

THE BULLETIN

Volume XXI * Issue II



President's Message

William Wharton, MD

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Privilege

I recently had the honor of attending the funeral of one of my long time patients and friends. Though I knew him to be a gracious southern gentlemen, I had no idea of the depths of his accomplishments. A graduate of The Woodberry Forest School and Yale, as well as a veteran of World War II, he gave up a lucrative business career to serve his fellow man as an Episcopal rector throughout the Southeast.



William Wharton, MD

Hearing his life story reminded me that, as a physician, I am in the privileged position of having exposure to remarkable people on a daily basis. I cannot think of another profession that so intensively and closely serves such a diverse cross-section of our fellow citizens across the full spectrum of their lives. Despite different cultures, faiths, ethnic backgrounds, and economic circumstances, bonds of trust are formed that unquestionably benefit both doctor and patient alike.

As physicians in Buncombe County and Western North Carolina, we are doubly privileged to practice medicine and raise our families in an area of the country so desirable that many choose to spend their vacation time here each year. If that is not enough, we have the additional privilege of talented colleagues, an appreciative patient population, a strong and active medical society, and a national reputation for medical excellence.

After a hard call night, another apology for being late, filling out yet one more form, or facing the latest Medicare/Medicaid cut, it is hard but important to keep the big picture in mind. There is no question that US healthcare is in a period of transition and that the healthcare system will change. In uncertain times like these, remember why we entered into our chosen profession. To challenge the mind, to satisfy the curiosity, to help a fellow human being, and to make a difference are attributes of medicine found in few other professions.

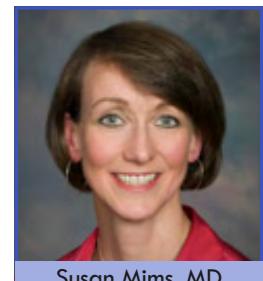
Let us constantly remind ourselves, as well as the public, that this is why we entered medicine. Let us remind ourselves that to be a physician remains a privilege and that we must not take that position for granted. I call on you to join me in taking the lead as change agents, advocating for the kind of medical reform that will improve upon the excellence and professionalism with which modern medicine has come to be known.

William W. Wharton III, MD

Foundation Chair Report

Susan Mims, MD

Despite the hot summer days and vacation season, there continues to be a flurry of activity with the BCMS Foundation. With the transition of primary care for the majority of Buncombe County's low-income population from BCHC to WNCCHS, Project Access and WNCCHS have partnered to establish a system linking WNCCHS patients with Project Access services. Project Access continues to expand in partnership with many practices in our community to connect eligible patients with the specialty care they need. Also more and more primary care practices are caring for PA patients.



Susan Mims, MD

Kudos to our medical community and all you do for the people in Buncombe County who fall through the cracks in our current health system. **Project Access works because of you.** Your generosity in donated care and financial support helps Project Access fill in some cracks and makes comprehensive healthcare available to people in need. In this edition, you will read about the expanded work of Project Access, as well as myriad other activities of the BCMS Foundation, including the expanded work of the Western North Carolina Interpreter Network, and the grants made available to our community through our Endowment. Thank you for your support and work with our Foundation. It is making a difference for so many individuals in our community.

Please feel free to contact me anytime with your questions or comments.

A handwritten signature of Susan Mims, MD.

Susan Mims, MD

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Project Access News

Jana Kellam

Compelling Results About the Effectiveness & ROI of Project Access

The Wake Forest University research is complete and looks very favorable for Project Access and our safety net. The authors wrote, "Buncombe County (Asheville), North Carolina is an instructive example of one approach to improving healthcare access for people who remain uninsured, both leading up to and following national reforms." [Read the entire report](#). The team also performed a study of the PA's return on investment. The authors' conclusion: "Considering various tangible benefits that Project Access provides for its enrollees, we have concluded that **every \$1 invested in Project Access administration produced a return of \$20 in donated medical care value** (using 2008 data). This does not (even) include the benefits of medication assistance, home care, and interpreter services provided for the uninsured enrollees by Project Access and associated programs. **This is a tremendous accomplishment.**"

Steps Taken to Smooth the Safety Net Transition

Over the last several months, we have worked to ensure that safety net transitions progress as smoothly as possible for patients. We have spent many hours with the WNCCHS and DSS staffs to develop a new system for enrolling Project Access patients at 257 Biltmore and are pleased to report that the process was successfully implemented on July 1, 2010. More work needs to be done, primarily with regard to the Medicaider/CHASSIS software being utilized for both County and Project Access programs. We are confident, though, that these minor issues will be ironed out in an efficient and effective way.

Seeking Additional Funding

BCMS Foundation applied to Mission Hospital Community Benefits for a grant to cover the expansion of Project Access that became necessary after the transition in adult primary care in the safety net system. Though the committee hasn't awarded funds yet, we are hopeful that Mission will join Buncombe County in supporting the future of Project Access operations.

If you have any questions about BCMS Foundation programs, please feel free to contact me at 274-2267, ext. 305 or Jana@bcmsonline.org.

Newcomers Picnic: Come Join Us!



- WHO:** BCMS member physicians, BCMS Alliance members & their families
- WHAT:** 2010 Newcomers Picnic
- WHERE:** Taylor Ranch
- WHEN:** Sunday, September 19, 2010, 4 – 8 pm

Join us for our annual picnic to welcome new physicians in Buncombe County! This fun-filled afternoon for all BCMS members and their families will include fishing, horse drawn wagon rides, live music, fun kids' activities provided by the Health Adventure, BBQ dinner, and a marshmallow roast!



Please contact Donna Wiedrich, Director of Operations & Member Services, at 274-2267, ext. 313 if your practice is interested in sponsoring a physician that is new to your practice in 2009-2010. Please remember to contact Christie Calaycay, Membership Coordinator, with any additions/changes to your practice at 274-2267, ext. 310.

Thanks to our sponsors (to date)!



