

Medical Staff **NEWS**

ROBERT E. GERSON, M.D. 12/11/40 – 12/10/02

Lee Memorial Health System and our community lost a very special friend and physician leader, stated Jim Nathan – LMHS CEO. Dr. Gerson passed away suddenly due to medical complications that occurred while he was visiting relatives and friends in Dayton, Ohio. He was an excellent radiologist... a person truly devoted to his wife, Nancy, and their two children and was truly dedicated to his profession and our community.

Dr. Bob was a member of Lee Memorial Health System Medical Staff since 1974 and Cape Coral Hospital Medical Staff since 1978. He was an effective physician leader serving as LMHS Medical Staff President and Chairman of the Department of Radiology and as CCH Medical Staff President.

Dr. Bob was a friend to all, respected by his colleagues, and always had a smile on his face and a joke up his sleeve. And, he was a very good physician leader... keeping a week's worth of notes on a 3 x 5 index card. At the end of each week, his tasks were generally completed. This man accomplished more in a week on his index card than anyone could ever hope to accomplish through the use of a palm pilot. It was a sincere pleasure and honor to have worked with him the past twenty-eight years.

In closing, I dedicate this quote by Robert Louis Stevenson to him:

"That man is a success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of children; who has filled the niche and accomplished his task; who leaves the work better than he found it, whether by a poem or a rescued soul; who never lacked appreciation of earth's beauty or failed to express it; and who looked for the best in others and gave the best he had."

*Sandra L. Wharton, CMSC, CPCS
System Director, Medical Staff Services*

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MEDICAL STAFF SUPPORTS TRAUMA FOR 2003

From Jim's Journal

On December 19th, the LMHS Medical Staff under the excellent leadership of President Tom Kowalsky, M.D., agreed to continue to support the trauma center for the next year. This was a wonderful holiday present for the citizens and visitors of Southwest Florida. The center is truly dependent on local physicians' willingness to provide services to seriously injured patients in an organized trauma system. While it is true that, without the state-designated center, trauma victims would still get access to physician care, the trauma center places greater responsibility on physicians to meet availability criteria and poses higher clinical expectations.

In agreeing to maintain a viable call roster and continue to provide Level II trauma services, the Medical Staff identified six points for communication to all parties concerned with the future of the trauma center:

1. We, as physicians, are extremely passionate over the trauma services and the care we provide to our patients.
2. We appreciate the efforts of public leaders and philanthropic members of our community to secure short-term funding for trauma services.

3. The physician consensus is to continue to support trauma services for a period up to one year to permit the development of a long-term solution.
4. In spite of these efforts, we have serious concerns about the long-term viability of trauma services. These concerns include the escalating medical liability crisis and adequate funding to maintain physician trauma services.
5. We need solid support from our county officials, our local legislative delegation, community leaders, hospital board, and the public to accomplish our goal of a long-term solution.
6. We anticipate a successful collaborative effort to maintain our critical trauma services.

There is much more that needs to be done to secure a long-term, financially viable solution to protect trauma services in our community. Nevertheless, this unanimous decision is truly appreciated and gives us the time necessary to re-appeal to the citizens of Southwest Florida and to gage community support for the physicians and for this excellent trauma center with outcomes among the best in the nation.

HELP WANTED

G. P. Fitzgerald, III, M.D., Corporate Medical Director

Physician chairperson and/or members are needed at all three Ethics Consultation Groups (CCH, LMH & HP). If you are interested in joining one of the Ethics groups, please call Spiritual Services at 335-7150.

THE AMA CODE OF ETHICS: "GIFTS TO PHYSICIANS FROM INDUSTRY"

Chuck Krivenko, M.D.

Chief Medical Officer, Clinical & Quality Services

The American Medical Association has established guidelines for gifts to physicians from pharmaceutical, device and medical equipment companies. When gift giving is not practiced within these established guidelines, the perception of conflict-of-interest could be raised. There are 7 basic guidelines on gifts to physicians.

