

THE

message

A MONTHLY NEWSLETTER OF THE SPOKANE COUNTY MEDICAL SOCIETY
J. COURTNEY CLYDE, MD, SCMS PRESIDENT — MAY 2009

IS IT TIME TO GET OFF THE GRAVY TRAIN?

J. Courtney Clyde, MD
discusses relationships between
medical associations and the
pharmaceutical industry.



**Project Access
is a Link Between
Patients and Providers**



HOW TO NEGOTIATE WITH INSURANCE COMPANIES

from Dwight Johnson,
MBA, FHFMA

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**Spokane County
Medical Society Message
Gary Knox, MD, Editor**

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A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.
-WINSTON CHURCHILL

When is the right time to begin talking with your terminally ill patients about hospice?

When cure is no longer an option and quality of life is what matters most, making provisions for hospice services is the most compassionate physician order you can implement. Letting patients know they are not alone and that hospice will help them to live the highest quality of life possible—for as long as possible—creates hope.



Hospice of Spokane provides:

- Management of patient crisis after hours
- Complex pain & symptom management
- Assistance with emotional, social, and spiritual pain



(509) 456-0438

President's Message: Is it Time to Get Off the Gravy Train?



The April 1st issue of JAMA contains an important article about the relationship between Professional Medical Associations (PMAs) and industry. The involvement of industry money and the ongoing activities of these organizations have come under increasing scrutiny. That support has significantly reduced the cost of

annual meetings and educational programs over the years. We may rationalize its effects, but certainly the public views it as a conflict of interest. The authors of this article are clear in their conclusion: It must end. Eliminating this support would have significant impact on the activities of the national and local PMAs.

I was initially struck by the coincidence of this article being published on April 1st and that the cover of the magazine depicts a group of monkeys upturning a vase of flowers and reducing it to a pile of greens. When I made that association, my immediate thought was of the opening of any exhibit hall at a major national medical meeting as our colleagues (never me) raced through the place stuffing logo bags with pens, sticky notes, baubles, beads and anything else that wasn't nailed down. Certainly accepting a Zosyn desk digital clock will not affect my prescribing habits. Or would it? There is evidence that inducements from the most egregious resort junkets to the smallest trinket have effect on the receiver. By continuing the status quo, do we look like a group of monkeys?

My first experience with pharma largesse was an Eli Lilly stethoscope that was given to each 1st year Medical Student at the University of Utah. I couldn't wait to put that thing around my neck so I would look like a doctor. But several of my (socially responsible) fellow students said, "No." Then there were the monthly pizza party/journal clubs for the residents, dinner meetings with speakers, speaker training, omnipresent well-groomed and solicitous reps at every medical meeting and it just seems so natural and okay.

"The overriding concern is that industry ties create conflicts of interest, both real and perceived. The attention to this issue reflects, first, an increasing awareness of the extent of the financial links between pharmaceutical and medical device companies and medical practitioners and institutions. Second, extensive literature has documented the influence of gifts on individual physicians. The fear, expressed by physician leaders, public officials and the media, is that industry influence may compromise clinical decision-making, adversely affecting healthcare delivery and undermining the reputation of the profession."

Logo pens and Sanford Guides aside, this has important implications for the Spokane County Medical Society. Industry support for our CME programs has significantly reduced your costs and kept increases to annual dues to

a minimum. The JAMA article says this money should be eliminated from the support of meetings and educational endeavors. The SCMS Executive Committee has already decided to work towards that goal, but the membership needs to know that our CME programs have made money for the Society and that has made it possible to not raise dues more frequently. Without industry support, the cost of the CME programs and our membership dues will increase.

What should be the Society's role in providing CME in this age when most everyone gets the majority of their ongoing education from their specialty societies? There are some intriguing web based formats that provide real time and delayed CME at a reduced cost. But are you really going to sit in front of your computer for 3 hours? It is also increasingly difficult to get physicians to come to after-hours meetings and the Society struggles to put on interesting relevant programs.

The conclusion of the JAMA article is that enacting these recommendations will require PMAs to transform their mode of operation and perhaps even give up activities of considerable value. The proposals are rigorous. PMAs should work toward a goal of \$0 contributions from industry. They should not collaborate in or profit from industry marketing activities. PMA leaders and executive staff should be free of conflict of interest and, in time, so should the entirety of the board and the members of the practice guideline committees. To maintain integrity will require sacrifice. Nevertheless, these changes are in the best interest of the medical profession, of PMAs and their members, and of the larger society.

I can't say it better than that. In previous months' newsletters I have said this is a time of change, and it is time to get off this gravy train so our profession doesn't look like a bunch of monkeys with our hands in the medical industry's cookie jar.



Cover of the JAMA
April 1 issue

Rothman DJ et. al., *Professional Medical Associations and their Relationship with Industry*. JAMA, 2009;301:1367-1372. Learn more at <http://jama.ama-assn.org/>

By J. Courtney Clyde, MD, SCMS President

Project Access: A link between patients and providers



Since inception in 2003, Project Access has existed under the Spokane County Medical Society Foundation (a non-profit organization) with the Executive Committee of the Spokane County Medical Society acting as its directors. Conceived by Dr. Sam Selinger, the mission is to improve the overall health status of low income uninsured residents in Spokane County who

live at or below 200% Federal Poverty Level. Project Access has brought together physicians and hospitals and other ancillary health care providers to provide their services in-kind to this population.

By coordinating patient care, Project Access acts as a link between the patient, referring providers, ancillary care facilities and specialty providers. Our staff consists of an Executive Director (John Driscoll), an Executive Assistant (Erin McCandless), an Associate Director (Karen Hagensen), two Patient Care Coordinators (Cherie Canning and Deirdre Farnsworth), a Referral Coordinator (Cathy Kirsner, LPN) and me as Medical Director.