Meet the Interns from the 2010 Minority Medical Mentoring Program

BCMS, MAHEC, ABIPA, and Mission Hospital are teaming up once again to offer minority high school seniors a high quality mentoring internship. These are students who have demonstrated a serious interest in becoming a physician. The program has graduated 14 interns since 2005 and all are attending colleges and universities. Interns experience rotations in private physician offices, clinic settings, and the hospital. Here are our interns for the 2010 fall semester:

- **Tijuan Brown**, from T.C. Roberson High School. Tijuan is interested in receiving a more complete understanding of the medical field in order to decide which area of medicine he'd like to pursue. His senior project will focus on anesthesiology.
- **Danielle James**, also from Roberson, is interested in pursuing a career as a neurosurgeon.
- **Pratik Patel**, also from Roberson, wishes to learn about various physician specialties so he can clarify his ultimate career goals.

Welcome interns!

Help Future Medical Professionals Get Off to a Positive Start

If you would like to find out more about this program or wish to serve as a physician mentor, please contact **Jacquelyn Hallum**.

Jacquelyn.Hallum@mahec.net | 257-4479

“Every student deserves to be treated as a potential genius.”

~ Anton Ehrenzweig

Membership Update

Donna Wiedrich

In today's rapidly changing healthcare environment it is essential that physicians band together on global issues for the health of their patients as well as their profession. BCMS strives to facilitate this process and as a result continues to be one of the most active and effective medical societies in the state. As part of our strategic plan, we are focusing our energy on education and advocacy and continue to strengthen the physicians' voice throughout Western North Carolina. Read below for an update on what we are doing on your behalf.

Education/Events - SAVE THESE DATES!

As "Meaningful Use" deadlines and healthcare reform loom on the horizon, we are working diligently to educate our members and help them make good choices for their practices. We have several new Electronic Health Record (EHR) events scheduled for late summer/early fall, and of course our Fall Conference in November.

Legislative Breakfast, August 30 (7–9 am), Doubletree Hotel – Help shape the political landscape in North Carolina by attending this breakfast meeting where legislative issues and upcoming WNC political races will be discussed. Learn more about this event, including how to register to attend, in the [Legislative Update article on page 14](#).

EHR Vendor Fair, August 31 (6:30–9:30 pm), Doubletree Hotel – This free session is being offered through a partnership between BCMS, Crescent PPO, and WNCHN (WNC Health Network). All WNC physicians and their staff are invited. The EHR/Practice Management software vendors featured at this event have been vetted, and group purchase discount pricing has been negotiated on behalf of physician practices in WNC. Attendees will learn from vendors what's available as well as the costs and requirements of EHR and practice management (PM) software. Cameron Cox of Management Services On-Call (MSOC) will be making introductory remarks on the selection of EHR solutions and will be available for further discussion and consultation during this event. Invitations were sent out via email. If you did not receive an invitation, please contact [Christie Calaycay](#) (274-2267, ext. 310).

Technical Support Vendor Fair, September 30 (6:30–9:30 pm), Doubletree Hotel – This free session is also through a partnership between BCMS, Crescent, and WNCHN and will feature a wide range of vendors you may need before, during, and after your EHR/PM purchase or upgrade. These vendors offer services such as work flow analysis, IT technical support, hardware selection, financing, data storage, revenue management, and other support services to help answer questions you may have. We encourage you to bring your practice manager, IT, and other support staff. Invitations will go out in early September.

Fall Conference, November 10 (8:00 am–5:00 pm), Doubletree Hotel – BCMS has an excellent line up for this year's Fall Conference. Many thanks to our Fall Conference Planning Committee: Cathy Wiles, Asheville Heart; Deborah Scott, Allergy Partners; Iby Whitten, Medical Insights; Mariann Smith, Hope Women's Cancer Center; Dan Keller, Med Oasis; and Donna Wiedrich and Christie Calaycay, BCMS.

Fall Conference Lineup:

- Keynote: Healthcare Reform – Pam Silberman, CEO, NC Institute of Medicine
- EMR and HITECH Act – Jeanne Chamberlin, FACMPE, Vice President & Director, EMR Partners, Management Services On-Call
- NC Legislative Update – Chip Baggett, Director of Legislative Affairs, NCMS
- (Managed Care Issues) Trends in the Payor World – Doral Davis-Jacobsen, Consultant, Dixon Hughes
- (HR Issues) Benefits Beyond The Benefit Package: Intangible Motivators – Lisa Wheeler and Mike Sowinski, Consultants, Pathways Medical Management
- NC Medicaid, Systems and Policy Changes – Craigan Gray, MD, Director of Medicaid, NC DHHS

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(Continued from page 4)

Watch for invitations and registration information in September! Many thanks to our Fall Conference sponsors (to date):



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Advocacy

Over the last several years BCMS has laid a solid foundation for an advocacy program that has a potent and recognizable voice with legislators. Read below for a sampling of our advocacy efforts.

BCMS PAC – Through BCMS PAC, we provide financial contributions to candidates who support legislation that is important to our members and is consistent with our mission and goals. The goals are to ensure that the voice of BCMS physicians and our patients can be heard and that we foster strong relationships with those who listen. For more information on BCMS PAC or to make a contribution, please visit our website at: <https://www.bcmsonline.org/main/physicians/pac.php>.

Physician Buddies – BCMS has developed a program that connects each legislator with a politically-compatible physician leader in an effort to strengthen the relationships and educate legislators on the issues that physicians face on a daily basis while trying to deliver high quality care to their patients.

Candidate Forum – BCMS will be hosting a candidate forum on October 28 at the Doubletree Hotel. All WNC physicians, House and Senate candidates and legislators will be invited to attend. There will be open dialogue and you will have the opportunity to ask candid questions of the candidates and form your own opinion regarding who you want to support during the general election. This will also be an excellent opportunity to educate the candidates on the issues that impact you and your patients. We will be soliciting questions in advance for our members, so stay tuned for more information on this event.

