/foundation/#scholarships, where interested applicants can also download applications for next year's scholarships, which will be due March 31, 2020. We are in the process of reviewing the many deserving applicants for our 2019 scholarship awards; stay tuned for details.

Our 5th Anniversary Docs & Duffers charity golf tournament was held in October, 2018 and welcomed nearly 100 golfers. We were fortunate to have 20 sponsors/supporters and 40 prize donations. The event raised approximately \$20,000 in net proceeds, as participants enjoyed a wonderful day of golf, networking, prizes, and raising funds for worthy healthcare needs in our community.

Another highlight of 2018 was our continued support of the CCMS Physician Wellness Program. This important initiative to help our members treat and prevent burnout is critical to improving access to quality healthcare in our community. We were also pleased to continue supporting the efforts of PLAN of Collier County, to help provide specialty care to the underserved in our community.

As we look ahead, one of our goals is to further build on the endowment fund we launched in late 2017, managed by the Community Foundation of Collier County. Our endowment fund is an important asset, working for us to help create long-term sustainability. Now, in addition to unrestricted gifts, we can also accept designated gifts for our endowment, or for scholarships, charitable healthcare program funding, and the CCMS Physician Wellness Program. Supporters can provide their gifts in a variety of ways – financial, property, planning giving, and more.

Total income last year was \$56,390, including donations from members and friends, programs such as the CCMS Women's Health Forum and the golf tournament, and raffles at CCMS member events. Total expenses for 2018 were \$57,904, including programming expenses, our scholarships, donations to healthcare programs, and low operations costs. At the end of our fiscal year, the Foundation had a loss of \$-1,514, while our balance of reserves/total assets was \$51,753.

Thank you to all the member physicians and friends of the Foundation who have made contributions over the last six years since our founding. Your support is critical to our success, and we look forward to continued growth for the years to come. We encourage all our members to consider the Foundation in your charitable giving plans. You can donate at ccmsfoundation.org or call us at 239-435-7727 for details.

Thank you also to the hard-working Foundation Board Members, with a fond farewell to outgoing board member Dr. Peter Boyd and a warm welcome to new board member Joshua Bialek.

We invite everyone to participate in our upcoming 6th Annual Docs & Duffers golf tournament, Saturday, September 28, at Bonita Bay Club Naples. You are welcome to golf, enter the raffle contest, be a sponsor, and/or donate prizes. If you cannot attend, contact CCMS for raffle tickets to win a variety of prizes, need not be present to win. Register or learn more about the tournament and raffle at CCMSFoundation.org.

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. We also hope you will follow us on Facebook, [fb.com/ccmsfoundation](https://www.facebook.com/ccmsfoundation). 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 2018 Foundation Board Members:

Rolando Rivera, M.D., Chair
 Jeremy Darstek, Treasurer/Secretary
 Rebekah Bernard, M.D.
 Peter R. Boyd, M.D.
 Reisha Brown, M.D.
 Mitchell Dannenberg
 April Donahue
 Andrew Hill



Foundation of CCMS announces 2019 Dr. William Lascheid Memorial Scholarship Recipient



The board of directors of the Foundation of CCMS is pleased to announce that Jennifer Trebilcock, a Naples resident in the class of 2023 at the Florida State University College of Medicine, is the winner of the Foundation's 2019 Dr. William Lascheid Memorial Scholarship for Medical Students.

The \$12,500 award recognizes future physicians who are

Florida residents and have demonstrated excellence in community service, in memory of Dr. Lascheid, co-founder of the charitable Neighborhood Health Clinic in Naples and a Past President of the Medical Society. It is the fifth year the Foundation has provided this scholarship.

"One of our Foundation's main goals is to provide much-needed financial aid to future medical professionals, and to recognize students who give their time to charitable causes," said Dr. Rolando Rivera, Foundation Chair. "Jennifer is a great example of Dr. Lascheid's dedication to caring for the underserved, and we are honored to award her this scholarship."

"The Dr. William Lascheid Memorial Scholarship Foundation clearly identifies my husband's mission of providing quality

medical care for low-income workers, who are in need," said Nancy Lascheid, co-founder of the Neighborhood Health Clinic. "Congratulations to Jennifer, this year's recipient, who illustrated in her application an understanding of need and compassion."

Jennifer received her diploma from Barron Collier High School in Naples and her Bachelor of Science in public health at University of South Carolina Honors College. Her community service activities have included volunteering with the Neighborhood Health Clinic, the Kerolle Initiative for Community Health in the Dominican Republic, and the Carolina Survivor Clinic. Her aspirations include pursuing a Master's in public health after earning her medical degree, and as a practicing physician, improving health care for underserved populations.

"I am incredibly honored to be selected as the recipient of the Dr. William Lascheid Memorial Scholarship. This award eases the financial burden of medical school and allows me to focus on becoming a physician for the medically underserved," said Jennifer. "The Neighborhood Health Clinic has shaped the type of physician and person I want to become, and I will ensure Dr. Lascheid's legacy of service lives on. I look forward to the day I can begin volunteering at the Clinic as a physician."

