

**IMS**  
Indianapolis  
Medical Society  
1848

Volume XCVIV • Number 7  
March 2013 • Indianapolis, Indiana

# Bulletin

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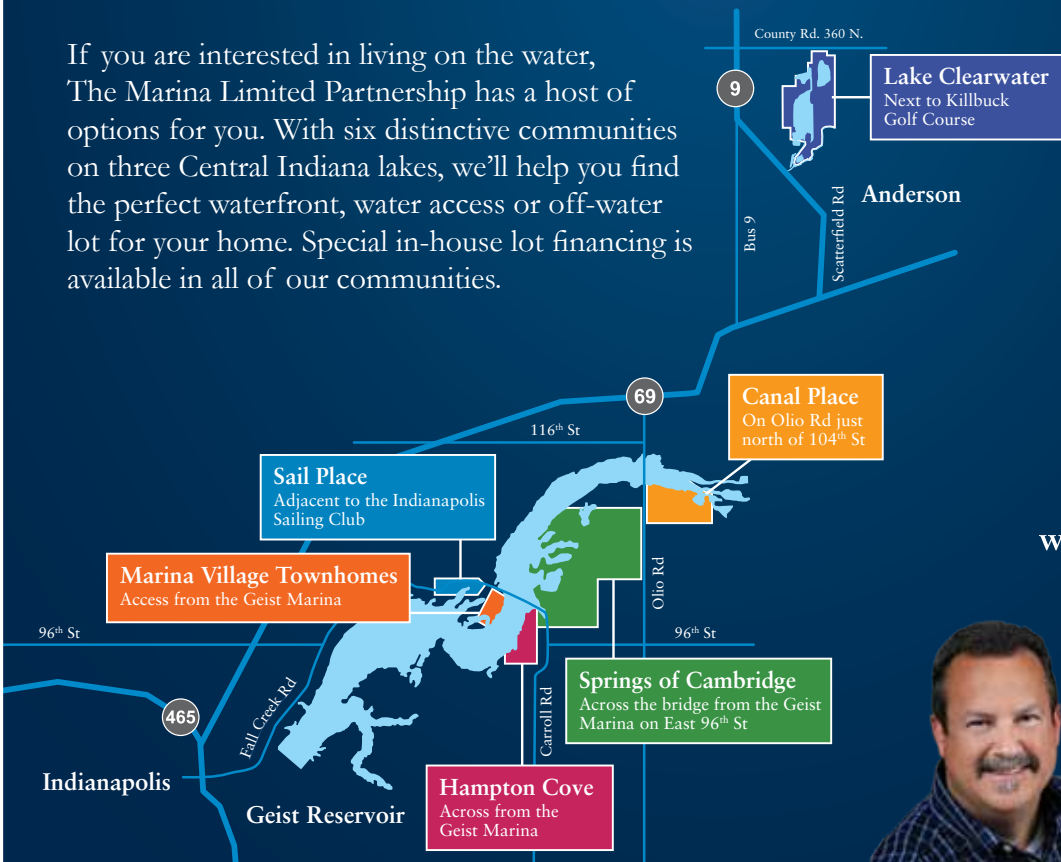
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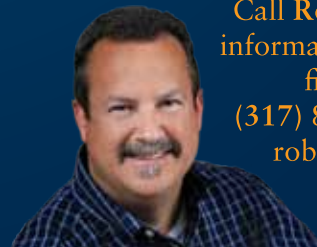
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President-Elect  
Mark M. Hamilton, MD

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Executive Vice President and  
Editor, *The IMS Bulletin*  
Beverly Hurt

Associate Editor, *The IMS Bulletin*  
Marcia K. Hadley

*The Bulletin* invites news from and about members of the Indianapolis Medical Society. Copy deadline: First of the month preceding month of publication.

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#### 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, [bhurt@imsonline.org](mailto:bhurt@imsonline.org).

*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.