In order to qualify to be a patient, one must be a Spokane County resident, have an annual household income less than 200% of the Federal Poverty level (e.g. \$44,100 for a family of four), and not be receiving or be eligible for insurance benefits or benefits from State or Federal entities. A patient must have a current medical need and be referred by a medical professional. The patient is responsible for completing an application and providing any requested documentation for eligibility to be determined. In order to evenly distribute the donated care, all appointments are made through our staff only. Physicians volunteer their services through a commitment letter and we ask each physician to see twelve patients per year, although many see fewer. Our physician volunteers are placed on a rotational list and as the need for services arises, the next physician on the list is contacted. The Project Access staff employs every effort to ensure that the referrals are appropriate and the records complete.

Project Access is not able to provide coordination of mental health care, dentistry, pharmaceuticals only, preventative care, long-term care, screening procedures, second opinions, elective procedures, or cover previously incurred medical expenses. As one of the primary goals of Project Access is to lend to a reduction of visits to the emergency departments, these services are also not covered.

Physicians by nature are a generous group. We know that you see "charity" patients in your office frequently. There are some good reasons, however, to choose to coordinate your donated charity care through Project Access. Project Access provides documentation of your donated services through the PHCO to track the in-kind donations of your time and effort. We can also provide laboratory and

imaging services to allow you to provide appropriate and complete care. Project Access arranges for interpretive services and even transportation if necessary to and from scheduled appointments to ensure that patient arrives when scheduled. Pharmaceuticals and durable medical equipment are also provided to any enrolled patient, ensuring that patients are afforded every opportunity to comply with your treatment plan. In addition, as a provider, your care falls under the Good Samaritan Act, protecting you from liability for treating patients "with no expectation of reimbursement."

For those of you who see our patients, thank you sincerely. Since I came to Project Access, I have seen first hand the stories of many of the patients seeking assistance, and the impact the care they receive has on their lives. Please feel free to contact me with any questions or problems that you might encounter, I would love to hear your thoughts. For those of you who do not yet participate, I ask you to please consider it. We would love to have you as a provider!

By Valerie K. Logsdon, MD, Project Access Medical Director

How to Negotiate with Insurance Companies

First published in *The Bulletin*, Volume 88, Number 4, April 2009. Reprinted with permission from the King County Medical Society

It is important to realize when negotiating with health insurance companies that you are dealing with skilled professionals with significant expertise. Insurance company executives have been trained in contracting, and often have an MBA or MHA. You are highly skilled in your field; they are highly skilled in theirs.

Insurance companies act carefully and deliberately. They typically have managers conduct negotiations who have demonstrated a consistent history of meeting clearly defined objectives when dealing with physicians.

Insurance executives write the contracts, get them approved from regulators, and use them to the greatest advantage possible in the marketplace. They are always looking to maximize the advantages they see available to their companies.

If you don't understand your contracts thoroughly, including what provisions to look for and what to avoid, you are at a disadvantage from the outset when negotiating with the carriers.

So what's a physician to do?

Don't lose hope and sign whatever is thrust in front of you out of pure frustration. Ever.

Always negotiate. Always. It is amazing how many practices actually sign the first document presented by a carrier. This is what the carrier wants, and it always costs the physician in one way or another.

Negotiate smartly. A few basic approaches will pay dividends to your practice:

1. Read the proposed contract carefully and never agree to anything you don't understand. Never be afraid to ask for clarification, and if the answers you get are not satisfactory, don't hesitate to ask to speak to a higher-level executive about your concerns.
2. Remember that everything is open to discussion. It is astounding how many physicians state "you mean I could have asked for something different?" in relation to something in their contracts. You can *always* ask for variation in your contracts, from pricing to core agreement language.
3. Negotiate an end date to the pricing in your agreement or make certain an annual mechanism designed to increase your reimbursement exists. Your objective should be to have an agreement that won't lie dormant for many years with no annual reimbursement increase. Remember that the carriers raise their premiums annually and your costs go up every year; you need your payments to increase annually as a basic practice survival technique.

4. Have the venue for any dispute resolution be local, especially when negotiating with the large national carriers.
5. Many practices sign contracts out of fear that the loss of a certain contract would result in financial disaster. The carriers need you in their networks. Contracted networks are the most significant asset the carriers have to offer their ultimate customers, the groups and individuals who purchase their products. You have leverage. Don't be afraid to apply it.
6. Work with the staff in your billing offices to make certain your contracts match the way that claims are actually billed. An annual review of charges is essential, as is routinely asking the people actually billing your claims if they are having problems getting paid by a particular carrier. It does you no good to negotiate a favorable conversion factor if you can't get your claims paid: denials management is critical to your profitability and often overlooked.
7. Prepare, prepare, prepare. Take *every* negotiation seriously. Make it your business to know in advance how much volume each contract represents, identify alternative scenarios for each new agreement you are negotiating and create deadlines for resolution. The carriers often want negotiations to drag on. Don't fall into that trap. The reality is that the longer negotiations take, the longer your money sits in their bank account.
8. Look very carefully at what you are signing and returning. It is an astonishing but true fact that sometimes insurance carriers will receive the wrong document signed by a provider. This happens most frequently with the local Blue plans (remember that they are separate entities). Besides being a serious breach of the confidentiality called for in your provider contracts, it can give one carrier a clear idea of the payments you accept from another. If the amount is less, count on the carrier receiving the wrong mail trying to negotiate your reimbursement downward.

Following these basic guidelines will give you a solid start in your next negotiation. Remember that contracting with insurance carriers is an art and a science. Whoever does your contracting, be it yourself or someone working on your behalf, needs to bring a skilled approach to the table to maximize your chances for a successful outcome.

