

# OnCall



QUARTER TWO 2019

THE OFFICIAL PUBLICATION OF THE PALM BEACH COUNTY MEDICAL SOCIETY



## Celebrating our Past

The Life Honorary Members of the Palm Beach Medical Society saluted on National Doctors' Day on the steps of the Historical Society of Palm Beach County





# EVERYDAY HEROES

Congratulations to this year's  
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at St. Mary's Medical Center

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# President's Report

**Marc J. Hirsh, MD**  
President  
Palm Beach County Medical Society



## Take Care of the House of Medicine

**A**s a physician, you spend the majority of your day thinking about someone else before yourself. Last year in this magazine, our immediate past president Dr Brandon Luskin spoke about the importance of physician self-care.

In this issue of OnCall magazine, I'd like to present (with my apologies to Dr Luskin), part 2 of the physician self-care manual. You've prioritized your tasks, you're taking time for self-care, family, and all the things that matter to you. You're getting plenty of sleep, taking time to enjoy the little things, but something is still missing: professional self-care.

Second only to taking care of your own house, is taking care of the larger house you live in, the House of Medicine. Doctoring is your chosen career, it's how you earn your living, support your family, and how you devote the bulk of your life energies. It's a noble career, one that we are all blessed to be a part of. We get to earn a living and have endless emotional rewards and intellectual stimulation. But just like our own corporeal house, the House of Medicine does not take care of itself. So in the spirit of Dr Luskin's self-care advice, I offer a sequel: a professional self-care action list.

### Professional Self-care Pointers

- Join the advocacy sections of your county and state medical societies, as well as your specialty societies.
- Invest in your county, state, and specialty political action committees (PACs). Putting up money is the only way we get our foot in the door with our legislators who are developing the policies that affect us and our patients. Ninety-two percent of FMA PAC-endorsed candidates in the recent general election won their races including Governor DeSantis, CFO Jimmy Patronis and Attorney General Ashley Moody. Long-time friend of medicine Gayle Harrell won her hard-fought seat for the Florida Senate (District 25). This was a key race. She has just been

appointed Chair of the Committee on Health Policy in the Florida Senate.

- Visit the legislative action center sections of your medical society websites often — be familiar with the issues.
- Support your own representative or senator in the districts where you live and where you work. Support them with your donations of both time and money. Your representative will never forget if you walk door-to-door with him or her.
- Make a visit to your legislator when they are home. You can do this with a delegation from your county, state, or specialty society, or on your own.
- Be willing to attend local fundraisers when you are called. Let them know you are there as a physician on behalf of Medicine. These fundraisers are never at a convenient time. Make the time and find the money. Every time you write a check, just remember you are paying yourself, supporting your own house.
- Connect with your elected officials and your medical society advocates on social media, such as Twitter. We've all witnessed the power of social media.

### Take Care of Your House

Wishing that our profession will thrive and that we will always be able to provide the best care for our patients doesn't make it so. Be vigilant and engaged, Palm Beach County physicians, and take care of your house!

#### Legislative Resources

State house: [www.myfloridahouse.gov](http://www.myfloridahouse.gov)

State senate: [www.flsenate.gov](http://www.flsenate.gov)

Congress: [www.govtrack.us](http://www.govtrack.us)

#### Your Political Action Committees

PBCMS: [www.pbcms.org/medpac](http://www.pbcms.org/medpac)

FMA: [www.fmapac.org](http://www.fmapac.org)

AMA: [www.ampaonline.org](http://www.ampaonline.org)

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# Contents

## ON THE COVER

### Congratulations

Gracing our cover this issue, these physicians were awarded a Life Honorary Certificate marking 30 consecutive years of PBCMS membership.

**William Adkins, MD**  
**Lewis Burger, MD**  
**Tom Coffman, MD**  
**John Corbitt, MD**  
**Douglas Dedo, MD**  
**Kurt Hasenhuttl, MD**  
**John Hildreth, MD**  
**James Howell, MD**  
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**Daisy Mery, MD**  
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**Emanuel Newmark, MD**  
**Richard Raborn, MD**

**Benzion Rogoff, MD**  
**Brent Schillinger, MD**  
**Howard Sabarra, MD**  
**David Schwartzfarb, MD**  
**Yrma Signo, MD**  
**Ross Stone, MD**  
**Abraham Szmukler, MD**  
**Peter Tuby, MD**  
**Donna Zeide, MD**  
**Michael Zeide, MD**

## DEPARTMENTS

- 3 President's Report
- 6 Med Memo
- 7 Welcome New Members

## FEATURES

- 9 Heroes in Medicine Awards

- 15 PBCMSS Annual Report

- 21 The History of Medicine in Palm Beach County

- 26 Addressing Physician Wellness

- 28 Spotlight on Medical Specialists of the Palm Beaches

- 30 Learning Effective Doctor-Patient Communications



Shawn Baca, MD



Colleen Haley, NP

# Med Memo

## Mark Your Calendar

**June 12 & July 10**

**Health Care Connection**

WPB Marriott

**September 12, 2019**

**Celebrating Women in Medicine Dinner**

Benvenuto's Restaurant

**September 20**

**Cheers to 100 Years**

**PBCMS Birthday Party & Doc's Got Talent**

Atlantis Country Club

**October 2019**

**Physician Well-being Symposium**

Saturday, October 19, Atlantis Country Club

**November 16, 2019**

**PBCMS Centennial Gala**

Kravis Center, Cohen Pavilion

## Palm Beach County Days



PBCMS joined with over 200 community leaders on March 5-6 in Tallahassee for Palm Beach County Days.

The Palm Beach County Delegation met with FMA General Counsel Jeff Scott and FMA CEO Matt Crowley to discuss critical legislative issues impacting physicians and patients. (L to r) Ekaterina Kostioukhina MD, Andrew Berkman MD, Stephen Babic MD, Tenna Wiles, and Roger Duncan MD.

## Connect with Your Colleagues

We are bringing collegiality back to the medical community! PBCMS will be hosting opportunities for physicians to get together throughout the year. They will be hosted in members' homes, art galleries and local "hot" spots around the county. If you are interested in hosting an event, please contact Deanna Lessard at 561-433-3940 x105.

## Healthcare Leadership for Mass Casualty Incidents



John James, director of Public Health & Disaster Services, Palm Beach County Medical Society, studies (above) with a colleague at the CDP Center in Alabama, and joins his colleagues for a group photo. (James is second from left in the top row.)

John James, director of Public Health & Disaster Services, Palm Beach County Medical Society, recently attended the Healthcare Leadership for Mass Casualty Incidents training at the Center for Domestic Preparedness (CDP) Center in Aniston, Alabama. The goal of the five-day training is to provide health care leaders with the ability to make critical decisions in a disaster.

The Noble Training Facility at the CDP is the only hospital facility in the United States dedicated solely to training hospital and health care professionals in disaster preparedness and response. The CDP welcomed 12 representatives from Palm Beach County with more than 30 from all of South Florida.

## Call for PBC Delegates for FMA Annual Meeting

Each year, FMA members convene to present, deliberate resolutions and adopt policies that impact the practice of medicine and the health of our communities. With 20 Delegates, Palm Beach County Medical Society has a proud tradition of strong leaders advocating for the practice of medicine. Our impact is stronger through our partnership with Dade and Broward County in the South Florida Caucus.

This year's meeting will be held August 9-11, 2019, at the Hilton Bonnet Creek in Orlando, Florida. Please contact Tenna Wiles, CEO at [tennaw@pbcms.org](mailto:tennaw@pbcms.org) to indicate your interest in participating or for answers to your questions. Resolutions from PBCMS members also are encouraged. If you have an issue that you would to address, please contact Tenna at [tennaw@pbcms.org](mailto:tennaw@pbcms.org).

## Save The Date

### Docs Got Talent

Reception • Dinner and Show  
Friday, September 20, 2019  
Atlantis Country Club  
6 pm to 9 pm

### Physician Well-being Symposium

Saturday, October 19, 2019  
Atlantis Country Club

### Centennial Gala

Saturday, November 16, 2019  
Cohen Pavilion at the  
Kravis Center, West Palm Beach  
6 pm to 10 pm

## "Medical Stars"



Tenna Wiles, PBCMS CEO (4th from r) and PBCMS Board member Martha Rodriguez, MD (3rd from l) were recently recognized as "Medical Stars" by the School Board of Palm Beach County.





