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<table>
<thead>
<tr>
<th>Service</th>
<th>Average Competitor Fee</th>
<th>NWR Flat Rate Pricing</th>
<th>Minimum Average Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Radiographs or X-Rays</td>
<td>$605</td>
<td>$50</td>
<td>93%</td>
</tr>
<tr>
<td>CT without contrast</td>
<td>$1,500</td>
<td>$400</td>
<td>73%</td>
</tr>
<tr>
<td>CT with contrast</td>
<td>$1,750</td>
<td>$500</td>
<td>71%</td>
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<tr>
<td>CT with &amp; without contrast</td>
<td>$2,325</td>
<td>$600</td>
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<tr>
<td>DEXA</td>
<td>$830</td>
<td>$125</td>
<td>62%</td>
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<tr>
<td>MRI without contrast</td>
<td>$4,975</td>
<td>$600</td>
<td>86%</td>
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<tr>
<td>MRI with contrast</td>
<td>$4,775</td>
<td>$700</td>
<td>85%</td>
</tr>
<tr>
<td>MRI without &amp; with contrast</td>
<td>$4,775</td>
<td>$800</td>
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<tr>
<td>PET/CT</td>
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<td>$2000</td>
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<tr>
<td>Screening Mammogram</td>
<td>$490</td>
<td>$225</td>
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</tr>
<tr>
<td>Diagnostic Uni Mammogram</td>
<td>$450</td>
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<td>44%</td>
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<tr>
<td>Ultrasound</td>
<td>$560</td>
<td>$150</td>
<td>60%</td>
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</table>

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Thank you to Beverly Hurt for her dedicated service to IMS.

IMS Suggestion Box
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Dr. McAteer welcomes suggestions from physicians, IMS Members and non-members. Simply click on the suggestion box icon and “Let Us Hear from YOU!”
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Bulletin Subscriptions: $36.00 per year
AMA Web Page: http://www.ama-assn.org
IMS Web Page: http://www.imsonline.org
This month, I would like to pay tribute to Beverly Hurt, our Indianapolis Medical Society Executive Vice President since 1991 and IMS employee since March of 1984. She is retiring. I cannot envision our society without her, since she has been involved in IMS as long as I have. For me, she has served as a model for professionalism. Bev has always been able to stay calm and cool under pressure, able to demonstrate competency and dedication to her purpose – serving us physicians.

As leaders, we physicians may tend to look outward to highlight problems that are huge, uncomfortable and difficult. When we face each other, explore our own abilities and vulnerabilities to see what we can do in the sphere of our local work, there exists greater potential for positive change. Bev helped us frame ideas into goals and facilitated relationships for developing consensus and strength of purpose. She believes in the healing power of our Indianapolis Medical Society members.

As Past IMS President Paula Hall stated, “Beverly embodies the spirit of IMS just as Colonel Sanders does for KFC”. Her strong personal qualities have served us well as she has dealt with physicians in various stages of spiritedness while maintaining her sense of humor, integrity and loyalty. Beverly understands physicians and genuinely likes hanging out with us. She has personally sought members to join, recognized and encouraged leaders, and held us accountable with appropriate carrots and sticks.

From Bernie Emkes, Past IMS and ISMA President: “Bev takes care of her doctors. This is never more evident than at the ISMA Convention, where she plans ahead, has supplies and creature comforts to make the weekend as relaxing and business-like as possible, yet never losing sight of working to make our delegates and officers feel needed, wanted and efficient. IMS and District 7 is as efficient and effective as any in the state, and that is primarily the result of Bev.”

Reviewing some of the projects that Bev helped facilitate is commendable when considering how many people are impacted because of these initiatives. Here are a few projects with which she was involved: publishing the IMS Monthly Bulletin, Gennesaret Free Clinic, fundraising for and participating in the building of the handicapped accessible playground at the Indianapolis Zoo, Project Diabetes, Project Health, DocBook, The Pictorial Roster, instrumental in the purchase, remodel, and sale of the IMS Headquarters Building, coordinating events for IMS Women in Medicine, celebrations, memorials and commemorations of members who have died.