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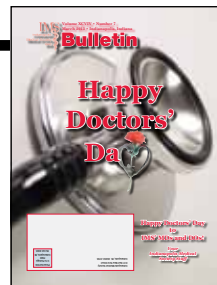
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## about our cover



On our cover:

*Happy Doctors' Day to  
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*We appreciate the time you  
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training, the consistently*

*compassionate care you provide your patients,  
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*Beverly Hurt and the IMS Staff*

### TYPES of PAIN TREATED

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- Degenerative Disc Disease
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- Spondylosis (Spinal Arthritis)
- Work & Sports Related Injuries

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## Satisfaction

In the January *Bulletin* on the Past President's Perspective page Dr. Emkes wrote about "the unintended consequences of 'patient satisfaction'" and the clash between evidence-based medicine and patient evaluation of perceived health care needs. He also discussed the trend of employed physicians having some portion of their compensation linked to patient satisfaction. This new practice of measuring patient satisfaction and using it as an **outcome measure** is worthy of further consideration due to several controversies. There are many different survey tools, varying definitions of satisfaction, multiple venues to publish satisfaction data, new legislative activity, potential medical-legal ramifications, financial benefits/costs considerations, paradoxical-appearing data, physician incentive arrangements, and reciprocal impact on physician satisfaction that all relate to this process. There has even been an industry created that helps healthcare providers **improve** patient satisfaction.

The use of patient satisfaction data is controversial due to the survey instruments and the utilization of this data. In the business world **customer** satisfaction is an important measurement for success, and health care certainly is big business with the highest sector of per capita spending, and is the greatest percentage of the gross domestic product at 18% in 2011. There is also controversy over viewing and treating patients as "customers," as some believe this is unethical. Satisfaction can be defined as the perception of the patient experience, which is known to be multi-factorial and very subjective and personal. The most important question is whether or not patient satisfaction is an appropriate outcome measure, as the relationship between patient satisfaction and health care quality is neither well proven nor understood. There is no doubt that patient satisfaction is one indicator of **provider performance**. There are many satisfaction survey tools, and some are more statistically valid and scientific than others. The quality of the measure, randomized sampling, the nature of the questions asked, sampling process and response rates affect the results and help reduce bias. There are several satisfaction survey companies that providers use to obtain scores for various internal uses. Some providers use satisfaction results for attracting and maintaining patients, while some use data to modify compensation. Getting paid and paying for satisfaction occurs in both the private and public sectors. The Hay Group (a Philadelphia-based consulting company) reported in 2011 that 62% of physician groups use satisfaction as a factor in determining compensation, up from 43% in 2010.<sup>(1)</sup> Both incentive pay and modification in base pay are compensation measures used to incentivize doctors. Press Ganey, a well-known hospital consulting company, published in 2008 that there are financial benefits of keeping patients satisfied. They reported that if a hospital with \$120 million in revenue improves patient satisfaction it can potentially realize an estimated \$2.2 million to \$5.4 million in additional annual revenue. Also, for every law suit avoided by improving patient satisfaction, hospitals save approximately \$53,000 in preparation costs and

\$173,000 in payments.<sup>(2)</sup> Patient satisfaction is a new provider performance measure incorporated in the Affordable Care Act and is based on the 27-question government survey given by the Consumer Assessment of Healthcare Providers and Systems (CAHPS). Under this law high performing hospitals will be awarded a bonus while those with lower performance will see a reduction in reimbursement of 1% currently, up to 2% by 2017 (these new rates combine satisfaction data with quality metrics such as CHF and pneumonia treatment).<sup>(3)</sup> Public access to other satisfaction surveys is available from several sources including online physician rating sites such as healthgrades.com, vitals.com, and Angie's list. There is a proposal from CMS to include patient satisfaction survey results for group practices participating in the Physician Quality Reporting System (PQRS) on the Physician Compare website starting in 2014. The federal agency Health and Human Services manages Hospital Compare, and on their site one can examine satisfaction concerns regarding time-to-care, complications, readmission rates, mortality data, diagnostic test use and relative costs. From a medical-legal perspective a published negative satisfaction report could lead to poor public perception and increased risk of law suits. Some experts believe that the push for patient satisfaction can result in an increased physician unwillingness to say "no," thus increasing health care utilization.

A high patient satisfaction score does not necessarily mean higher quality care as demonstrated in a study of more than 50,000 patients published March 12, 2010 in *Archives of Internal Medicine*. This study found that those patients giving the highest patient satisfaction scores were actually more likely to require a hospitalization, have higher overall health expenditure (including drug costs), and have a 44% higher mortality rate (even after adjustment for illness severity).<sup>(4)</sup> Although physicians are proud to talk about professionalism and evidenced-based medicine as a science, we also want to please our patients. With physician reputation and pay affected by patient satisfaction surveys a **daily conundrum** becomes how to say "no" while providing optimal care and keeping the patient satisfied by meeting their expectations. Patients who do not receive tests or treatments they expected typically feel as though the doctor did not **listen** and is not sympathetic. Experts say that taking the **extra time** to listen with empathy to the patient's concerns, reviewing options in an even-handed/nonjudgmental way, emphasizing the risks of non-beneficial services, asking the patient to defer a decision and even simple techniques of sitting instead of standing help reduce inappropriate or unnecessary testing and treatments. It is obvious that patient satisfaction during the **moment of clinical value** is determined not only by getting anticipated or expected clinical services, but also by how the patient perceives the provider in terms of sympathy and how he/she listens and responds to any apparent disappointment. Learning

