Cancer patients with inoperable tumors now have new hope. There’s a new cutting-edge technology that kills harmful cells while leaving healthy ones intact, and it’s available at CyberKnife of Indianapolis. It’s noninvasive. And it works in places too dangerous for surgery. Call 1-317-415-5780 or 1-866-352-9814, or visit cyberknifeofindy.com, to learn more about treatment options.

CyberKnife of Indianapolis is a partnership between St. Vincent Indianapolis, Indianapolis Neurological Group, and Central Indiana Cancer Centers.
The Marina Limited Partnership... Developing Waterfront Communities

Geist Homesites Available
lots starting from $150,000

Canal Place

Hampton Cove
site of 2008 Indianapolis Monthly Dream Home

Cambridge

Lake Clearwater Homesites Available
lots starting from $32,000

Lake Clearwater
in Anderson

Rob Bussell  Vice President of Marketing
317.845.0270 ext. 24
rob@robbussell.com
#1 SPINAL SURGERY IN INDIANA

TOP 5% IN THE NATION
Joint Replacement Surgery
Spinal Surgery

5-Star Rated
★★★★★
Joint Replacement
Total Knee Replacement
Total Hip Replacement
Back and Neck
Spinal Fusion

Ranked among the Top 5 in Indiana for Joint Replacement!

Winner of the Joint Surgery Excellence Award!
Winner of the Spine Surgery Excellence Award!

Call to schedule an appointment:
1-800-223-3381

Visit us on the web at:
www.orthoindy.com
in this issue

Happy Valentines’ Day

American Heart Month

Special Features

President’s Page
Do You Rate?
Heidi M. Dunniway, MD .......................................................... 7

Happy 20th Birthday … Gennesaret Free Clinic!
Rebecca A. Seifert, MSW, Executive Director .......................... 8

News from the Alliance .......................................................... 12

Indiana Professional Licensing Agency
Michael Rinebold, Director ................................................... 14

Project Health
Our UnSung Hereos
Carrie Jackson Logsdon, Director ......................................... 22

Past President’s Perspective
Gregory N. Larkin, MD .......................................................... 26

Departments

About Our Cover ................................................................. 5
Advertisers’ Index ............................................................... 16
Bulletin Board .................................................................... 11
Classified Advertising ......................................................... 30
CME & Conferences .......................................................... 24
IMS Leadership ................................................................. 28
New Members .................................................................. 16

ATTENTION SOCIETY MEMBERS

We like to feature photographs or other artwork shared by IMS members on the cover of The Bulletin. Submit photographs, artwork, etc., to Beverly Hurt at the Society Office.

The Bulletin is your magazine. Share your views by submitting reprints of your published articles; articles written expressly for The Bulletin; quips; short stories; brief comments; ideas; cartoons, etc.

Remember the Indianapolis Medical Society Foundation when planning your will. (Contribution form included in this issue.) Unless otherwise specified, your contribution will be directed toward medical scholarships.

Bulletin Subscriptions: $36.00 per year
AMA Web Page: http://www.ama-assn.org
IMS Web Page: http://www.imsonline.org

“Clear & Crisp”
Our cover highlights the beauty of the season. Photographer is unknown.

The 2008 IMS Pictorial Roster is now available. Order your additional copies by calling the Society at 639-3406.
Enshrined in the equestrian corridor of Zionsville, OLDFIELDS ON HUNT CLUB offers one the last remaining opportunities to enjoy the picturesque countryside equated with Hunt Club Road and the Village of Zionsville. Rich in heritage where the fields and wooded hillsides were enjoyed by riders and their hounds, OLDFIELDS remains a beautiful sanctuary for nature, quiet solitude and a place you will be proud to call home.

Generous sized lots provide a breathtaking palette for YOUR custom home. A small but grand neighborhood on Hunt Club Road, OLDFIELDS offers the ambience as well as convenient location you hoped to find. Zionsville’s top rated schools, quaint Village, and relaxed lifestyle are the perfect compliment to this remarkable neighborhood.

Now accepting lot reservations
- Beginning at $280,000-

www.OldfieldsOnHuntClub.com

Sonnie Laviolette*
Realtor®/Broker
317.752-5957

*Agent ownership interest

F. C. Tucker Company, Inc.
Do You Rate?

Perhaps you have received a letter or two from some of Indiana’s major health insurance companies stating that you are on their “preferred” or “select” list of physicians in your specialty. Congratulations! But do you really know how you earned this designation or what it really means? If the answer is “No,” you are not alone.

Tiered insurance networks are a hot button issue across the country, and most physicians have little or no information on how their ranking was derived or how to improve it. At issue is the method by which doctors are ranked – largely based on cost of care, not necessarily on quality.

In the state of New York, at least five health insurance companies have signed settlement agreements with Attorney General Andrew Cuomo, setting forth standards for the tiered networks. Through an industry-wide study, it was determined that the methods used to judge physician quality and cost-efficiency were deceptive and potentially harmful to patients. Concerns were raised that patients could be misled or pushed to see doctors with lower associated costs, which may or may not necessarily correlate to the best quality of care or best outcomes. The New York agreement requires accuracy and transparency of data, including separate calculation and disclosure of cost and quality measures. Plans are required to use nationally recognized evidence and/or consensus-based recommendations with appropriate risk-adjustments and accurate sampling of patient episodes. The agreement stipulates that physicians must be notified in advance of any plan changes and be permitted access to the data used to calculate their rankings. An insurance industry-funded oversight board was also established.

Interestingly, four of the plans signing the New York settlement, Anthem/Wellpoint, Cigna, UnitedHealth, and Aetna, also operate plans in Indiana, and some already rank Hoosier physicians. Because the agreement is only binding in New York, the standards do not carry over to other states. According to an article in the December 10, 2007, issue of ISMA Reports, “David Lee, MD, vice president of Indiana HSA, said Anthem is aware of the agreement and would implement settlement provisions it determines are appropriate.” Letters have been sent from the ISMA to Indiana Attorney General Steve Carter and Insurance Commissioner Jim Atterholt regarding the New York developments and tiered networks in general.

At the same time, the state of Massachusetts is mandating a tiered network for its employees. The action has been vigorously opposed by the Massachusetts Medical Society, in large part due to the rankings being based largely on cost and the lack of transparency to both patient and physicians.

Insurers are also attempting to give patients input into “quality” ratings. In October, Wellpoint announced a new program using Zagat surveys to allow patients to rank their physicians on four measures: trust, communication, office environment and availability. While these ratings can provide some guidance to patients, they certainly do not provide a true picture of quality of care. I also am skeptical about the choice of Zagat – while the company knows how to conduct surveys, a patient’s experience with their primary care physician differs substantially from whether their waiter was attentive or the steak cooked properly.

Efforts to establish national standards of quality and cost-efficiency continue. The Robert Wood Johnson Foundation recently announced a $15.9 million grant “to develop and test a national framework for measuring physician quality and cost.” According to the November 12, 2007, issue of American Medical News, the funding will also pull in de-identified data from private health plans and work to develop cost-efficiency measures for twenty additional medical conditions. These efforts are geared toward further development of the Medicare/CMS Pay-for-Performance model. It will be interesting to see if private insurers adopt parallel frameworks or maintain their focus on the dollar.

