

**IMS**  
Indianapolis  
Medical Society  
1848

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# Bulletin

**LET'S RUN!**  
**JOIN "TEAM IMS!"**  
**CARMEL MARATHON**  
**APRIL 16, 2016**

**APRIL 20**  
**MEDICAL LEGAL**  
**DINNER**

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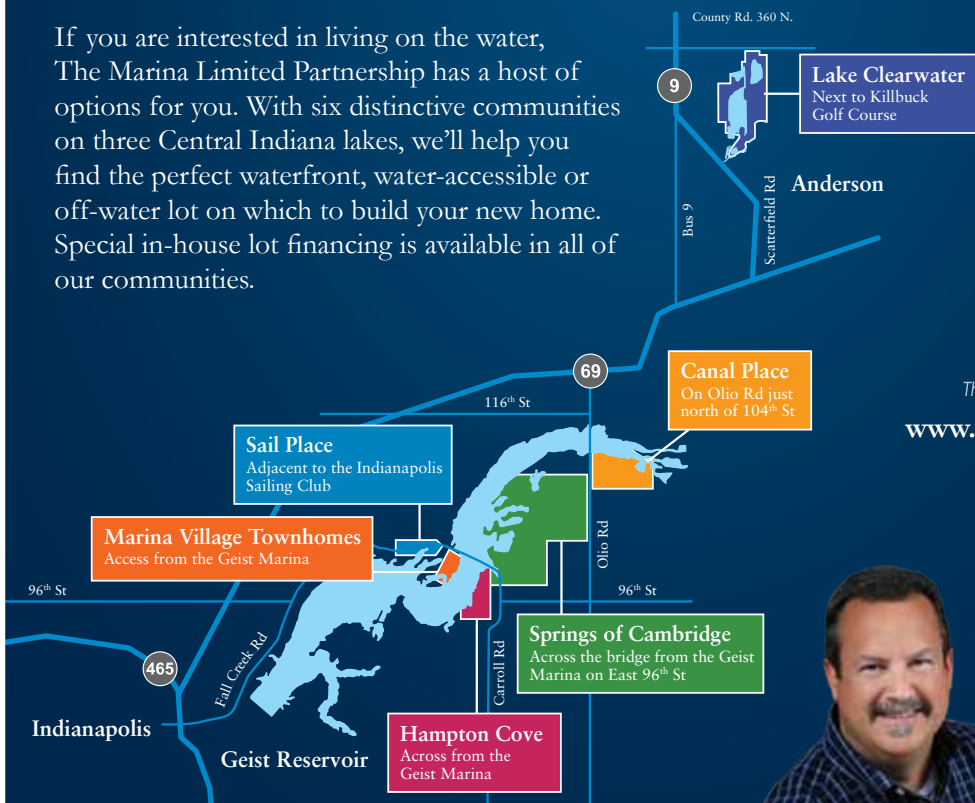
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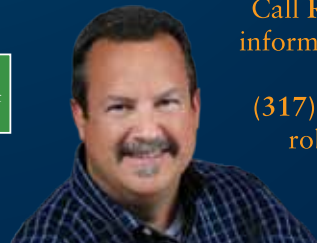
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**ATTENTION SOCIETY MEMBERS**

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.

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**about our cover**

On our cover:  
The photo was garnered from the web...come Join "Team IMS" for the Carmel Marathon, April 16, 2016 (see page 12) and plan to enjoy the Medical Legal Dinner (see page 14).