The Foundation's signature fundraiser, the Docs & Duffers Golf Tournament on September 28, 2019, will help raise funds for its scholarship program and local healthcare programs in need. More information is available at ccmsfoundation.org and fb.com/ccmsfoundation.

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CCMS Alliance Annual Report 2018-2019

Barbara Rougraff and Susan Bello, 2018-2019 CCMSA Co-Presidents

The Collier County Medical Society Alliance had another year of fantastic events and programs. We kicked off our year with our Family Swim Party at the Rougraff Residence in August. Our Fall Preview followed in September, where members enjoyed a wonderful lunch at the Moorings Country Club while learning about self-defense. Our Rotating Seat Dinner Fundraiser, a fun evening in a beautiful setting, was held in November along with our annual Sip and Shop Fundraiser at Nordstrom.

In February, our members and the community at large gathered at The Country Club of Naples for our Spring Fashion Show Fundraiser chaired by Past President, Christina Freise. A highly successful event, guests enjoyed fashions by Jamie's and Jos. A Bank modeled by members, participated in raffles, and dined on a delicious lunch. In March we hosted a Walk for Wellness and many members and their families came together for a walk down Fifth Avenue to watch the sun set on the beach. We concluded the year with our Spring Luncheon at the Hyatt House, with the installation of our 2019-2020 officers.



*Rotating Dinner:
Left to Right: Barbara Rougraff, Chrissy Winzenreid,
Sheryl Guttman, Karen Swain*

Thanks to the incredible support from our medical community, we exceeded our fundraising goals this past year. We grossed over \$23,000 for the Ethyl Trygstad Scholarship Fund and we were able to present thirteen scholarships to students at four Collier County Public High Schools:

Barron Collier High School: David Mair and Cecelia Pendley
Gulf Coast High School: Hailey Mathieu, Emma Mastro and Serena Truang
Lorenzo Walker Technical High School: Carolina Medellin
Naples High School: Nayda Paz Duany, Lindsay Orozco-Diaz, Lauren Mattozzi, William Roberts, Madison Newman, Jill Kinstler and Katherine Vickaryous.

To further our mission to serve the community and provide opportunities for healthcare-based education, our members continued to volunteer at the Teenagers as Parents Program

(TAAP) of Immokalee. We provided the students and babies with gifts at the holidays and educational talks throughout the school year.

Through the Judy Sullivan Fund we helped to support The Stroke Recovery Fund, The CCMS Physicians Wellness Program and The Cancer Alliance of Naples.

The CCMSA Book Club, chaired by Kim Hochman, meets every six weeks and continues to thrive. Additionally, this year our Alliance Night Out Committee, chaired by Karen Swain, planned monthly opportunities to socialize with members and prospective members. Without the hard work and endless dedication of the Board of Directors and Committee Members, the past year would not have been possible. Our 2019-2020 Board is looking forward to another fabulous year!

If you or your spouse would like to join the CCMSA, please email us at colliercountymsa@gmail.com, or visit our website ccmsalliance.info/membership.

2018-2019 Board Members

Susan Bello
Barbara Rougraff
Shelley Monteiro
Tracy Ornstein
Miriam LeMoine
Chrissy Winzenried
Christina Freise

2019-2020 Board Members

Shelley Montiero
Amy Howard
Tracy Ornstein
Miriam LeMoine
Chrissy Winzenried
Susan Bello
Barbara Rougraff



*Fashion Show:
Left to Right: Christina Freise and
Michelle Tulman Fuchs*



*Spring Luncheon:
Left to Right: Tracy Ornstein, Chrissy Winzenreid, Shelley Monteiro Patel,
Miriam Lemoine, Amy Howard*



Collier County Medical Society 2018-2019 Annual Report

VISION

Helping Physicians Practice High Quality Medicine in Our Community

MISSION

Serve the needs of our physician members so they can better serve the needs of the community

CORE VALUES

**Collegiality, Professionalism, Leadership, Advocacy, Education,
Communication, Physician Wellness**



2018-2019 Presidential Report

Cesar De Leon, D.O.



I am blessed to have served as your CCMS President. Thank you for the confidence you bestowed in me to hold such an amazing honor representing your voice in our community.

Since the many years that I have been on the CCMS board, I have seen it become more responsive to your needs and the medical needs of our community. I truly believe it is the best medical organization in Florida. At every meeting we kept our mission front and center. We strategized on how to serve our members better and how to stand to protect the dignity that our cherished profession should have. We held 25 complimentary meetings and social events where we came together to strengthen our medical community, get acquainted with each other, and welcome those new to town.

I cannot say that the year was easy, but I finished with the satisfaction to know that we are now a more cohesive, stronger, and wiser medical community. We hold the knowledge that together we can take back control of our beloved profession.