When all is said and done, we, as physicians, can benefit from well-designed and proven methods for quality analysis. Feedback on the quality of care we provide can help us to recognize what we are doing well and identify where we need to improve. Caution must be exercised to avoid weighing cost too heavily in the determination of quality of care, a message many in the insurance industry have yet to heed.
Happy 20th Birthday ... Gennesaret Free Clinic!
Rebecca A. Seifert, MSW, Executive Director

1988 - 2008
Twenty years of providing competent, accessible and compassionate healthcare to the homeless and working poor

We all have gifts, we all have needs and when we bring them together and nurture one another, our community is healed.

February 2008 will mark the 20th Anniversary of Gennesaret Free Clinic. Dr. James Trippi founded the clinic because while volunteering at a soup kitchen in 1988, he noticed that the people when they passed through the food line often did not feel well. One day he asked one of the gentlemen in line where he received his health care, the man answered “nowhere.” Upon hearing those words, Dr. Trippi organized some of his colleagues and together they began providing medical care to homeless individuals who slept on the pews of a local church.

From those humble beginnings, Gennesaret Free Clinic has grown and thrived to become one of Indianapolis’ premier health agencies that provide health care services to the homeless and working poor persons of Marion County, Indiana.

Dr. Trippi chose the name “Gennesaret” as that is the name of a strip of land by the Sea of Galilee where Christ healed the sick. As the people touched Christ’s robe to be healed, the volunteers of Gennesaret Free Clinic touch the fringes of society and through the act of helping, both the care giver and care receiver, are made whole. For many Gennesaret volunteers, the clinic provides a way for them to give back to the community through the sharing of their talents and time.

Today, Gennesaret Free Clinic has clinics in four homeless shelters—the Care Center, Holy Family Shelter, WINGS, and Salvation Army Rehabilitation Center, in the St. Vincent DePaul Choice Food Pantry, and has a medical RV that goes to three locations in the downtown area—staffed by 225 volunteer health care professionals and others. All clinics have a fully stocked formulary of prescription and over the counter medications as well as medical supplies.

Gennesaret Free Clinic also provides comprehensive dental and vision care, early detection services for breast and cervical cancer, wellness services for those with chronic health

Continued on page 20.
OTO on ftp site - St. Clair Press
Types of Pain Treated:
• Back pain
• Disc pain
• Radiculopathy/pinched nerves
• Sciatica
• Pain after surgery or trauma
• Post Laminectomy Syndrome
• Spinal stenosis
• Neck pain
• Headache
• Diabetic neuropathy
• Shingles
• Reflex Sympathetic Dystrophy
• Complex Regional Pain Syndrome
• Post amputation pain
• Neuralgia
• Foot pain
• Osteo & rheumatoid arthritis
• Pelvic and abdominal pain
• Chronic pain syndromes associated with depression and anxiety
• Cancer related pain

Interventional Procedures:
• Fluoroscopic selective nerve blocks
• Epidural steroid injections
• Facet joint injections
• Spinal cord stimulation
• Rhizotomy
• Neuroablative procedures
• Discography
• Nucleoplasty/coblation
• Spinal delivery systems
• Sympathetic nerve blocks
• Trigger point injections

Services:
• Assessment & treatment of the psychological impact of pain & suffering
• Enrichment of problem solving skills
• Medication management
• Physical therapy to increase endurance & address specific structural & functional problems
• Neuromodulation for intractable pain when surgical correction is not indicated
• Independent medical evaluations
• Intraspinal delivery systems

8805 North Meridian Street
Indianapolis, Indiana  46260

Phone:  317-706-PAIN
        317-706-7246
Fax:      317-706-3417

A medical practice dedicated to treating acute and chronic pain sufferers
Richard D. Feldman, MD, director of the Family Medicine Residency Program at St. Francis Hospital & Health Centers, was honored nationally for championing the cause of cervical cancer awareness and prevention. Dr. Feldman was the recipient of the Presidential Leadership Award from Women in Government, a national bipartisan organization of women state legislators. He was recognized at the organization’s 3rd Annual HPV and Cervical Cancer Summit in Washington, DC, in November 2007.

The City-County Council has appointed David W. Crabb, MD, to the board of trustees for the Health and Hospital Corporation of Marion County. The corporation oversees Wishard Health Services and the Marion County Health Department. Dr. Crabb chairs the department of medicine at the Indiana University School of Medicine. His four-year term began January 1, 2008.

John B. Meding, MD, has been elected president of the St. Francis Hospital-Mooresville medical staff for a two-year term. Dr. Meding is a surgeon with Joint Replacement Surgeons of Indiana, a practice group affiliated with the Center for Hip & Knee Surgery.

A. Michael Sadove, MD, Meridian Plastic Surgeons, by majority vote, will serve as the Chair of the Trustees of the American Society of Plastic Surgeons. The American Society of Plastic Surgeons, established in 1931, is the largest plastic surgery specialty organization in the world.

David A. Porter, MD, Methodist Sports Medicine/The Orthopedic Specialists, co-authored a book, Baxter’s The Foot and Ankle in Sport. The book discusses sports-related injuries of the foot and ankle and how these injuries can be devastating to an athlete’s performance. The book provides physicians and their patients with guidance in getting back to peak physical condition, focusing solely on sports-related injuries of the foot and ankle.

Nicolas M. Priscu, MD, has been appointed medical director of end-of-life medicine at St. Francis Hospice. In that role, Dr. Priscu consults with primary care physicians for terminally ill patients, visits with patients in their homes and in the hospital, and oversees patients’ pain management. Dr. Priscu also practices with Beech Grove Internal Medicine of the St. Francis Medical Group.

Jeffrey J. Kellams, MD, effective January 2, 2008, was appointed medical director of the Midtown Mental Health Center, Indiana’s oldest and largest community mental health center. In addition he will also be the chief of psychiatric services at Wishard Memorial Hospital. Dr. Kellams is a professor of clinical psychiatry and has been a member of the department of psychiatry at IU since 1975.

Timothy Joseph Kelly, MD, medical director of Fairbanks Hospital, Indianapolis, was named a “Health Hero” by Eli Lilly and Co. and recognized for his commitment to fight severe mental illness. He was honored during a luncheon ceremony in December 2007.

Rick C. Sasso, MD, Indiana Spine Group, had four clinical research papers presented at the 35th Annual Meeting of the Cervical Spine Research Society, which was held in San Francisco, California November 29 - December 1, 2007. Included in the program was a debate where Dr. Sasso presented for debate the appropriate treatment for cervical radiculopathy.

With Gratitude!

Julius M. Goodman, MD, and his family would like to thank all those who have sent cards, letters and other expressions of love and compassion to him during his present illness.
News from the Alliance

The Indianapolis Medical Alliance held its Holiday Pitch-in Luncheon on December 6, 2007, at the home of Miriam Holden. Lisa Robertson, Executive Director, Reach Out and Read®, presented the program. Members attending were excited about supporting the program whose mission is to make literacy promotion a standard part of pediatric primary care so that children grow up with books and a love of reading.

Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age, with a special focus on children growing-up in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps, families and communities encourage early literacy skills so children enter school prepared for success in reading.

Reach Out and Read Model:

• In the exam room, doctors and nurses trained in the developmental strategies of early literacy encourage parents to read aloud to their children and offer age-appropriate tips.
• The pediatric primary care provider gives every child between the ages of six months and five years a new, developmentally appropriate child’s book to take home and keep.
• In the waiting room, displays, information, and gently used books create a literacy rich environment. Where possible, volunteer readers entertain the children, modeling for the parents the pleasures – and techniques – of reading aloud.

The Challenge:

• Children who live in print-rich environments and who are read to during the first years of life are much more likely to learn to read on schedule.
• Parents of children living in poverty may lack the money to buy books, may not have easy access to good children’s books, and may not themselves have been read to as children, with the result that millions of children are growing-up without books.
• Reading difficulty contributes to school failure, which increases the risk of absenteeism, school dropout, juvenile delinquency, substance abuse and teenage pregnancy – all of which perpetuate the cycles of poverty and dependency.

If you would like to help the Indianapolis Medical Alliance support the Reach Out and Read program, please contact Cheryl Williams, 823-1153 or Karen Shoemaker.

Don’t forget to honor your staff during Staff Appreciation Week with an order from the Alliance’s Spring Bouquet and Truffles sale. A handy order form is included in this issue of the Bulletin. The proceeds from the sale benefit the Indianapolis Medical Alliance Allied Health Scholarship Program.
F. C. Tucker’s All-time #1 Residential Sales REALTOR®

F. C. Tucker Company, Inc.

Talk to BIF!

317-580-7871
Email: bif@bifward.com
Web Site: www.bifward.com

$59 Million Sold in 2007!
$865+ Million in Career Sales!

9468 SULLIVAN PLACE • $2,250,000
Former Indy Monthly Dream Home in a wooded, quiet cul-de-sac setting! Dramatic entry, state-of-the-art kitchen, hearth, soaring great rm, sumptuous master suite, dynamite walkout lower level w/theatre rm, wet bar & much more! (2733419)

10756 CLUB CHASE • $824,900
Magnificent home w/tiered brick paver patio overlooking the golf course at the Hawthorns. State-of-the-art kitchen, handsome study, elegant master retreat, outstanding hr bl w/media center, ex rm, bonus rm & more! (2808818)

7066 WARWICK ROAD • $499,900
Revitalized & updated Spanish inspired home in Arden w/gorgeous stone exterior, tile roof, arched doors, stucco walls, awesome new kitchen w/custom cabinets, granite counters & stainless appliances, 5 levels of living space! (2774867)

10537 BISHOP CIRCLE • $949,900
Gorgeous brick home in a beautiful pond-side setting. 2-story foyer, warm hdwd flrs, 3 fprcs, dramatic 2-story great rm w/fr to ceiling windows, remodeled kit w/new granite & stainless appl, dream mstr ste w/sitting rm, w/2 lwr bls. (2761499)

11464 LAKE STONEBRIDGE LN. • $499,900
Low-maint resort style living on beautiful Lake Stonebridge w/boat dock, relaxing screen porch & scenic water views from almost every room! Bright, open flr plan w/tons of windows, gorgeous hdwds, custom blt-ins, w/2 lwr bls. (2748984)

13639 FRENCHMANS CREEK • $650,000
Beautiful home on quiet cul-de-sac w/pool & gazebo in Cheshire Place. Grand 2-story entry, hdwd flrs, soaring ceilings, dramatic great rm, newly remodeled kit w/granite open to fam rm, huge bdrms, finished L/L & more! (2801341)

713 SUFFOLK LANE • $769,900
Stately brick home in a private, tree-lined setting w/gunite pool & brick paver patio. 2-story great rm w/fr to ceiling windows, updated kit w/custom cabinets, granite countertops & prof gas range, fabulous mstr bath, spacious walkout hr bl. (2764118)

9150 TIMBERWOLF LANE • $2,295,000
Breathtaking 3.99-acre wooded estate w/pool, fire pit & walking path to Wolf Run Golf Course! Grand 2-story foyer w/limestone flr, gorgeous lr rm w/orate limestone fplc, fam rm w/ custom blt-ins, amazing kitchen, gorgeous lr, dream mstr ste w/lake view, w/2 lwr bls. (2732368)

4909 N. MERIDIAN STREET • $939,000
Historic Cole house in a private 1.56-ac setting w/formal garden & large yard on prestigious Meridian Street! Tile roof, marble foyer w/curved wrought-iron staircase, lovely master, generous closets, upstairs bonus room & more! (2754383)

445 PINE DRIVE • $1,619,900
Gorgeous colonial-style home in a 1.07-acr park-like setting! Beautifully remodeled throughout, fabulous kitchen open to family room, awesome sunroom, elegant master suite, finished lower level w/media center & more! (2748861)

8090 SARGENT ROAD • $1,599,900
Impressive newly constructed estate home tucked away on 3.5 wooded acres w/breathtaking views! Gorgeous hdwds, handsome study w/fplc, huge mstr w/private porch, entertainer’s kitchen, w/2 lwr bls leads to outdoor fplc! (2774185)

573 BOLDERWOOD LANE • $999,500
Exquisite home w/pond & expansive deck in Woods at William Creek! Stunning entry, elaborate moldings, custom blt-ins, hdwd flrs, kitchen open to fam & sunrm, awesome walkout lower level w/amenities! (2740113)

IMS Bulletin, February 2008
A IM Issues RFP for Management Services

Administrators in Medicine (AIM), a non-profit organization supporting state medical board administrators, has initiated a Request for Proposal to solicit responses from persons or entities interested in providing management services for AIM, including meeting planning, coordination and management; financial management; website administration; and member services. For more information, see “News from the FSMB” at www.fsmb.org.

Pain Management Policy Evaluation Resources Available for Practitioners

A recently published article in CA: A Cancer Journal for Clinicians presents results from the University of Wisconsin Pain & Policy Study Group’s (PPSG) 2007 national policy evaluation project and describes how practitioners can use each state’s findings to guide state-level efforts to improve policies affecting appropriate pain management and patient care. The article, titled “Improving State Pain Policies: Recent Progress and Continuing Opportunities,” is available at http://caonline.amcancersoc.org/cgi/reprint/57/6/341. To review the PPSG’s 2007 reports, go to http://www.painpolicy.wisc.edu/Achieving_Balance/index.html.

Upcoming meeting dates:

February 28, 2008 and March 27, 2008

For assistance with questions or comments please contact: Medical Licensing Board of Indiana, Michael Rinebold, Director, 402 West Washington Street, Indiana Government Center South, W072, Indianapolis, IN 46204, 317.234.2060/Fax: 317.233.4236 or email: group3@pla.in.gov.