**Thank you for your support  
of Palm Beach County  
Medical Society Services  
and the Great Give**

Jean Acevedo

Stephen Babic, MD

Stuart Baine, MD

Maureen Budjinski

Michael Dennis, MD

Roger Duncan, MD

Ivy Faske, MD

Faustino Gonzalez, MD

John James

Ricardo Leano, MD

Deanna Lessard

Richard Raborn, MD

Marty Salas

James Sugarman

Mindi Tingler

Maureen Whelihan, MD

Tenna Wiles

Dr. Jack and Mrs. Marcy Zeltzer

**Reception Honors Heroes in Medicine**



*Michael Dennis, MD & Marc Hirsh, MD*



*John Dalton, Chair, and Michael Coates, Co-Chair*

The Heroes in Medicine VIP Reception was attended by over 80 Heroes in Medicine and guests at Equus County Club in Boynton Beach. Special thanks to Martha Rodriguez, MD for hosting and to Optimum RTS for their sponsorship.

**Doctors' Day Celebration Honors a Century of Medical Excellence**

More than 100 physicians and their families gathered on March 30 as PBCMS celebrated national Doctors' Day at the Historical Society of Palm Beach County. The holiday honors physicians for the work they do for their patients, their community, and society. PBCMS Life Honorary Members were awarded special certificates in the restored original courtroom and posed on the front steps of the impressive building. Thanks to Jeremy Johnson, CEO and President of the Historical Society for the gift of an archival photo. (See photo of Life Honorary Members on cover.)

**PBCMS Services Annual Dinner Held April 15**

The PBCMS Services Annual Dinner featured Julie C. Servoss, MD, Associate Professor of Integrated Medical Science in the College of Medicine at FAU. Elaine Alvarez was presented the Services Member of the Year. New Board members Barbara James, Ben Starling, and Madeline Christopher were welcomed to the Board.



*Stephen Babic, MD & Claudia Mason, MD*



*Brent Schillinger, MD, Elaine Alvarez and Ivy Faske, MD*

**In Memoriam**

It is with great sadness that we announce the passing of **Elliot Klorfein, MD**, on March 23, 2019. Dr. Klorfein was a life honorary member of Palm Beach County Medical Society and will be missed.

**Spencer Barrett**, a friend of PBCMS, passed away on April 24, 2019. Mr. Barrett was the owner and founder of Barrett, Liner & Buss, Ocala, Florida and responsible for the development of the Palm Beach County Medical Society's Insurance Trust. Our condolences are extended to his family.

**Welcome New Members!**

Nisha Aravindakshan-Patel, MD - Infectious Disease

Laura Megan Balda, MD - Family Medicine

Kanwal Bawa, DO - Emergency Medicine/  
General Practice - Hair Transplant

Rabia Chaudhry MD - Allergy and Immunology

Adam Lee Friedlander, MD - Internal  
Medicine - Pulmonary Disease

Katherine Elaine Hodgkin, MD - Internal  
Medicine - Pulmonary Disease

Candice Anne Ibarra, DO

Rashmi Kar, MD, MPH - Obstetrics & Gynecology

Ehsanul Karim, MD - Internal Medicine

Gulreen Kassoo, DO

Rabiya Kazmi, DO

Courtney Leah Konchan, DO

Johnny Nguyen, DO

Randy Wayne Lindgren - University of Miami

Suman K. Sawhney, MD - Primary  
Care, Internal Medicine

Daisy Torres-Miranda, MD - Infectious Disease

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ATTORNEY KARINA GONZALEZ

- **Managed care insider**



ATTORNEY MATT FISCHER

- **FBI, Justice Dept, Medicare**



ATTORNEY DAVE DAVIDSON

- **22 yrs in house at large hospital**

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# 2019 Heroes in Medicine Awards



**T**he 16th Annual 2019 Heroes in Medicine Awards Luncheon, held Friday, May 17, 2019 in West Palm Beach at the Cohen Pavilion, Kravis Center, named Colleen Haley, NP, and Shawn Baca, MD as Heroes of the Year. Jack Zeltzer, MD received the Lifetime Achievement Award.

Presented by the Palm Beach County Medical Society Services, these prestigious awards honor people and organizations throughout Palm Beach County who use skills and resources to provide outstanding services.

Net proceeds from the awards luncheon support the services of the Medical Society and Project Access — a physician-led network of physicians and other health care providers who offer care at no cost to local uninsured children and adults in need and other vital services of the PBCMSS. Since 2005, hundreds of physicians and other health care providers have provided \$13.5 million of free care, with more than \$1 million provided last year. For every \$100 contributed to Project Access, \$800 in free care is provided — care that has offered support, hope and even saved lives. In fact, Project Access patient Neville needed last year to see a cardiologist for management of congestive heart failure and an ophthalmologist for loss of sight issues. Project Access connected him with Dr. Meir Gare, a Project Access volunteer cardiologist at Medical Specialists of the Palm Beaches who recommended a cardiac surgical procedure. Pamela, his Project Access Care Coordinator, managed his care throughout the process along with Neville's daughter who accompanied her dad to appointments. Pamela's support as his Care Coordinator ensured that his medical visits and necessary testing were properly handled.

Project Access is fortunate to have been able to provide Neville with this life-changing surgery at JFK Medical Center, and Neville and his daughter are very grateful to Project Access for the continued support.



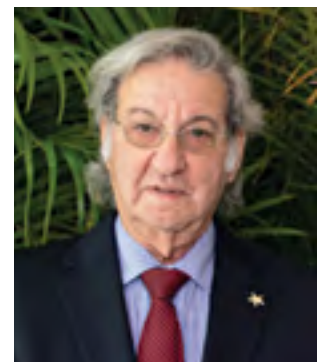
**Physician Hero**  
**Shawn Baca, MD**  
Rheumatology Associates of South Florida



**Health Care Provider Hero (Non-Physician)**  
**Colleen Haley, NP**  
Team Health



Heroes in Medicine 2019 Chair John Dalton  
flanked by co-chairs Judy Dunn and Greg Coates.



**Lifetime Achievement Hero**  
**Jack Zeltzer, MD, FACS**  
JFK Heart and Vascular Institute

## Heroes of the Year

### Shawn Baca, MD

Dr. Baca has been practicing in Palm Beach County since 1992. He has donated his time, one day a month, to the Arthritis Foundation free clinics since 1994. Dr. Baca is currently the President of the Leadership Board of the Arthritis Foundation of Palm Beach County. He has served as a mentor to medical students at the Schmidt Medical School at FAU since its inception. He also participates in the residency training program at FAU and is the Director of the Rheumatology medi-

cine rotation. He currently sits on the CME committee at Boca Raton Community Hospital and helps coordinate CME programs including weekly grand rounds for the medical staff and medical residents at the hospital. He has in the past served on the Medical Executive Committee at Boca Raton Regional Hospital. He lectures to the residents and medicals students at the FAU medical school several times a year. Dr. Baca has participated in clinical trials for experimental medications as an investigator or sub-investigator over the past two decades. Several of these medications have been approved

by the FDA and are now available to patients with severe chronic diseases.

Dr. Baca is Past President of the PBCMS and has served in various positions on the Medical Executive Board over the years. He serves on MedPac and has advocated over the years in Tallahassee and Washington, DC. During his tenure as President, the Physician Wellness Program of PBMCS was created to help physicians deal with the turbulent times and physician burnout. Dr. Baca currently serves as Chairman of the Wellness Program at PBMCS.

### **Colleen Haley, NP**

In addition to working full time as a Nurse Practitioner in the Emergency Room at Palm Beach Gardens Medical Center, Colleen Haley, MSN, FNP-C, APRN, regularly volunteers her time at My Clinic — a nonprofit, free clinic in Jupiter.

Haley joined a medical relief trip to Panama with the non-profit Floating Doctors that runs sustainable medical clinics in remote island communities. They provide primary care and preventative medicine, treating diseases including hypertension, diabetes, osteoarthritis, and regional illnesses such as intestinal parasites and skin rashes. The challenging trek to gain access to the patients involves multiple flights, boat rides, hikes, and sometimes pack animals. Volunteers sleep in hammocks and bathe in rivers. There is no running water. Despite these challenges, Colleen found the work enjoyable and rewarding and plans to return to Panama annually to continue working with Floating Doctors.