Our IMS staff performs at the top of professionalism. Under Beverly’s leadership, the employees and associates continue to exhibit loyal service and deliver excellent products that enhance our society and our profession.

Through grant seeking, pitches to advertisers, polite and persistent requesting, Bev enabled IMS to exist long after similar-sized and functioning societies had closed their doors. We have a solid base of historical documents, complete meeting notes, precise record keeping because of Bev’s discipline and competency. This assures our relevancy for the future, those wise and conscientious physicians coming behind us, able to see our successes and struggles to assure more agile footing for the projects necessary for them.

How difficult it must have been, in 1991, to begin a career as an executive in a male dominated field. In 1991, records state that only 7.5% of IMS members were women, we have many more women members currently. From 1848-1991, three women served as president of IMS. After 1991, six women were elected. This is not just coincidental from Bev’s tenure as vice president.

Please join me in congratulating Beverly Hurt on a remarkable career. She has helped assure the legacy of our fabulous medical society. For those of you who have had the pleasure of working with Beverly, please take a moment to drop her a note. Beverly Hurt, 6300 W Hurt Rd., Monrovia, IN 46157. Email: BevDandBFarms@endeavor.com

President’s Page Mary Ian McAteer, MD

“Bev helped us frame ideas into goals and facilitated relationships...”
Robin Newhouse Says IU is Committed to Addressing the Addictions Crisis

By Robin Newhouse

Indiana is one of four states where the fatal drug overdose rate has more than quadrupled since 1999. Hoosiers are now more likely to die from a drug overdose than a car accident. According to the Indiana University Richard M. Fairbanks School of Public Health, the total cost of drug overdoses in Indiana tops $1 billion annually, measured in medical expenses and lifetime earnings losses.

Indiana is not alone in this crisis. In 2016, more people died from drug overdoses in the U.S. than the total number of Americans killed in the Vietnam War.

Just after taking office in January 2017, Gov. Eric Holcomb announced his vision for addressing the opioid crisis. “A Strategic Approach to Addressing Substance Abuse in Indiana” calls for a “data-driven system focused on substance abuse prevention, early intervention, treatment, recovery and enforcement” to reduce the prevalence of substance use disorder and help those with substance abuse disorder to recover. The message was clear: This is an urgent crisis that is taking a severe toll on far too many.

Indiana University President Michael A. McRobbie heard the call and quickly moved to action, focusing IU’s third Grand Challenges initiative on addressing the addictions crisis.

This is the nation’s largest and most comprehensive state-based response to the opioid addictions crisis, and the largest led by a university. It’s a unique partnership that stretches across all sectors -- a research university, state government, the health care industry, communities, nongovernmental organizations, other business, and nonprofits. With a problem as complex as this one, there needs to be a solution that addresses multiple levels and involves many different groups.

As the principal investigator for the project, I am pleased to work with an interdisciplinary steering committee, a scientific leadership team and a community advisory board to provide an integrated, coordinated and comprehensive approach to addressing the problem.

With an investment of $50 million over five years, the initiative will meet three goals:

(Continued on page 14)
Special Feature

Reinventing Medical Practice Digital Community

Lend your insights to the new vision for delivering patient care. Join the Reinventing Medical Practice digital community and connect with physician leaders to share the passions and projects that drive you to have a greater impact on the practice of medicine and the health of patients.

Would you like a more impactful way to inform current and prospective patients about the unique skills and contributions you and your practice offer, collaborate with colleagues from around the world, and educate your community about health issues? Learn how a personal brand can help you achieve these aims and much more. With 70-85% of patients accessing healthcare information online, it is no longer a question of if physicians should engage in personal branding but how to do so. Learn how to mitigate negative feelings about personal branding and fully embrace this strategy to help you take control of how you are perceived by your peers, patients, and community, and how branding can help you positively impact patients, collaborate with peers from around the world and stay relevant.