Practice Billing, LLC

Medical Billers
- Electronic Claims Transmission
- Aggressive Follow-up; Denied, Delayed; Underpaid Claims
- Patient Billing
- Patient Billing Phone Calls
- Improve Your Accounts Receivable

1311 N. Arlington Avenue, Suite 205
Indianapolis, Indiana 46219

Call 317-375-3681

Gene Moneymaker
A TRADITIONAL APPROACH TO
Private Banking

Customized Lending And Depository Services
Our focus is providing a one-on-one, custom level of service, that is tailored to our clients’ individual needs.

www.syb.com

136 EAST MARKET STREET • INDIANAPOLIS, INDIANA • 238-2800
11450 N. MERIDIAN STREET • CARMEL, INDIANA • 238-2839

Stock Yards Bank & Trust
SINCE 1904

Member FDIC
New Members

Bush, Jennifer L., MD
Northside Anesthesia Services, LLC
450 E. 96th St., #200
46240-3752
Dept. of Anesthesia
2001 W. 86th St.
46260-1902
Email – jb051475@msn.com
Anesthesiology
Pediatric Anesthesiology
Indiana University, 2002

Lazzaro, Carlo R., MD
Northwest Radiology Network
5901 Technology Center Dr.
46278-6013
Ofc – 328-5050
Fax – 715-9965
Diagnostic Radiology, 2006
Indiana University, 2001

May, Benjamin, MD
Resident – I.U. School of Medicine
Psychiatry
Indiana University, 2004

Moberly, Aaron C., MD
Resident – I.U. School of Medicine
Otolaryngology
Indiana University, 2006

Heisel, William A., MD
Lawrence Family Care & Pediatrics
8501 E. 56th St., #120
46216-2118
Ofc – 621-2360*
Fax – 355-2854
Web – www.lawrencefamilycareandpeds.com
Internal Medicine, 1988
Pediatrics, 1989, 2006
University of Michigan, 1984

We encourage members to use the Bulletin
as a vehicle to express their concerns, ideas and opinions.
Just submit to: Editor, Indianapolis Medical Society Bulletin,
631 E. New York St., Indianapolis, IN 46202-3706 or email ims@imsonline.org

Advertisers’ Index

Agency Associates, Inc...........................................21
Center for Pain Management................................10
Central Indiana Cancer Centers.............................14
Circle City Evaluation Center..............................18
Diamond Capital Management............................16
Hearing Center Inc...............................................31
The Indiana Hand Center...................................27
The Indiana Hand Center, Shoulder & Elbow....26
Indiana Sleep Center............................................25
ISMA Insurance.....................................................25
IU Medical Group..................................................20
iSalus Healthcare...............................................29
Sonnie Laviolette, F. C. Tucker Co., Inc..............6
The Marina Limited Partnership..........................3
Midwest Pain Institute.........................................17
MyMoney, MD......................................................20
The National Bank of Indianapolis......................19
Northwest Radiology Network............................32
OrthoIndy.........................................................4
Otolaryngology Associates.................................9
Practice Billing LLC.............................................14
St. Vincent CyberKnife......................................2
Solutions Healthcare Management.....................12
Stock Yards Bank & Trust.................................15
Summit/Hokanson............................................8
Superior Linen Service......................................18
Urology of Indiana...........................................23
VeinSolutions....................................................21
Bif Ward, F. C. Tucker Co., Inc........................13
Warren Professional/Dr. Walden, DDS..............14

Fee-Only Portfolio Management Services For Individuals and Institutions

Uncommon Service.
You are served by both a Client Service and Portfolio Manager,
dedicated to reaching your investment goals.

Diamond Capital Management
Proven Expertise. Uncommon Service.

107 NORTH PENNSYLVANIA STREET, SUITE 1000 • INDIANAPOLIS, IN 46204
317-261-1900 • WWW.DMDCAP.COM

Not FDIC Insured No Bank Guarantee May Lose Value
Diamond Capital Management is a registered trademark. © 2008 Diamond Capital Management
Fluoroscopic Epidural Steroid Injections (Cervical, Thoracic & Lumbar)
Nerve Blocks (Diagnostic and Therapeutic)
- Sympathetic Nerve Blocks
- Fluoroscopic Selective Nerve Blocks
Facet Joint Injections
Sacroiliac Joint Injections
Radiofrequency Lesioning
- Facet Denervation
- Rhizotomy
- Sympathectomy
Nucleoplasty
Neuroplasty
Discography
Selective Endoscopic Discectomy (SED)
IntraDiscal ElectroThermal Annuloplasty (IDET)
Spinal Cord Stimulation

Acute & Chronic Back Pain
Cervical Spine (Neck) Pain & Related Headaches
Herniated Discs
Degenerative Disc Disease
Sciatica / Radiculopathy
Spinal Face Syndrome
Spinal Stenosis (Lumbar & Cervical)
Spondylosis (Spinal Arthritis)
Work & Sports Related Injuries

Steven Levine, MD
William Hall, MD
Markus Niederwanger, MD

Specializing in the Diagnosis & Treatment of Individuals Suffering From Acute and Chronic Back and Spinal Pain

Avon | Carmel | Kokomo | Mooresville
phone  317.815.8950
fax     317.815.8951
toll free   866.815.8950
In Memoriam

David B. Kenney, MD
1928 - 2007

David B. Kenney, MD, 79, passed away Thursday, December 20, 2007, at his home.

Dr. Kenney was born in Paris, Illinois, September 1, 1928. He earned his undergraduate degree from Butler University in 1950. Dr. Kenney graduated from the Indiana University School of Medicine in 1953. He interned at St. Joseph’s Hospital in Phoenix, Arizona and completed his residency at the Indiana University Medical Center 1963-1966.

A veteran, Dr. Kenney was a Captain serving from September of 1954 until September 1956.

Dr. Kenney was the first team physician for Scecina Memorial High School’s football program and with the Arlington High School football program. He continued in this role for 35 years at Chatard High School, where he was honored in 1988 for his excellent contributions by his induction into the Chatard Hall of Fame.

Recognize your colleagues by making a generous contribution to the Indianapolis Medical Society Foundation, call 39-3406.

Great Opportunity
Part-Time Physician Needed

Circle City Evaluation Center
on Indy’s Northeast Side
is looking for
a Part-Time Orthopaedic Surgeon and Internal Medicine Specialist.
Must Be Board Certified.

Long Established Firm (Opened in 1980)
for the Purpose of Independent Medical Exams and Second Opinions,
Never Any Treatment.

Great Opportunity for Semi-Retired Physician

For further information, please contact The Clinic at

317-845-1900
THE Art Of PERSONAL SERVICE

Private Banking

Linda Allen
Vice President
261-0330

Susie Estridge
Vice President
261-0334

Susan Hamilton
Vice President
261-2270

Sherry Hyska
Vice President
261-9736

Sharon Knapp
Vice President
261-0244

Nancy Leming
Vice President
261-9627

Tricia Rake
Vice President
261-9755

Dan Sease
Vice President
261-9735

Joanna Niehoff Tuohy
Vice President
261-3255
Happy Birthday, Gennesaret
(Continued from page 8.)

conditions, and a health recovery program for homeless men who have been hospitalized and need a place to heal.