*Continued on page 22.*

# Special Feature

## Samuel Elbert, MD, Dedication January 29, 2013, Crown Hill Cemetary



*Monument donated by the Indianapolis Medical Society and the Aesculapian Society. 2013 (Section 20, Lot 7)*



*Dr. Mercy O. Obeime and her husband, Chris Obeime, MD*



*Bruce M. Goens, MD, IMS President, and Rick France (brown jacket) leading the dedication*



*Dr. Virginia A. Caine, Marion County Health Director*



*Dr. George H. Rawls, IMS and ISMA Past President*

*Photographs courtesy of IMS Staffer, Becky Collis*



*Olivia McGee-Lockhart from Bethel AME Church*



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# Bulletin Board

**John W. Moore, III, MD**, cardiologist of the Franciscan St. Francis Heart Center discussed new medications and approaches to diagnosis and new ground-breaking treatment options that can eliminate Afib. In addition, he explained what happens to a heart with Afib and how cardiologists and surgeons work together at Franciscan St. Francis Heart Center to create individualized treatment plans for patients.

Dr. Moore is board-certified in internal medicine and cardiovascular disease by the American Board of Internal Medicine. He specializes in clinical cardiac electrophysiology.

**Jeffrey M. Rothenberg, MD**, Clinical Associate Professor, The Department of Obstetrics & Gynecology, Vice Chair for Faculty Development and Alumni Affairs, Fellowship Director for Minimally Invasive Gynecologic Surgery, Indiana University School of Medicine, was appointed the following two committees of the American College of Obstetricians & Gynecologists:

1. Chairman of the Committee on Practice Bulletins for Gynecology
2. Member of the Committee on Gynecologic Practice

**Stephen W. Perkins, MD**, of Meridian Plastic Surgeons, was the invited featured United States faculty speaker at Facial Plastic Surgery International's recent Winter Symposium, "Reaching New Peaks in Facial Plastic Surgery" in Beaver Creek, Colorado. His lectures included: "Evolution of Advanced Techniques in Rhinoplasty" and "A Good Facelift Result Is a Lasting Neckline: How to Achieve an Excellent Neckline in Facial Plastic Surgery."

**Troy D. Payner, MD**, president and managing partner at Goodman Campbell Brain and Spine, has been appointed as the clinical chief of neuroscience for St. Vincent Indianapolis Hospital. In this new position, he will be responsible for the enhancement and creation of neuroscience clinical, teaching and research programming. Dr. Payner will work closely with St. Vincent administration – along with the St. Vincent Neuroscience Institute board and associates – to guide the institute toward becoming a destination of choice for neuroscience care. This is a part-time appointment; Dr. Payner will maintain his clinical practice.

Dr. Payner also serves as vice chair of the Indiana University School of Medicine in the Department of Neurological Surgery. He earned his medical degree from the University of Cincinnati College of Medicine, completing his residency and a fellowship in cerebrovascular and skull base surgery. Dr. Payner is board certified and is a member of the American Association of Neurological Surgeons and Congress of Neurological Surgeons.

**Nahid Shahrooz, MD**, has joined the newly established Franciscan Physician Network Dermatology Specialists.



John W. Moore, III, MD



Troy D. Payner, MD



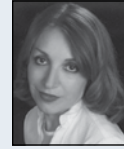
Stephen W. Perkins, MD



Jeffrey M. Rothenberg, MD



Rick C. Sasson, MD



Nahid Shahrooz, MD

Formerly associated with Shahrooz Dermatology and the Indianapolis Institute for Plastic Surgery, she specializes in the surgical removal of skin tumors, cancers and precancerous lesions.

Dr. Shahrooz, who is certified by the American Board of Dermatology and a Diploma in Dermatology from the University of London, St. John's Hospital, has a long affiliation and serving patients at Franciscan St. Francis Health.

Dr. Shahrooz has conducted extensive research in her practice specialty. She holds memberships in the American Academy of Dermatology, American Society for Dermatologic Surgery, and American Medical Association.

Dermatology Specialists is located at 8051 S. Emerson Ave., Suite 460 on the Franciscan St. Francis-Indianapolis campus. To learn more or to make an appointment, call 317-859-3267.