Dwight Johnson, MBA, FHFMA
Executive Director, Provider Contracting
Coopersmith Health Law Group
Seattle, Washington

Our Future Wellbeing

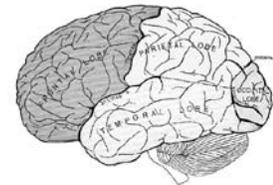
Last month in this column, I discussed creating a "Culture of Medical Education" here in Spokane. For those of us in medical education, this is a recurring theme. We meet regularly to discuss how to transition Spokane from a "medical community of excellence" to a "medical community of excellence that is known for its contributions to training future physicians." Those of your colleagues who work with medical students and residents know that a culture that willingly and actively supports medical education is vital to a successful and evolving medical community.

We realize that this doesn't just "happen." It is an active process that requires investment of time and money from the physicians, hospitals, and clinics within the community. We think the hospitals are the "low fruit" in that they are already very helpful and invested in this process. Training health professionals is something they do naturally. Physicians and clinics are often a bit harder "sell" for obvious reasons but their role is becoming increasingly more important in the education of our future physicians. Medical education is seeing a trend away from the hospital-based, academic center-based teaching model in which most of us were trained. In many ways, this positions Spokane well for training future physicians, as we are not entrenched in older systems. However, it necessitates that we see this culture of education as integral to the future of our medical community. Becoming more involved in training allows us to help create the well-trained colleagues who will join our practices and communities and care for our families and us. It also allows us to help create real "medical homes" for our patients with sufficient numbers of physicians in all specialties to provide the needed care.

The residencies and the medical school are asking for your help in furthering the training opportunities in Spokane. We need physicians and physician assistants to help with all facets of education. We realize that we have to support you by offering assistance with "faculty development" to further your skills to accomplish all the critical components of teaching as well as ways to enhance efficiencies while you teach. We will be putting together a brief survey requesting your input and asking you to join us in the endeavor to prioritize teaching. The teaching community has benefited from the thousands of hours of volunteer (and nominally reimbursed) teaching time our colleagues have offered to physicians in training. While we appreciate those efforts, we realize we are asking for more and we want to know how we can better support you. We thank you for your continued support of the educational process. Please contact me if you have questions, would like to participate or you would like further information.

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WORDS OF WISDOM REGARDING YOUR EMPLOYEES



Before treating your employees, either with a prescription or pharmaceutical samples, always first:

- Conduct a history & physical and
- Establish a formal patient chart and document the decision-making process.

MQAC requires that this documentation be in place.

In other words -

You must treat them like regular patients!

News from WSMA

In case you did not see this...Health Care Assistants Bill Signed by Governor as Some Sanity is Restored to Your Staffing

Last Thursday Governor Gregoire signed HB 1414, the Health Care Assistants (HCA Bill), into law. The bill drafted by the WSMA and pushed hard by our Olympia team and a coalition of medical practice-based nurses and medical assistants will help your practice by increasing the HCA scope of practice. More properly stated, perhaps, is that it removes an illogical prohibition against HCAs administering some medications orally that they were allowed to administer by injection. Until now, they have been allowed to only give injections and orally and nasally administered immunizations.

HCAs are now allowed to administer over-the-counter and unit-dosed medicines specified in the bill (too many to list here). The bill is posted on our website at www.wsma.org.

On the Governor's Desk – Bill to Strengthen WPHP

A bill (HB 1765) to support the Washington Physicians Health Program (WPHP) by adding a modest \$15.00 per year surcharge to physicians' licensure fees has now landed on the governor's desk. She is scheduled to sign it into law on Wednesday morning.

Your Washington Physicians Health Program (WPHP), nationally recognized as a premier physician-directed program to help troubled colleagues and ably led by Dr. Mick Oreskovich, has seen significant increases in the use of its services in recent years. The program – a non-profit corporation, founded by the WSMA in 1986 – has a sterling record, and has returned several hundred of your colleagues to productive practice.

WPHP helps identify and refer physicians for evaluation or treatment, monitor their recovery, and endorse the safety of physicians who have a condition, mental or physical, which could affect their ability to practice with reasonable skill and safety. Examples of these conditions are substance abuse or dependence, depressive disorder, and bipolar mood disorder. Go to <http://www.wphp.org/> to learn more about this laudable example of your profession "walking the talk" on patient safety.

*By Tom Curry,
Executive Director/CEO*

Proposed By-Laws Change

The Executive Committee reviewed and approved the following change to Spokane County Medical Society by-laws at the February 11, 2009 meeting. The by-laws change was subsequently reviewed and approved by the Board of Trustees at the March 25, 2009 meeting. This is the first reading of the by-laws change; the second reading will occur at the next General Membership Meeting. (*Highlighting signifies new language.*)

10.3 Ex-Officio Members

Any member of the County Society who is serving as an officer/trustee of the Washington State Medical Association or American Medical Association shall serve as an Ex-Officio member of the Board of Trustees for the duration of time such office is held. Additional Ex-Officio members shall be ***the Project Access Medical Director***, the current Vice Presidents for Medical Affairs at Deaconess Medical Center, Holy Family Hospital, Sacred Heart Medical Center, and Valley Hospital and Medical Center, the County Health Officer and the Medical Examiner, for the duration of their offices; they shall all be non-voting members. Voting rights on the Board of Trustees shall be extended to the AMA delegate/alternate delegates/officers and WSMA Trustees/officers from Spokane. Those serving as President/President-Elect or other capacity of the State or American Medical Association shall have a vote. The chairman of each Standing Committee identified under Section 13 of these by-laws shall serve as Ex-Officio members without voting rights on the Board of Trustees for the duration of time that each holds such office.