Gennesaret Free Clinic finds its strength in collaborating with other agencies and organizations. Our primary collaborators that help us deliver medical services are: The Indianapolis Medical Society along with Project Health, and area hospitals; to staff our dental clinic GFC has enlisted the help of the Marion County Health Department, and IU School of Dentistry Oral Hygiene Division; vision services are done in collaboration with the IU School of Optometry at their Indianapolis Eye Care Center. The Women’s Health Initiative is done in collaboration with St. Vincent Hospital and Health Services Mobile Mammography Unit, and the Little Red Door Cancer Agency. The HRP has enlisted the help of Clarian Health Partners, Health and Hospital Corporation and St. Vincent Hospital and Health Services.

Since the clinic’s founding, Gennesaret Free Clinic has provided literally thousands of individuals with millions of dollars of free health care services—all because one man saw a need and responded to that need.

For more information, please contact:
Rebecca A. Seifert, MSW, Executive Director
Gennesaret Free Clinic, Inc.
Telephone: (317) 639-5645, ext.201
Fax: (317) 639-5609
GFC Administrative Office Address: 615 North Alabama Street, Ground Floor, Suite B, Indianapolis, IN 46204-1414.

MyMoneyMD — Instead of working so hard, make more money on the money you already have.

I can help you self-invest using a Nobel Prize winning scientific method that will save you fees and put you ahead of 80% of mutual fund managers.

Shirley M Mueller, M.D., turned every doctor’s fear — inability to invest his or her hard-earned money wisely — into her greatest passion.

Mueller specializes in client-managed investment portfolios for which she provides unbiased information. She is not associated with a firm for whom she has to promote a party line. Her fee is hourly, not a percentage of assets.

Contact: ShirleyMMueller@MyMoneyMD.com

For more information, please see:
MyMoneyMD.com
Unbiased Investor Education
MAKING THE COMPLEX SIMPLE
VeinSolutions
Leaders in Cosmetic & Therapeutic Vein Care
A Division of CorVasc MD’s, P.C.

Comprehensive Diagnosis & Treatment of
Varicose Veins, Spider Veins &
Vascular Birthmarks

Sclerotherapy
Laser/Light Therapy
Minimally Invasive Venous Ablation
On Site Venous Diagnostic Testing

Board Certified Vascular Surgeons
Richard W. Chitwood, M.D., F.A.C.S.
A. Joel Feldman, M.D., F.A.C.S.
William R. Finkelmeier, M.D., F.A.C.S.
Randy J. Irwin, M.D., F.A.C.S.

317.582.7676 • 800.477.0233
13450 N. Meridian Street • Suite 160 • Carmel, IN 46032
www.veinsolutions.com

Brand New Logo – Same Trusted Team.

Providing Comprehensive Insurance Solutions to Doctors and their Practices

The ISMA has teamed up with Agency Associates to bring value to the members of the Association through the ISMA Insurance Agency. Covering the State with offices in Indianapolis, Kokomo, and our newest location, South Bend.

Insurance ISMA Agency

www.MyInMed.org

IMS Bulletin, February 2008
Our UnSung Hereos

Every month for the past two years we have honored those physicians who have given the most to Project Health with an article on this page. There are many practices and organizations that are contributing heavily to Project Health in different ways that we want to recognize and thank as well.

First among them are the participating hospital systems – Clarian Health, Community Hospitals and St. Vincent Hospitals, plus the Indiana Heart Hospital and the St. Vincent Heart Center.

Clarian Health (Methodist and IU Hospitals) has donated $2,170,444 in services. Community Hospitals have donated $2,566,709 and the Indiana Heart Hospital has provided $581,395. St. Vincent Hospital and the Heart Center have donated $1,025,316. The Rehabilitation Hospitals of Indiana have also donated $35,554. The Indiana Heart Hospital has done six open heart procedures, and the St. Vincent Heart Center and Methodist Hospital have each done one open heart surgery for Project Health patients.

One of those heart patients was a single mom with four children to support. She had coarctation of the aorta which was getting progressively worse, threatening her life. David Heimansohn, MD, CorVASC MD’s, stepped in, along with the St. Vincent Heart Center, and saved her life. She says she can finally breathe now; her feet and hands aren't blue; she feels better than ever; and is back to work.

Before MRSA became a household word, one of our patients with multiple chronic diseases, went to the Methodist emergency room with what she described as a splitting headache. Her head hurt because a tiny scratch on her scalp became infected with MRSA. She was rushed into ICU, put into isolation for two weeks, had necrosis over most of her scalp and had to have skin grafts. Fortunately she survived, and she is also back to work. These are just two examples of the life-saving work all of you are contributing. Collectively our doctors have now donated over $2-million dollars in care. This is greatly understated since many of you never send us claims.

Mid-America Clinical Labs, Ameripath, and the Clarian Labs are also unsung heroes in this process with $54,271, $3,741 and $89,724 in donated services respectively. It also seems that every radiology group in town volunteers for us – Indiana Radiology Partners, Irvington Radiology, Radiology Associates, Northwest Radiology, the Centers for Diagnostic Imaging and Indianapolis Health Imaging.

Anesthesia Consultants of Indiana, Associates in Anesthesia, Community Anesthesia Associates, Northside Anesthesia and a few cases a year from I.U. Anesthesia round out the services necessary to pull all of this together.

None of this would have been possible without the extremely generous support of our funders – Anthem Blue Cross and Blue Shield, the Nina Mason Pulliam Charitable Trust, St. Vincent Hospital, the United Way’s Ruth Lilly Philanthropic Foundation, the Sycamore Foundation, the Hoover Family Foundation, and Medical Protective Insurance Company. There is no doubt that your hearts are in the right place! Thank you.
Male infertility?

Turn to Urology of Indiana.
Pioneers in urologic care for over 100 years.

LOCATIONS
Indianapolis (4)
Anderson
Avon
Carmel
Connersville
Crawfordsville
Danville
Franklin
Greenfield
Greenwood
Lebanon
Mooresville
Noblesville
Shelbyville
Tipton

UROLOGISTS
Robert A. Batler, M.D.
Teresa D. Beam, M.D.
Richard M. Bennett, III, M.D.
Glen A. Brunk, M.D.
Joseph C. Buttenworth, M.D.
Scott B. Farnham, M.D.
Theodore F. Holland, M.D.
David W. Hollensbe, M.D.
Michael G. Hostetter, M.D.
W. Terry Jones, M.D.
Peter M. Knapp, M.D.
Chris A. Magee, M.D.
Andrew E. Moore, M.D.
Neale A. Moosey, M.D.
Kenneth G. Ney, M.D.
Bradley G. Orris, M.D.
Scott C. Pike, M.D.
John C. Ramsey, M.D.
Daniel B. Salvas, M.D.
David M. Scheidler, M.D.
John K. Schlueeter, M.D.
John W. Scott, M.D.
Philip A. Serbin, M.D.
William L. Shirrell, M.D.
Jason K. Sprunger, M.D.
David B. Stuhldreher, M.D.
Ronald S. Suh, M.D.
Samuel T. Thompson, M.D.
Jeffery D. Vaught, M.D.
Gregory R. Wahle, M.D.