**Rick C. Sasso, MD**, Indiana Spine Group, received his 13th patent from the United States patent and trademark office. Dr. Sasso's patent #8,246,625 involves a device and method for correcting complex scoliosis deformities. This is the second patent that Dr. Sasso has received that corrects spinal deformities.

## Have your 2013 membership dues been paid yet? Unsure what they cover or whether they are paid?

Your dues covers membership into: Indianapolis Medical Society, Indiana State Medical Association and 7th District Medical Society. These organizations are connected and membership must be maintained in all three. AMA is optional; therefore an additional fee is required.

Verification of dues or to make payment, please contact Tyna McCauley at IMS, 639-3406.

If you are under 70 and cease practice due to illness or plan to retire, but still wish to remain a member, you may be eligible to apply for a Change of Status. Please contact Tyna to request information.

# In Summary

## Save This Information for Tax Filing

The portion of AMA and ISMA dues used to finance lobbying efforts is not tax-deductible. This is essential information for your tax filings. Please note that 24 percent of your ISMA dues and 55 percent of your AMA dues are non-deductible for the 2013 dues year.

**As always, your Indianapolis Medical Society dues are 100% tax deductible.**

## Medical Licence Renewal Dates and Information

Next renewal deadline **June 30, 2013**,  
<https://mylicense.in.gov/egov>

Medical licenses issued by the Indiana Medical Licensing Board are renewed every two years. The expiration date is June 30th of odd-numbered years. Renewal notification information will be emailed out to all practitioners at least by the first week of May.

Please complete the on-line SURVEY and RENEW your Medical license and all CSR's on-line by clicking on <https://mylicense.in.gov/egov>

It is important to complete the Indiana State Department of Health's Survey as it will be used to determine areas of need in the future.

Renewal fee is \$200.00 if renewed on or before June 30th. If renewed after June 30th a late fee of \$50.00 will be due in addition to your renewal fee.

Pocket cards are no longer issued at renewal time. Once you renew your license you may elect to print a free pocket card or purchase one. Facilities may view the website <http://www.in.gov/pla> to verify your license.

All documentation submitted to MLB office should include your name and license number.

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# In Memoriam



**John "Jack" Benjamin Scofield, MD**  
1925 - 2013

John "Jack" Benjamin Scofield, MD, was born in Brazil, Indiana in 1925.

Dr. Scofield was Clinical Professor Emeritus of Psychiatry at Indiana University Medical School.

Dr. Scofield earned his pre-medical degree at DePauw University, Greencastle, Indiana. He attended Indiana University and was graduated from the IU School of Medicine. Dr. Scofield interned at Philadelphia General Hospital, Philadelphia, Pennsylvania and completed his residency at Topeka State Hospital, Topeka, Kansas and had his psychiatric training at the C. F. Menninger Hospital in Topeka. He was the chairman of the first National Advisory Committee for the Menninger School of Psychiatry.

During World War II, Dr. Scofield was a captain in the United States Air Force.

Dr. Scofield was a member of the Indianapolis Medical Society 50-Year Club (1998) and was president of the Indianapolis Museum of Art Contemporary Art Society.

In 2009, the Indiana University Medical School in Psychiatry established the annual John B. Scofield award to be given to IU psychiatric faculty for outstanding volunteerism to educate residents in psychiatry.



**Donna J. Meade, MD**  
1932 - 2013

Donna Joan Meade, MD, 80, of Indianapolis, passed away on Monday, February 11, 2013. Dr. Meade was born in Bicknell, Indiana on December

17, 1932.

Dr. Meade obtained her undergraduate degree from Indiana University and earned her medical degree from IU School of Medicine. She completed her internship and residency in Internal Medical at Methodist Hospital, Indianapolis.

During her career, Dr. Meade owned her own family practice. After selling her practice, she worked as the Medical Director of Washington National Insurance Company.

Dr. Meade served on the Indianapolis Medical Society Board of Directors from 1983-2002 (Chairman 86-87), as a Delegate or Alternate Delegate to the State Convention (1979-2000), Executive Committee (1985-1989), Trustee or Alternate Trustee for 7th District (1985-1992), Medical Society Exchange Board (1991-1996), numerous committees and was President of the Indiana Medical Society (1988-1989).

She loved reading, gardening, especially her roses, crossword puzzles, eating candy and most of all, spending time with her grandson, Thomas.