In Memoriam

Kenneth E. Gudgel, MD

On March 17, 2009 Dr. Kenneth E. Gudgel passed away in his home surrounded by his family. He was born in Farragut, Iowa. He attended the University of Iowa where he met his wife, Helen Pitz. They married in 1946. He graduated from the University of Iowa School of Medicine in 1948. He and Helen then moved to Spokane where Dr. Gudgel completed his internship at Deaconess Hospital. In 1949 the Gudgels moved to Odessa where they lived for 20 years. During the next 13 years Dr. Gudgel was the Director of Family Medicine Spokane for the University of Washington. In "retirement" Dr. Gudgel and his wife did medical practice management. Dr. Gudgel is survived by his wife of 63 years, Helen, their four children, 16 grandchildren and four great-grandchildren. He will be missed by his family and friends.

Category I CME Seminars

- **Respiratory Conditions and Sleep Disorders:** 3.0 Hours of Category I CME credit, sponsored by the Spokane County Medical Society. Conference held on May 13, 2009 at the Deaconess Health and Education Center. Contact Jennifer Anderson at (509) 325-5010 or email jennifer@spcms.org for more information.
- **Pain Management 2009:** 3.0 Hours of Category I CME credit, sponsored by the Spokane County Medical Society. Conference held on June 10, 2009 at the Deaconess Health and Education Center. Contact Jennifer Anderson at (509) 325-5010 or email jennifer@spcms.org for more information.
- **Lahiri Lecture Series - Stroke:** 5.5 Hours of Category I CME credit. Jointly sponsored by the Spokane County Medical Society. Conference held on June 6, 2009 at the Three Rivers Convention Center in Kennewick, WA. Contact Karen Hayes at (509) 943-8455 or email Karen.Hayes@kadlecmed.org for more information.

Meetings & Events

Institutional Review Board (IRB) – Meets the second Thursday of every month at noon at the Heart Institute, classroom B. Should you have any questions regarding this process, please contact the IRB office at (509) 358-7631.

Caduceus Recovery Group Meeting for Health Care Professionals – Meets every Thursday evening, 6:15 p.m. – 7:15 p.m., at 626 N. Mullan Rd, Spokane. Contact (509) 928-4102 for more information. **Non-smoking meeting for Health Care Providers in recovery.**

Physician Family Fitness Meeting – Physician Family Fitness is a recently created meeting for physicians, physician spouses, and their adult family members to share their common problems and solutions experienced in the course of a physician's practice and family life. The meetings are on Tuesdays from 6:30 p.m. – 8 p.m. at the Sacred Heart Providence Center for Faith and Healing Building, due east of the traffic circle near the main entrance of SHMC. Enter, turn right, go down the stairs, Room 14 is on your right. Format: 12-Step principles, confidential and anonymous personal sharing; No dues or fees. Guided for now by Drs. Bob and Carol Sexton. The contact phone number is (509) 624-7320.

New Physicians

The following physicians/physician assistants have applied for membership, and notice of application is presented. Any member who has information of a derogatory nature concerning an applicant's moral or ethical conduct, medical qualifications or such requisites shall convey this to our Credentials Committee in writing 104 S Freya St., Orange Flag Bldg #114, Spokane, Washington, 99202.

NEW PHYSICIANS

Innes, Kevin S., DO

Emergency Medicine

Med School: Arizona College of Osteopathic Medicine (2005)
Internship: St. Joseph's Hospital (2006)
Residency: Boston Medical Center (2009)
Practicing with Spokane Emergency Medicine Associates beginning 7/2009

Parker, Richard F., MD

Internal Medicine

Med School: Loma Linda U (1983)
Internship/Residency: Internal Medicine Residency Spokane (1986)
Practicing with IMRS Faculty Hospitalist (SHMC) since 4/2009

Yerkey, Michael W., MD, FACC

Cardiovascular Disease

Med School: Yale U (1998)
Internship/Residency: Keesler Medical Center (2001)
Fellowships: William Beaumont Hospital (2004), Cleveland Clinic Foundation (2009)
Practicing with Rockwood Heart Center beginning 7/2009

NEW PHYSICIANS PRESENTED A SECOND TIME

Henkel, Brett E., MD

Family Medicine

Med School: Flinders U, Australia (2001)
Practicing with Family Health Center beginning 5/2009

Mayfield, Jennifer A., MD, MPH

Family Medicine/Preventative Medicine

Med School: Loma Linda U (1977)
Practicing with Group Health – Lidgerwood Medical Center since 4/2009

Njuguna, Ndegwa M., MD

Internal Medicine/Medical Oncology

Med School: State U of New York, Buffalo (2001)
Practicing with Cancer Care Northwest beginning 8/2009

Racht, Justin R., MD

Emergency Medicine

Med School: Creighton U (2000)
Practicing with Spokane Emergency Medicine Associates beginning 7/2009

Smith, Cal L., MD

Emergency Medicine

Med School: Medical College of Wisconsin (2006)
Practicing with Emergency Physician Services (Holy Family) beginning 7/2009

Yau, Edwin J., MD

Diagnostic Radiology

Med School: Baylor College of Medicine (2003)
Practicing with Radia, Inc., PS beginning 7/2009

NEW PHYSICIAN ASSISTANT

Cook, Caron M., PA-C

Med School: U of Texas, Southwestern (1996)
Practicing with Rockwood Digestive Health Center beginning 6/2009

NEW PHYSICIAN ASSISTANT PRESENTED A SECOND TIME

Stewart, Kristina A., PA-C

Med School: U of Utah (2006)

Practicing with Rockwood Main Clinic since 3/2009

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The Inland Northwest Chapter of PHYSICIANS FOR A NATIONAL HEALTH PROGRAM (www.pnhp.org) invites clinicians to add their voices to this important era of health reform. PNHP - Northwest will hold its next open informational meeting on Tuesday May 19 at 6:30PM, in the Mother Joseph Room at Sacred Heart Medical Center (LL3). PNHP advocates a meaningful health reform that guarantees access for all to privately-delivered medical care. For details regarding the upcoming meeting, contact co-chairs Jeremy Graham DO at 473-7309 or Chris Anderson MD, for more information.