Most importantly, we showed each other that the physician-patient relationship is truly the cornerstone of what we do, and it is worth fighting for. We realized as physicians that if we allow someone to interfere in this sacred relationship our role as physicians becomes diminished. The well-being of our patients is and always will be the why our profession is the best and most admired. Strangers come into our exam rooms and in a few minutes we need to create this relationship to gain their trust so that they confide in us their most personal concerns. We are an extension of God's hand to care for those that seek our help to restore their health, keep their health, or even transition with dignity. Patients look up to us physicians in their time of need to help them with their most valued possession, their health.

As I step down, CCMS continues to be a strong pillar in our medical community. It has a fantastic board and leadership that continues the legacy and mission to help our members care for the medical needs of our community. Under one umbrella and with one voice we can continue protecting our profession and patients.

God bless you all.

Thank You to the 2018-2019 Board of Directors:

President: Cesar De Leon, D.O.

Vice President: David Wilkinson, M.D.

Treasurer: Rebekah Bernard, M.D.

Secretary: Alejandro Perez-Trepichio, M.D.

Officer/Director at Large: Rebecca Smith, M.D.

Directors at Large: Gary Swain, M.D.; George Brinnig, M.D.

Ex Officio Directors:

Susan Bello & Barbara Rougraff, CCMS Alliance Co-Presidents

April Donahue, Executive Director, CCMS



CCMS Annual Highlights

As a CCMS member, you support our mission to “Serve the needs of our physician members so they can better serve the needs of the 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:

- ◆ Leading the way in a critical collaboration between local physicians and the community to advocate for the physician-patient relationship while laying the foundation for ways to further the cause in years to come;
- ◆ Providing 70 confidential, cost-free psychological counseling sessions for physician members through the CCMS Physician Wellness program;
- ◆ Educating legislators on important healthcare issues, which in turn helped defeat negative bills that would have endangered public safety;
- ◆ Offering 25 complimentary meetings and social events to our members for education, networking, and stress-reduction, and additional seminars for office managers at member practices and for our resident/intern physician members;
- ◆ 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 involvement in reference committee leadership at the FMA Annual Meeting, Dr. Corey Howard as the FMA President, Executive Director April Donahue on the FMA board of governors, and Dr. Rafael Haciski and Dr. Howard on the delegation to the AMA;
- ◆ Presenting the 11th Annual Women’s Health Forum, a free public service educating nearly 400 attendees on the latest health trends and medical treatments while highlighting CCMS member speakers;
- ◆ Building upon our financial reserves, which allowed CCMS to hire a part-time contractor and student interns to help provide additional services to our members.

Membership

Total Membership 2018-2019: 613

New & Reinstated Members, April 2018-March 2019

Aschanti Abarca Selva, M.D.
 Gilbert Abou-Lahoud, M.D.
 Albert Alessi, D.O.
 Philip Amatulle, M.D.
 Leopoldo Baccaro, M.D.
 Jessica Bass, D.O.
 Maria Becka, D.O.
 Steven Bello, M.D.
 Suzanna Boka, M.D.
 Bobbi Brady, M.D.
 James Britton, M.D.
 Mark Brown, M.D.
 Courtney Campbell, M.D.
 Megan Cheslock, M.D.
 Sheldon Cho, M.D.
 Doris Corey, D.O.
 Corin DeChirico, D.O.
 Chaplin Dixon, M.D.
 Stephen D’Orazio, M.D.
 Angela Echeverria, M.D.
 Roger Eduardo, M.D.
 William Figlesthaller, M.D.
 Margaret Forszpaniak, D.O.
 Klaus Freeland, M.D.

Deborah Glick, M.D.
 Rolando Gomez, M.D.
 Lauren Graham, M.D.
 H. David Greider, M.D.
 Bryan Hanypsiak, M.D.
 Jesse Haven, M.D.
 Jeffrey Howland, M.D.
 Omar Hussain, M.D.
 Jennifer Jameson, M.D.
 Richard Juda, M.D.
 Christina Kabbash, M.D.
 Paul Kardon, M.D.
 Mohammad Khader, M.B.B. Ch.
 Svetlana Kogan, M.D.
 Marc Laufe M.D.,
 Thien Le, M.D.
 Jonas Mansson, M.D.
 Kathleen Marc, M.D.
 Ismael Martin, D.O.
 Steven Mason, M.D.
 Jesus Mendiola, M.D.
 Daniel Morris, M.D.
 Ghulam Murtaza, M.D.
 Pia Myers-Wolfe, M.D.