Her volunteer service started as a 19-year-old when she began volunteering at Connor's Nursery in the 90s in West Palm Beach, a home for children with HIV/AIDS whose families were unable to care for their children. Haley was drawn to volunteer there to provide comfort and care for the children after reading a news story about First Lady Barbara Bush visiting the nursery. She spent her time there reading to the children, rocking babies, taking walks, playing and preparing meals. As community outreach was important, they would spend weekends at health fairs, parks and churches educating the public about HIV/AIDS. The nursery was run by retired RNs who encouraged Haley to enter nursing school. They mentored her along the way playing a crucial role in helping her become the astounding health care provider she is today.

### **Lifetime Achievement Award**

Jack Zeltzer, MD, has been practicing medicine for more than 30 years and specializes in the treatment of vascular disease. A former president of the PBCMS, Dr. Zeltzer serves on the board of trustees. A graduate of McGill University Faculty of Medicine in Montreal, Dr. Zeltzer is past president of the Florida Vascular Society and the South Florida Society for Vascular Surgery.

Larry M Bush, MD, said of Dr. Zeltzer, "Perhaps most importantly, in terms of clinical acumen, surgical talent, and countless experience, he is the 'gold standard' to which vascular surgeons are now measured in our community. On countless occasions, I have been imbued by the praise patients and their families offer of him when providing me with their medical histories that include the limb and life altering sur-

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gical and non-surgical interventions they have undergone at the hands of Jack. This rare intangible resource now has the chance to be passed on to future generations of operating physicians, as Jack is intimately involved in the education and practical hands on training of admiring surgical resident trainees at the JFK/University of Miami graduate surgical residency program."



# 2019 Heroes In Medicine

## Bruce Rendina Professional Hero

**1** Madelyn Christopher  
JFK Medical Center

**2** Darcy Davis, CEO  
Health Care District of PBC

**3** Lisa Rocheleau  
Palm Beach Children's Hospital

**4** Michelle Lizotte Wanievski, PhD  
FAU Charles E. Schmidt College of Medicine

## College/Medical Student Hero

**5** Jordyn Cohen, MD Candidate  
FAU Charles E. Schmidt College of Medicine

**6** Leah Hellerstein, MD/MPH Candidate  
UM Miller School of Medicine

**7** Rachael Silverberg, MD/MPH Candidate  
FAU Charles E. Schmidt College of Medicine

## Community Organization Hero

**8** Kaye Communications, Inc.

**9** Kayla Cares 4 Kids

**10** Pediatric Interest Group at Florida Atlantic University

**11** Quantum House

**12** Smith Smiles Toy Donations/Smith Smiles, Inc.

## Health Care Educator Hero

**13** Susan MacLeod Dyess, PhD  
Trustbridge

**14** Rhonda Goodman, PhD  
FAU Christine Lynn College of Nursing

**15** Mary Labanowski, MD  
Caridad Center

**16** Stephanie Stiepleman  
WBHS Medical Science Academy

## Health Care Innovation Hero

**17** Business Development Board- Palm Beach Life Sciences Cluster

## Health Care Provider Hero (Non-Physician)

**18** Colleen Haley, NP  
Team Health

**19** Diane Schofield, RN  
Surgical weight loss program- Delray Medical Center

**20** Raymond Zelhof, PharmD  
Trustbridge

## High School Student Hero

**21** Rachel Bailey  
Lake Worth Community High School

**22** Gabriela Carrazana  
John I. Leonard High School

**23** Joshua Alexander Timmer  
Suncoast Community High School

## Outreach Wellness Prevention Hero

**24** Maureen Budjinski  
UM Life Alliance – Organ Recovery Agency

**25** Barbara Golden, PsyD  
The Jerome Golden Center for Behavioral Health

**26** Mario Jacomino, MD  
FAU Charles E. Schmidt College of Medicine

**27** Rob Moreland  
St. Mary's Medical Center and the PB Children's Hospital

**28** Student Nurses Association  
FAU Christine Lynn College of Nursing

## Physician Hero

**29** Belma Andric, MD  
Health Care District of PBC

**30** Shawn Baca, MD  
Rheumatology Associates of South Florida

**31** Jose Castaneda, MD  
Caridad Center

**32** Robert Chait, MD  
UM Regional Campus in PBC

**33** Leonard Hock, Jr., DO  
Trustbridge

**34** Ruel Stoessel, MD  
Pre-Birth Centers of America

## Project Access Hero

**35** Palm Beach Radiology Group:  
Donald Goodwin, MD Walter Forman, MD

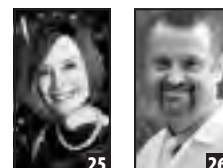
**36** Fred Muhletaler-Maggiolo, MD

**37** West Boca Medical Center

**38** DCA for Health, Inc.

## Lifetime Achievement Awardee

**39** Jack Zeltzer, MD JFK Heart and Vascular Institute



# Your Staffing Agency and You

## Why You Need a Trusted Staffing Partner

By Alicia Lewis

**W**hy use a staffing agency? You may think it's to get quality candidates. And yes, that is partially true. But the real reason you need a staffing agency is so you can buy time. Yes. Seriously, if you get nothing else from this article, just remember that Time Kills Deals.

### Time Kills Deals

Here's a typical example. Most companies who handle their own staffing often use job boards to find candidates, which costs a few hundred dollars and may produce a decent response rate. You will need to spend a few hours developing the job description set at the right salary range to entice interest.

Once the submissions come in, you realize that almost none of the resumes match the job description you posted. Most of them don't even use appropriate grammar. Whose ad are they responding to? It couldn't be yours. These candidates are nowhere near qualified for the job.

Finally, after going through more submissions you find the perfect candidate, except they want too much money. Then on to your second choice, and you start playing phone tag for a few days.

Next, you need to schedule a face-to-face interview with the candidate. You both agree on a date and time, but on the day of the interview, it might be 10, 15, or even 30 minutes after the appointed time, and they still haven't shown up.

### No Call, No Show

The term "No Call, No Show" refers to a situation where by a candidate does not show up for their interview and neglects to call the prospective employer regarding the change in plan. Basically, they flaked out on the interview. According to articles in *USA Today*, CNN (and frankly, in our own experience), the percentage of candidates that will actually show up for the interview falls somewhere around 50 percent.

If they don't show up, you'll either have to reschedule, or worse — restart the whole process over again.

Granted, you could try to sift through the rest of the resumes you received from the first job posting and find

someone else because your ideal candidate could still be lost in the deluge of emails filling your inbox.

Both research and experience shows that the majority of quality candidates are off the market within days of starting their job search, which is one good reason why you need a staffing company.

Not to place job ads. Not to sift through resumes. Not to find qualified candidates. Not to call them. Not to schedule appointments. Not to interview them. (Although we do all of those things.)

You need a staffing company to buy time. Time that will give your business the opportunity to get quality candidates before someone else does.

Ultimately, time will be the deciding factor. Not just for the candidate, but for your business. How much time, energy, resources, and stress can you afford to spend looking for the right person, while also maintaining business operations? The cost of your new hire is not just the money spent on job boards. It's the hourly rate of whoever you have sifting through resumes multiplied by the number of

hours they are spending NOT working on revenue-producing tasks. It's the amount of energy and effort that will take away from more important tasks. It's the amount of stress that will distract you from making other important decisions.

### How to Fix the Problem

But now that you recognize the problems, how can it be fixed? You appreciate that a staffing agency is vital to the growth of your business. But you still need to choose a company to do that work. Someone who is professional. Someone who has your best interests in mind. Someone you can trust.

And this is where we come in. Here at Optimum RTS our job is to understand your job well enough so that we can find you superior candidates. Let us handle the 50 percent cancellations, unqualified applicants, sloppy resumes, and the plethora of other headaches that come along with finding the right person, so that you can focus on the things that are most important to you and your business.