Physician Opportunities

POSITIONS AVAILABLE

PHYSICIANS WANTED – The Washington Division of Disability Determination Services is seeking physicians to perform medical consultative examinations for clients applying for disability benefits. Specialties being sought include cardiology, neurology, orthopedics, pulmonology and rheumatology. Interested physicians can review the contract materials at <http://www1.dshs.wa.gov/msa/ccs/procurement/RFQ0735-256.htm>.

FAMILY PRACTICE PHYSICIAN OPPORTUNITY – TerraHealth a division of THI and a health care support services company specializing in the staffing of military medical facilities is seeking a physician for Fairchild AFB, Spokane Washington. They are open to creative and unique scenarios to accommodate scheduling needs of an individual physician or Medical Group that would be interested in providing coverage. For more information contact: Ruben V. Perez - Physician Recruiter TerraHealth 5710 W. Hausman, Suite 108, San Antonio, TX 78249 Phone: (210) 475-9881 Cell: (210) 310-4290 Fax: (210) 582-0083 or email www.thi-terra.com.

ARE YOU LOOKING FOR US? Respected, well-established, progressive family practice in Spokane could be looking for you! Culturally strong community, strong medical community, great outdoor activities. Wonderful place to raise a family. Call 1 in 6 with no OB or hospital work. Income determined by productivity. Give us a look. Submit CV and references via email to abarrett@columbiaprimarycare.com or fax to (509) 688-6775.

PHYSICIAN OPPORTUNITIES – Rockwood Clinic is the Spokane area's prominent physician owned and directed multi-specialty group. Due to successful practice growth, we are seeking BC/BE physicians in the following specialties: **Family Medicine, Hospitalist, Internal Medicine and Urgent Care**. Rockwood offers a professional, collegial work environment that offers competitive salary guarantee leading to early shareholder status and production based income, excellent benefits & retirement package, electronic health record with PACs x-ray, on-site imaging & lab services and much more. If you are interested in being part of this dynamic growing team, please send your CV to: Rockwood Clinic, Attn: Jamie Oliver, Physician Recruitment, via email at joliver@rockwoodclinic.com or via fax to (509) 835-1318. www.rockwoodclinic.com

URGENT CARE POSITION – Empire Health Services has four Urgent Care locations in Spokane, WA. We are seeking a Board Certified physician with comparable Urgent Care experience for a full-time position. Excellent salary and benefits package with flexible work schedule - 12-hour shifts and no call. Please contact Evelyn Torkelson at torkele@empirehealth.org or (509) 473-7374.

EASTERN STATE HOSPITAL PHYSICIAN - ESH, the 317 bed state psychiatric hospital in eastern WA, is recruiting for a family practice or internal medicine physician to provide medical care on the Geropsychiatric Unit with a caseload of 30 patients. The physician would be part of the treatment team, which is comprised of the attending psychiatrist, social worker, RN, and recreation therapist and treat common medical conditions and refer for consultation to providers in the community. Salary: \$149,952 annually with competitive benefits. Twenty minutes southwest of Spokane, WA. Join a stable Medical Staff of 30 psychiatrists and physicians. Contact Shirley Maike, 509.299.4352, email maikeshi@dshs.wa.gov. Eastern State Hospital, PO Box 800, Medical Lake, WA 99022-0800.

NURSE PRACTITIONER - Seeking an experienced family nurse practitioner to work independently within a small family practice clinic. Ideal candidate is able to communicate with a diverse group of patients. Competitive salary and benefits. Please send cover letter with resume to: Healthy Focus Family Medicine & Wellness Center; 9631 N Nevada Ste 304, Spokane WA 99218 Attn: Gaylene No phone calls please.

FAMILY MEDICINE SPOKANE – Seeking Board Certified Family Physician for full-time faculty position with Family Medicine Spokane (FMS). FMS is Spokane's ACGME accredited family medicine residency program, now celebrating its 36th year training family physicians. Successful candidates will need to maintain active privileges with Sacred Heart and Deaconess Medical Centers. We will consider job-share and part-time candidates. Please contact Gary Newkirk, MD, Director (509) 459-0688.

CERTIFIED MEDICAL DIRECTOR – If making a real difference in the LTC community is your passion, join our dynamic multidisciplinary team at Royal Park Care Center. Apply your geriatric expertise to our exceptional 164 bed skilled nursing facility as our Certified Medical Director. Please call Matt Fleming, Administrator, at (509) 489-2273 to discuss this opportunity.

Physician Opportunities

MEDICAL OFFICE FOR BUILD OR LEASE

Franklin Park Medical Center. 2,039 square feet of medical office space is available for sublease the remaining two years of our lease agreement. PAML and Advanced Imaging available in the building. Please contact Carmen Green (509) 465-3919 ext 304 for more information.

Good location and spacious suite available next to Valley Hospital on Vercler. 2,429 sq ft in building and less than 10 years old. Includes parking and maintenance of building. Please call Carolyn at Spokane Cardiology (509) 455-8820.

Park-like Office Space surrounded by views, trees and flowering shrubs. Class A office space with ample parking and janitorial services. Your office space can be 2900 square feet or may be subdivided with either 1850 or 1050 square feet. Located in the Quail Run Office Building at 2204 East 29th Avenue. Phone (509) 230-2353 for information.

Will build to suit, prime location across from Holy Family Hospital at 111 East Central. Call Maureen at (509) 467-4257.