White Coat Wednesday – BCMS CEO, Miriam Schwarz, and President, Dr. Will Wharton, traveled to Raleigh on May 19 to participate in NCMS' [White Coat Wednesday \(WCW\) program](#). WCW provided physicians with an opportunity to visit Raleigh and lobby legislators. "I found the trip to Raleigh to be a valuable and productive experience," said Dr. Wharton. "Physicians who take the time to go to Raleigh to see our legislators will find that the legislators truly appreciate their presence, expertise, and opinions. I highly recommend that my colleagues take the time to make this trip to Raleigh this summer to show our legislators that we are willing to do what is necessary to maintain excellent healthcare in North Carolina." If you are interested in signing up for the 2011 White Coat Wednesday please contact [Donna Wiedrich](#).

Marketing - Enhancing the Image of Physicians and BCMS

The Physicians' Voice TV Spots – Recently you may have seen the two 60-second educational TV spots on WLOS featuring Dr. Will Wharton and Dr. Robyn Latessa ([view the spots on our website](#)). This is just another way that we are working to enhance the image of physicians and educate patients at the same time. We have made arrangements with WLOS to offer these TV spots to physician practices at a discounted rate (see page 16 for more information). If you are interested in participating in The Physicians' Voice TV spot program, please contact [Donna Wiedrich](#) at 274-2267, ext. 313.

Patient Education Audio Podcasts – With great thanks to Dr. Rob Fields (President-Elect of BCMS) of [Vista Family Health](#), BCMS is proud to announce another high-quality addition to the series of "The Physicians' Voice" media presentations aimed to showcase to the general public our physicians' world-class medical expertise and focus on patient/community health. This series involves podcast interviews with various physicians on topics of interest to the public and was the brainchild of Dr. Fields (and his NCMS Leadership College project). To hear the podcasts, please visit our website at <https://www.bcmsonline.org/main/community/thephysiciansvoice.php>.

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BCMS Window Decals – The BCMS Decal Squad has been delivering our beautiful new window decals to practices of BCMS members. If you have not received your window decal, please contact [Christie Calaycay](#). In August we will be mailing the remaining decals to practices that are not within close driving distance of the BCMS office. Placing the BCMS decal on the window of your practice's front door tells everyone who enters that you are proud to be a part of a dynamic, talented physician community that is dedicated to a healthy, vibrant Western North Carolina. The decal demonstrates to your visitors that you advocate for the health of the medical profession, the health of the patient, and the health of the community. Declaring pride in your membership shows that you value integrity, quality, compassion, diversity, and innovation. The decal reflects that the physician/patient relationship and the practice of patient-centered, high-quality medicine are important to you. View our new window decals at https://www.bcmsonline.org/main/physicians/window_decal.php

Regionalization

We continue to reach out to the physicians across the region in an effort to create a regional WNC Medical Society. Our goals for a future WNC Medical Society are:

- To strengthen the voice of WNC physicians in advocating for the health of the medical profession, the health of the patient, and the health of our region
- To inform, educate and prepare physicians for rapidly occurring changes in healthcare at national, state, and local levels
- To share legislative and policy information and advocate on behalf of physicians in areas of mutual interest
- To share available resources in areas of mutual interest
- To promote physician-to-physician communication and dialogue in an open, honest, and safe environment

We have met with the medical staff of Haywood Regional, Transylvania Community, and Park Ridge Hospitals, as well as the Swain/Jackson County Medical Society. We are in the process of meeting with medical staff at Pardee and McDowell Hospitals and the Mitchell/Yancey medical society. For more information about this effort and how to help, contact [Miriam Schwarz](#).

Physician/Hospital Relations

As the physicians' voice for a healthy community, the Buncombe County Medical Society's Board of Directors was pleased and honored to provide input to the Governance, Nominating, and Bylaws Committee of the Mission Board of Directors regarding potential candidates for the open position on the Mission Health System's Board of Directors. The same is true for the opportunity provided to us to offer input regarding the Vice Chief of Staff slate. In addition, BCMS physician leadership and CEO Miriam Schwarz participated in the recent CEO interviews with the two finalists. We are pleased that BCMS has a formal place at the health system table as we work together to improve the health of all people in Western North Carolina.

Healthcare Reform

Impending changes to the healthcare delivery system present new challenges and opportunities for physicians. There is a window of opportunity for physicians to organize themselves to help lead discussions and plan what is best for the future of our health delivery system. In early August, CEO Miriam Schwarz and President-elect Rob Fields, MD will be attending a NCMS-hosted summit to discuss the development of enhanced healthcare delivery models such as Accountable Care Organizations (ACOs) in North Carolina. We will keep you updated through our e-newsletter ([sign up here](#)).

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Electronic Health Record Vendor Fair

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2 Systems you will be upgrading

(Electronic Medical Record and Practice Management)

1 Very large financial commitment

0 Room for error

**GUEST SPEAKER – Cameron Cox of Management Services On-Call,
“EHR Selection & Use – 12 Tips for Success”**

WHAT?

An Electronic Health Record (EHR) is an Electronic Medical Record (EMR) that has interoperability with other clinical systems. Most practices will be installing EHR systems as they will be interacting with other practices and other providers of information (labs and hospitals) that will be included in the Health Record as data. By pulling from numerous data sources—labs, hospitals, other physicians EHRs, and pharmacy records via SureScripts—the EHR can provide a better picture of patient health than just an isolated practice's EMR.

WHY?

Whether you are a physician, clinical, or office staff your professional life will change with the introduction of an EHR and Practice Management Application to your practice, or an upgrade to the next generation of solutions. Attending will allow you to see what is available, learn more about costs and requirements and interact with other colleagues who will be facing the same hurdles as yourselves. The vendors at this event were vetted by WNCHN, BCMS and WNC MGMA leadership via a formal request for proposal process and live demos. WNCHN has negotiated group purchase discount pricing with the selected vendors and this discounted pricing is available to all physician practices in WNC.