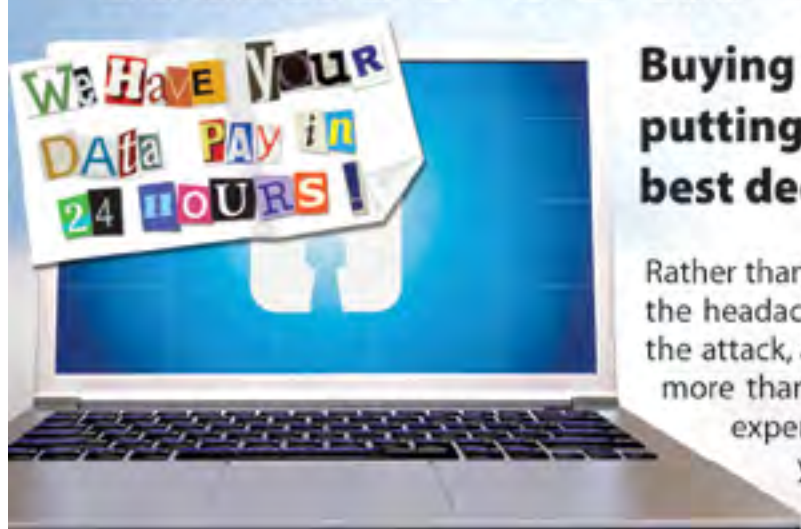
Lewis

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Alicia Lewis, Office Manager, Optimum RTS, Recruiting, Training and Staffing.  
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# What's Your Next Move?



**Buying that cyber policy you keep putting off just might be one of the best decisions you will ever make.**

Rather than paying the ransom and having to deal with all of the headaches, problems and HIPAA violations triggered by the attack, a solid cyber insurance policy will give you much more than just peace of mind. One call can get a team of experts at your defense, covering expenses and taking your practice back!

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All current and new Palm Beach County Medical Society members are eligible for an enhanced dividend of **up to 30%**.

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Since the rates for workers' compensation insurance are set by the state, prices are the same no matter where you secure coverage. But now, you **are eligible for this enhanced 30% dividend**, which effectively reduces the true cost of coverage. Other programs may offer similar dividends on an individual basis, but our program is based on the group's experience and not the individual's experience. This provides a better chance to not only receive the dividend, but to receive a higher dividend.

AmTrust North America has been a true partner to the Palm Beach County Medical Society for many years, and now, with the resources of AmTrust - rated "A" (Excellent) by A.M. Best - we are able to provide this exclusive enhanced dividend program that is like no other for Florida physicians and medical practices. To date, these programs have returned a dividend for 12 straight years, with over \$8 million over the past five years to Florida medical associations' members: \$1 million of that went to PBCMS members.

For more details and to enroll in this beneficial program, please contact Tom Murphy of Danna-Gracey at **800-966-2120**, or [tom@dannagracey.com](mailto:tom@dannagracey.com).



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# ANNUAL REPORT

2018-2019

## Message from PBCMS President Michael Dennis MD



For the past 19 years, PBCMS Services, the charitable arm of the Palm Beach County Medical Society, has brought together physicians and the community committed to improving health care in Palm Beach County. Our partnerships are the foundation to our success. By working together, we are able to address important health care issues facing our community.

It is my great pleasure to work with the dedicated Board of Directors, volunteers, donors and community partners who make our mission a reality. Thank you.

**Michael T.B. Dennis, MD**  
President

Palm Beach County Medical Society Services

## Making An Impact

Together we educate, collaborate, and improve the quality of health care in Palm Beach County to make a measurable difference in people's lives.

As an advocate for health care in Palm Beach County, we work to support important medical issues within our community — issues that often require us to partner with outside groups and organizations who share our passion for access and delivery of quality health care.

At Palm Beach County Medical Society Services, we connect with:

- Community organizations and dedicated volunteers
- Businesses
- Health Care Providers
- Hospitals
- Medical Schools and Residency Programs
- Legislators and government agencies

Together we make a difference by generating greater awareness, sustained growth and leadership.

## Board of Directors

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President

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Vice President

**Don Chester**  
Treasurer

**Matt Gracey**  
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**Pat Thomas**

**Maureen Whelihan, MD**

**Paul Wieseneck**

**Jack Zeltzer, MD**

# ANNUAL REPORT



Tulisa La Rocca, MD (2nd from r) and Gauri Agarwal, MD (far right) present Poster Symposium Awards.

## 2019 Future of Medicine



Patrice A. Harris, MD, AMA President-Elect, is flanked by (l to r) Ronald F. Giffler, MD, FMA President-Elect; Alan Pillersdorf, MD; Marc J. Hirsh, MD, PBCMS President; and Corey Howard, MD, FMA President.

## A Focus On Medical Education

### Future of Medicine Initiative

Since 2007, the Future of Medicine Initiative has brought together community leaders to define issues, establish partnerships and implement strategies for change. The 2019 Summit brought national and community health care leaders together to explore the popular issues of the day and explored the innovations and advancements in medicine; the new reality of health care delivery; the social responsibilities in health care, and focus on the society's responsibilities to the community. A special emphasis on medical education is provided with the James J. Byrnes, MD Medical Student and Resident Poster Symposium.

### The Physician Leadership Academy of South Florida

The Physician Leadership Academy of South Florida (PLA) is a collaborative program with the Palm Beach County Medical Society, Broward County Medical Association, and the Dade County Medical Association. Now in its third year, PLA provides training on developing leadership skills, understanding of health care issues and tools, which will enable physician leaders to make a difference in current and future leadership roles. Funding for PLA is possible by a grant from the Physician's Foundation.



### The Opioid HealthCare Response Task Force

The Opioid Taskforce developed a health-care specific Opioid Response Plan with an overarching goal of reducing opioid deaths in Palm Beach County by using a comprehensive approach that recognizes addiction as a medical illness, and accomplished by an evidence-based strategy that addresses Prevention, Rescue, Treatment and Recovery.

The task force has held three Opioid Educational Summits with physicians and health care community leaders and published a resource guide for physicians, the health care community and patients.

### Physician Wellness

The Physician Wellness Program is designed to help physicians be proactive in addressing and preventing burnout and improving their quality of life and quality of care for their patients. Resources include confidential professional counseling, educational programs and resources. The program has provided services to over 30 physicians this past year.



### Care Coordination CHW Training: Innovative Strategies to Serve Patients

This leading-edge initiative connects patients to physicians and community resources and services. With the goal to improve patient satisfaction and clinical outcomes, the program offers a full complement of content and education hours for the certification application as a Community Health Worker. Over 100 coordinators have completed the training. The program received national recognition from American Association of Medical Society Executives.





## Lifetime Achievement Award

Mark R. Stein, MD, Medical Director/President of Allergy Associates of the Palm Beaches, receives the Lifetime Achievement Award.



## Our Funders

Assistant Secretary for Preparedness & Response (ASPR)

Boca Raton Regional Hospital Foundation

C and A Johnson Foundation

CareerSource Palm Beach County

DCA for Health

Florida Association of Free and Charitable Clinics

Health Care District of Palm Beach County

100 Palm Beach

JFK Medical Center

Michael T.B. Dennis, MD

Palm Healthcare Foundation

Physician Foundation

Quantum Foundation

Rendina Healthcare Real Estate

The Ernst & Gertrude Ticho Charitable Foundation

Trustbridge Health

United Way of Palm Beach County

## Heroes in Medicine

Each year, the Heroes in Medicine Awards Luncheon recognizes the outstanding contributions of physician and community heroes who place the needs of others above themselves and have made significant, positive impacts on the people they serve in the greater health care community.

**James E. Galvin, MD**  
Hero of the Year



## Project Access: Expanding Access To Care

This program provides our lower-income and uninsured residents quality physician care, hospital care and diagnostic services and also provides free preventative, personalized care and focuses on wellness through prevention and early detection.

In 2018, Project Access has expanded support services to reduce transportation and language barriers, provided over \$1M in donated care through our network of over 230 volunteers.

Project Access Dental Care Partnership assisted over 70 individuals and provided over \$35,000 in donated dental care services.



## The Healthcare Emergency Response Coalition (HERC)

HERC works hard to develop and promote health care emergency preparedness, response and recovery capability of Palm Beach County.

Together, HERC provides a forum for the health care community to interact with one another and other response agencies at the county, regional and state levels, while fostering communications on emergency planning, response and recovery to improve the delivery of health care emergency response services and ensure overall readiness through the coordination of volunteers, community-wide training and exercises.



## ACES

### Adverse Childhood Experiences and Health

Adverse childhood experiences (ACEs) are traumatic or stressful events that occur early in life and have impacts on physiological and psychological health issues later in life. In collaboration with University of Miami, Miller School of Medicine, PBCMS Services sponsored a MD/ MPH Capstone Project.