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46254-5474  
Ofc – 216-2011  
Fax – 347-2077  
Neurology, 2005  
Sleep Medicine (P & N), 2007  
Indiana University, 2000

### Eaton, Michael S., MD

Cancer Care Group, PC  
6100 W. 96th St., #125  
46278-6006  
Ofc – 715-1800  
Fax – 715-6200  
Radiation Oncology  
Albert Einstein University, 2005

### Wright, Alison R., MD

AHN – Group One Georgetown Plaza  
4880 Century Plaza Rd., #200  
46254-5474  
Ofc – 216-2007  
Web – [www.ahni.com](http://www.ahni.com)  
Family Medicine, 2008  
University of Kentucky, 1991

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## Latest Member Benefits

### Introducing: ICD-10

The time to engage and motivate providers and staff about ICD-10 is now and the IMS Partner Network has what you need to kick start your efforts. IMS is pleased to announce Complete Practice Resources (CPR) is a new member of the IMS Partner Network. For less than the cost of a code book, CPR's Simple Solutions ICD-10 Transition Software is being called a "must have" training resource for the outpatient, ambulatory ICD-10-CM transition. IMS has secured a special \$99 (download or web-based) price for our members.

For only \$99, The Simple Solutions ICD-10 Transition Software:

- Immediately illustrates documentation elements providers must know to successfully navigate the ICD-10 transition
- Saves hours of time over manually converting superbills and EMR problem lists
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For ICD-10 orders and questions, contact: <http://www.cptcdpros.com/ims>

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Using should be as easy as going to [register.provistaco.com](http://register.provistaco.com) and then follow the prompts. The first step is to click healthcare, then enter and confirm their email address and follow the instructions from there on out. One important thing to note that when asked if you are a part of a system or clinic group, Members need to identify IMS and the system ID: 892976. This will connect you to the IMS group in the Provista system. The Provista home page is [www.provistaco.com](http://www.provistaco.com) for your reference. If you would prefer, there is a 'sign up' tab on the right side of the page. Please do not share the IMS system ID number with others.

For assistance, contact Patrick Stolowski, [pstolows@provistaco.com](mailto:pstolows@provistaco.com)

# Simple Spine Surgery?

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# Project Health



*Carrie Jackson Logsdon, Director*

## *Thank you, William E. Whitson, MD*



William E. Whitson, MD, of Whitson Vision is Project Health's Doctor of the Month. Dr. Whitson was born and raised in Milwaukee where his father worked for Wisconsin Electric Power. He was the first one in the entire family to graduate from college. "We had a great childhood with lots of friends, and I had four sisters. I should have gotten 'hazard'

pay as a kid."

He graduated from the University of Wisconsin with a major in Biology and Distinction in Zoology. In his junior year, one of his friends was accepted into medical school so he decided to follow him. "It was not on my radar at all, but with my love of biology, and the thought of being able to help people, as well as the honor, helped me make my mind up."

He says he kept his specialty options open until his 3rd and 4th year clinical rotations. He was thinking about pursuing cardiovascular surgery, but his friend was going into ophthalmology and encouraged Dr. Whitson to give it a try. Subsequently, he went to the Dean and asked to do a rotation in Ophthalmology. There were no openings, but Dr. Whitson was able to arrange one himself through back channels. "I loved it."

At a wedding during his junior year of medical school, his oldest sister set him up with a blind date with a friend of hers. "As it turned out I had met Deborah, later to become my wife, three years before at Christmas, when I was with my girlfriend at the time, and Deborah walked in with somebody else. I thought she was the most beautiful girl I had ever seen." She was a paralegal and going to college and didn't remember him. "I told her exactly what she was wearing that day and it must have impressed her because we got married." He says Deborah has become a science researcher par excellence, the former President of the Indianapolis Mental Health Alliance, and has served on the Governor's Commission on Family and Social Services and Mental Health.

Dr. Whitson completed a Flexible Internship at St. Joseph's Hospital in Milwaukee and then did his Residency in Ophthalmology at the University of Washington School Of Medicine in Seattle. He completed a Fellowship in Cornea and External Disease at the University of Iowa Hospitals and Clinics in Iowa City before moving to Indianapolis. He is Board Certified in Ophthalmology. He says he really never had a mentor, but wished he did. "Last year I gave a talk to the residents and fellows. The talk was supposed to be about getting into practice. I told them to seek and develop under a mentor. They will help you transition to be a successful individual with a good head on your shoulders."

Dr. Whitson belongs to the American Academy of Ophthalmology, the American College of Surgeons, American Society of Cataract and Refractive Surgeons, the Indiana Academy of Ophthalmology, the Indianapolis Ophthalmologic Society, and, of course, the Indianapolis Medical Society. He has been named one of the Best Doctors in America, which is a peer reviewed analysis of candidates started by a couple of Harvard physicians. He was also named Ophthalmologist of the Year by the Indiana Academy of Ophthalmology in 1998. But what he treasures most is a rendering of his twin boys' handprints with the title, "My Daddy, M.D." They were three years old at the time. He has it framed in his office.