WHO?

Any practice that has not purchased an Electronic Health Record should send physicians and staff to this vendor fair. If you have an older EHR, you may also want to attend to view the new technology and see if it will help your practice.

WHERE/WHEN?

Doubletree Hotel Ballroom, **6:30-9:30 pm on Tuesday, August 31, 2010.**

COST?

FREE! The vendors have graciously defrayed the cost of the fair. A light meal will be offered.

REGISTER online by going to <http://tinyurl.com/395r9mn> by **Tuesday, August 24, 2010**. Registering early allows the vendors an opportunity to insure that they know which specialties will be present so they may highlight the most relevant features. For more information contact Christie@bcmsonline.org. **INVITE 2:** We encourage you to invite two colleagues from other practices to this event as well. Have them register in advance.



Cameron Cox, III is the President of Management Services On-Call, Inc. (MSOC), which is located in Chapel Hill, North Carolina. He holds a BS in Public Health and a Masters in Healthcare Administration, both from the University of North Carolina-Chapel Hill. In addition, he is an active member of the Medical Group Management Association (MGMA), and a number of other specialty-specific management organizations.

Cameron.Cox@MSOCGroup.com

2010 Shrimp Picnic



The 7th annual Shrimp Picnic was a great success. Well over 150 people attended and enjoyed great company, good food, and fun activities at the North Carolina Arboretum. Dr. Chris Edwards generously made and donated the beer for the event allowing the attendees to sip on homebrew choices such as the Black Eye Rye and Tropical Thunder. The children had a blast learning and playing with the Health Adventure. They also got riled up by Professor Whizzpop, but were able to burn off some extra energy with the Little Gym.

The adults were entertained listening to the Bee Gees, Frankie Valli, and Barry Manilow while seeing pictures of our honored guests. We were pleased to honor a total of 31 Cornerstones who began their practice in Buncombe County between 1977 and 1979. We cannot say “thank you” enough for your longtime involvement and commitment to the health of our community.

In addition to honoring our Cornerstones, this year’s picnic raised over \$5,500 for the Buncombe County Medical Society and Alliance Endowment (BCMS&A Endowment)! The 2010 BCMS&A Endowment grants were awarded to health initiatives at three local organizations. Homeward Bound and the Irene Wortham Center each received \$5,000 and the Buncombe County Department of Health was given \$2,125.

We look forward to having you join us for our 8th annual Shrimp Picnic in 2012!

2010 Cornerstones



2010 Cornerstones pictured are (left to right): Front row: Ellen Boyd; J. Ben Bailey. Middle row: John Lawrence, Jr.; Richard Walton; W. Roger Domby; W. Leon Elliston; Jerry Ariail. Back row: Alan Friedman; Benjamin Powell; John Kelly; J. Spencer Atwater; Jeffrey Russell.

WIN Updates

Daniel Holcombe

The WNC Interpreter Network (WIN), a program of the Buncombe County Medical Society Foundation, is very proud of the outstanding interpretation, translation and assessment services provided to the various limited English proficient (LEP) communities and our clients throughout Western North Carolina. We are particularly thankful for our interpreters who have generously donated their time and other expenses in order to interpret for Project Access patients. The interpreter completes the treatment team and all are to be commended for their generosity.

Recent expansion into satellite counties has been both inspiring and satisfying, not only for WIN, but also for our new clients. WIN will now be providing regular interpretation services in the mental health arena for various practices throughout Western North Carolina. Other areas of growth include physical therapy, substance abuse assessment, employee evaluations, and domestic violence.

WIN recently sent out Business Associate Agreements to all clients in order to secure the confidentiality and integrity of the Protected Health Information (PHI) of all patients, thereby complying with the HIPAA Security and Privacy rule and Title XII, Subtitle D of the Health Information Technology for Economic and Clinical Health (“HITECH”) Act. Patient confidentiality is of paramount importance to WIN, and all interpreters receive ongoing training in order to maintain this confidentiality. If you did not receive your Business Associate Agreement, please contact Daniel Holcombe.



The Pains of Economic Recovery

The subprime meltdown that set off the worldwide financial crisis and earned the dubious moniker “the Great Recession” has significantly altered investor expectations. Increasingly, the average American feels shut out of the financial markets as flash trading firms and hedge funds become the dominant participants in the daily volume of stock trading. These short-term trading strategies tend to increase market volatility, further alienating Main Street investors. The notion that the financial markets are rigged against the traditional buy-and-hold investor has many clamoring for something new and different. In an environment such as this, many investors fall victim to the somber mood and begin to position their portfolio too defensively. Portfolio asset allocations that do not include enough stocks only exacerbate the problem of underfunded retirements. With today’s low interest rates, cash equivalents are paramount to admitting defeat in planning for a successful retirement. Even if the new normal in the global economy is slower growth, stocks will be a critical component to every pension fund, endowment, and individual investor’s portfolio.

The banking losses incurred during the financial crisis were aggressively dealt with by government policy makers. The Federal Reserve and Treasury Department utilized emergency monetary and fiscal policy to shock the credit markets and economy back to life. To a large extent these measures were successful in stabilizing the financial system. However, the problems were not entirely solved; rather, the problem moved as the losses incurred in the financial sector were essentially socialized and put onto the balance sheet of the government. The next phase of the recovery is marked by governments having to contend with unsustainable budget deficits and high levels of debt. We see this most clearly in Europe, but can also see our own budget challenges here in the US.

Many Americans have allowed their fear of the national debt and continuing budget deficit to impede upon prudent decision making. The media bombards us with the comments from the extreme left and right, leaving the majority greatly alarmed and feeling somewhat paralyzed. I believe that most Americans understand tough steps will need to be taken to correct the imbalances. Like what has occurred in their own households, they understand that our federal and state governments will need to enact austerity campaigns of their own. With the blunt reality of the moment, I feel confident that Americans will act to arrest the deterioration of our government’s balance sheet.