**Extraordinary Opportunity for IMS Members ...**

**Your IMS needs your input, your vitality and your knowledge!**

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## *Protecting and Projecting Your Image and Reputation on the Internet*

Dear Colleagues,

We all clearly live in a world of nearly instantaneous 'now,' whether it be our personal lives or specifically our professional lives, we are at the fingertips of instant accessibility and visibility to anyone in the world. With the explosion of the Internet and the worldwide web, nearly everything we do professionally, and possibly personally, is researchable, discoverable and reviewable. Most of this is a good thing. With the current tools of communication at our fingertips, we get emails throughout our day and well into our evenings that require one to make a relatively immediate response. This may be from our office, from our professional societies, possibly patients and colleagues. With this instant access, we can also more digitally interconnect with each other, our medical records systems, hospital systems and share and obtain medical data immediately. All of this is good. Texting has become more and more popular; whether or not one uses Instagram, texting has begun to replace phone calls, speaking with each other or our colleagues. Many people, including physicians, have Facebook pages, personally or professionally. I will touch on this later.

With the worldwide web, patients and prospective patients are searching websites and information sites about their symptoms, their diagnoses or ongoing medical issues. The web provides an opportunity for patients to find you geographically through services such as Google Maps or by your phone listing. Rarely do patients use printed materials, such as the Yellow Pages. Patients will routinely Google your name and your practice to read about you prior to their appointment. They may even find you by researching the specialty you are in, or by a specific procedure they are interested in having done. This all serves us well, whichever is our field of practice. It may be more prominent in the field of elective plastic surgery, but it transcends all of our medical specialties and the practice of medicine itself. Patients are now very Internet-savvy and may present with a predetermined idea of what they need, what their diagnosis is, and which treatments that they have read about are appropriate.

Many doctors are involved in answering patients' emails or blogs which could extend to even pre-visit consultations. Formal consultations are even being performed by physicians with patients prior to even having met or examined them.

It is very important for you to have a website, or at least a Google page about yourself that you claim and update as your profile page; this is your online business card. You probably should ensure your photo is included with basic information, such as your office address and phone number. It is generally a good idea if you or your practice has a website. It is important to keep the content updated. Content is 'king.' You can do this by having 'news' or a blog area on your site that keeps readers updated on what is happening in your practice; i.e., new services, procedures, even speaking engagements, professional appointments, success stories, etc. Posting new and relevant content is the way to keep current in the search engines as well. There are many companies, such as search engine optimization companies (SEOs), that state they can "get you ranked higher in the search engines." However, "Buyer Beware." Be very careful if you choose to work with someone in

this capacity. Work only with companies that are 'Google partners.' These SEO companies can be, and most often are, very expensive and sometimes may do more harm than good, so do your homework. You may decide to post your own videos on your You Tube page and link them to your website. This can be very informative and give prospective patients some interaction with you before meeting you in your office. It is a good idea to take written testimonials you have received from patients and, with their permission, post them on your website in a testimonial section that could be broken down by procedure, or areas of specificity, within your practice.

If you choose to have a Facebook page for your practice, make sure you, or someone in your office, are constantly monitoring this. If you have a blog, check for any 'spam' comments and remove these. It is extremely important to know what people are saying about you, so Google yourself regularly or have someone in your office responsible for this. Look at popular review sites to see what patients are saying about you. Again, a staff member can do this for you periodically.

You can create accounts with medically related review sites in order to add your photo and practice information. You should consider making a LinkedIn page, as it interrelates with colleagues and other related businesses that pertain to your type of practice. Google search is the most common way people find you but, again, they may find you on Facebook or other websites that review doctors, such as Vitals, Yelp, RealSelf, Twitter, HealthTap, Healthgrades, UCompareHealthCare, RateMDs, etc. If you are a personal Facebook user, be careful and shy away from posting anything about yourself that you would not want a colleague or prospective patient to see. As mentioned, regularly check for spam or check your blog, as well as YouTube, for people who leave spam comments and remove these. Look for other people who are commenting and respond appropriately, or have one of your staff members respond. To utilize Facebook for your practice, you can use what you post on your website's news page and 'repurpose' it for Facebook, Twitter and LinkedIn. Connect with your professional societies' Boards, as they have websites for people who are searching for doctors with credentials, and you can use that to your advantage to link to your website so people find you and read about you as a competent, board certified and skilled professional in your field. Remember, too, the IMS has a physician finder highlighting Members for patients and colleagues to access and, if your URL is provided, can assist with a click to link to your site.