Spokane Eye Surgery Center 5,600 sq. ft. Ambulatory Surgery Center will become available for occupancy via sale or lease in August-September 2009. Our facility has three operating rooms, two built-in prevac steam sterilizers, six pre/post-op patient bays, waiting room and administrative areas. Complies with ASC licensure requirements. Please contact Dan Simonson (509) 456-8150 for more information.

Medical Office Building at 6002 N. Mayfair (the "Logan" building) is available for lease. Up to 14,000 sq. ft. Sign a five-year lease and the first year is rent-free. Call Metcalf Financial Services (509) 232-5414 for more information.

Northpointe Medical Center Located on the North side of Spokane, the Northpointe Medical Center offers modern, accessible space in the heart of a complete medical community. If you are interested in locating your business here, please contact Tim Craig at 509-688-6708. Basic info: \$23 sq/ft annually. Full service lease. Starting lease length 5 years which includes an \$8 sq/ft tenant improvement allowance. Available space: *Suite 210 - 2286 sq/ft *Suite 209 - 1650 sq/ft *Suite 205 - 1560 sq/ft *Suite 302 - 2190 sq/ft

Medical Referral Line

One of the many benefits the Spokane County Medical Society offers to its physician-members is our Medical Referral Line. This service allows SCMS staff to support area medical practices by providing names of physicians accepting new patients to community members who are searching for a physician. *Our sincere thanks to those of you who are already members of our Medical Referral Line!*

We are in need of more physicians to whom we can refer patients. Wouldn't you like to be part of this service, which assists both the physician and the patient? Is your practice able to accept new patients? If so, please let us know by calling 325-5010, and we'll fax you a Medical Referral Update form to complete and return.

We welcome physicians in all specialties, but our greatest need is for primary care physicians - especially those who accept Medicare and/or Medicaid!

Find Answers to
Your Questions NOW.



Mark Hilditch
Outreach Director

HORIZON
HOSPICE 

www.horizonhospice.com
489-4581

Go to www.HorizonHospice.com

Our Website is a complete resource for anyone facing a serious or terminal illness.

For 11 years, Horizon Hospice has provided exceptional physical, emotional, and spiritual comfort.

Quick response.
Caring professionals.

Meet the SCMS Circle of Friends

Silver Level

Sterling Savings Bank

Witherspoon Kelley Davenport & Toole

The SCMS Circle of Friends is a program designed to connect our members with valuable business resources in the community – and offers businesses exclusive opportunities to meet with our members. Contact Jan Monaco at 325-5010 for program details and an application form.

Are you plugged in?_

Our website is just a point and click away!

Visit www.spcms.org for:

- CME Information
- Newsletter Articles
- Membership Information
- Legislative Updates
- SCMS Shopping Cart
- ...and so much more!



Classified Ads

REAL ESTATE

Liberty Lake Waterfront for Rent. West side, spectacular views. Furnished, fully equipped kitchen. Charming, with wood floors, French doors, gas fireplace and covered lakeside porch. 1 bedroom, 2 bath, 1 car garage. \$900/month. Please call (509) 481-3142.

Spectacular views from this secluded setting over looking the Spokane Valley. This 3288 sq. ft., 4 bedroom 4 bath home sits on 2.76 acres of nature with abundant wildlife. Some of the great features of this home include natural woodwork, updated wood and tile flooring, atrium off of kitchen, large entryway, large deck with spa and sauna. Each main floor bedroom has a deck and views. Located at 4708 South Schafer Branch Road in the Ponderosa area in the Central Valley School Dist. Also available for purchase with this home are an additional 17.7 acres. For more information please contact Dan Simmons at (509) 999-1462 or view this home on line at www.DanielLSimmons.com. Tomlinson Black Valley, 721 N. Pines Rd.

Waterfront Loft Condo near Gonzaga/U-District... unparalleled location mere steps from the Spokane River. Loft living in a modernized former industrial building with exposed brick & trusses and huge windows. 2 heated parking spaces, fully secure, riverfront lawn area. Rare opportunity!! www.ironbridgecondos.com or call Andrew Chester at (509) 939-7690 for more information.

Luxury Condos for Rent/Purchase near Hospitals. 2 Bedroom Luxury Condos at the City View Terrace Condominiums are available for rent or purchase. These beautiful condos are literally within walking distance to the Spokane Hospitals (1/4 mile from Sacred Heart, 1 mile from Deaconess). Security gate, covered carports, very secure and quiet. Newly Remodeled. Full appliances, including full-sized washer and dryer. Wired for cable and phone. For Rent \$850/month. For Sale: Seller Financing Available. Please Contact Dr. Taff (888) 930-3686 or dmist@inreach.com.

Home for Sale - A River Runs Through It 1.8 acres on the privately owned, but EPA protected Little Spokane River -public access not allowed - homes must be on no less than 5 acres (grandfathered in). 20-25 min to downtown. Large pump irrigated lawns (water rights), wooded trails, swimming hole w/sandy beach. 3200 sq ft of living space; 4 bedrooms, 3 1/2 baths, den/activities room, multilevel decks & patios, attached 2-car garage, detached 2-vehicle carport, 24' x 20' 2-story barn, mature landscaping, new septic system, public utilities. Mead school district, 1/4 mile from Midway Elementary, school bus comes to home. Surrounded by woods but very close to all amenities. Located at 17122 Little Spokane Dr. between Colbert, Rd and Midway Rd. Owner financing a consideration. Would consider renting until it sells or rent to own. Call (509) 467-1347 or (509) 625-7099 if interested.