The conversation starts Thursday 3/29/18 9am CST and ends Friday 4/6/18, 5 CST – join by following this link:
https://reinvent-medical-practice.communities.ama-assn.org/discussions/612/about

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Special Feature

SEA 225 Related to Continuing Education Requirement Passes

Sec. 3.5. (a) IC 25-1-4-0.7, IC 25-1-4-1, IC 25-1-4-2, IC 25-1-4-3, IC 25-1-4-3.2, and IC 25-1-4-4 concerning continuing education apply to this section.

(b) Beginning July 1, 2019, a practitioner who is licensed by a board under IC 25-1-9 and applies for registration or reregistration under this chapter must have completed two (2) hours of continuing education during the previous two (2) years addressing the topic of opioid prescribing and opioid abuse.

(c) All continuing education courses required under subsection (b) must be:
   (1) approved by the board or the licensing board that regulates the practitioner; or
   (2) offered by an approved organization (as defined by IC 25-1-4-0.2).

(d) The Indiana professional licensing agency shall maintain on the agency's Internet web site a schedule of or link to opioid prescribing and opioid abuse continuing education courses that are available under subsection (c).

(e) If a practitioner is required to take continuing education as a condition to renew a registration, certification, or license under IC 25, the continuing education courses completed under this section must be applied to the fulfillment of that requirement.

(f) This section expires July 1, 2025.
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Above all, the Goodman Campbell surgeons are compassionate physicians who provide superior care of the brain and spine.

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Rick C. Sasso MD, took part in a multi-center Cervical Spine study that published an article in the Global Spine Journal. Below is the reference:


Rick C. Sasso, MD, was a co-author in a manuscript in the Spine Journal. I was part of a multi-center international prospective study assessing the surgical treatment of cervical myelopathy. The reference is below:


Rick C. Sasso, MD, was a co-author in a prospective, randomized, multi-center study evaluating bone graft substitutes for Anterior Cervical Fusion procedures. The article was released in the Journal Neurosurgery.


Theresa M. Rohr-Kirchgraber MD, Recognized by the American Medical Women’s Association as the Bertha Van Hoosen Award Recipient.

The American Medical Women’s Association (AMWA) will honor Dr. Theresa Rohr-Kirchgraber with the 2018 Bertha Van Hoosen Award at its 103nd annual meeting award ceremony on March 24, 2018. This award, named in honor of the Founder and first President of AMWA, honors one or more women physicians who have demonstrated exceptional leadership and service to women physicians and students through AMWA. This award celebrates those who have made an impact on our lives, our careers, and our patients.

Born and raised in Southern California, she completed a bachelor’s at California State University Long Beach, her MD from Weill College of Medicine at Cornell University, Internal Medicine residency at University Hospitals of Cleveland, OH, and is board certified in Adolescent and Internal Medicine. Clinically, she focuses on women’s health, primary care of the adult, care of childhood cancer survivors and adult eating disorders. Her academic focus is on promoting women in medicine and supporting efforts in women’s health and gender medicine.

Dr. Rohr-Kirchgraber served on the Board of Directors for the American Medical Women’s Association (AMWA), various committees and task forces, served as president of AMWA 2015-2016, and is currently Governance Chair. As the AMWA liaison to the American Medical Association-Women Physicians Section (AMA-WPS), she was vice chair of the governing council. Currently, she is an Associate Clinical Professor of Medicine and Pediatrics at Indiana University School of Medicine, Executive Director of the IU National Center of Excellence in Women’s Health and the Chief Physician Executive, Eskenazi Health Center of Excellence for Women’s Health.

In the words of her nominator, Dr. Suzanne Harrison, “It is my honor to nominate Dr. Theresa Rohr-Kirchgraber for the AMWA Bertha Van Hoosen Award. She has dedicated years of service to the American Medical Women’s Association, leading our organization as AMWA president (2015-16) and several important projects. Dr. Theresa Rohr-Kirchgraber is a highly influential AMWA leader, at both the local and national level. She has been a mentor for me, especially last year when she was immediate past-president and I was president-elect. I am grateful for her service, her guidance and her willingness to continue to contribute in a meaningful way. There really isn’t a better candidate for this award.”