Managing your reputation is extremely important. Several companies offer to help you manage your reputation. Again, "Buyer Beware." So what do you do if someone posts a review of you on one of these sites that is false and damaging or, at the least, very misleading? The first thing is to proactively counterbalance any possible unhappy experience by a patient with you or your practice by having your patients review you. Have a card or a system by which you or your office staff ask your patients to review you on sites. You may want to give them a list of sites, including Google, for them to post a positive review about you. The problem we all face is that most of our patients are happy, satisfied and receive good care but do not take the time to go to a website or a doctors' review site to post a positive comment. It is those rare patients who have

*Continued on page 8.*

not had, in their opinion, a good experience with you or your office and go out of their way to post negative, even sometimes malicious comments about you on the web. They will stand out, particularly if a number of positive reviews are not there to counterbalance.

*"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful."* – Jeff Bezos

*"We (need to) see our customers (patients) as invited guests to a party and we are the hosts. It is our job every day to make every important aspect of the customer (patient) experience a little bit better."* – Jeff Bezos

*"A brand for a company is like a reputation for a person. You earn reputation while trying to do hard things well."* – Jeff Bezos

What do you do if there is a false, malicious or defaming post about you? First, you can contact Google if there is something malicious. It may be worthwhile first to take steps to contact the person who posted the negative review and try to resolve the issue with the patient. This may involve ultimately contacting an attorney to help resolve this issue.

There are companies who promise they can manage negative reviews on websites on the Internet for you. They charge large fees and, in truth, may have no ability to have negative posts removed. In the end, all they have done is cost you money and told you to do the things we have already covered which are things you and your office staff can do for yourselves. If there really is content on Google that may violate the law, Google wants you to let them know. They will carefully review materials, consider blocking, removing or restricting access to it. Abusive content on Google services may also violate Google's product policies, so before sending them a legal request, consider flagging the post, image or video for one of their content teams to review. For more information on Google's product

and privacy policies and their commitment to transparency, there is a link to a website to learn how to submit a valid legal notice to Google: (<https://support.google.com/legal/answer/3110420?rd=1>).

Protecting your information – Google claims their aim is to provide you with the world's strongest security and privacy tools, and that security and privacy matter to them because they know how important it is to all of us. The transparency process is a core value at Google. They feel it is their responsibility to ensure maximum transparency around the flow of information related to their tools and services. They do believe that information means more choice, more freedom and, ultimately, more power for the individual. If you find the need to submit a legal request, remember there is a mechanism. This tool will provide you the process of reporting content that you believe warrants removal from Google Services based on applicable laws. Completing the appropriate form will ensure they have all the information necessary to investigate your specific inquiry and resolve it as quickly as possible.

*"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you will do things differently."*

– Warren Buffet

So, in summary, we, as physicians, are trying to practice better medicine with more efficiency and relate more and more with our patients through digital access and communication. Managing this appropriately so that it benefits patients, our practices, and our personal lives, is critically important. We need to learn how to manage the beneficial aspects and deal with some of the negative ramifications that will undoubtedly occur. I hope this has stimulated you to think along the lines of protecting your image and reputation which is easily accessible for anyone to see.

Sincerely,

*Stephen W. Perkins, M.D.*

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# Bulletin Board

**Theresa M. Rohr-Kirchgraber, MD**, was the invited speaker for the Case Western Reserve Women Faculty School of Medicine organization winter meeting. She led a discussion on Women in Medicine for the students, as well as, a session on Gender and Salary for the faculty in February.

Dr. Rohr-Kirchgraber presented on “Physician and Resident Emotional Health” for Residents Wellness Day held for Indiana residents on February 6, 2016 at Eskenazi Health.

**Rick C. Sasso, MD**, Indiana Spine Group, has co-authored a book chapter that was published in the *Handbook of Spine Surgery*. The chapter addresses techniques of lumbar facet fusion.