Medical Student Ely Niroomand and PBCMS Board Member, Elaine Alvarez were responsible for this important initiative. PBCMS is committed to continuing our efforts to educate physicians and the community.

# ANNUAL REPORT

## An Invitation to Join Us

As we look back over the past year, we are grateful for the dedication of our board of directors, volunteers, donors and community partners for their leadership and commitment. This year, our partners have helped to expand our services to address the emerging issues of the Opioid Crisis, Adverse Childhood Experiences (ACES) and Physician Wellness. Everything we do is driven by our commitment to improve quality of health care in Palm Beach County. Task forces have been convened, research conducted, education provided, and work plans developed. Each of these programs is a major endeavor requiring physician involvement, leadership, volunteer, staff and financial resources. I invite you to join us in our efforts through volunteering or making a financial contribution. Together we can make a difference.



Wiles

**Tenna Wiles**

CEO, Palm Beach County Medical Society & Services

## Making A Difference



The PBCMS & Services Annual Gala is a proud tradition that brings together physicians and the health care community to celebrate our accomplishments and install the new PBCMS president. The proceeds raised benefit PBCMS & Services programs.

## Connect With Us

Phone: 561-433-3940

Website: [www.pbcms.org](http://www.pbcms.org) Email: [pbcms@pbcms.org](mailto:pbcms@pbcms.org)



Facebook <https://www.facebook.com/Palm-BeachCountyMedicalSociety/>



LinkedIn <https://www.linkedin.com/company/palm-beach-county-medical-society/>



Twitter <https://twitter.com/PBCMS>

## Special Thanks

### 1919 Society – Physicians Leadership Giving

Dr. Jose F. Arrascue

Dr. Henry Haire

Dr. Shawn Baca

Dr. Marc Hirsh

Dr. Jeffrey Berman

Dr. Alan Barth Pillersdorf

Dr. Larry Bush &  
Dr. Maria Vazquez-Pertejo

Dr. Brent M. Schillinger

Dr. Michael T.B. Dennis

Dr. Ida Sebastian

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Dr. Howard Allen Green

Dr. Ronald S. Zelnick

Dr. Jack Zeltzer

## Hippocrates Society Hospital Medical Staff Leadership Giving

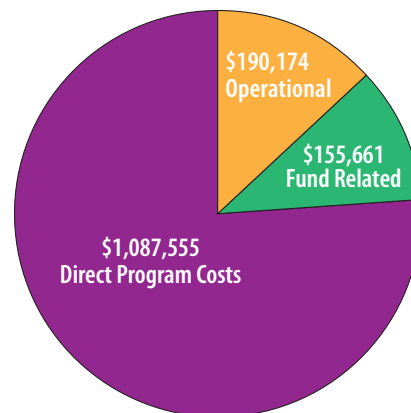
Bethesda Hospital Baptist Health  
South Florida Medical Staff

Boca Raton Regional Hospital Medical Staff

JFK Medical Center Medical Staff

Jupiter Medical Center Medical Staff

Wellington Regional Medical Center Medical Staff



## Total Expenses \$1,433,390

Palm Beach County Medical Society Services is a 501c3 charitable organization which relies on the generosity of our donors. If you would like to learn how you can support our mission, please contact us at [pbcms@pbcms.org](mailto:pbcms@pbcms.org) or call 561-433-3940.



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Over our 30+ year history, we have developed over 7.75 million square feet throughout the country, including the newly constructed three-story, 73,000 square foot Coral Spring Family Health Center. Rendina Healthcare Real Estate partnered with Cleveland Clinic Florida and provided full-service development solutions for the state-of-the-art facility, which is Cleveland Clinic Florida's first freestanding ambulatory surgery center developed in conjunction with a third-party healthcare real estate developer.

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## Protect Your Practice With a Cybersecurity Training Program

### Early Detection is Critical

By Tom Murphy

**W**hen it comes to preventing a data breach or cybersecurity issue at a medical practice, employers and employees should attempt to be as knowledgeable as possible to avoid making errors. This ultimately means that the practice needs a proven cybersecurity training program in place to make sure all employees are up to date on all security policies at all times.

Cybersecurity training for employees of a medical practice is an ongoing process, and early detection of a data breach or other cyber event is critical when it comes to preventing a

information. Every employee needs to know how to create strong passwords. This includes using a mix of characters, numbers, and letters and never sharing passwords among employees.

- **Consistently Evaluate Vulnerabilities.** Practice leaders need to understand the vulnerabilities and consistently evaluate the systems and employees on a regular basis to recognize potential weaknesses.
- **Implement Cybersecurity Tests.** These tests, sometimes called “live fire” training, provide the practice or employer the ability to determine just how educated and prepared their employees are when it comes to avoiding one of the many cybersecurity issues. The most popular form of this test is when the employer or contractor simulates phishing scams to see how many employees open attachments.
- **Keep the Lines of Communication Open.** Cybersecurity policies need to be communicated throughout the practice, and training should be held on a regular basis to keep all employees informed and up to date on all the practice requirements, and to ensure understanding of the practice response plan in the event of a breach or cyber event.
- **Make Sure Practice Leaders Are Involved.** All practice leaders and management need to understand the importance of having a strong cybersecurity training program, as they are the ones responsible for the budget and for making sure that everyone knows the implications a cyber event can have on a practice.



Murphy

All medical practices should have a robust cyber liability policy that will protect them from the potentially large costs associated with a cyber event.

practice from losing thousands of dollars in damages, as well as damage to the practice's reputation and credibility. Practices should consider doing more to ensure that all employees are consistently updated and informed about potential security vulnerabilities and how to recognize and avoid them.

Here are cybersecurity tips for medical practices:

- **Require Strong Passwords.** Secure passwords are typically the first step in safeguarding sensitive data and patient

Tom Murphy is a cyber, workers' compensation, and medical malpractice insurance specialist agent with the firm of Danna-Gracey, Inc. in downtown Delray Beach. He can be reached at (561) 276-3553 or (800) 966-2120 or [Murphy@dannagracey.com](mailto:Murphy@dannagracey.com).





# The History of Medicine in Palm Beach County

## Revisiting Key Moments From 1945–1969

By Leon Fooksman

*This year, Palm Beach County Medical Society is celebrating our centennial year. As part of our special year, we are revisiting the key moments in the history of medicine in Palm Beach County and our organization's role in it — as told in the book, *A Tradition of Caring, A History of Medicine in Palm Beach County*, by Leon Fooksman (Legacy Publishing Company, 2013).*

*We continue with the years 1945-1969.*

**F**ollowing World War II, Palm Beach County desperately needed another hospital to serve the fast-growing areas in the southern portion of the county, where many critically ill patients were dying, some on the 20-to-30-mile trip to Good Samaritan and St. Mary's hospitals in West Palm Beach.

In 1959, when Bethesda Memorial Hospital opened in Boynton Beach, patients were finally able to get advanced medical care closer to home in Boynton Beach, Delray Beach, and Boca Raton. Although Bethesda Memorial became one of the state's largest hospitals, it started with just 70 beds, 32 doctors, six dentists and 65 employees. Until Bethesda Memorial opened, many expectant mothers relied on midwives,

as the nearest hospitals were far away. Now, they had licensed obstetricians and a safe birthing facility nearby.

Bethesda Memorial grew to accommodate the southern county's sudden and significant population increase. As a result of about 1,000 retirees moving to Florida each week, the Palm Beach County population doubled in the decade leading up to the opening of Bethesda Memorial. Servicemen and women who had been stationed in South Florida during World War II returned to vacation or set up permanent residence. As the county grew, West Palm Beach's borders spread west of Military Trail and south to Lake Clarke Shores. Nineteen new municipalities were established between the 1940s and 1960s.



Fooksman

### Migrant Care Draws National Attention

With the significant population growth came a flood of construction and field jobs. The fields in the Glades region were inundated with migrant workers, who brought sanitation problems with them. Most of the estimated 55,000 migrant farm workers in Palm Beach County had almost no access to health care.