There is also an opportunity to submit a congratulatory ad to recognize Dr. Theresa Rohr-Kirchgraber in the AMWA meeting program book. This book will be distributed to all conference attendees, shared digitally with AMWA networks and posted on the AMWA website. Information about commemorative advertisements is available at www.amwa-doc.org/amwa103 under the exhibitor/sponsorship tab.

About AMWA

The American Medical Women’s Association (AMWA) is an organization that functions at the local, national, and international level to advance women in medicine and improve women’s health. We achieve this by providing and developing leadership, advocacy, education, expertise and mentoring and through building strategic alliances. Founded in 1915, AMWA is the oldest multi-specialty organization of women physicians. As the vision and voice of women in medicine for over a century, AMWA empowers women to lead in improving health for all, within a model that reflects the unique perspective of women.
CME & Conferences

Indiana University School of Medicine/Indiana University Health

IU – Methodist – Riley

Online  HPV Documentary:
CME  Someone You Love: The HPV Epidemic
Activity  http://cme.medicine.iu.edu/hpvdocumentary

March 2  RESPECT Conference Let’s Talk Palliative Care: Caring for the Complex Patient
Ritz Charles Banquet Facility, Carmel, IN

March 9  41st Annual Arthur B. Richter Conference in Child Psychiatry
Ritz Charles Banquet Facility, Carmel

March 13  2018 Finding Inspiration and Resilience in Medicine (FIRM) Conference
Marian University College of Osteopathic Medicine, Indianapolis, IN

March 21-24  AMWA 103rd Anniversary Annual Meeting
Doubletree Center City, Philadelphia, PA

March 22-23  LGBTQ Healthcare Update Conference
IU Health Neuroscience Center, Indianapolis, IN

April 13  Annual Update in Pediatric Gastroenterology for the Primary Care Clinician
Ritz Charles Banquet Facility, Carmel, IN

April 27  4th Annual Vascular Symposium: Emphasis Primary Care
IUPUI Hine Hall, Indianapolis, IN

April 28  Update on Surgical Management of Hearing Loss
IUPUI Fesler Hall, Indianapolis, IN

May 2  IU Health Emergency Medicine and Trauma for AP 2018
IU Health Neuroscience Center, Indianapolis, IN

May 4  21st Annual IU Gastroenterology/Hepatology Update
Indiana History Center, Indianapolis, IN

May 9  2nd Annual Riley Hospital Surgical Research Day
IU Health Neuroscience Center, Indianapolis, IN

May 15-16  53rd Annual Riley Children’s Health Pediatric Conference
NCAA Hall of Champions Conference Center

May 18-20  27th Annual Specialist Education in Extracorporeal Membrane Oxygenation (SEECMO) Conference
Westin, Indianapolis Downtown

July 8-13  103rd Annual Anatomy and Histopathology of the Head, Neck and Temporal Bone
Indianapolis, IN

July 21  Review and Interpretation of the 2018 ASCO Meeting
IUPUI University Tower and Hine Hall, Indianapolis, IN

To submit articles, Bulletin Board items, CME & events, opinions or information, email ims@imsoline.org.
Deadline is the first of the month preceding publication.

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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For more information, contact Debbie Wieckert, (317) 274-5193.
Tierry F. Garcia, MD
Dr. Tierry Garcia was born December 20, 1919 in Sorsogoa, Philippines, and we recently learned of his passing which occurred August 22, 2016 in Evanston, IL. He was 96 years of age.

Dr. Garcia earned his medical degree from University of the Philippines College of Medicine in 1942, at the same time completing a rotational Internship at Philippine General Hospital. He initially practiced in the Philippines before coming to the states to further his medical training. Dr. Garcia moved to NYC to complete a surgical residency and fellowship at Bellevue and Goldwater Memorial Hospitals. He finished his medical training by completing an Otolaryngology residency at Columbia Presbyterian Hospital, also in NYC. Dr. Garcia returned to Manila to practice medicine before moving to Indiana where he continued to practice until his retirement.