**Stephen W. Perkins, MD**, of Meridian Plastic Surgeons served as Course Director and was a Key Faculty member, panel moderator and panelist at the recent 4th Biennial Caribbean Facial Plastic Surgery Update in Barbados. His lecture topics included Forehead Lift, Facelift and Rhinoplasty.

## News from Franciscan St. Francis Health ...

**David M. Mandelbaum, MD**, has been appointed medical director for Palliative Care Services at Franciscan St. Francis Health.

Dr. Mandelbaum will lead a team of providers whose interdisciplinary care relieves suffering and improves quality of life for patients and their families. Palliative medicine assists patients who are experiencing serious, often life-limiting illnesses, while providing support for their loved ones.

Two specialty care physicians were honored January 30, 2016 with the 2015 Distinguished Service Award presented by Franciscan St. Francis Health:

**E. Michael Keating, MD**, is a retired orthopedic surgeon from the Center for Hip & Knee Surgery and Joint Replacement Surgeons, a practice of Franciscan Physician Network. The second honoree, **David C. Pound, MD**, is a gastroenterologist with Indianapolis Gastroenterology and Hepatology Inc.

Dr. Keating retired from practice in early 2015 after practicing in Mooresville for more than 25 years.

Dr. Pound continues with an active practice in the Indianapolis area. He attended medical school and completed his residency and fellowship training at the Indiana University School of Medicine, where he currently holds an academic appointment.

## News from Goodman Campbell Brain and Spine ...

**Jean-Pierre Mobasser, MD** and **Troy D. Payner, MD**, were participating faculty at the American Association of Neurological Surgeons’ Winter Clinics for Cranial & Spinal Surgery held in Snowmass Village, Colorado, February 21–25. Dr. Mobasser presented during the session “A New Protocol for Intra-operative Wound Care to Reduce Wound Infections in Open Posterior Spinal Surgery.” Dr. Payner moderated the panel, “Historical Perspectives in Neurosurgery & Looking Toward the Future.” Dr. Payner also joined panelists on “Stump the Chump – 4 Cases.”

There was much media attention during the movie release of “Concussion,” last December starring Will Smith. Smith portrays the forensic pathologist who fought the National Football League to reveal his research on how repetitive blows to the head suffered by professional football players can lead to chronic traumatic encephalopathy brain damage. **Saad A. Khairi, MD**, who serves as a neurotrauma consultant for the NFL, was interviewed on December 24 by CBS4 (WTTG) about head injuries and player safety. “No one goes into the NFL thinking I’m not going to be able to think right when I’m done playing. Most are willing to sacrifice their body, but not their brain,” Dr. Khairi told Channel 4.

**Drs. Aaron A. Cohen-Gadol** and **Thomas J. Leipzig**, along with their co-authors, presented their abstract, “DWI lesions in intracerebral hemorrhage (ICH) are associated with one-year case fatality,” during the Abstract Poster Session of the International Stroke Conference sponsored by the American Health Association. The conference was held in Los Angeles, February 17–19.



Aaron A. Cohen-Gadol, MD



David H. Fulkerson, MD



E. Michael Keating, MD



Saad A. Khairi, MD



Thomas J. Leipzig, MD



David M. Mandelbaum, MD



Jean-Pierre Mobasser, MD



Troy D. Payner, MD



Stephen W. Perkins, MD



David C. Pound, MD



Theresa M. Rohr-Kirchgraber, MD



Rick C. Sasso, MD

Drs. Cohen-Gadol and Leipzig, along with their co-authors presented during the Abstract Poster Session of the American Heart Association Quality of Care and Outcomes Research 2016 Scientific Sessions. Their abstract is titled, “Predictors of Percutaneous Endoscopic Gastrostomy in Intracerebral Hemorrhage.” The Scientific Sessions were held in Phoenix, Arizona, on February 28–March 1.