In their spare time, the Whitsons like to travel. They have a "very homey" lake house in northern Indiana, and they've been to Florida, Switzerland, Seattle, New York, and Washington D.C. His children are singers who are actively involved in the Indianapolis Children's Choir, their school and church choirs and the School of Rock. They have won medals for their singing. Dr. Whitson has also gone on many mission trips to Haiti and Honduras that are split between medical missions and construction trips. "It's kind of crazy working side by side building a house and figuring out how to say 17 ½ inches in Spanish." In Haiti he met a medical missionary from Indianapolis who was bringing home a little boy who had been abandoned, could not walk because no one taught him how, who had numerous health problems, including blindness. Back home, Dr. Whitson has done a couple of cornea transplants on the boy that were temporarily successful. The boy is 19 now, attending the Blind School, and is a typical teenager – on his cell phone all the time.

"Being involved in Project Health gives me and my office staff a chance to express our altruism and thanks for our God-given abilities and talents and put them to use for people who are needy and very appreciative. You sent us one woman who had severe cataracts, could not see, lost her job, and insurance, and was on assistance. She never wanted charity. She couldn't drive, and she did not qualify for Medicaid. We did surgery on both of her eyes and were able to restore her vision. She sends us cards and thank you notes all the time. And it was all because Project Health was there for someone who didn't qualify for other programs and simply needed a hand up to see again, gain self-respect, and be able to contribute to society."

Project Health and our patients can't thank Dr. Whitson enough for giving them back the gift of sight. When one thinks about it, it is one of the greatest gifts you can give someone. Thank you!

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Frank P. Lloyd, Jr. (2013)  
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Robert Michael Pearce (2015)  
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# CME & Conferences

## Community Health Network

### Community Hospital East

First  
Wednesday Critical Care Conference  
Medical Staff Conf. Room, 12:00 - 1:00 p.m.

Second  
Wednesday Medical Grand Rounds  
Medical Staff Conf. Room, 12:00 - 1:00 p.m.

### Community Hospital North

First  
Wednesday Pediatric Grand Rounds  
Multi Services Rooms 1 & 2  
7250 Clearvista Dr. 7:30 - 8:30 a.m.

First  
Friday North Forum  
Reilly Board Room; 12:00 - 1:00 p.m.

Every Other  
Thursday Psychiatry Grand rounds  
7250 Clearvista Dr.  
begin 1/24/13 Multi-Service Rms. 1 & 2 7:30 - 8:30 a.m.

## Community Heart & Vascular/ Indiana Heart Hospital

First  
Wednesday Imaging Conference:  
rotates Cath & Echo Case Presentations  
CHVH MCV Boardroom Videoconference to  
HVC Anderson Office, HVC East Office BR (Ste. 420)  
HVC South Office CR (Suite 2400)  
7:00 - 8:00 a.m.

Third  
Wednesday Ken Stanley CV Conference  
CHVH MCV Boardroom Videoconference to  
HVC Anderson Office, HVC East Office BR (Ste. 420)  
HVC South Office CR (Suite 2400)  
7:00 - 8:00 a.m.

Fourth  
Wednesday Disease Management Conference:  
rotates CHF & EP Case Presentations  
CHVH MCV Boardroom Videoconference to  
HVC Anderson Office, HVC East Office BR (Ste. 420)  
HVC South Office CR (Suite 2400)  
7:00 - 8:00 a.m.

## Cancer Conferences

### Community Hospital East:

Third  
Thursday East General Cancer Conference  
Medical Staff Conf. Room  
12:00 to 1:00 p.m.

Fourth  
Tuesday East Multidisciplinary Breast Cancer Conference  
Medical Staff Conference Room  
7:00 to 8:00 a.m.

### Community Hospital North

First & Third  
Tuesdays North Multidisciplinary Breast Conference  
8040 Clearvista Parkway, Suite 550  
7:00 - 8:00 a.m.

Every Other  
Friday N. General Cancer Conference  
8040 Clearvista Parkway, Suite 550  
begin 1/18/13 7:00 - 8:00 a.m.

First  
Wednesday North Chest Cancer Conference  
8040 Clearvista Parkway, Suite 550  
7:00 - 8:00 a.m.

Third  
Wednesday Melanoma Cancer Conference  
8040 Clearvista Parkway, Suite 550  
7:30 - 8:30 a.m.