Never Shovel Snow or Cut Grass Again!!! A beautiful newer home in Quail Ridge, a small, gated community near Manito Golf Club on Spokane's South Hill. Architect designed for casual elegance and ease of living. Brick, tile, glass and an open floor plan. Perfect for those who don't want the responsibilities of a big home, while keeping all the comforts and amenities. By Owner. \$796,000 Call for more information. (509) 443-1183 or (509) 981-8137

Well kept, 4-level home on Riverside State Park! Walk to Sundance Golf Course, or take a 3/4 mile stroll to the Spokane River. Master bath w/ jetted tub & walk-in closet, 3-car garage, 12'x20' redwood deck, formal dining room. 3,000 sq. ft. home w/ finished basement. Quiet, family oriented neighborhood; just 20 minutes from downtown in 'Parkside on the Green'. www.spokanebyowner.com/936 for photo tour. 10015 N. Parkside Drive. Call Rob & Kristi Rice @ (509) 464-2527.

OTHER

Needed: North Pines Family Medicine is looking to purchase a used exam table, with stirrups. Please call (509) 926-1531 and ask for Denise.

For Sale: Office furnishings ~ 11 waiting room chairs, 2 consultation armchairs, large oak desk with return and credenza/bookshelf, 3 exam tables. Business office furniture and more. For details contact Alex Verhoogen, MD. (509) 456-8550

Ski, Tube or Snowmobile at Silver Mountain or Lookout Pass: Stay at STARS AND STRIPES, a beautiful vacation home, with hot tub, in Kellogg, Idaho. Sleeps 8-10, fully furnished with 2 bathrooms. For rent by day or week. Call Peggy Doering at (509) 230-6829.

Priest Lake Waterfront Cabin for Rent: Beautiful 2 story cedar "The Water's Edge" on the East Shore-Sleeps 8-10. Spectacular lake and mountain views. See it at www.getlostatpriestlake.com or call (208) 443-2100 or (208) 877-LAKE.

Rolla Desks For Sale: Designed for Hospitals, Nursing Homes, Inventory Control, Patient Charting, Conference Rooms, and Warehouse Applications that need a sturdy rolling pedestal for a laptop computer. Rolla Desks retail for \$459.95. These are only two years old. We would like to sell them for \$350 each or best offer. Please contact Terri at (509) 744-3750 at extension 294 if you are interested.

SCMS is interested in assisting our members to participate more actively in key community leadership roles. If you become aware of an open board, commission or advisory committee position please notify Michelle Caird at (509) 325-5010 or by email at michelle@spcms.org.

Membership Recognition For May 2009

Thank you to the members listed below. Their contribution of time and talent has helped to make the Spokane County Medical Society the strong organization it is today.

50 YEARS

D Curran Higgins, MD 5/14/1959

30 YEARS

J Paul Shields, MD 5/22/1979

20 YEARS

Gary V. Bell, MD 5/17/1989

Timothy M. Chestnut, MD 5/17/1989

Robert M. Farner, MD 5/17/1989

Suzanne S. Staudinger, MD 5/17/1989

Dennis E. Venzon, MD 5/17/1989

10 YEARS

David M. Johnson, MD, MBA, CPE 5/10/1999



Marilyn Carter
Associate Broker

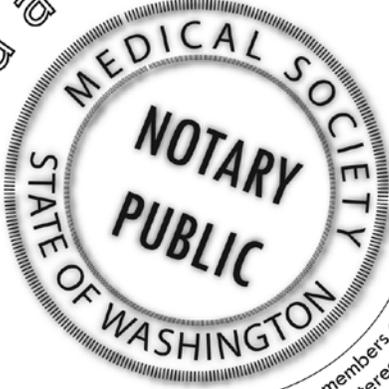
509-389-4877

Opening Doors for 30 Years

1105 W Francis
Spokane, WA 99205

Why rent when you can own your office? Smoking Hot Opportunity. Residence ready for office conversion. Across Holy Family Hospital. Ranch 3 bedroom, 1 bath with full basement and 2 car garage. Zoning allows max. 3,000 sq ft. office. Depending upon your lender, down payment could be as low as 3-5%. Best offer over \$125,000. Don't want to bother with conversion? Commercial properties for sale move-in ready \$275,000 to \$600,000 Division, Wallasey, Francis. If this isn't what you desire, call me and I will find it. Marilyn @ Exit Real Estate North.

need a notary?



SCMS offers members a free notary service. If interested, contact: Karen Hagensen @ (509) 325-5010

Self-Study Course for Medical Office Staff Now Online

*The Physicians Report – Physicians Insurance
A Mutual Company – Spring 2009*

Every member of the medical office staff plays a vital role in ensuring timely and accurate communication, building rapport and teamwork, and lowering the practice's professional liability exposure. **Risk Management Essentials** is a self-study course designed to enhance these skills for office personnel. Areas of focus include difficult patient encounters, medical records must-dos, treatment of minors and telephone communication.

This self-study course is designed to be undertaken as an individual or group exercise at the clinic. It can be used as an orientation tool for new employees or a source of continuing education for existing staff. The reading materials and quiz are available to members only, and can be downloaded from our Web site at www.phyins.com. The Facility Test Administrator Packet includes instructions for administering the course, an answer key, and a certificate of completion form. To access the course, go to the Risk Management menu at the top of our home page and click "Forms & Sample Letters Index." Then scroll down to "More Useful Risk Management Tools" to find the course.

**designate your UNITED WAY
CONTRIBUTION to PROJECT ACCESS**

If you are a contributor to the United Way, don't forget that Project Access can be one of your designated agencies as a 501(c)(3) organization. *

* This would be a tax-deductible contribution.




Enjoy your very own copy.

Many physicians share their newsletter with other doctors and physician assistants who are not SCMS members. If you are reading this and would like to become a member, please call Tammy @ 325-5010.



New Facilities for Spokane Eye Clinic

The bricks are going on, cupboards are being hung, drywall is taking on paint and every day the Spokane Eye Clinic's new south side facility gets closer and closer to completion. For those who have experienced the excitement of building a new medical facility, you know the challenge and anticipation of seeing such a significant investment come to life. It will be the culmination of a three and a-half year process of planning and building.