Julio Nieto, M.D.
 Vava Nyanudor, M.D.
 Sven Oman, M.D.
 Carla Osigian Probst, M.D.
 Marta Pieczalska, M.D.
 Carlos Portu, M.D.
 William Provance, D.O.
 James Ray, M.D.
 Leslie Raymond, M.D.
 Joseph Repay, M.D.
 Courtney Roberts, M.D.
 William Ross, M.D.
 Bruce Roy, M.D.
 Mohamed Sayed, M.D.
 Mark Sibley, M.D.
 Michael Slater, D.O.
 Alina Stanciu, M.D.
 Erick Stephanian, M.D.
 Q. Tracey Tan, M.D.
 Kathryn Tapper, M.D.
 David Whalley, M.D.
 Philip Wong, M.D.
 Paul Zuercher, M.D.

CCMS Annual Report (cont.)

Income and Expenses

Income, Fiscal Year ending March 31, 2019

Administrative Income	\$2,500
Dues	\$216,750
Interest	\$640
Members events	\$188,696
Publications	\$120,684
Total Income	\$529,270

Expenses, Fiscal Year ending March 31, 2019

Accounting/professional services	\$14,364
Donations/gifts	\$5,325
Member events	\$118,744
Other operating expenses	\$21,557
Phone/computer/website	\$9,580
Publications	\$37,150
Rent/electric	\$15,463
Salary/benefits/taxes	\$192,393
Travel/seminars/meetings	\$14,971
Total Expenses	\$429,547

Net ordinary income **\$99,723**

**unaudited and unreviewed financial statement, cash basis*

CCMS 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.

Your PAC had \$2,950 in income for the 2018-19 fiscal year and \$5,000 in expenses, with an end-of-year bank balance of \$2,619. The PAC board made contributions to:

- Penny Taylor for Collier County Commissioner
- Working Together for Florida PAC
- Dan Daley for State House
- Gayle Harrell for State Senate
- Dorothy Hukill for State Senate
- Wilton Simpson for State Senate
- Ashley Moody for State Attorney General

Unfortunately, Senator Hukill passed away in October 2018. Each remaining candidate supported was successful in his or her race. Our local state representatives, Byron Donalds and Bob Rommel, and our State Senator Passidomo, received contributions from the CCMS PAC in the previous fiscal year, all of whom were elected.

We are seeking contributions from CCMS members and spouses for upcoming elections. Please help support our efforts to improve healthcare in our community by affecting important local and state races. The suggested contribution is \$100. Contact CCMS or visit ccmsonline.org/membership to contribute.

If you have questions about voting, the PAC, or its endorsements, contact any of the PAC Board: Dr. Rolando Rivera – Chair/Treasurer, Dr. Mitchell Zeitler, Dr. Julian Javier, Dr. Catherine Kowal, April Donahue at CCMS, or our newest PAC board member, Catherine Campbell, from the CCMS Alliance.

Thank You to 2018-2019 Committees

FMA Delegates

Dr. Cesar De Leon, Chair
Dr. Rebekah Bernard
Dr. George Brinnig
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Challenges of Cultural Diversity in Healthcare: Protect Your Patients and Yourself

Susan Shepard, MSN, RN, Senior Director, Patient Safety and Risk Management Education, The Doctors Company

Physicians are increasingly faced with providing care to a multicultural society complicated by literacy issues. Ensuring safe and quality healthcare for all patients requires physicians to understand how each patient's sociocultural background affects his or her health beliefs and behavior.

Consider the following scenarios: A married 32-year-old Middle Eastern female with uterine fibroids presented at the office of a gynecologist. After years of infertility and pain, a hysterectomy was recommended. She spoke English moderately well but with a heavy accent. Offers of an interpreter were declined, including translation of the surgical consent form. Eight weeks post-hysterectomy, the patient asked the physician how soon she could expect to become pregnant.

An elderly female Asian patient was noncommunicative with the physicians and staff during the first three days of her hospitalization. She would not maintain eye contact or talk, even when an interpreter was provided. Communication regarding the patient's care or concerns would occur only when a male family member was present. The staff and physicians—concerned with privacy issues—generally spoke with the patient when family members were not present. After several days of delayed treatment because consent for a necessary but nonemergent surgery could not be obtained from the patient, a visiting chaplain of the same nationality explained the cultural requirement that a male be present for a female's care.

Addressing the Problem

The Doctors Company's closed claims studies have shown that inadequate provider-patient communication is a frequent contributing factor to patient noncompliance, poor patient outcomes, and litigation. Effective provider-patient communication leads to an increase in patient satisfaction, better compliance, and improved outcomes. In multicultural and minority populations, the issue of communication may play an even larger role because of behavioral, cognitive, linguistic, contextual, and cultural barriers that preclude effective patient-provider communication. Research has shown that services for minorities can be improved by removing language and cultural barriers.

When cultures and languages clash, physicians are unable to deliver the care they have been trained to provide. Culturally competent care depends on resolving systemic and individual cultural differences that can create conflicts and misunderstandings. If the provider is unable to elicit patient information and negotiate appropriate care, negative health consequences may occur.