**Daniel H. Fulkerson, MD**, and fellow authors have reported on their analysis of the clinical outcomes and financial costs of transferring a population of children with isolated skull fractures to a Level 1 pediatric trauma center (Riley Hospital for Children, Indianapolis) over a 9-year period. The study found that nearly \$2 million was spent just on the ambulance and helicopter transfer fees for 438 pediatric patients with isolated skull fractures. All patients had good outcomes and none required neurosurgical intervention. The authors’ complete analysis appeared online ahead of print on January 1 in the *Journal of Neurosurgery: Pediatrics*.

**LET'S RUN!  
JOIN "TEAM IMS!"**

**Carmel Marathon Weekend**

**April 16, 2016**




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**www.carmelmarathon.com**  
**317.407.8489**

# 2016 REGISTRATION FORM



Use this form to register for the Carmel 5K Team IMS.

Please accurately and legibly complete all fields. Mail-in registrations must be postmarked no later than April 9, 2016 and are subject to capacity restrictions. **Entry is NON-REFUNDABLE.**

Register Online at [www.CarmelMarathon.com](http://www.CarmelMarathon.com)



1. SELECT EVENT	Fee from now-12/31	Fee from 1/1-3/31	Fee from 4/1-4/10	Race Week Fee 4/11-4/15
<input type="checkbox"/> <b>Marathon*</b>	\$75	\$85	\$90	\$95
<input type="checkbox"/> <b>Half Marathon**</b>	\$55	\$60	\$70	\$75
<input type="checkbox"/> <b>Horizon Bank 8K</b>	\$30	\$35	\$40	\$45
<input type="checkbox"/> <b>Carmel 5K – Team IMS</b>	\$25	\$30	\$35	\$40
<input type="checkbox"/> <b>13 &amp; Under 5K</b>	\$15	\$20	\$25	\$30

\*Must be at least 16 years old to participate in the marathon and be able to finish in 6.5 hours. \*\*Must be at least 10 years old to participate in the half marathon. Skateboards and animals are prohibited. Baby joggers and strollers are ONLY allowed in the Stay Healthy Hamilton County 5K.

**NO RACE DAY REGISTRATION. NO RACE DAY PACKET PICK-UP.**

## 2. PERSONAL INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ Sex:  M  F Date of Birth: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Age on 4/16/16 \_\_\_\_\_  
(circle one) MM DD YYYY

Email \_\_\_\_\_ T-Shirt Size (GENDER SPECIFIC): XS / S / M / L / XL / XXL  
(circle one)

Estimated Finish Time: Hr \_\_\_\_ Min \_\_\_\_ Phone # \_\_\_\_\_ Emergency # \_\_\_\_\_  
(Required for Marathon & Half Marathon only)

## 3. PAYMENT INFORMATION

3 or 4-Digit Security Code

Check or Money Order  Visa  MC  AMEX Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Billing Address \_\_\_\_\_ Billing Zip \_\_\_\_\_