The Spokane Eye Clinic is building on our 55-year tradition of excellence by investing in the future to serve the growing needs of patients in the Inland Northwest. The new 44,000 square-foot clinic and surgery center retains our original address at 427 South Bernard. It will enable us to move out of cramped quarters that have been in constant use since we opened in 1955 and provide new comforts and convenience for our (and your) patients.

Demographic changes are also fueling the need for this expansion. Approximately half of our patients are over the age of 60, and we know that seniors consume health care services at a rate of 7 to 1 compared to working adults. As baby boomers age, the number of seniors will continue to grow, so we're preparing *now* to care for an increased number of patients who will need specialty eye care in the future.

We have been prudent and thoughtful in our allocation of resources. The new clinic is warm, unpretentious and easily navigable for our patients and staff. We are a specialty practice, committed to delivering the most advanced, specialized services to treat any eye condition, and care has been taken to design a facility that accommodates our capabilities and services. As your partner in patient care, we know this level of high quality, along with compassionate personal attention, is what you expect for the patients you refer to us. We continue to honor the traditional doctor-patient relationship; respectful of the relationship you have with your patient – and the relationship we have with you – as new eye technologies and treatments are integrated into the course of care.

One of the first things you'll notice in the new facility is that great care has been taken with the interior décor to ensure high-contrast features, so sight-impaired patients may be visually guided through the clinic. Color distinctions between the carpet and walls, and on the seats and arms of chair, are highly distinguishable. Directional signage is large and clear.

The new clinic offers a centralized, expanded diagnostic and testing area, including 35 exam rooms (up from the current 20). Ten designated waiting areas ensure comfort and avoid over-crowding in any one location. We have



Spokane Eye Clinic's New Location at 427 South Bernard

a special area for children's appointments as well as a children's waiting area. And for the first time, we will have space dedicated to clinical research.

The expanded surgery center features 5 operating suites (there are 3 currently), as well as double the pre- and post-op space. This expansion supports growing demand and eliminates wait times for both patients and physicians. Equipment, technologies – and most importantly board-certified ophthalmologists and residency-trained optometrists – will be able to handle increasing demand for the entire spectrum of ocular and periocular disorders.

As with all Spokane Eye Clinic facilities, there is a full-service optical center, providing glasses, contact lens and related devices and services.

Did I mention parking? We will have two stories of covered parking along with additional ground-level spaces as the old facility is demolished. From our patients' perspective, this may be one of the most popular features of our new clinic.

We anticipate moving into the new facility in August, and we look forward to welcoming the medical community in for a reception and tours at that time. We hope you will use the occasion not only to see the building, but also to meet our newest staff member, Dr. Nicole Brandt, a cornea specialist, who will be joining us at that time. Until then, please don't hesitate to call us with any questions you may have—or if you'd like a personal tour. We can't wait to move in.

*Dr. Jerry LeClaire,
President, Board of Directors, Spokane Eye Clinic*

Special thanks to our participating advertisers.

2009 Continuing Medical Education - Program Schedule

Respiratory Conditions and Sleep Disorders

Wednesday, May 13
Deaconess Health and Education Center, 5:30 – 9:15 pm
(Three one-hour topics will be presented)

Pain Management

Wednesday, June 10
Deaconess Health and Education Center, 5:30 – 9:15 pm
(Three one-hour topics will be presented)

Infectious Disease

Wednesday, September 16
Sacred Heart Medical Center, 5:30 – 9:15 pm
(Three one-hour topics will be presented)

Moderate (Conscious) Sedation and Analgesia

Tuesday, October 6
Deaconess Health and Education Center, 5:30 – 9:15 pm
(SCMS' annual program to satisfy JCHHO requirements and provide a refresher course to members of the medical community in order to increase patient safety.)

Neurology Update

Tuesday, November 3
Deaconess Health and Education Center, 5:30 – 9:15 pm
(Three one-hour topics will be presented)

Rheumatology

Wednesday, December 9
Deaconess Health and Education Center, 5:30 – 9:15 pm
(Three one-hour topics will be presented)

Physician health is important. Eastern Washington Physician Health Committee



This committee, a fusion of the former SCMS committee and one including members of medical staffs of Empire Health Services and Providence Health Care hospitals, meets quarterly to educate ourselves about physician health issues, review utilization and satisfaction with the Wellspring Early Assistance Program (EAP), and plan activities, programs and resources to address needs in these areas. Some of the guiding principles of this committee are:

The medical profession and healthcare community should foster physician well-being.

A sense of community with one's peers is vital to personal well-being.

Changes in the healthcare environment are contributing to personal and professional challenges and new stressors for physicians.

Physicians should have resources available to them to anticipate and manage episodic personal issues.

Jim Shaw, MD, Chair, 474-3097
Steve Brisbois 927-2272
Robert Clark 489-3879
Phil Delich 624-1563
Jim Frazier 880-0025
Deb Harper 443-9420
Mike Henneberry 448-2558
Michael Metcalf 928-4102
Michael Moore 747-5141
Mira Narkiewicz 889-5599
Sam Palpant 467-4258
Tad Patterson 939-7563
John Plastino 747-0567
Paul Russell 928-8585
Robert Sexton 624-7320
Patrick Shannon 509/684-7717
Alexandra Wardzala 448-9555
Hershel Zellman 747-2234



One program that is currently available to all active medical staff of regional hospitals and their families is the Wellspring EAP (Early Assistance Program). This group offers a confidential resource for intake and referral at no cost for stress, emotional problems, marital or family problems, drug and alcohol issues, elder care, or professional practice management issues. Their 24/7 number is 1-800-553-7798.