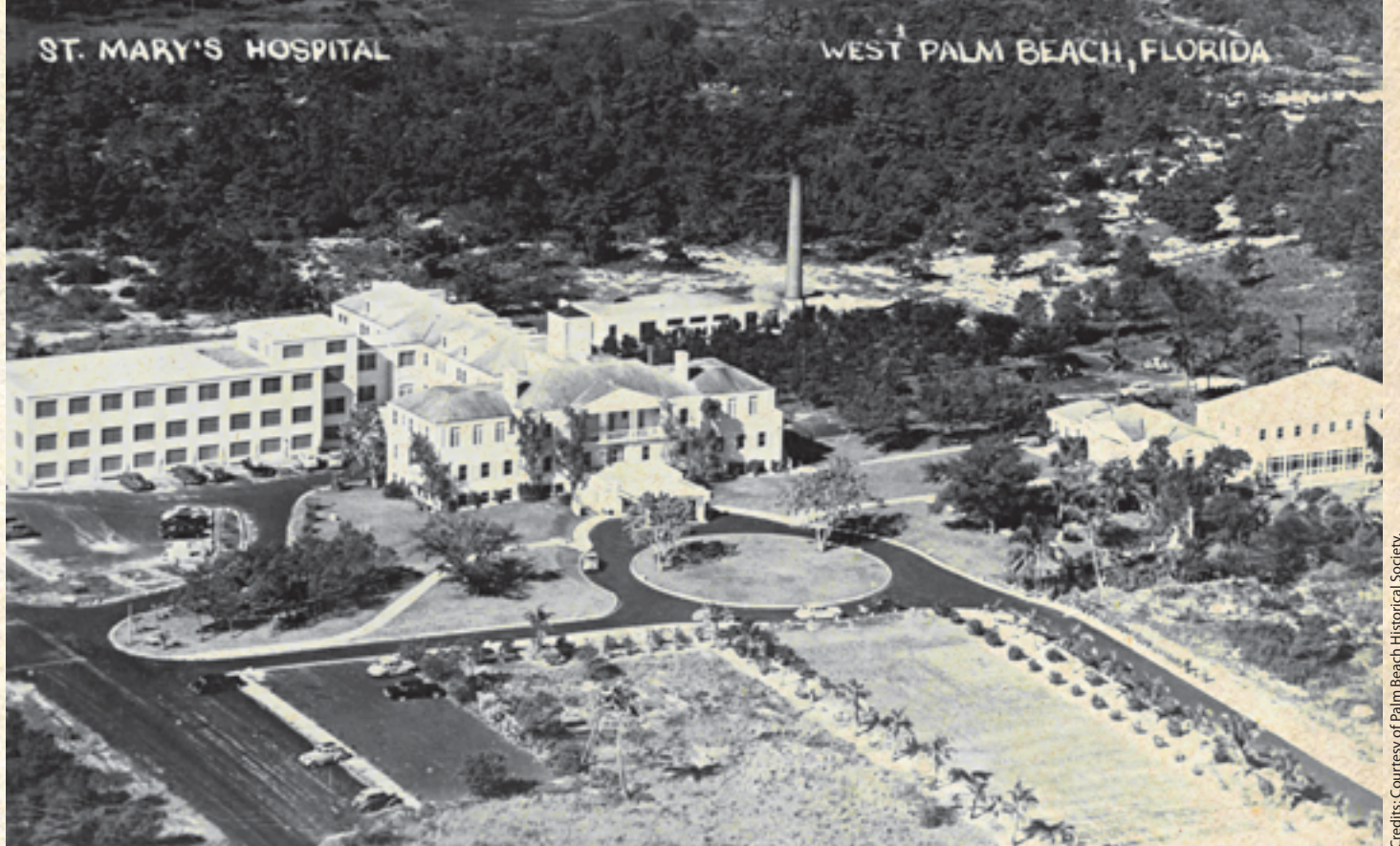
Dr. Clarence L. "Carl" Brumback was Palm Beach County's first director of public health in 1950.



Dr. Clarence L. "Carl" Brumback, who was hired as Palm Beach County's first director of public health in 1950, said in a 2009 Florida Medical Magazine issue: "There were very few physicians in the area at the time and even fewer specialists. By the time many of the migrant workers received medical attention, their cases were terminal."

The responsibility for health care and emergency services fell to public health personnel. Dr. Brumback, as well as Earl I. Koos, PhD, head of the department of Social





Credits: Courtesy of Palm Beach Historical Society.



Catholic Nuns serving as nurses at St. Mary's Hospital, West Palm Beach.

Anthropology at Florida State University, started programs in health centers in Belle Glade to treat migrant workers and their families. Their efforts caught the attention of lawmakers in Washington, DC and became a national model and the inspiration for a multimillion-dollar federal program to build similar migrant health programs throughout the United States. Dr. Brumback went on to work with Congressman

Paul Rogers to pass the national Migrant Health Act of 1962, which authorized for the delivery of primary and supplemental health services to migrant farmworkers.

### Dr. Philip Lichtblau Treated Everyone

In the 1950s and 1960s, there were dozens of cases of polio in Palm Beach County. One of the doctors known for treating children stricken with polio was Dr. Philip Lichtblau, a pediatric orthopedist, who opened the Children's Medical Services in West Palm Beach. A Navy veteran, Dr. Lichtblau graduated from Tulane University School of Medicine in 1945 and had finished his residency prior to opening Children's Medical Services. He was the practice's first and only director until he retired in 1993.

Children's Medical Services went on to provide medical care for chronically ill and handicapped children who suffered from neurological disabilities, brain tumors, muscular dystrophy, spina bifida, heart problems, and a full range of orthopedic injuries. "I love taking care of people," Dr. Lichtblau said in a 1993 article in *The Palm Beach Post*. "I don't know where you get more satisfaction." He took care of everyone from the neediest to the most notable residents. In 1958, Dr. Lichtblau treated President John F. Kennedy, and later he treated Rose Kennedy at her home in



Dr. Philip Lichtblau





Palm Beach. He also treated Jacqueline Kennedy when she broke her ankle. Other celebrities he treated were baseball legend Henry Aaron and actor Burt Reynolds.

### Boca Raton Builds Hospital

There wasn't much talk about building a hospital in Boca Raton until a deadly tragedy occurred on Easter Sunday in 1962.

Three-year-old James Randall Drummond complained that the milk in his parents' refrigerator tasted funny, so some chocolate flavor was mixed in to disguise the taste. James and his nine-year-old sister, Debra Ann Drummond, gulped down the milk, not knowing that the reason for the strange



Three different views from the 1940s and 1950s of Good Samaritan Hospital and in above photograph, the surrounding area.

taste was because an 11-year-old boy had laced it with sodium arsenic weed killer. The children were rushed to Bethesda Memorial Hospital in Boynton Beach, but it wasn't close enough. James died first and his sister Debra died less than two hours later.

Several months after the deaths, 18 women met in Gloria Drummond's home and formed the Debbie-Rand Memorial Service League to raise money to build a local hospital. By July 1964, a foundation had raised nearly one million dollars. It also got help from Frank J. Dawson, a veteran hospital administrator. Two years later, Boca Raton Community Hospital opened with 104 beds. That was the start of what would become one of the leading hospitals in Florida. The hospital changed its name from Boca Raton Community Hospital to Boca Raton Regional Hospital in 2010 when it had 400 beds, 800 physicians, 2,000 nurses and support staff, and 1,200 volunteers.

### Hospital Segregation Still Existed

For all the medical advances in Palm Beach County, some hospitals still accepted only white patients at the turn of the 1960s.



The entrance (left) and full view of the AG Holley Hospital on Lantana Road, Lake Worth, Florida, was eventually torn down and is now being developed as the residential Water Tower Commons.





Top: JFK Hospital was founded in 1966 as a community hospital and a memorial to President John F. Kennedy. Right: African American Nurses.

In 1965, the local branch of the National Association for the Advancement of Colored People (NAACP) filed complaints with the U.S. Department of Health, Education and Welfare against four Palm Beach hospitals for refusing to admit black patients and/or fully integrating: Good Samaritan Medical Center, St. Mary's Medical Center, Bethesda Memorial Hospital, and the Southeast Tuberculosis Hospital (later named A.G. Holley Hospital). Some said Louise Buie, president of the county's NAACP, was being too aggressive, but Buie didn't think so. "This is the law of the land. If they haven't caught up, it's not my fault. We have a job to do," Buie told *The Palm Beach Post*.

Just prior to Buie's lawsuit, President Johnson signed into law the Civil Rights Act of 1964 that banned discrimination based on "race, color, religion, sex or national origin" in employment practices and public accommodations.