## 4. SIGN WAIVER:

All participants in the Carmel Marathon Weekend events and other related marathon weekend events (collectively the "events") are required to assume all risk of participation in the events by signing this release agreement: The undersigned Athlete and on behalf of Athlete's personal representatives, assigns, heirs, and executors, fully and forever releases from all liability, including negligence, the City of Carmel, Hamilton County, Carmel Road Racing Group, LLC and directors, officers, managers, employees, all municipal agencies whose property or personnel are used, and all other sponsoring or co-sponsoring companies or individuals related to the events (collectively Releasees). Athlete and on behalf of Athlete's personal representatives, assigns, heirs and executors waives the right to sue Releasees for all losses and damages that arise from any injury to Athlete or Athlete's property or resulting in Athlete's death in connection with the Athlete's participation in the events including but not limited to losses or damage caused by the negligence of all or any of the Releasees or otherwise, and also including any pre or post-race activities and any programs and/or giveaways conducted at the events/activities by a sponsor or other third party. The Athlete warrants that Athlete is in good physical condition and is able to safely participate in the events. The Athlete is fully aware of the risks and hazard inherent in participating in the events and elects to voluntarily compete in the events knowing such risks. The Athlete agrees to the use of Athlete's name and photograph in broadcasts, newspapers, brochures, and other media without compensation. The Athlete grants to the Medical Director of the events and the Official Medical Team and its agents, affiliates, and designees access to all medical records (and physicians) as needed and authorize medical treatment as needed. The Athlete acknowledges that Carmel Road Racing Group, LLC has the right to alter, change, cancel and/or postpone any of these events as a result of circumstances that would affect or impact the event which are beyond their control. The Athlete warrants that all statements made in this release agreement are true and correct and understands that Releasees have relied on them in allowing Athlete to participate in the events. Athlete has read the foregoing and intentionally and voluntarily certifies compliance by accepting this waiver. If Athlete is under age 18: The undersigned certifies that my son/daughter has my permission to participate in the events. The undersigned has read the foregoing release and waiver of liability agreement (above) and by signing below intentionally and voluntarily agrees to its terms and conditions. I hereby authorize medical treatment for him/her and grant access to my child's medical records as necessary.

Signature of Participant \_\_\_\_\_ Date \_\_\_\_\_ Signature of Parent or Legal Guardian (if participant is under 18) \_\_\_\_\_ Date \_\_\_\_\_

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*“ For over 15 years ago, Steve Hoffacker and his team of professionals have allowed me to do all the activities I love (running, skiing, golfing) better and without injury by strengthening and stretching me beyond what I could do for myself. As physicians, if we do this for ourselves (begin and maintain a balanced program), we will not only be better physically functioning, taking care of our patients, but we will be better for our families as well. ”*

*- Dr. Steve Perkins*

## New Members

**Anderson, Melissa D., MD**  
IU Health Physicians  
Kidney Diseases  
550 University Blvd., #6100  
46202-5149  
Ofc – 948-0730  
Fax – 944-4319  
Internal Medicine, 2009  
Nephrology, 2011  
Southern Illinois University, 2005

**Berger, Steven H., MD**  
Steven H. Berger, MD  
P.O. Box 44106  
46244-0106  
Ofc & Fax – 929-1485  
Web – [www.bergerforensic.com](http://www.bergerforensic.com)  
Psychiatry, 1978  
Forensic Psychiatry, 1998, 2013  
University of Michigan, 1972



**Clapp, D. Wade, MD**  
IUSOM – Department of  
Pediatrics  
Riley Hospital for Children  
705 Riley Hospital Dr., #5900  
46202-5109

Ofc – 944-7810  
Fax – 944-4471  
Pediatrics, 1988  
Neonatal-Perinatal  
Medicine, 1991, 1997  
Indiana University, 1982

**Cripe, Larry D., MD**  
(Reactivation)  
IU Simon Cancer Center  
535 Barnhill Dr., #473  
46202-5116  
Ofc – 944-0920  
Fax – 944-3684  
Internal Medicine, 1987  
Medical Oncology, 1991  
Hematology (IM), 1992  
Hospice & Palliative Medicine, 2010  
Rush Medical College, 1984

**Lah, Melissa D., MD**  
IU Health Physicians  
975 W. Walnut St., #130  
46202-5181  
Ofc – 944-3966  
Fax – 278-2387  
Pediatrics, 2010  
Medical Genetics, 2013  
Indiana University, 2007

**Phan, Jennifer, MD**  
Resident – IU School of Medicine  
Otolaryngology  
Indiana University, 2009

**Springs, Clark L., MD**  
Eye Specialists of IN  
1901 N. Meridian St.  
46202-1303  
Ofc – 925-2200  
Fax – 921-6614  
Ophthalmology, 1999, 2010  
Medical University of  
South Carolina, 1994

**Watson, Maureen L., MD**  
Laser Delete, LLC  
8560 Madison Ave.  
46227-6192  
Ofc – 671-1311  
Diagnostic Radiology, 1994  
Indiana University, 1990

**Webb, Timothy T., MD**  
(Reactivation)  
Anesthesiology, 2015  
Critical Care Medicine (AN)  
Indiana University, 2010

## In Memoriam



**John Thomas Haynes, MD**  
1931 - 2016

John Thomas Haynes, MD, 84, passed away peacefully at his home in Indianapolis, Indiana on January 29, 2016. Dr. Haynes was born in Indianapolis, Indiana on June 28, 1931.