How can physicians easily acquire and maintain the skills to provide culturally responsive and appropriate care to the increasingly diverse population of patients in the United States?

Traditionally, training in cross-cultural medicine has focused on providing a list of common health beliefs, behaviors, and key "dos and don'ts." This approach does not consider acculturation and socioeconomic status and can lead to stereotyping.

An alternative approach, proposed by Drs. Joseph R Betancourt, Alexander R Green, and J. Emilio Carrillo (webcampus.drexelmed.edu/interactive/hhc/PHQ9/2_main/8_60.htm), helps physicians elicit a patient's beliefs and preferences in order to identify and deal with the patient's concepts, concerns, and expectations. This communication model is called ESFT (Explanatory model of health and illness, Social and environmental factors, Fears and concerns, and Therapeutic contracting).

Steps You Can Take

- Evaluate any personal attitudes, beliefs, biases, and behaviors that may influence your care of patients.
- Conduct a self-assessment with the "Cultural and Linguistic Competence Health Practitioner Assessment" at clchpa.org/#welcome.
- Use a communication model such as ESFT or LEARN:
 - Listen to the patient's perception of the problem.
 - Explain your perception of the problem.
 - Acknowledge and discuss differences and similarities.
 - Recommend treatment.
 - Negotiate treatment.
- Ask the patient or interpreter to repeat back what you said during the informed consent process, during the discussion of the treatment plan, or after any patient educational session with you or your staff. The repeat-back process is a very effective way to determine the extent of the patient's understanding.
- Use "Ask Me 3," a tool that identifies three simple questions all physicians should be ready to answer—regardless of whether the patient asks. You can refer to: "Rx for Patient Safety: Ask Me 3" (thedoctors.com/articles/rx-for-patient-safety-ask-me-3) and "Ask Me 3: Good Questions for Your Good Health" (ihi.org/resources/Pages/Tools/Ask-Me-3-Good-Questions-for-Your-Good-Health.aspx).
- Use language services for limited English proficiency patients
 - Partner with your health plans and hospitals to identify written and oral language services.
 - Find out your state requirements. In some states, Medicaid plans may call for providing language access.

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Circle of Friends – A Program of Preferred Vendors

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

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Contact: Michael A. Brown
Business Type: Banking
Phone: 239-261-5554 / Fax: 239-433-2824

Michael.Brown@lmcu.org / LMCU.org

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kmosteller@markham-norton.com / markham-norton.com

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



Suncoast Credit Union

Suncoast Credit Union

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Commercial Banking; Carolyn Bare-Wealth Management
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Suncoast Credit Union operates 65 full-service branches with 785,000 members. The Suncoast Foundation has donated over \$22 million to community initiatives in the 21 counties the credit union serves. Suncoast Credit Union is committed to providing CCMS members with personalized solutions and expert service. Our business lending, legacy planning, and retirement planning services can help you meet your business needs and achieve your long-term goals. CCMS Members receive a complimentary half-hour consult with the Suncoast preferred estate attorney.



Technical Doctor Inc.

Contact: Stephan Gmelin
Business Type: IT Services
Phone: 239-220-5980

stephan.gmelin@technicaldr.com / technicaldr.com

Technical Doctor provides HIPAA-compliant IT support, security products and services and is laser focused on healthcare. Established in 2006 in the Chicago area, Technical Doctor expanded to Florida in 2018. Our technicians have multiple years of experience in: Healthcare, Secure Networking, HIPAA controls, Transmission Security, Integration and a high level of customer services to ensure a quick response and educated answers. CCMS members receive a free consultation and a 10% discount on 1st month of IT support service. Sign up for our Healthcare IT newsletter at technicaldr.com.

Circle of Friends



Anne Fontaine at Waterside Shops

Contact: Sandra Guzman
Business Type: Women's Apparel
Phone: 239-597-7111

nps@annefontaine.com/ annefontaine.com

Anne Fontaine is a French luxury women's fashion brand. The company specializes in the white blouse and now offers a complete ready-to-wear line. Stay tuned for information on CCMS shopping events for 2019.



Attorney Linda R. Minck, PL

Contact: Linda Minck
Business Type: Attorney

Phone: 239-260-5827 / Fax: 239-260-5829

linda@minck-law.com / minck-law.com

Attorney Linda Minck provides legal services to physicians and healthcare providers particularly in business transactions such as setting up new practices, buying or selling, employment agreements, and representing physicians with daily legal needs. CCMS members who mention their membership receive a 10% discount.



BankUnited

BankUnited

Contact: Lisa Portnoy

Business Type: Banking
Phone: 239-233-3747 / Fax: 239-596-9175

lportnoy@bankunited.com / bankunited.com

BankUnited has more than \$35 billion in assets and more than 100 branch locations and focuses on the financial needs of growing companies and their executives, consumers, and commercial and middle-market businesses in Florida and New York. The bank offers a broad range of online services, treasury management tools for businesses, and traditional depository and lending products. CCMS members receive preferred rates on lending/borrowing and deposit accounts.