UROGYNECOLOGISTS
Kathryn A. Copeland, M.D.
Martina F. Mutone, M.D.
Community Hospital East
2nd & 4th Chest Conference (Case Presentations)
Wednesdays Room 3436, 7:00 - 8:00 a.m.
Every Tumor Board (Case Presentations)
Tuesday Medical Staff Conf. Room, 12:00 - 1:00 p.m.
First Critical Care Conference
Wednesday Medical Staff Conf. Room, 12:00 - 1:00 p.m.
Second Medical Grand Rounds
Wednesday Medical Staff Conf. Room, 12:00 - 1:00 p.m.

Community Hospital South
Fourth Medical Grand Rounds
Thursday Conf. Rooms A & B, 7:30 - 8:30 a.m.
3rd Tumor Board (Case Presentations)
Wednesday Conference Room A, 7:00 - 8:00 a.m.

Community Hospital North
Second Tumor Board (Case Presentations)
Wednesday Board Room, 12:00 - 1:00 p.m.
First North Forum
Friday Board Room; 12:00 - 1:00 p.m.

North Cancer Pavilion
3rd Case Presentations
Wednesday Melanoma Conference, 7:00 - 8:00 a.m.

For more information, contact Valerie Brown, (317) 355-5381.

St. Vincent Hospital & Health Services
Feb. 5 Pediatric Grand Rounds
Credit: 1.0 Contact: Patty Thatcher, 338-8861
Schaefer Rooms A&B
St. Vincent Hospital, Indianapolis
Feb. 6 Surgical & Anesthesia Services Quarterly Meeting
Credit: 1.0 Contact: Pam Payne, 338-3500
Schaefer Rooms A&B
St. Vincent Hospital, Indianapolis
Feb. 12 Neonatology Grand Rounds
Credit: 1.0 Contact: Dr. Vijay Menon, 415-7921
Women's Classrooms A&B
St. Vincent Women’s Hospital, Indianapolis
Feb. 13 OB/GYN Grand Rounds
Credit: 1.0 Contact: Robin Nance, 415-7528
Women's Classrooms A&B
St. Vincent Women’s Hospital, Indianapolis
Feb. 13 Spine Club
Credit: .75 Contact: Amy Gwin, 396-1306
POB
St. Vincent Hospital, Indianapolis
Feb. 14 Hematology Conference
Credit: 1.0 Contact: Kolleen Spencer, 338-3819
Orth 3
St. Vincent Hospital, Indianapolis
Feb. 19 General Surgery Meeting
Credit: 1.0 Contact: Donna Carl, 338-6711
Schaefer Rooms C&D
St. Vincent Hospital, Indianapolis
Feb. 26 Obstetrics Morbidity & Mortality
Credit: 1.0 Contact: Robin Nance, 415-7528
Women's Classroom B
St. Vincent Women’s Hospital, Indianapolis
Feb. 27 Cardiothoracic Surgery M&M
Credit: 1.0 Contact: Jennifer Irlbeck, 583-7800
Cine Room
St. Vincent Hospital, Indianapolis

St. Vincent Hospital & Health Services
Feb. 11-13 Hepato-Pancreato-Biliary Disease: The IU Multidisciplinary Approach
The Westin Kierland Resort
Scottsdale, Arizona
Feb. 16-17 Annual Meeting of the Indiana Society of Anesthesiologists and Anesthesia Update
University Place Conference Center
Indianapolis, Indiana
Feb. 29 31st Annual Arthur B. Richter Conference in Child Psychiatry
Ritz Charles Banquet Facility
Carmel, Indiana
March 22 Evolution of Re-integrated Psychiatric Care: A Critical Issue for Health Care Reform
Indiana War Memorial
Indianapolis, Indiana
Mar. 28-29 First International Conference for Individualized Pharmacotherapy in Pregnancy
University Place Conference Center
Indianapolis, Indiana
April 17 Pediatric Neurology for the Primary Care Physician
Methodist Hospital Conference Center
Indianapolis, Indiana
April 17-18 2nd Annual International Urolithiasis Research Symposium
Westin Hotel, Downtown, Indianapolis, Indiana
April 18-19 Mild Cognitive Impairment: An Evolving Concept in Research and Clinical Practice and Impact on the Patient and Family
Indiana History Center
Indianapolis, Indiana
May 2 11th Annual Gastroenterology/Hepatology Update
University Place Conference Center
Indianapolis, Indiana

For more information or to register online, please visit http://cme.medicine.iu.edu or call 317-274-8353.

The Indiana University School of Medicine is accredited by the ACCME to provide continuing medical education for physicians. We have more than 100 recurring meetings available. For a listing or more information, please visit http://cme.medicine.iu.edu or call 317-274-4220.

St. Francis Hospital & Health Centers
Beech Grove Campus
Every Thurs. Tumor Board – 7:00 a.m.
For more information, call 317-783-8136.

The Care Group, LLC
Visit www.cardiofoundation.org for program details and to register online. For more information, contact Suzanne Brown, (317) 338-6089.
The group purchasing power of the ISMA can help satisfy your insurance needs - at a price you can afford.

Call the ISMA Insurance Agency at (317) 471-4229 or (877) 647-2242.

These insurance plans have been specifically designed for ISMA members and their employees to provide the highest quality coverage at the lowest possible cost.

* Access is available through Medical Assurance of Indiana - ISMA's endorsed professional liability carrier.

The ISMA Insurance Agency offers the following insurance programs exclusively for ISMA members:

| Health - PPO & Traditional plans from $250 to $5,000 deductibles |
| Health Savings Account Plan |
| Medicare Carve-out Dental Long Term Care |
| Voluntary Employee Benefit Plan Dental, short term disability, term life, universal life, cancer plan, Section 125 Premium Only Plan (P.O.P.) Auto Homeowners |
| Term Life Disability Umbrella Liability Business Owners Policy Worker’s Compensation Malpractice Liability* |

Are you looking for a patient care facility that can diagnose sleep disorders and treat them?

Or a place specializing in monitoring patients sleep with care and convenience?

The Indiana Sleep Center offers comprehensive sleep medicine evaluation and treatment in a comfortable environment by some of the most experienced Technologists and Physicians in the State of Indiana.

The Indiana Sleep Center specializes in, but is not limited to, treating:
- Sleep Apnea
- Restless Leg Syndrome
- Insomnia
- Narcolepsy
- Snoring

Indiana Sleep Center
Improving Sleep Quality... Improving Lives

701 East County Line Road · Suite 207 · Greenwood, IN 46143
Toll Free: (877) 887.6440 · P: 317.887.6400 · www.indianasleepcenter.com · information@indianasleepcenter.com
I wrote in these pages nearly one year ago about a new program, called Quality Health First (SM) that was being developed by the Indiana Health Information Exchange and the Employer’s Forum of Indiana. (Pay for Performance: Scheme or Sanctuary? March 2007)

Since that time, much has changed for me and for the Quality Health First program; both of these updates happen to be related.

I retired from Eli Lilly and Company as their Director of Corporate Health Services and joined the Indiana Health Information Exchange as their Chief Medical Officer.

Near the end of my retirement, I was approached by Dr. J. Marc Overhage, President and CEO of the Indiana Health Information Exchange. I had been involved in the Quality Health First program, along with others, in formalizing the program structure and bringing the key stakeholders to the table.