As a boy he had interests in science and sports, and worked at Hamachers in Broad Ripple. He graduated from Broad Ripple High School and earned his undergraduate and medical school degrees from Indiana University. He was a member of Acacia and rode in the inaugural Little 500. He remained a supporter of the Hoosiers his entire life.

Dr. Haynes entered his medical practice with a residency at Methodist Hospital and established one of the first allergy practices in the state. Indianapolis Allergists, Inc. was a thriving practice that treated generations of patients over the years. Dr. Haynes was known for his compassion, sense of humor and the ability to give shots that were all but painless. Dr. Haynes was responsible for the development of the Pollen Count.

Dr. Haynes served the IMS as a member of the Professional Affairs Committee from 1988 until 1997.

He retired in 2006.

### Save This Information for Tax Filing

Each year at this time, the IMS provides information about your dues payment that you will need for tax filing purposes. Part of your AMA and ISMA dues, that portion used for lobbying, is not tax-deductible. For this year ISMA is 26%; contact the AMA about their nondeductible dues [msc@ama-assn.org](mailto:msc@ama-assn.org).

**As always, your Indianapolis Medical Society dues are 100% tax deductible as a business expense.**

## April 20, 2016, 6:00 - 10:00 p.m. Medical Legal Dinner\*

Featuring Dr. Terry R. Trammel, “The History of Motorsports Medicine”

Please join your colleagues in the revival of this renowned event bringing physicians and lawyers together for a night of camaraderie and good conversation.

**RSVP: <http://www.indybar.org/events-education/calendar/2016-04-20/1349>**



Ritz Charles, 12156 N. Meridian, Carmel  
IMS Member \$100, IMS Member & Guest \$200  
Non-Member \$125, Non-Member & Guest \$250



\$1,500 for a reserved table with a sponsor placard and \$2,000 for a display table at the event

\*Sponsored by the Indianapolis Medical Society & the Indianapolis Bar Association

# CME & Conferences

## Community Hospital East

First  
Wednesday Critical Care Conference  
Ste. 420, 12:00 - 1:00 p.m.

Second  
Tuesday Medical Grand Rounds  
Ste. 420, 12:30 - 1:30 p.m.

## Community Hospital North

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

Every Other  
Month Psychiatry Grand Rounds  
7250 Clearvista Dr.  
4th Thursday Multi-Service Rms. 1 & 2, 7:30 - 8:30 a.m.

## Community Heart & Vascular 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)  
HVC Kokomo, 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)  
HVC Kokomo, 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)  
HVC Kokomo, 7:00 - 8:00 a.m.

## 2016 Cancer Conferences

### Community Hospital East

Third  
Thursday East General Cancer Conference - CHE  
Ste. 420, 12:00 noon to 1:00, lunch provided

Fourth  
Tuesday East Multidisciplinary Breast Cancer Conference - CHE  
Ste. 420, 7:00 to 8:00 a.m.

### Community Hospital North

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

Second & Fourth  
Wednesdays North Multidisciplinary GI/Colorectal Oncology Conference - CHN  
8040 Clearvista parkway, Suite 550  
7:00 to 8:00 a.m.

First  
Friday North Multidisciplinary Gynecologic Surgical  
Oncology Conference - CHN  
8040 Clearvista Parkway, Suite 550  
7:30 to 8:30 a.m.

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

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

### Community Hospital South

Second  
Wednesdays South Multidisciplinary Breast Cancer Conference - CHS  
Community Cancer Center South  
1440 E. County Line Rd., Community Room  
8:00 to 9:00 a.m.