Biowaste Medical

Contact: Lorena Nunez
Business Type: Biomedical/Pharmaceutical Waste Disposal
Phone: 239-595-0442 / Fax: 239-249-9212

info@biowastemedical.com / biowastemedical.com

Biowaste Medical is a leading provider of biomedical and pharmaceutical waste collection and disposal services in the state of Florida. They are headquartered in Naples and have been in business for the past 4 years. Biowaste Medical services a range of medical facilities, including, but not limited to: hospitals, doctor and dentist offices, laboratories, and clinics. All CCMS members will receive a 20% discount from their current vendor's bill plus 3 free months.

**BMO Wealth Management**

Contact: W. Jay Rasmussen

Business Type: Wealth Management

Phone: 239-592-2464 / Fax: 239-592-2446

jay.rasmussen@bmo.com / wealth.bmoharris.com

BMO Wealth Management provides financial services for physicians and medical practices such as initial free wealth planning consultation, specialized loan programs for medical practices and office buildings, and home mortgage and equity line of credit programs designed for physicians with discounts and higher loan to value guidelines.

**Equity LLC / Equity Healthcare**

Contacts: Hamish Williams;

Steven Goldstein

Business Type: Healthcare Real Estate

Phone: 239-210-5900

hwilliams@equity.net / sgoldstein@equity.net / equity.net

Equity is a national commercial real estate brokerage, developer, construction agency, and project manager specializing in healthcare and retail clientele and needs. Equity headquarters are in Columbus, OH, including four offices serving Florida with the local office in North Naples. CCMS members receive a free initial consultation as well as an Equity Healthcare gift item upon completed transaction or equivalent amount donated to a charity of their choice.

**First Citizens Bank**

Contact: Miranda Sharkey

Business Type: Banking

Phone: 239-514-2237 / Fax: 239-594-9566

miranda.sharkey@firstcitizens.com / firstcitizens.com

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

**Leading Edge Benefit Advisors**

Contact: Timothy McGee

Business Type: Employee Benefits

Phone: 239-415-0101 / Fax: 239-433-1565

timothy.mcgee@LE-Advisors.com / lebenefitadvisors.com

Leading Edge Benefit Advisors has served the Naples area for over 34 years, providing employee benefit and compensation solutions to local businesses. 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. Also available for member practices is an ancillary services store with complimentary Employee Assistance Program.

**Medline Industries, Inc.**

Contact: Amanda Shapiro

Business Type: Healthcare Supplies

Phone: 800-633-5463 / Fax: 866-331-3150

ashapiro@medline.com / medline.com

Medline is the largest privately held manufacturer and distributor of healthcare supplies in the United States, providing 500,000 products that serve the entire continuum of care. Medline is a manufacturer direct source of medical equipment & supplies, education (CEUs) and product & sales support. CCMS members receive a minimum of 10% savings in aggregate and standard freight waived for 1 year.

**Meridian Financial Group**

Contact: Dan Shannon

Business Type: Financial Advisors

Phone: 239-690-9820 / Fax: 239-690-9821

dan@mfgflorida.com / mfgflorida.com

Meridian Financial Group continued

We are a boutique financial services firm specializing in working with physicians in the areas of asset protection planning, wealth management and wealth transfer. Through our team of experienced advisors, and our strategic alliances with professionals from other industries, we can deliver customized solutions for our clients. Meridian Financial Group is excited to partner with M Financial in offering innovative financial solutions to the ultra-affluent and corporate markets.

**Mutual of Omaha Bank**

Contact: Melissa Davidson

Business Type: Banking

Phone: 239-687-5239 / Fax: 239-687-5250

melissa.davidson@mutualofomahabank.com / mutualofomahabank.com

Mutual of Omaha Bank is a full service financial institution that offers a variety of products and services. We are a relationship bank that focuses on building lasting relationships to meet our clients' needs and provide exceptional customer service. CCMS members receive discounts on merchant services, mutual benefit employee free checking, fast app business line of credit, and home equity.

**Porter Wright**

Contact: Joshua Bialek

Business Type: Law Firm

Phone: 239-593-2962 / Fax: 239-593-2990

jbialek@porterwright.com / porterwright.com

Porter Wright works with health care businesses and providers to solve complex legal problems, stay in compliance with regulatory obligations, and take advantage of growth opportunities. From labor and employment law to business law to litigation, our attorneys help health care clients achieve their goals. We are proud to have been members of the Preferred vendors program since 2001.