- Gifts should entail a benefit to patients and should not be of substantial value. Textbooks and other gifts that benefit patient care and are in the range of \$100 are acceptable. Cash is not acceptable. Drug samples for personal or family use are acceptable as long as these practices do not interfere with patient access to drug samples.
- Individual gifts to physicians are permissible as long as they are related to the physicians work. e.g. pens and notepads.
- Speakers and industry representatives are required to disclose financial support that involves educational activities.
- Subsidies to underwrite the costs of CME conferences should be made directly to the conference sponsor (the organization that provides the credit) to reduce the conference registration fee. Physicians attending a conference should not accept direct payment from a company to defray the cost of a conference.
- Subsidies from industry should not be accepted directly or indirectly to pay for the costs of travel, lodging or other expenses of physicians attending meetings. It is appropriate for faculty at conferences to accept reasonable honoraria, and to accept reimbursement for travel, lodging and meals.
- Scholarships or other special funds may be used for medical students, residents or fellows to attend selected educational conferences.
- No gifts should be given if there are strings attached. Physicians should not accept gifts if they are given in relation to the physician's prescribing practices.



IN MEMORY OF

Per the family's request, memorial gifts in memory of Dr. Bob Gerson should be sent to the Trauma Center in care of LMHS Foundation, PO Box 2218, Ft. Myers, FL, 33902

MEDICAL STAFF HOTLINE

For Medical Staff issues or concerns, Call the Medical Staff Hotline @ 334-5700.

CONTINUING MEDICAL EDUCATION – CME JANUARY 2003

“HIPAA: What Do I Really Need to Do?”

Saturday, January 18, 2003 - A Joint Sponsorship with FGCU

William P. Dillon, JD, LHRM & Jerry Williamson, MD, LHRM
Florida Gulf Coast University, Reed Hall, Room 149
8:30 – 9:00 AM Registration & Breakfast
9:00 – 12:00 PM CME
3 CME credits
Call FGCU @ 239-590-7451 for Registration Info

“New Indications for Pacemakers & Implantable Defibrillators”

Tuesday, January 21, 2003

William M. Miles, MD, FACC
The Hilton Garden Inn, Ft. Myers
6:00 – 6:30 PM Registration & Dinner
6:30 – 7:30 PM CME
RSVP 574-0397

“Exploring Efficacy with New Treatments in Hypertension”

Saturday, January 25, 2003

Mark Greathouse, MD
Allegheny General Hospital, Pittsburgh, PA
Lee Memorial Hospital Auditorium
8:30 – 9:00 AM Registration & Breakfast
9:00 – 10:00 AM CME
RSVP 574-0374 Breakfast

“Preventative Physical Therapy: Fitness for the Right Reason”

Tuesday, January 28, 2003

Tom Hafer, PT, Orthopedic Specialists of SW Florida
Lee Memorial Hospital Auditorium
12:30 – 1:30 PM

“A New Standard of Care in Acute Coronary Syndromes”

Tuesday, January 28, 2003

Joshua Furman, MD, F.C.C.P., F.A.C.C.
Division of Cardiology, Mount Sinai Medical Center
Miami Beach, FL
Lee Memorial Hospital Auditorium
6:00 – 7:00 PM
RSVP Dinner 574-0374

CONTINUING MEDICAL EDUCATION COMING SOON...

- LMHS presents a Dinner & CME
“AHA Guidelines for Secondary Prevention of Coronary Disease”
Lawrence Kline, DO & **“Don’t Eat Your Heart Out: Increasing Dietary Compliance in Patients”** Presented by Joseph Piscatella, President of the Institute for Fitness & Health Inc. & member of the National Institutes of Health Cardiac Rehabilitation Expert Panel charged with developing clinical practice guidelines for physicians.
Author of *Don’t Eat Your Heart Out, Choices for a Healthy Heart, Controlling Your Fat Tooth, Fat-Proof Your Child – All About Healthy Kids and The Fat-Gram Guide to Restaurant Food.*
February 5, 2003 from 6:00 – 8:00 PM at HealthPark
- A CME Dinner lecture at the Hyatt Regency in Bonita Springs for LMHS & NCH Physicians on **February 13, 2003.**
M. Erick Burton, MD, FACC presents
“Management of Atrial Fibrillation in the CHF Patient”
- **The Children’s Hospital of Southwest Florida/LMHS Annual Pediatric Conference at Sanibel Harbour Resort & Spa** will take place on **March 22 & 23, 2003.** This 1 1/2 day conference will provide 11 CME credits. Day one includes a diversity of pediatric topics: Dermatology, Asthma, Headaches and Kids, ADHD, Oncology and Ethics. Sunday, day two is a half-day with the Florida Medical Association mandated CMEs: HIV/AIDS, Domestic Violence and Prevention of Medical Errors.
Brochures to follow the end of January.

If you have questions or would like to submit an article to *Medical Staff News*, please contact

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