An article in 2003 in *The Palm Beach Post*, upon Buie's death, quoted then-West Palm Beach Mayor Lois Frankel, saying that Buie was a "diminutive giant who led our community out of one of the darkest times. I hope we don't need to have this kind of greatness again."

## More Hospitals Open

Construction of JFK Hospital began in 1964 after a successful fundraising campaign and a generous donation from the Paul Kintz family. The nonprofit community hospital was designed by architect Charles McCauley. When it opened in 1966, JFK Hospital was four stories and had 150 beds. Under the supervision of Betty Sitrach, director of nursing, about 53 patients were transferred from recently closed Lake Worth General Hospital to the new \$3 million health-care facility.

As the new hospital went up in Atlantis, in 1968, Carver Memorial Hospital for African-Americans opened in Belle Glade. It was a mere 13-bed medical facility serving the small community. However, the area as a whole was preparing for growth. During the 1960s, 1,669 structures were built in the city of Belle Glade, which was more than any decade from 1939 to 2000. The U.S. Small Business Administration (SBA) provided \$70,000 to build Carver Memorial Hospital.

The money was given despite the objection from U.S. Sen. Abraham Ribicoff, a Connecticut Democrat and former secretary of welfare, who said, in a 1968 article in the *Spartan-*



Credits: Courtesy of Palm Beach Historical Society.

*burg Herald-Journal*, that the small hospital "was absolutely not necessary," and that state officials told the SBA before construction on the hospital began that Carver Memorial wouldn't be able to properly staff the health facility.

## Pediatricians Form Landmark Practice in West Palm Beach

As new hospitals opened and existing medical facilities expanded, Palm Beach County's medical workforce grew rapidly. There were 250 doctors in the county in 1960. They included Doctors Jennings Derrick and Bernard O'Hara

who opened a children's practice in an office at 23rd Street and Flagler Drive, which later became known as the West Palm Beach pediatric practice of Infants and Children.

"When I started, we did everything," Dr. O'Hara told *The Palm Beach Post* in 2012. "It was called Infants and Children from the time we opened the building." Typical children's medical facilities at the time treated all medical conditions, from constipation and tetanus to earaches and leukemia. Dr. O'Hara hired Dr. Charles Edwards in 1967 after treating Edwards' son who had strep throat. A few years later, Dr. Edwards hired Dr. Robert Eddleman, whom he had met at the University of Florida and stayed in touch with. Then, while vacationing in North Carolina in the early 1970s, Dr. Eddleman met Dr. E.J. Roberts




Dr Jennings Derrick

who joined the practice in 1972. Together, they were the five founding physicians of what became a community landmark known for intimate and pleasant doctor-patient relationships.

Dr. Derrick sat down at his desk twice a day, once in the morning and once in the afternoon, with a yellow notepad and spent two "telephone hours" following up with patients' questions and requests. Throughout the day, children with cancer showed up with their bags of chemo powder, which the nurses mixed in the office. Physicians stitched up gashes and set broken arms. Regardless how many patients showed up or what their condition was, "we'd see them all," recalled Nancy Day, who came on board as an LPN in 1977, as was reported in an article in *The Palm Beach Post*.






## Credentialing Solutions

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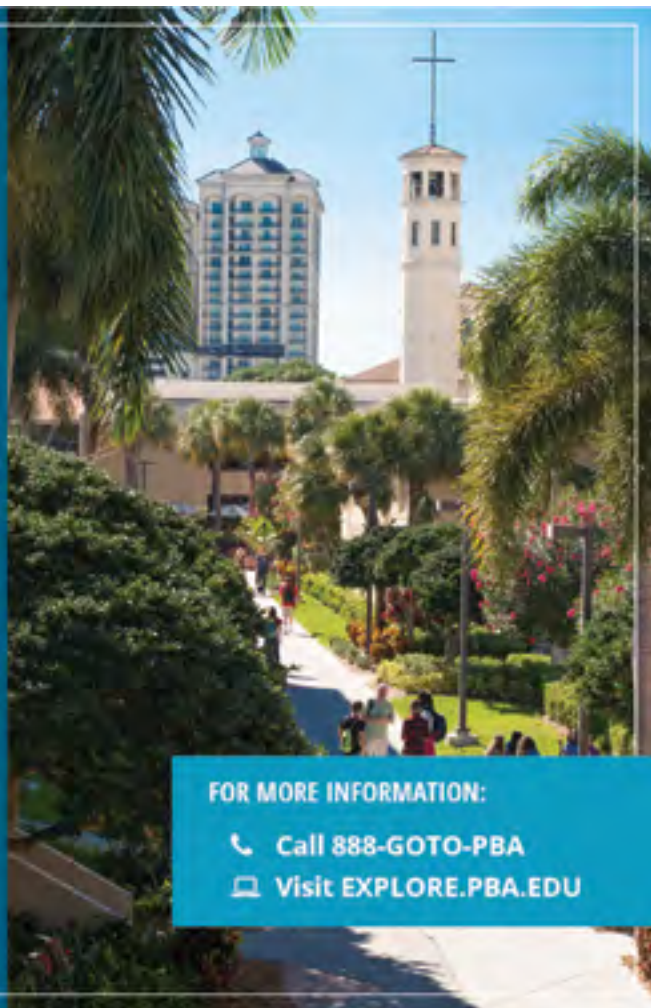
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# PBCMS Creates a Safe Harbor for Physicians

**T**he Palm Beach County Medical Society's Physician Wellness Program creates a safe harbor for physicians to obtain care, avoid burnout, achieve work-life balance and an improved quality of life. PBCMS will sponsor a Physician Well-Being Symposium in October 2019. The date and place will be announced soon.

## Promoting Physician Wellness

The practice of medicine is a highly stressful profession. Physicians carry a high degree of emotional tension, and they tend to seek help to a lesser degree and at a much later stage than other professionals. Thus, Physician Burnout is of great concern to the medical community. Physician Burnout manifests itself with disengagement, depression, substance abuse, early retirement and even suicide.

The PBCMS Physician Wellness Program (PWP) provides all PBCMS members 6 complimentary, confidential counseling sessions during a calendar year. The PWP is a self-referred program designed for physicians to be proactive to address and prevent burnout.

## Confidentiality

Confidentiality and privacy are extremely important.

- No information is disclosed to others without written consent.
- No insurance is billed.
- PBCMS is not privy to any information about the participants.
- PBCMS pays a monthly bill based upon the number of sessions conducted.

## Counselors

PWP clinical psychologists and licensed clinical social workers are all very experienced in providing counseling and psychotherapy. They have been thoroughly vetted by PBCMS physicians. They are generally available quickly, and a 24/7 support line 800-530-9757 is available. With flexible hours and locations, physicians have convenient access to services.

## How to Schedule an Appointment

A confidential call line assists physicians in scheduling appointments. The program maintains a current membership roster to determine eligibility. Additional information on the PWP as well as a Wellness Resource Library is available online at [www.pbcms.org](http://www.pbcms.org).

## How You Can Help

PBCMS has joined a growing number of medical societies nationwide who are working together to develop best practices to address physician wellness. Palm Beach County Medical Society Services is accepting contributions to operate and endow this program to serve our physicians in perpetuity. Contributions to the PBCMS Services James Byrnes, MD Education and Physician Wellness Fund are a 501c3 tax deductible contribution. More significantly, physicians are investing in the health of their esteemed colleagues.

Contributions may be made online at [www.pbcms.org](http://www.pbcms.org) or mail checks to PBCMS, 3540 Forest Hill Blvd., Suite 101, West Palm Beach, Florida 33406.



## Physician Wellness Program

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The Trust Plans have both traditional plans and High Deductible Health Plans (HDHP) that utilize Health Savings Account (HSA). Most plans are BCBS Blue Options Network plans (Their all-encompassing National/International network). Two new HMO plans have become available, to enhance the overall offering.

If you are interested in receiving a proposal for your group, please reach out to Barry Levi or Jeremy Cohen, at 561-353-1234.



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# Spotlight on Medical Specialists of the Palm Beaches

It's an exciting time for Medical Specialists of the Palm Beaches (MSPB). For more than 20 years, MSPB has been an integral part of the Palm Beach County community. With 20+ locations and 25 physicians, it is one of the largest groups of primary care and multi-specialty physicians in Palm Beach County. Many of MSPB's physicians have held leadership roles within the Palm Beach County Medical Society and have supported myriad society initiatives over the years. MSPB has always placed the patient at the center of the care experience and has placed great priority on wellness and prevention, values that the medical society cares deeply about. MSPB's partnership with the Palm Beach County Medical Society has never been better.