**Slepcevich Financial Group, LLC**

Contact: William Slepcevich

Business Type: Professionals Wealth Management

239-435-9433 / Fax: 239-435-0104

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**THE DOCTORS COMPANY****The Doctors Company**

Contact: Shelly Hakes

Business Type: Medical Malpractice Liability Insurance

800-741-3742, ext 3294 / Fax: 888-723-7177

shakes@thedoctors.com / thedoctors.com

The Doctors Company is fiercely committed to defending, protecting, and rewarding the practice of good medicine. With 75,000 members, we are the nation's largest physician-owned medical malpractice insurer. Visit www.thedoctors.com. CCMS members receive a 5% discount on liability premium.

**WBN Marketing LLC**

Contact: Nella DeCesare

Business Type: Marketing & Web Design

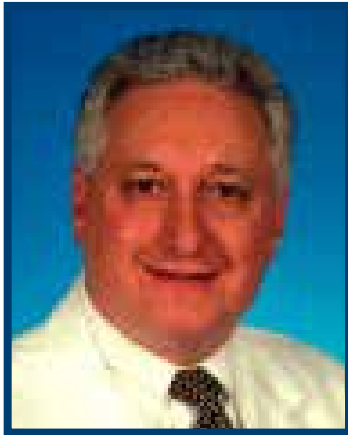
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Naples-based, WBN Marketing is a full-service marketing company and leading area provider of website development/search engine marketing. WBN offers expert marketing and branding knowledge for several local core industries, including the medical industry.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

Perspective of a Clinical Researcher in Collier County

Jeffrey A. Alper, M.D.



Collier County residents are fortunate to have high quality and sophisticated healthcare. There is no doubt that high quality healthcare contributes to our county consistently being rated as one of the healthiest in the state of Florida. Local access to clinical trials is important for many reasons that I will discuss and should be viewed as a vital component to our local healthcare community. There are a number of physicians within our county that have expertise in clinical research and this article is one way to increase awareness about research available in our area.

Clinical research includes observational trials and experimental trials. Treatment research, a type of experimental trials, is the most common form of research in a community setting. First, the sponsor must obtain an IND (Investigational New Drug Application) approval from the FDA before any human testing. New drugs, biologics, and devices are brought through the typical FDA approval process beginning with phase 1 trial in which small numbers of subjects are given, for the first time, a new investigational product or device. Phase 1 starts the process of finding a safe dosage range and identifying adverse events.

Phase 2 looks at larger groups for efficacy at various dosages along with further analysis of adverse events. If the phase 2 trials show positive results, then the investigational product will go to phase 3 trials. Phase 3 trials involve large numbers of patients often with different doses of the investigational product, comparison to either a standard therapy or a placebo and close monitoring of adverse events and other safety issues. Phase 3 trials often are the “pivotal trials” that the FDA requires before approving the NDA (New drug application) of the sponsoring pharmaceutical company or device manufacturer. Phase 4 trials are post marketing trials usually to monitor for safety of large patient populations over long time periods.

The road to FDA approval for a new investigational product is long and expensive with no guarantee of success. A figure of \$2.9 billion to develop a new drug to approval was recently reported by Tufts University. The expense of pre-clinical studies, clinical studies, opportunity costs, and marketing were factored into this number.

In 1985 when I completed my rheumatology fellowship, there were very few treatments for devastating illnesses like

rheumatoid arthritis and the treatments that were available were poorly tolerated and not particularly effective. With greater understanding of the immune system, human genome, and computer assisted early drug development, there has been a renaissance of directed biologics and small molecules for rheumatoid arthritis and related autoimmune disease. Big pharma is under the microscope because of high costs and suspect business practices and while I am not an apologist for a pricing system that is neither transparent nor in sync with market forces, the contribution made by new drug development in transforming patient care is obvious.

Here in Collier County there are a number of physicians who incorporate clinical research into their practices. I am currently involved in trials looking at giant cell arteritis with a JAK inhibitor, rheumatoid arthritis with a JAK/BTK inhibitor, RA using a transcutaneous vagus nerve stimulator in a proof of concept study, a long-term safety study of a JAK inhibitor, and an IL-17 inhibitor in severe plaque psoriasis.

The future direction of clinical research will include more emphasis on real world data, patient reported outcomes, patient-generated data through technology, and use of big data through the research cycle. Community research sites are better prepared for the changes than large bureaucratic academic sites. An article from ACRP, the American Association of Research Professionals, reported that America’s biopharmaceutical companies sponsored more than 4,500 clinical trials in 2017 in all 50 states, the District of Columbia, and Puerto Rico, according to a new report from Teconomy Partners LLC. Florida was third in the number of research sites nationwide.

These companies also account for more than half (53%) of all U.S. investments in health and biomedical research and development, which includes significant spending in clinical research. This investment was estimated at \$15 billion. In addition to offering patients new treatment options, there is an economic benefit to our area. For providers dealing with the reality of increasing insurance interference with our day-to-day practices, adding clinical research offers many benefits including learning cutting edge scientific information, a break from the day-to-day routine, and another revenue stream.