When Dr. Overhage asked me to join IHIE, I responded with the famous line from the movie Jerry McGuire: “You had me at ‘hello’.”

For over two years, I was able to witness first hand the powerful impact an initiative like the Quality Health First program can have and the milestones achieved by the Quality Health First program in 2007 have brought it to reality. The opportunity for me to now participate on a day-to-day basis is an extremely exciting and challenging.

We all know that quality, not quantity, is the future of healthcare. According to the Milken Institute, the cost of treatment and lost productivity caused by chronic illnesses in the U.S. is more than $1.3 trillion annually. If left unchanged, costs could reach $6 trillion by 2050.

The Quality Health First program was designed to directly address this problem by bringing together healthcare providers and healthcare plans to cooperatively improve patient care.

Quality Health First uses a system that securely aggregates and accurately delivers patient information like lab results, reports, medication histories, treatment histories and more in a standardized, electronic format, across all providers. Indianapolis happens to have a system, developed by the Regenstrief Institute. Those of us trained at IU Medical Center know that Regenstrief Institute has been the future for decades.

The program concept is simple: The Quality Health First program generates reports based on clinical data from the system mentioned above, and claims data from participating health plans to identify for physicians their patients who have chronic diseases and how well those patients are doing. It also provides alerts, reminders and other information to physicians to help monitor their patients’ health and wellness.

For example, these reports will show whether their patients with diabetes have recently had an A1C test. It also shows the latest results of that test. This information
is presented in an easy-to-read format that enables the physician to view not only which patients are getting these tests completed and the results, but which patients haven’t yet come in for testing. An interesting additional benefit of this report is the provision of a practice’s patients with a targeted chronic disease automatically. For those offices with a paper based chart, without QHF, maintaining such a dynamic listing is very problematic.

Since last year, Clarian Health Partners, Community Physicians of Indiana, Indiana University Medical Group, Methodist Medical Group, St. Francis Medical Group, St. Vincent Physician Network and The Care Group have all committed to participate in the Quality Health First program.

The Centers for Medicare and Medicaid encourages higher quality and accessible healthcare through new payment policies and the reporting of quality measures. So, it’s no surprise that they are participating in this program. Additionally, other health plans, like Anthem, MDwise and M-Plan are participating. IHIE expects to sign up more national plans in 2008.

Although financial incentive programs have been thrown around for years, what makes this program so different?

First, the collaboration of the entire healthcare continuum on the design and implementation of this model – including hospitals, physicians, physician groups, health insurers, employers – will improve the coordination of patient care. The Quality Health First program addresses preventive care and screening needs and aligns patient care with endorsed recommendations.

Second, it uses clinical and claims data. Other similar programs use only claims data, which are very limited in the ability to project outcomes and improve the quality of clinical care.

Third, the program aligns the incentives of participating health plans. The program combines a physician’s entire patient population, instead of breaking scores out by individual health insurers. A combined insurer program, like Quality Health First, means that a physician is more likely to have enough patients per measure for it to be statistically valid, and there is only one report, based on common measures. This changes the ‘noise’ of multiple, varied incentives into a ‘pure tone’, single community program.

Lastly, it doesn’t require physicians to achieve a certain threshold to receive payments (which are estimated at $10,000 - $20,000 per year). The model concentrates on overall trends, with the goal of steady improvement. That being said, the Quality Health First program takes into consideration non-compliant patients or physicians that might have a sicker overall patient population, leveling the playing field.

The program is by no means limited to physicians who are part of the major medical groups; it will affect all local primary care physicians. The Indiana Health Information Exchange is working with the independent physicians in the area to introduce them to the program and ensure

Continued on page 30.
Officers 2007-2008

Heidi M. Dunniway ......................... President
Gregory N. Larkin .... Immediate Past President
John P. McGoff ............................... President-Elect
Jeffrey J. Kellams ..................... Secretary/Treasurer

Deborah I. Allen (2008)
David L. Bash (2008)
Mary D. Bush (2008)
James A. Dugan (2008)
Thomas H. Fears (2008)
Alan R. Gillespie (2008)
Douglas J. Horton (2008)
Robert M. Hurwitz (2008)
Paul D. Isenberg (2008)
Charles E. James (2008)
Marc R. Kappelman (2008)
E. Michael Keating (2008)
James D. Miner (2008)
Lynda A. Smirz (2008)

Linda Feiwell Abels (2009)
Valerie A. Ball (2009)
Christopher Bojrab (2009)
John C. Ellis (2009)
Robert S. Flint (2009)
Kristi K. George (2009)
Douglass S. Hale (2009)
C. William Hanke (2009)
Gerald T. Keener (2009)
Keith W. Logie (2009)
David H. Moore (2009)
John F. Schaefer, Jr. (2009)
Donald C. Stogsdill (2009)
Tim E. Taber (2009)

Alternates 2007-2008

F. Keith Bean (2010)
Benjamin J. Copeland (2010)
Woodrow A. Corey (2010)
Sheila M. Gamache (2010)
Andrea Haller (2010)
Mark M. Hamilton (2010)
Timothy L. Hobbs (2010)
Andrew Johnstone (2010)
Michelle O. Obeume (2008)
George E. Waters, Jr. (2008)

Indianapolis Medical Society
631 East New York Street • Indianapolis, IN 46202-3706
Phone: (317) 639-3406 • Fax: (317) 262-5609 • E-Mail: ims@imsonline.org • Web: www.imsonline.org

Delegates to the State Convention, September 19-20, 2008, Hyatt Regency Indianapolis
The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.

John C. Ellis (2009) Chair; Richard H. Rhodes (2010) Vice-Chair

Delegates to the State Convention, September 19-20, 2008, Hyatt Regency Indianapolis
The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.

Deborah I. Allen (2008)
David L. Bash (2008)
Mary D. Bush (2008)
James A. Dugan (2008)
Thomas H. Fears (2008)
Alan R. Gillespie (2008)
Douglas J. Horton (2008)
Robert M. Hurwitz (2008)
Paul D. Isenberg (2008)
Charles E. James (2008)
Marc R. Kappelman (2008)
E. Michael Keating (2008)
James D. Miner (2008)
Lynda A. Smirz (2008)

Linda Feiwell Abels (2009)
Valerie A. Ball (2009)
Christopher Bojrab (2009)
John C. Ellis (2009)
Robert S. Flint (2009)
Kristi K. George (2009)
Douglass S. Hale (2009)
C. William Hanke (2009)
Gerald T. Keener (2009)
Keith W. Logie (2009)
David H. Moore (2009)
John F. Schaefer, Jr. (2009)
Donald C. Stogsdill (2009)
Tim E. Taber (2009)

Alternate Delegates to the State Convention, September 19-20, 2008, Hyatt Regency Indianapolis
The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.

John C. Ellis (2009) Chair; Richard H. Rhodes (2010) Vice-Chair

Delegates to the State Convention, September 19-20, 2008, Hyatt Regency Indianapolis
The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.