A key component to rectify the budget woes resides in the recovery in economic activity and corporate earnings into a self-sustaining cycle. This process has begun with rising corporate earnings that are solidly above levels of a year ago. As company executives develop confidence that the self-sustaining cycle has momentum, they will begin to hire back employees. While we wait for the momentum to become obvious to all, we must not allow the mood of the day to capture us into thinking a zero return asset like cash is good, or a precious metal without a dividend or market as a currency is somehow what is right for portfolios. Instead an investor must determine what short- and intermediate-term spending and emergency fund needs there are and meet those needs in bonds and cash equivalents. For long-term goals the best advice is continue to do what is currently the most difficult. You must allocate to stocks an amount that will accomplish your goals, and then you must have patience as we wait for higher stock prices in the future.

For more information contact Rick Manske, CFP®.

Rick Manske, CFP® | Managing Partner
888-877-1012 | rmanske@parsecfinancial.com

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Managing Partner

Dr. Groh Publishes Research on Dislocated Shoulder Treatment

Research on the treatment of dislocated shoulders, led by Asheville orthopaedic surgeon and BCMS member Dr. Gordon I. Groh, has been published in the *Journal of Shoulder and Elbow Surgery*. Dr. Groh is a board-certified specialist in shoulder, elbow, and hand surgery at Blue Ridge Bone & Joint.

Dr. Groh's research followed the cases of patients at Blue Ridge Bone & Joint over the course of 32 years with luxatio erecta (traumatic inferior shoulder dislocation). Due to the unusual nature of the injury, the outcome of treatment for it had been ill defined. Patients who received treatment were evaluated with respect to pain, function, range of motion, strength, and patient satisfaction. The study showed that surgical treatment in these patients yielded good or excellent results in a large majority of cases, providing critical information for other specialists in shoulder surgery to consider in treating their patients.



Prior to joining Blue Ridge Bone & Joint in Asheville 15 years ago, Dr. Groh served as a full-time faculty member and director of shoulder and elbow surgery at the University Of Colorado School Of Medicine in Denver. He continues to actively pursue research and teaching opportunities, and has presented in every major city in the US, as well as in Mexico, Canada, and Japan.

He is also active with the American Academy of Orthopaedic Surgeons (AAOS), and serves on key committees for developing continuing medical education for its members. He is one of only four orthopaedic surgeons in the nation to hold memberships in the American Shoulder and Elbow Surgeons (ASES) society as well as the American Society for Surgery of the Hand (ASSH).

For more information call Blue Ridge Bone & Joint at 258-8800, or visit www.DrGordonGroh.com.

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An Update from Haiti

Jack Allison, MD MPH

Dr. Jack Allison, emeritus member, provides a brief update on what's going on in Haiti since he had the honor of providing emergency medical care there shortly after the earthquake in January of this year.

I remain in very close contact with both the President and the Chief Operations Officer of the Greater Caribbean Energy & Environment Foundation (GCEEF), the generous folks who sponsored my trip to Port-au-Prince and neighboring communities.

The good news is that GCEEF has been given both the authority *and* the responsibility to rebuild Gressier, the community that was at the epicenter of the quake. Additionally, GCEEF has *the lowest overhead* of any NGO working in Haiti, which they have been doing, by the way, since the early 1980s. The lean news is that GCEEF was not given any funds to perform the mandate of restoring medical care, education, housing, food, water, sanitation, and myriad other tasks, including micro-finance.

To date GCEEF has arranged for 15 men, women and children to receive prosthetic limbs for arms and legs that were amputated as a result of the quake. Five more adults and 15 additional youth are scheduled to receive their new limbs in the very near future. Four hundred people in Gressier have been identified to receive prostheses, whereas the community of nearby Leogane has 3,000 in need.

Representatives of GCEEF, particularly Dr. Ryan Jackson from Wyoming, have developed a public health curriculum which has been taught at schools, orphanages, and at church and women's groups, beginning with warnings about flooding. Two years ago Haiti experienced terrible flooding as a result of four hurricanes—the entire country has been deforested. Those floods claimed 3,000 Haitian lives. Because the rainy season is already in full swing, I was commissioned to write a flood warning song, *Don't Sleep In The Gully*, which we hope to have played on 25 radio stations throughout Haiti.

(Continued on page 12)

(Continued from page 11)

GCEEF has also been teaching about the boiling of drinking water, water-borne and insect-borne diseases, person-to-person communication of disease, and toxic substances. Two other songs that I was commissioned to write/record are *Wash Your Hands With Soap*, and *Put Garbage In Its Place* (including a verse about plastic). All three of my songs are half in Creole/half in English. A manual in Creole is currently being developed by GCEEF to espouse sound public health practices.

Unfortunately, Haiti is *the* poorest nation in the Western Hemisphere, with the least water per person, the highest birth rate, the highest infant mortality rate, and the most corrupt government. They are no longer feeding themselves—the World Food Program is. Therefore, it will take a **long** time to rebuild Haiti, for that country was a ‘disaster’ on any good day *before* the quake. Personally, I am honestly encouraged that GCEEF is also committed to rebuilding Haiti over this **long** haul.

For those who would like more information and/or to chat in more detail, my home telephone number is 828-299-0529, and my e-mail address is eja1621@aol.com. Let's please keep Haitians in our thoughts and prayers now that the acute phase of the disaster is behind them, but the long-term issues of (re)development remain.

Dr. Jack Allison is Past President of the American College of Emergency Physicians nationally; Past Chair of the Board of the Emergency Medicine Foundation; Past Chair of the Residency Review Committee for Emergency Medicine; Past President of the International Federation for Emergency Medicine, which he helped found and for which he was the first presiding President. He now serves as Professor of Emergency Medical Care, Western Carolina University, and is Chair of the Continuing Education Coordinating Board for Emergency Medical Services (CECBEMS) nationally.