Third  
Wednesday South GYN  
Community Cancer Center South,  
1440 E. County Line Rd., Community Room  
12:00 to 1:00 p.m.

Fourth  
Wednesday South Thoracic  
Community Cancer Center South,  
1440 E. County Line Rd., Community Room  
7:00 to 8:00 a.m.

First  
Tuesday South Multidisciplinary GI/Colorectal Oncology Conference  
1440 E. County Line Rd.  
Community Cancer Care, Community Room  
12:00 to 1:00 p.m.

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

## Indiana University School of Medicine/ Indiana University Health

### IU – Methodist – Riley

Online CME Activity  
HPV Documentary, Someone You Love: the HPV Epidemic  
<http://cme.medicine.iu.edu/hpvdocumentary>

March 4 RESPECT Conference - Let's Talk Palliative Care  
Ritz Charles Banquet Facility

Mar. 10-13 AMWA 101st Annual Meeting  
Miami, Florida

Apr. 15-16 Bloomington Pediatric Medical Weekend  
IU Health Bloomington Hospital

April 15 GYN for the Primary Care Provider  
Indiana History Center

Apr. 18-20 4th Annual International Health Services  
Research Symposium  
Health Information and Translational Science  
Building (HITS)

Apr. 22 Sickle Cell Disease Conference: Now is the Time  
The Marten House Hotel & Lilly Conference Center

Apr. 23 Practical Pearls General and Community Pediatrics  
Riley Outpatient Center

May 6 19th Annual IU Gastroenterology/Hepatology Update  
Indiana History Center

May 10-11 51st Annual Riley Hospital for Children's  
Pediatric Conference  
Sheraton Indianapolis Hotel at Keystone Crossing

July 15 Review & Interpretation of the 2016 ASCO Review  
The Tower

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

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 317-274-0104.

## IMS Events/Meetings

March 6 IMS Advisory Breakfast (Le Peep's), 7:30 AM ...  
prior to ISMA BOT 9:00 AM, ISMA

March 9 Senior/Inactive Luncheon, "Lessons Learned from a  
50-Year Medical Career," Harvey Feigenbaum, MD  
11:30 AM, Knights of Columbus, 2100 E. 71st St.,  
Indpls., 46220, 317-253-3471

March 22 IMS Board, 6:00 PM, Social; 6:30 PM, Dnr/Mtg.,  
Holiday Inn, 251 E. Pennsylvania Pkwy.,  
Indpls., IN 46280. 574-4600.

### March 30 Happy Doctor's Day!

TBD IMS Nominating Cmte., 6:30 PM, Light Dinner.

### April 16 Carmel Marathon, Join "Team IMS"

April 19 Executive Committee, TBD, 6:00 PM, Sandwiches

April 20 Medical Legal Dinner, 6:00 - 10:00 p.m.  
Ritz Charles, Carmel  
Featuring Dr. Terry R. Trammel,  
"The History of Motorsports Medicine"

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CT <i>with contrast</i>	<del>\$1,750</del>	<b>\$500</b>	71%
CT <i>with &amp; without contrast</i>	<del>\$2,325</del>	<b>\$600</b>	74%
DXA	<del>\$330</del>	<b>\$75</b>	77%
MRI <i>without contrast</i>	<del>\$4,275</del>	<b>\$600</b>	86%
MRI <i>with contrast</i>	<del>\$4,575</del>	<b>\$700</b>	85%
MRI <i>without &amp; with contrast</i>	<del>\$4,775</del>	<b>\$800</b>	83%
PET/CT	<del>\$6,275</del>	<b>\$1500</b>	76%
Screening Mammogram	<del>\$490</del>	<b>\$200</b>	69%
Diagnostic Uni Mammogram	<del>\$450</del>	<b>\$225</b>	56%
Ultrasound	<del>\$560</del>	<b>\$150</b>	60%

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