Dr. Garcia was active in many organizations filling roles such as chairman, director and founding member as well as holding memberships in several clubs. In 1956, he co-founded the Philippine Society of Otolaryngology and became the organizations first President. He also co-founded the Manila Doctors Hospital and served as the first Chairman of the ENT department. Dr. Garcia was also awarded “Community Advocate of the Year” by the Minority Health Coalition of Marion County.

He had been a member of IMS since 1972.
Special Feature

(Continued from page 7)

- Reduce the incidence of substance use disorders.
- Decrease opioid deaths.
- Decrease the number of babies born with neonatal abstinence syndrome.

The work will be focused in five key areas leveraging the university’s greatest strengths:

- Data sciences and analysis
- Education, training and certification
- Policy analysis, economics and law
- Basic, applied and translational research
- Community and workforce development

In the first phase of the initiative, we identified 16 projects that will be implemented over the next six months. These projects were ready to be executed because they leverage current work of IU investigators. The work will include:

- Law and policy interventions.
- Training for providers in under-resourced communities to better identify those with/at risk for opioid use disorders, prevent/treat addiction and diagnose its health complications.
- Convening top scientific minds to exchange evidence-based practices, research and tools to address addiction and reduce harm.
- Implementing a core data hub to inform the work we are doing and enable us to build upon our findings.
- Training community health workers in screening, brief intervention and referral to treatment.
- Better understand the mutable factors and services associated with improved health outcomes for opioid-addicted pregnant women and their infants with neonatal abstinence syndrome to improve interventions.
- Programming for adolescents to build their skills in emotional regulation and stress management to reduce risk for substance abuse and development of substance use disorders.
- Improve the substance use treatment and morbidity outcomes for vulnerable youth who are justice involved and have substance use disorders.

Phase II will advance a second round of projects to be implemented by mid-2018, and then Phase III, to begin in 2019, will contain projects that respond to changing needs and new evidence that emerges over the first two phases.

Everywhere I go, everyone I meet has stories to share about how the opioid crisis has affected them and their families. What they share is personal, painful and life changing. We have to understand the science of addiction and what it does to the brain, and empower health care professionals to better care for these patients and their families. We have to work together to halt the harm and progression of this terrible disease.

Robin Newhouse is dean of the School of Nursing, distinguished professor and leader of Responding to the Addictions Crisis, IU’s third initiative in its Grand Challenges Program.
Board of Directors 2017-2018

Terms End with Year in Parentheses

C. William Hanke, Chair & Pres. Elect; David L. Patterson, Vice Chair


*Appointed to the President’s Advisory Council

Carolyn A. Cunningham, MD                                    Bernard J. Emkes, MD                                          John P. McGoff, MD
David R. Diaz, MD                                             Bruce M. Goens, MD                                            Stephen W. Perkins, MD
Marc E. Duerden, MD                                           Paula A. Hall, MD                                             Richard H. Rhodes, MD
John C. Ellis, MD                                             Jon D. Marhenke, MD                                           John J. Wernert, MD

Delegates to the Annual State Convention, September 29-30, 2018, Sheraton Indianapolis North

The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.


Alternate Delegates to the Annual State Convention, September 29-30, 2018, Sheraton Indianapolis North

The year shown in parentheses indicates year in which the term expires following the conclusion of the ISMA Annual Convention.


Indiana State Medical Association
Past Presidents
Heidi M. Dunnaway                                         2014-2015
Jon D. Marhenke                                              2007-2008
Bernard J. Emkes                                            2000-2001
Peter L. Winters                                           1997-1998
George H. Rawls                                              1989-1990
George T. Lukemeyer                                         1983-1984
Alvin J. Haley                                               1980-1981

Indiana State Medical Association
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