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Navigating the Forest Through the Trees

Lisa Wheeler, MS Ed, PA-C

As I reflect back on 2010 thus far for healthcare, two things come to mind: deer in the headlights look AND can't see the forest through the trees. If you are alert and oriented to person, place, time (A and O x's 3) and thriving *or* surviving in healthcare, I imagine you have had one of these sensations this year. Maybe you have had both. Maybe you have had both at the same time.

There are days that not only can I *not* see the forest through the trees, I can't even tell you what forest I dropped into. Smokies? Redwoods? Argonne? Does it matter? Where is the compass? Things with wings: Bat verses Bluebird? Green plant like material...bird of paradise verses poison oak??? Important to know? Yes! Who are the bats in your healthcare world? Who are the bluebirds? Who are the bird of parades and who are the poison oaks?

Metaphors are fun and nice, and they serve an important point. Who, what, where, why and how are you in your practice? Whether you are a physician reading this or an administrator, you should look at these (and other questions) seriously and sooner rather than later! These questions also go for the practice as a whole including staff. You must know your identity and be able to readily answer if asked: Am I happy? Are my patients happy? Is my staff happy? The answer should come to you quickly. If it does not, then *there is* the answer, I would argue.

Here are four more simple questions for you (and your staff). You may be surprised at the answers when you sit and thoughtfully give your answers:

1. What is my job (what don't the job description and degree tell)?
2. What do I like about my job?
3. What do I dislike about my job?
4. If I could change one thing in my job environment, what would it be?

So navigating the forest through the trees starts with basic questions, evaluating the answers, and adjusting the course one step at a time and one moment at a time. You cannot expect anyone else to see the forest through the trees (or follow you) if you aren't clear yourself.

Lisa Wheeler is co-owner of Pathways Medical Management, LLC. Her extensive healthcare experience includes work as a physician assistant, practice administrator, and athletic trainer.

Buncombe County Department of Health Services are MOVING!

The Department of Health is on the move! Our future home will be in the Human Services Complex on Coxe Avenue. Until the building is ready for us, we will continue to provide services from the following temporary locations.

Call 250-5000



for up-to-date information
about our move and
new locations

Family Planning & Prenatal Health

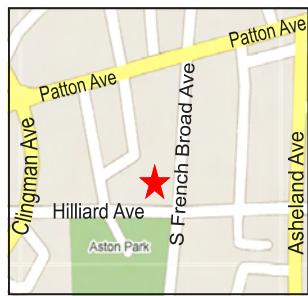
- Pregnancy testing, ultrasounds, and lab tests
- Office visits, yearly exams, pap tests, referrals
- Birth control and emergency contraception
- Postpartum care and support services

BCCCP & Wise Woman

- Breast exams, pap tests, mammograms, blood pressure and cholesterol screenings
- Counseling and education

53 S. French Broad Ave.

Corner of S. French Broad Ave. & Hilliard Ave.
Across from Aston Park
-Opening August 10, 2010

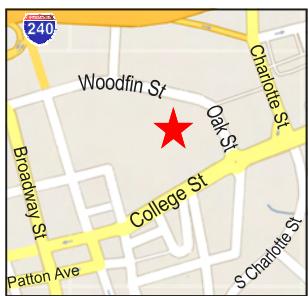


Immunizations & Disease Control

- Immunizations and foreign travel vaccines
- Testing & treatment for STDs, tuberculosis (TB) & communicable diseases

35 Woodfin St.

-Moving to lower level of building in late August 2010



WIC Nutrition

- Food vouchers & information about healthy eating for women, infants, & children
- Breastfeeding education and support
- 3 New Locations:

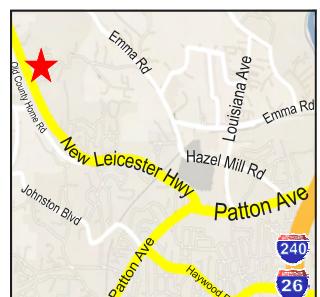
297 Haywood St.

Corner of Patton Ave. and Haywood St. Across from Hunter car dealership
-Opening in late August 2010



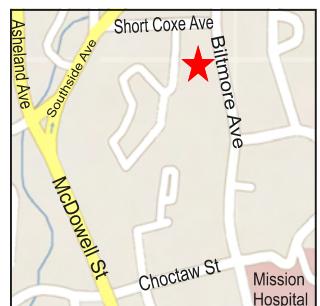
HS West 339 New Leicester Highway

Behind McDonald's
-Opening in late August 2010



WNCHCS* 257 Biltmore Ave.

*WNCHCS patients only at this location
-Opened July 2010



Vital Records

- Birth and death certificates

59 Woodfin Place

Across from First Baptist Church on Charlotte St.
-Opening in mid-August 2010



Legislative Update

Chip Baggett

With the close of the NC General Assembly Short Session just recently past, it is important for us to take a moment to remember the things that you and your peers have done here in Buncombe County and across Western North Carolina. While the final results were not as we had hoped, without your help it would have been so much worse.

What has given us the ability to withstand profound pressure on Medicaid and Medicare? What has enabled us to ensure that there is value in the education that you have worked so diligently to earn? What have we been able to do together to ensure that you have a future here in NC serving your patients?

The most important aspect has been your ability to replace apathy with involvement and build positive working relationships with your local delegation. These relationships have paid dividends time and time again. Your legislators were willing to advocate on your behalf to ensure fair protection during medical board investigations, argued your case for appropriate Medicaid reimbursement, and repeatedly introduced realistic solutions to correct unfair elements of our state's tort system. These successes may well be overshadowed by the many daunting challenges that you are facing right now, but without your efforts and the support of your legislators in Raleigh, the picture would be even more dismal.

Many of you have also chosen to be a part of the solution by participating in the election process. You have given of your time and money to support the candidates that understand your business and want to be your partner in caring for your patients (their constituents). Your support has helped to advance Western North Carolina legislators into leadership positions and thereby advance your issues even more stridently.