### Community Hospital South

Third  
Wednesday South Multidisciplinary  
Breast Cancer Conference  
Community Breast Care Center South,  
533 E. County Line Rd., Ste. 101, 8:00 - 9:00 a.m.

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

## Indiana University School of Medicine/ Indiana University Health

### IU – Methodist – Riley

Feb. 22 36th Annual Arthur B. Richter Conference in  
Child and Adolescent Psychiatry, Carmel, Indiana

Feb. 23 How to Help Your Patients Quit: Practical, In-Office  
Approaches for Tackling the Problem of Tobacco  
Franciscan St. Elizabeth Health School of Nursing  
Lafayette, Indiana

March 13 Pediatric Pulmonary Update  
Ritz Charles Banquet Facility, Carmel, Indiana

March 15-16 Masters Course in Sleeve Gastrectomy  
IU Health North Hospital, Carmel, Indiana

April 13 How to Help Your Patients Quit: Practical, In-Office  
Approaches for Tackling the Problem of Tobacco  
Vincennes, Indiana

April 26 2013 Indiana Sickle Cell Conference  
Riley Outpatient Center, Indianapolis

May 1 16th Annual IU Gastroenterology/Hepatology Update  
Indiana History Center, Indianapolis

May 4 How to Help Your Patients Quit: Practical, In-Office  
Approaches for Tackling the Problem of Tobacco  
IU Health Goshen Hospital, Goshen, Indiana

May 29-30 48th Annual Riley Hospital for Children  
Pediatric Conference  
Indianapolis Marriott Downtown, Indianapolis

July 26 Review & Interpretation of the 2013 ASCO Meeting  
JW Marriott Indianapolis

Course dates and locations are subject to change. For more information, please visit <http://cme.medicine.iu.edu> or call 317-274-0104.

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## IMS Events

### Indianapolis Medical Society

- March
- 13 Senior/Inactive Luncheon, Society, 11:30 AM. Speaker from the Indianapolis Marion County Public Library (IMPL), on eBooks
- 17 IMS Advisory Breakfast (Le Peep's), 7:30 AM ... prior to ISMA BOT 9:00 AM, State Hdqtrs.
- 19 IMS Board, Society, 6:00 PM, Social; 6:30 PM, Dnr/Mtg., Speaker
- 30 HAPPY DOCTOR'S DAY!
- April
- 16 Executive Committee, Society, 6:00 PM, Sandwiches
- 24 Administrative Professional's Day (aka Secretaries' Day)
- May
- 21 IMS Board, Society, 6:00 PM, Social; 6:30 PM, Dnr/Mtg
- June
- 2 IMS Advisory Breakfast (Le Peep's), 7:30 AM ... prior to ISMA BOT, 9:00 AM, State Hdqtrs.
- 12 Senior/Inactive Luncheon Meeting, 11:30 AM, Society
- 15-19 AMA House of Delegates Annual Meeting, Chicago, IL
- 25 Executive Committee, Society, 6:00 PM, Sandwiches ... rescheduled from 18th, conflict w/AMA
- July
- 16 IMS Board, Society, 6:00 PM, Social; 6:30 PM, Dnr/Mtg
- August
- 20 Executive Committee, Society, 6:00 PM, Sandwiches
- September
- 11 Senior/Inactive Luncheon Meeting, 11:30 AM, Society, Speaker TBA
- 17 IMS Board, Society, 6:00 PM, Social; 6:30 PM, Dnr/Mtg. Light dinner. Dr. Mark Hamilton will be installed as 140th IMS President. NO SPEAKER
- 20 ISMA BOT, Indianapolis JW Marriott, 10 S. West St., Indpls., 46204. 1:00 PM
- 20-22 ISMA CONVENTION, JW Marriott Hotel, 10 S. West St., Indpls., 46204
- October
- 15 Executive Committee, Society, 6:00 PM, Sandwiches
- 30 ISMA's Fall Legislative Dinner, Indy Marriott Downtown
- November
- 10 IMS Advisory Breakfast, 7:30 AM prior to ISMA BOT @ 9:00 AM, State Hdqtrs.
- 16-19 AMA House of Delegates
- 19 IMS Board, Society, 6:00 PM, Social; 6:30 PM, Dnr/Mtg
- December
- 11 Senior/Inactive Luncheon Meeting, 11:30 AM, Society TBD
- 17 Executive Committee Holiday Dinner, with Spouses/Guests, Dr. Hamilton selects location

*Submit articles, photographs and information for the IMS Bulletin by emailing [ims@imsonline.org](mailto:ims@imsonline.org) or [mhadley@imsonline.org](mailto:mhadley@imsonline.org). We want to feature you.*

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## President's Page *(Continued from page 7)*

how to manage the "hostility curve" is a tactic long used in the business arena, and there are lessons to be learned in dealing with dissatisfied patients. There are several educational programs designed to teach physicians how to improve patient satisfaction during patient encounters. These techniques which encourage empathy are likely to be beneficial and effective, and while we all should have this caring attitude towards our patients, some physicians may need training to effectively convey it.