## Improving the Quality of Care

MSPB continues to look to improve the quality of care we provide to our patients. The company has expanded its specialty offerings with the addition of Endocrinology, Dermatology, Interventional Cardiology and Behavioral Health and has recruited two more Primary Care Providers to the MSPB family.

Dr. Jan Dobrowolski is a Board-Certified Internist who has been practicing in Palm Beach County since 2009, with a focus on preventive health and geriatrics. He is fluent in Spanish and English and has offices in Boynton Beach, Wellington, and Atlantis.

Dr. Nathan Watson is a Board-Certified Internist with offices in Wellington and Atlantis.

Dr. Britany Epstein completed an advanced Fellowship in Diabetes, Metabolism, and Endocrinology at the University of Florida Shands Teaching Hospital, where she specialized in thyroid disorders, pituitary and adrenal disorders, diabetes management, osteoporosis, obesity management, and transgender care. Dr. Epstein has offices in Wellington and Atlantis.

Dr. Michael Shiman is a Dermatologist specializing in skin cancers and other skin conditions and has great interest in the early detection and treatment of skin cancer, including the use of Mohs micrographic surgery. Dr. Shiman earned his medical degree from the University of Miami, where he was top of his class. He completed his residency at Mount Sinai Hospital in New York, and completed his dermatology residency at the University of Miami/Jackson Memorial Hospital. Dr. Shiman is a Voluntary Assistant Professor at the Mohs Skin Cancer Clinic at Sylvester Cancer Center, and he teaches residents at Jackson Memorial Hospital. Dr. Shiman has an office in Boynton Beach.

The MSPB Interventional Cardiology team works in concert with referring diagnostic cardiologists to manage coronary, peripheral vascular, and structural heart diseases using innovative, minimally invasive catheter-based techniques. Dr. Mark Rothenberg, Dr. Lawrence Lovitz, Dr. Scott Midwall, and Dr. Christopher Hawk treat patients at JFK, Wellington Regional, Palms West, and Bethesda.

Joshua Simon, Licensed Clinical Social Worker, specializes in adolescents, adults, and families who are experiencing anxiety disorders, depression, family relationship issues, life transition issues, and addiction issues. Mr. Simon has an office in Atlantis.

## MSPB Elite Provider Network Launches

MSPB is launching the MSPB Elite Provider Network, which recognizes those physicians outside of MSPB that share MSPB's values of quality care and positive clinical outcomes. Many of the elite partners are members of the Palm Beach County Medical Society, further enriching the commitment to exceptional care in the county. The Elite Network has a strong focus on specialties not offered inside MSPB or those that are offered by MSPB but in a single geographic area only. The Elite specialties include bariatric care, dental, ENT, gastroenterology, hematology/oncology, infectious disease, orthopedics, ophthalmology, plastic surgery, podiatry, rheumatology and urology. The benefits are multi-faceted and include concierge-level scheduling for Elite patients and rapid diagnostic results. MSPB's Elite Network currently boasts more than 45 active members across 18 specialties and is growing every day.

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## Significant Reasons for Concern

### This Vaccine-Preventable Illness Is Resurging

By Christopher M. Cirino, DO

A recent poll by The Doctors Company received 9,459 responses to the question: How concerned are you as a health care provider about the recent U.S. measles outbreak? Some 43 percent responded that they are very concerned. There are significant reasons for this level of concern.

The number of measles cases reported in the United States in 2018 (372) was three times higher than that of the preceding year, and as of this writing in the second month of 2019, there are more than 100 reported cases of measles. With an estimated worldwide 30 percent increase of measles cases over the last few years, it is frustrating to think that this vaccine-preventable illness, which can be associated with serious consequences including death, is resurging. Do we as health care workers really need to be concerned about measles?

In this global stage, what goes on in one country really does affect the entire world. The highest caseloads of measles worldwide in 2018 were seen in India, Ukraine, and the Philippines. We are now in a time when you can cross the globe in as little as 18 hours — in less than the typical time it takes for an infected person to develop the telling measles rash. A person can acquire the infection from a high-prevalence country, spread the infection to others in the closed quarters of an airplane, and return to a low-prevalence country with a silent stowaway, only to then go back to a social circle with similarly low vaccination rates — and this is precisely what is happening.

#### Breakdown in Vaccinations

Measles, which is one of the most transmissible infectious diseases (with an attack rate of 90 percent), has always been regarded as a “canary in the coal mine” for the status of vac-

cine programs both nationally and worldwide. Breakdowns in the vaccine chain have typically been seen in countries beset by war and political turmoil, which often abandon vaccine programs, leaving children unvaccinated or incompletely vaccinated. There also has been a growth in the level of distrust and “alternate facts” about vaccine safety and need, specifically regarding the MMR and MMRV, and this spread has been kindled by social media. Unfortunately, this distrust isn’t something that can easily be mitigated by education initiatives.

It might be easier for some to decline a vaccination, because the risk of death from measles is one in 1,000. Though sadly, with the estimated caseload of measles each year worldwide, more than 100,000 children likely die from measles each year. The medical field is steadfast on the principal of reducing the risk of death from a vaccine-preventable illness, and concerted vaccination programs were able to eradicate a much more harmful viral illness — smallpox — which had a death rate of one in three. Though until we can bridge the rift between public health goals and anti-vaccination sentiment, and bolster the more highly prevalent countries’ vaccination programs, we should all expect to see more cases of measles, mumps, and a myriad of other vaccine-preventable illnesses coming to a clinic near you.

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Dr. Cirino works in Portland, OR and specializes in infectious diseases. Dr. Cirino is affiliated with Portland Adventist Medical Center and Vibra Specialty Hospital and is the health officer at the Marion County Department of Public Health. Dr. Cirino also has written a blog on this topic at his site <https://yourhealthforumbydrcirino.org>

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## Learning Effective Doctor–Patient Communications

Benefits Include Better Outcomes and Greater Satisfaction

By Tenna Wiles

**E**ffective doctor-patient communication is a central clinical function in establishing the doctor-patient relationship. This is important in the delivery of high-quality health care. Much patient dissatisfaction and many complaints are due to breakdown in the doctor-patient relationship. However, many doctors tend to overestimate their ability in communication.

The National Institute on Aging offers the following suggestions for improving communication.

- **Effective doctor-patient communication has research-proven benefits:** Patients are more likely to adhere to treatment and have better outcomes, they express greater satisfaction with their treatment, and they are less likely to file malpractice suits.
- **Studies show that good communication is a teachable skill.** Medical students who receive communication training improve dramatically in talking with, assessing, and building relationships with patients. Time management skills also improve.
- **Interpersonal communication skills** are considered so important that they are a core competency identified by the Accreditation Council on Graduate Medical Education and the American Board of Medical Specialties.
- **Learning — and using — effective communication** techniques may help you build more satisfying relationships with older patients and become even more skilled at managing their care.

### Special Communication Needs

With older patients, communication can involve special issues. For example:

- How can you effectively interact with patients facing multiple illnesses and/or hearing and vision impairments?
- What's the best way to approach sensitive topics, such as driving abilities or end of life?
- Are there best practices to help older patients experiencing confusion or memory loss?

### What to Remember

Three points are important to remember:

- Stereotypes about aging and old age can lead patients and health care professionals alike to dismiss or minimize problems as an inevitable decline of aging. What we're learning from research is that aging alone does not cause illness nor does it automatically mean having to live with pain and discomfort.
- Many of this resource's suggestions may appear at first glance to be time-consuming; however, an initial investment of time can lead to long-term gains for clinicians. You may get to know your patient's life history over the course of several visits rather than trying to get it all in one session, for example.
- Older patients are not all the same. You may see frail 60-year-olds and relatively healthy 80-year-olds. Your patients probably are culturally diverse, with varying socioeconomic and educational backgrounds. Some are quite active, while others may be sedentary. The techniques offered here encourage you to view all older people as individuals who have a wide range of health care needs and questions.

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Tenna Wiles is the CEO of the Palm Beach County Medical Society and the Palm Beach County Medical Society Services. This article is derived from the Palm Beach County Medical Society's Council of Ethical and Judicial Affairs with suggestions from The National Institute on Aging.



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