We are now facing a new election that will have significant consequences in the future for physicians. Your continued efforts are more important than ever. NCMS and BCMS have pledged to work together to ensure that you have the resources and knowledge of current issues to continue that valuable work that you have done for so many years now.

The first opportunity to prepare for the months ahead comes August 30 when we will convene a breakfast to discuss legislative issues and the upcoming races in Western North Carolina. Your attendance, participation, and guidance are vitally important in building strong physician engagement in the political process so that the physicians' voice is well-represented and has an impact in Raleigh in 2011 and beyond. **Please join us on Monday, August 30 from 7-9 am at the Biltmore Doubletree Hotel. RSVP by August 15 by emailing Jennie@bcmsonline.org.** We look forward to seeing you.

Chip Baggett is the Legislative Relations Director for the North Carolina Medical Society.

Local Doctors and Lawyers Prepare to Face Off On the Court!

Doctors and lawyers are preparing for a rumble right here in WNC. This faceoff isn't what you might expect, however. Instead of being courtroom opponents, these MDs and JDs are athletic adversaries in the upcoming 2010 Sawbones vs. Jawbones Basketball Match. Despite the pre-match banter between the teams, the matchup is truly a light-hearted, family-friendly fundraiser for the BCMS Foundation and Pisgah Legal Services.

Keep an eye out for the online link to buy your tickets early. You won't want to miss this event!

Date: Friday, October 15

Time: Jammin' at the Justice starts at 6 pm; Tipoff at 7 pm

Location: UNCA Justice Center



Overcome Inertia

Shonnie Lavender

As a life skills coach, one of the recurrent situations I face is clients who don't think they have a choice about what's happening in their lives. "I can't exercise because of the pain I have," they lament, or perhaps, "I would eat better but I don't have time." Chances are you've heard some of this same talk in your visits with patients. And chances are that you might get frustrated by what seems like a lack of will to make important changes or what looks like an unwillingness to work through surmountable challenges.

Interestingly enough, however, most of us occasionally fall into this same way of thinking—limiting what we think is possible for us to achieve. Do any of these thoughts sound familiar to you?

- I'm inundated with paperwork but it has to get done somehow.
- I'd like more time with my family but have to work the hours I do.
- My patients don't follow through on my advice and this makes more work for me.
- I have to do _____ [fill in the blank] this way because that's the way our practice works.

Whether the inertia is your own or someone else's, below are four coaching questions that can help you overcome the gridlock and make positive change. Either ask yourself the questions or share them with the person who is feeling stuck.

What is the issue you want to change? Work on improving a situation that matters to you. If you don't have passion to make it different, find a solution, or create a new result, look around until you find an issue that holds your personal interest. Remember too, to take one challenge at a time. Better to give one item your full attention and creativity than to dilute your effectiveness (and add to your "to do" list) attempting to fight multiple fires at once. **Note:** In the workplace, whenever possible look for someone who has a passion to effect change on an issue rather than arbitrarily assigning it to someone.

"Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights."

~Pauline R. Kezer

What is the actual problem? While it's easy to say "I have too much paperwork," that may not be the real issue. Perhaps the challenge is not having an efficient system to handle the paperwork, having to redo incorrect paperwork, letting paperwork pile up, or facing regular interruptions. Take time to get to the crux of the issue or you may not actually pick the right problem to solve.

What do I really want and/or need? Determine the desired outcome you want or need to achieve and also what might help you reach your goal. For instance if you're overwhelmed with paperwork and find that the real problem is interruptions, brainstorm possible solutions: block out paperwork time on your calendar, find a quiet location to work in, turn off phones/pagers, do the paperwork at the time of day when you do such work best.

What can I do to be my own advocate? Sometimes the most challenging step is standing up for yourself or asking for help. Though there are many problems you can solve on your own, it's often much easier if you enlist some support. Ask a colleague to brainstorm solutions with you. Suggest that a team of people gather to problem solve. Get the support that will most enable you to devote yourself to changing the outcome of the situation.

"When we are no longer able to change a situation, we are challenged to change ourselves."

~Victor Frankl

Some changes are easy for us to make. Others perplex us or find us stuck in neutral hoping things will change on their own. Whether you're feeling inertia or seeing it among people around you, this lack of movement can be overcome. Use the questions above to help spark your own fire for change or get those around you fired up to act. Though it may seem daunting at first, making change can be exciting, and the rewards are generally well worth the effort.

Shonnie Lavender is the Life Skills Coach for Project Access. She is a certified coach with a Masters in Organizational Leadership.

New Marketing/PR Opportunity for Your Practice

BCMS is now offering physician practices a new marketing avenue through *The Physicians' Voice* TV spots. This is an excellent opportunity to educate the public on an important health issue while at the same time promoting your practice and your medical society. View a sample of *The Physicians' Voice* TV spots on [our website](#).

Choose from two specially-priced sponsor packages available through WLOS (rates and details below). *The Physicians' Voice* is an educational series provided to benefit the public by BCMS. For more information about this opportunity contact [Donna Wiedrich](#), Director of Member Services at 274-2267, ext. 313.

Package Options

These packages include purchase of the spots, professional filming/production, and supervision by BCMS' PR consultant. All spots are 60 seconds (:60) and will keep the format established for *The Physicians' Voice*. For quality control purposes, BCMS reserves the right of approval of the subject matter and script, and the PR consultant will be editing the spot with the WLOS production team.