Finally, it is also important to consider the fact that negative patient satisfaction data can, and does, adversely impact physician satisfaction, since low scores can affect work attitudes and compensation. So....next month's topic will be physician satisfaction.

References:

*Bancroft Boens mg*

- <sup>(1)</sup> [www.haygroup.com/us/press/details.aspx?id=31802](http://www.haygroup.com/us/press/details.aspx?id=31802)
- <sup>(2)</sup> Hall, Melvin, healthcare financial management, October 2008
- <sup>(3)</sup> [ama-assn.org/amednews/2012/11/26/psra1126](http://ama-assn.org/amednews/2012/11/26/psra1126)
- <sup>(4)</sup> Fenton, Joshua et al, Arch Internal Med 2012; 172(5):405-411

## Call for Nominations for IMS Leadership, Delegates & Committees

Want Your Voice Heard?

Your IMS is accepting Nominations!!

The Indianapolis Medical Society wants you to join the IMS Leadership Team. Make a difference in the professional lives of your colleagues, friends, and family in medicine. Take an active role in the IMS!

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Laser Therapy

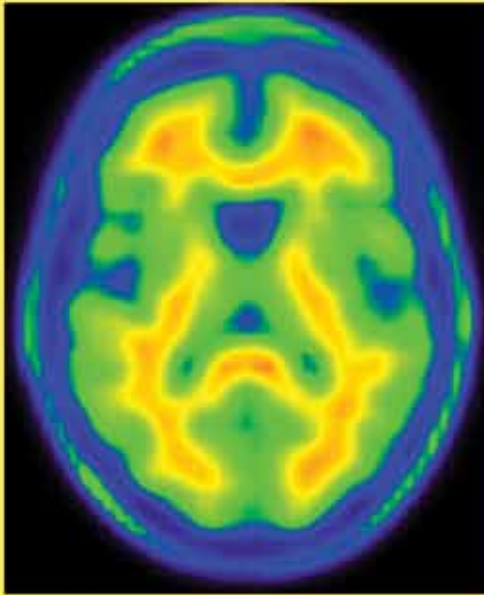
Cellular Therapy

Surgical Scar Revision



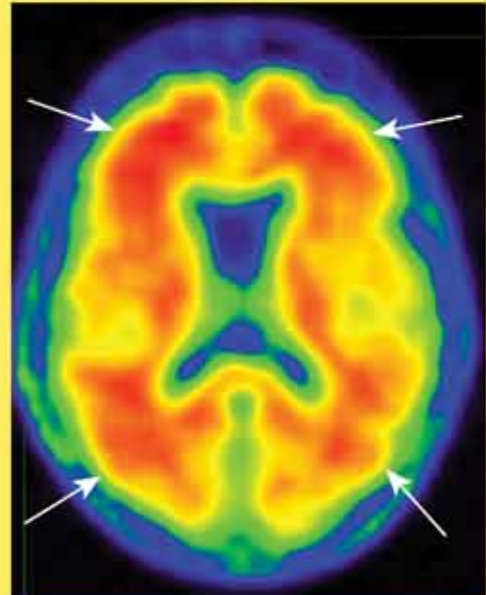
# ***Now Available In Indianapolis!***

## ***PET-CT Tracer to Help Diagnose Alzheimer's Disease ...and Memory Disturbances***



### **Negative Scan**

*A negative Amyvid scan indicates that a person has few or no amyloid plaques – consistent with no presence of Alzheimer's Disease.*



Arrows Indicate Amyloid Neuritic Plaques

### **Positive Scan**

*A positive scan indicates moderate to frequent amyloid plaques – consistent with a pathological diagnosis of AD. However, this amount of plaque can also present in other neurological conditions as well as in older adults with normal mental functioning.*

The first and only FDA-approved PET-CT tracer, Amyvid, is now available for use in testing patients being evaluated for Alzheimer's Disease and other causes of cognitive decline.

To schedule a scan or for more information, call 317-XRAY NOW (972-9669), or toll-free 800-400-9729.