Becoming an investigator requires additional training on the mechanics of clinical research, adequate time to spend on proper trial management, and most importantly, an in-depth knowledge of subject safety and rights. Good resources for additional information including principal investigator training include the ACRP and the Academy of Physicians in Clinical Research (APCR). Networking with one of your colleagues in the CCMS involved in research might be a good first step in learning more about clinical research.

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- Explain to patients who refuse interpreter services that it is very important to the patient's care and safety that you and the patient/family member understand each other. Suggest a referral to a physician who speaks the patient's primary language. Be sure to document in the medical record the patient's refusal and your explanation of the risks and benefits of an interpreter.
- Obtain more information:
 - *National Standards for Culturally and Linguistically Appropriate Services*, minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=53
 - *A Physician's Practical Guide to Culturally Competent Care*, cccm.thinkculturalhealth.hhs.gov
 - *What Is Cultural and Linguistic Competence?*, ahrq.gov/professionals/systems/primary-care/cultural-competence-mco/cultcompdef.html
 - *Culture, Language, and Health Literacy Resources*, hrsa.gov/about/organization/bureaus/ohe/health-literacy/resources/index.html

The guidelines suggested here are not rules, do not constitute legal advice, and do not ensure a successful outcome. The ultimate decision regarding the appropriateness of any treatment must be made by each healthcare provider considering the circumstances of the individual situation and in accordance with the laws of the jurisdiction in which the care is rendered.

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Dr. Priyanka Handa and Dr. Angela Echeverria



Dr. Alain Alvarez and Dr. Deb Renner



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Dr. Reisha Brown and Steve Falk

Without the FMA...

The number of bills hostile to the practice of medicine filed during the 2019 legislative session was the most in at least a quarter century. Through the efforts of the FMA PAC and the FMA lobbying team, the vast majority of these bills were defeated outright while

the remainder were significantly amended from their original versions. Had the FMA not expended a tremendous amount of time and resources fighting this legislative onslaught, the practice of medicine could have been severely affected as follows:



1. APRNs and physician assistants would be able to practice independently without any physician supervision.

2. Pharmacists would be able to diagnose and treat “minor, nonchronic health conditions,” such as the flu,

streptococcus, lice, skin conditions, uncomplicated infections. They also would be able to “collaboratively manage” chronic conditions, such as arthritis, asthma, congestive heart failure, COPD, diabetes, emphysema, HIV, hypertension, obesity and renal disease.

3. Consultant pharmacists would be able to initiate, modify or discontinue medications.

4. Psychologists would be able to prescribe medications, including controlled substances.



5. Physicians would have to refer patients to a chiropractor, acupuncturist, physical therapist or massage therapist prior to prescribing a controlled substance.

6. Coverage for hearing aids for children would be mandatory, but only audiologists would get paid for providing the service.

7. A “Health Innovation Commission” would exist and could grant exemptions that would allow allied health providers to practice beyond their statutory scope of practice, or even practice medicine without a Florida license at all.



8. Any physician who performed any type of office surgery would have to get an ambulatory surgical center license.

9. Physicians would have to provide a “non-opioid directive form” to patients every time they prescribed, ordered or

administered an opioid. Physicians who failed to follow a patient’s non-opioid directive would be subject to disciplinary action.

10. Physician fees would be capped at 200 percent of Medicare for all services in all instances. Of course, insurance companies would be able to pay less than that amount.

11. Physicians would have to prescribe electronically in all situations, regardless of whether they had the capability to do so. Paper scripts would not be allowed.

12. Personal injury protection benefits under Florida’s no-fault insurance system would disappear. Physicians would have to wait years to get paid, and if the patient had no insurance and didn’t win his or her lawsuit, would not get paid at all.

13. Health insurance companies would receive \$30 million in tax credits for providing telehealth services, but would not have to cover all telehealth services and could pay physicians less for providing telehealth than for providing in-person care.

14. Physicians would face increased medical malpractice liability as more patients would be allowed to sue for pain and suffering. Medical liability insurance rates would increase.

15. The maximum that physicians would receive for treating patients injured due to the fault of a third party would be the Medicare rate. If the patient was on Medicaid, the physician would be limited to the Medicaid rate, regardless of whether he or she participated in Medicaid.



16. Physicians would be prohibited from providing any healthcare services to a minor without parental consent. Physicians who did so could be sent to prison for up to a year.

17. Allied health professionals would be able to practice telemedicine in Florida without having to get a Florida license or having to comply with any of the statutes and regulations licensed providers have to meet, and without being subject to disciplinary action for violating any provision of their applicable practice act.



18. Physicians who referred a patient to a healthcare provider who did not participate in the patient’s insurance network would be required to inform the patient in writing and document in the medical records that the provider referred to is out-of-network, and that seeing this provider could result in additional cost-sharing responsibilities. Physicians, rather than patients, would be responsible for determining the network status of all healthcare providers referred to. Physicians who failed to satisfy this obligation would be subject to discipline.

THE FORUM

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