Package A – Twenty 60 second spots	Package B – Twelve 60 second spots
\$2500*....this package is ideal for larger medical practices with several associates.	\$1500*....this package is ideal for smaller practices.
<i>Creative services included for the production of one (:60) spot utilizing the BCMS graphics open and close.</i>	<i>Creative services included for the production of one (:60) spot utilizing the BCMS graphics open and close.</i>
4 (:60's) in 5:30A-6A on WLOS-TV 4 (:60's) in 12N-1P Noon News on WLOS-TV 6 (:60's) in 7A-8A MY Morning News on WMYA-TV (The anchor is Victoria Dunkle) 6 (:60's) in 10P-10:30P News on WMYA-TV 20 (:60's) Total	2 (:60's) in 5:30A-6A on WLOS-TV 4 (:60's) in 12N-1P Noon News on WLOS-TV 4 (:60's) in 7A-8A MY Morning News on WMYA-TV (The anchor is Victoria Dunkle) 2 (:60's) in 10P-10:30P News on WMYA-TV 12 (:60's) Total

*Please note: Rates may vary slightly due to available inventory at WLOS and/or the time of year.

Calendar of Events

- August 23**BCMS Corporation Board Meeting, 6:30 pm, Doubletree Hotel
August 25BCMS Foundation Board Meeting, 6:30 pm, Doubletree Hotel
August 30Legislative Breakfast, 7–9 am, Doubletree Hotel
August 31Electronic Health Record Vendor Fair, 6:30 pm, Doubletree Hotel
September 19Newcomers Picnic, 4–8 pm, Taylor Ranch
September 27BCMS Corporation Board Executive Committee Meeting, 6:30 pm, Doubletree Hotel
September 30Technical Support Vendor Fair, 6:30 pm, Doubletree Hotel
October 15Sawbones vs. Jawbones, 6 pm, UNCA Justice Center
October 27BCMS Foundation Board Executive Committee Meeting, 6:30 pm, Doubletree Hotel
October 28Candidate Forum, 6:30 pm, Doubletree Hotel
November 10BCMS Fall Conference, 8 am–4:30 pm, Doubletree Hotel
November 15BCMS Corporation Board Meeting, 6:30 pm, Doubletree Hotel
November 17BCMS Foundation Board Meeting, 6:30 pm, Doubletree Hotel

Online calendar access at: <https://www.bcmsonline.org/main/about/calendar.php>

Welcome New BCMS Members



Rodney Leacock, MD (Neurology)

Dr. Leacock received his Medical Degree from Howard University. Dr. Leacock completed his internship at Howard University Hospital and residency at Temple University Hospital. He has also completed a fellowship at Wayne State University, Neurocritical Care. Dr. Leacock is associated with Mission Neurology Services.



Stephen McNeill, MD (Family Practice)

Dr. McNeill received his Medical Degree from Brody School of Medicine at Eastern Carolina University. He completed his internship and residency at MAHEC Family Medicine Residency Program. Dr. McNeill is associated with Community Family Practice, P.A.



Jonathan Rappaport, MD (Internal Medicine)

Dr. Rappaport received his Medical Degree from Louisiana State University School of Medicine. Dr. Rappaport completed his residency at Baptist Medical Center. He completed a fellowship at Tulane University Medical Center. Dr. Rappaport is associated with Mountain Diabetes and Endocrine Center.



Dennis White, DO (Physical Medicine and Rehabilitation)

Dr. White received his Medical Degree from the University of New England. Dr. White completed his internship at Brighton Medical Center in Portland, ME and his residency at Emory University. He has also completed a fellowship in Interventional Pain Medicine at Emory University. Dr. White is associated with River Rock Interventional Pain Specialists.

Welcome New WNC Members



James Bryant, MD (Family Practice)

Dr. Bryant received his Medical Degree from University of Illinois at Chicago College of Medicine. Dr. Bryant completed his internship at University of Illinois at Chicago College of Medicine and residency at Scott Air Force Base, IL. Dr. Bryant is associated with Park Ridge Medical Associates Family Practice.



Teresa Herbert, MD (Pediatrics)

Dr. Herbert received her Medical Degree from University of Nottingham. Dr. Herbert completed her internship at the University of Nottingham, Leicester, UK and residency at University of Rochester, NY. Dr. Herbert is associated with Park Ridge Pediatrics.



David Husted, MD (Psychiatry)

Dr. Husted received his Medical Degree from University of Florida. Dr. Husted completed his internship and residency at University of Florida, Shands Hospital. Dr. Husted is associated with Park Ridge Psychiatry.



William Jones, MD (Anesthesiology)

Dr. Jones received his Medical Degree from the Medical University South Carolina. Dr. Jones completed his residency at Duke University Medical Center. Dr. Jones is associated with Piedmont Hendersonville Anesthesia.

Welcome New WNC Members



Clara Kim, MD (Internal Medicine)

Dr. Kim received her Medical Degree from State University of New York. Dr. Kim completed her internship and residency at UNC Chapel Hill. Dr. Kim is associated with Laurel Park Medical Center.



Robert Laborde, MD (Ophthalmology)

Dr. Laborde received his Medical Degree from Louisiana State University School of Medicine. Dr. Laborde completed his internship and residency at LSU Charity Hospital. He has also completed a fellowship at the University of Tennessee, Center for Retina Vitreous Surgery. Dr. Laborde is associated with The Macula Center of North Carolina.



Donna McGee, MD (FP)

Dr. McGee received her Medical Degree from University of North Carolina at Chapel Hill. Dr. McGee completed her internship and residency at Spartanburg Regional Medical Center. Dr. McGee is associated with Park Ridge Medical Associates.



Ora Wells, MD (PD)

Dr. Wells received his Medical Degree from Medical College of Georgia. Dr. Wells completed his residency at Charlotte Memorial Hospital and Medical Center. Dr. Wells is associated with Hendersonville Pediatrics.



Jennifer Wilhelm, MD (IM)

Dr. Wilhelm received her Medical Degree from the University of Tennessee. Dr. Wilhelm completed her internship and residency at Thomas Jefferson University Hospital. Dr. Wilhelm is associated with Laurel Park Medical Center.



Roland Zahn, MD (AN)

Dr. Zahn received his Medical Degree from University Of Cincinnati. Dr. Zahn completed his internship and residency at Medical University of South Carolina. Dr. Zahn is associated with Piedmont Hendersonville Anesthesia.