Deborah I. Allen (2008)
David L. Bash (2008)
Mary D. Bush (2008)
James A. Dugan (2008)
Thomas H. Fears (2008)
Alan R. Gillespie (2008)
Douglas J. Horton (2008)
Robert M. Hurwitz (2008)
Paul D. Isenberg (2008)
Charles E. James (2008)
Marc R. Kappelman (2008)
E. Michael Keating (2008)
James D. Miner (2008)
Lynda A. Smirz (2008)

Linda Feiwell Abels (2009)
Valerie A. Ball (2009)
Christopher Bojrab (2009)
John C. Ellis (2009)
Robert S. Flint (2009)
Kristi K. George (2009)
Douglass S. Hale (2009)
C. William Hanke (2009)
Gerald T. Keener (2009)
Keith W. Logie (2009)
David H. Moore (2009)
John F. Schaefer, Jr. (2009)
Donald C. Stogsdill (2009)
Tim E. Taber (2009)

Fourth District Medical Society Trustees
Carolyn A. Cunningham (2008)
A. Michael Sadove (2009)
Richard D. Feldman (2010)

Alternate Trustees
Heidi D. Dunnaway (2008)
John J. Wernert (2009)
Bruce C. Inman (2010)
iSALUS healthcare™ is proud to announce the Preferred Physician Program in collaboration with the Indianapolis Medical Society (IMS). All IMS members are invited to receive preferential subscription fees for OfficeEMR™ with the first year fees waived. OfficeEMR™ is an enterprise class application software service that provides full practice management, electronic medical records (EMR) and document management functionality to physicians and administrative staff over the Internet.

IMS
Indianapolis Medical Society 1848
www.imsonline.org
Visit us online or call • 317.639.3406

www.iSalushealthcare.com
Visit us online or call • 866.575.6678

VISIT US ONLINE OR CALL 866.575.6678 TO GET STARTED TODAY!
**Practice Opportunities**

**MULTIPLE AND VARIED PHYSICIAN PRACTICE OPPORTUNITIES** currently exist within the state of Indiana. Call Patti Quiring at work, (317) 841-7575 x 4, or at home (317) 823-4746, or via email at Patti@quiringassociates.com. Patti is a physician recruiter for Quiring Associates, which is an executive search firm headquartered in Indianapolis. For Patti’s specific openings, see “Employment Opportunities” @ www.quiringassociates.com

**Medical Offices for Lease**

MOORESVILLE MEDICAL OFFICE SPACE FOR LEASE – 1800 sq. ft. finished-out 8 rooms, can divide. Additional space available 1,000-3,600 sq. ft. unfinished. Wards Shopping Center, next to Gray Brothers Cafeteria Mooresville. Jack Ward 317-443-3800.

EASTGATE AREA MEDICAL OFFICES FOR LEASE – 900, 1400, 1800, 3200 SF. Immediate Occupancy. Some can be configured to suit your needs. Call Rhonda 317-752-7863.

**Physician Needed**

PHYSICIAN NEEDED – Are you interested in a Solo Practice without solo expenses? Physician office located adjacent to St. Vincent 86th St. is looking to share fully-equipped office and/or staff. Any specialty, full or part-time. Please call or email inquiries to Ann Schrage @ ann_schrage@yahoo.com or call 317-802-9912.

WANTED PHYSICIAN TO SHARE – North Meridian Medical Pavilion – Carmel. Medical Spa/Pain Management Office looking to share space with Dermatologist and Internist/FP. Please send CV to lalmd1010@aol.com or fax (317) 826-7665.

**Office Manager Needed**

OFFICE MANAGER NEEDED – Aesculapius Medical Spa & Wellness Institute. Responsible for daily operations/supervising 5 employees. Previous experience required. Send resume to lalmd1010@aol.com or fax (317) 826-7665.

**Classified Advertising**

**IMS BULLETIN CLASSIFIED ADVERTISING** – The Classified Advertising Section of the Bulletin is published as a service to members. **Advertising Rates:** MEMBERS: $10.00 for every 25 words or portion thereof. Rates are per month/insertion. (Submission must be made by the individual member or their personal representative.) NONMEMBERS, $25.00 for every 25 words or portion thereof. Rates are per month/insertion. Additional charges: BORDER, $10.00, COLOR: $25.00 for one PMS color, type only. **DEADLINE:** 1ST of month preceding publication; i.e., January 1st for February issue. To advertise email mhadley@imsonline.org or call 639-3406.

**Happy Valentines’ Day**
I now feel confident in making the right decision.

There are some 31.5 million people in the USA (as of 2005) with hearing loss. Hearing loss negatively impacts quality of life, personal relationships and of course, the ability to communicate.

You may have hearing loss if...

- You hear people speaking but you strain to understand their words.
- You frequently ask people to repeat what they said.
- You frequently complain that "people mumble."
- You play the TV or radio louder than friends, spouse and relatives.
- You cannot hear the doorbell or the telephone.

If you have any of these symptoms or know someone with these symptoms, you should see one of our audiologists at Hearing Center Inc.

Vern Tubergen, MD
Specializing in Otology and Neurotology, Consultation available by appointment only.

Please call 317-243-2888 for a location near you.

Hearing Center Inc.
Serving Indiana for 22 years! www.hearingcenterinc.com
Diagnostic Radiology:
Edward R. Bartley, MD
Timothy L. Davis, MD
Steven A. Fritsch, MD
Thomas F. Hagman, MD
Charles A. Lerner, MD
J. Michael Phelps, Jr., MD

Mammography:
Caryn C. Anderson, MD
Karen T. Dicke, MD
Jack M. Drew, MD
William E. McGraw, MD
Jane S. Mitchell, MD
Lori J. Moss, MD

Thoracic/Cardiac Imaging:
Richard L. Hallett, MD
Michael S. Skulski, MD
Anthony Zancanaro, MD

Musculoskeletal Radiology:
Peter D. Arfken, MD
Homer F. Beltz, MD
Eric D. Elliott, MD
W. Kent Hansen, MD
Carlo R. Lazzaro, MD
J. Mark Michael, MD

Neuroradiology:
Brian J. Jellison, MD
Benjamin B. Kuzma, MD
Vincent P. Mathews, MD
Frank J. Pistoia, MD
Jeffrey I. Reider, MD
C. Nazanin Shinaver, MD

Nuclear Medicine - PET/CT (Molecular Imaging):
Peter D. Arfken, MD
David J. Gulliver, MD
Brian J. Jellison, MD
Theodore P. Labus, MD
John A. Morton, MD
Brian J. Wiegel, MD

Northwest Radiology Network, P.C.
NORTHWEST RADIOLOGY NETWORK, P.C.

Northwest Radiology
10603 N. Meridian Street
Indianapolis, IN 46290
317.844.2511
317.846.3658 Fax

Northwest Radiology
8260 Naab Road, Suite 101
Indianapolis, IN 46260
317.875.8655
317.876.2044 Fax

Fishers Imaging Center
11201 USA Parkway, Suite 140
Fishers, IN 46038
317.913.8910
317.913.8930 Fax

Meridian North Imaging Center
12188A N. Meridian Street, Suite 100
Carmel, IN 46032
317.715.9999
317.574.0709 Fax

Centralized Scheduling
317 XRAY NOW (972-9669)

Please fax orders to 317.715.9990

Keep pace with your health care.

www.northwestradiology.com

"Trusted Imaging Since 1967"