



Lehigh County Medical Society

The mission of the Lehigh County Medical Society is to encourage physicians and healthcare professionals to have the highest moral and ethical standards; to counsel and censure them when necessary; to serve as a strong and united voice for our Lehigh County physicians, our patients and our community; to promote healthful living and well-being and to advance the highest standards of healthcare and service in our region through education, service and advocacy.

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The DR Bulletin

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FROM YOUR 2013 PRESIDENT, Eric J. Gertner, M.D.



What inspires you?

I asked myself that questions recently, while attending the graduation ceremony for the students participating in our health careers program with the Raub Middle School, the Allentown School District, and the Allentown Health Bureau. Where do we find that inspiration to continue ahead, to make a difference with our patients and in our communities?

We need inspiration. As physicians, now more than ever, we are asked to do more, see more, care for more, all while under a greater microscope, meeting every and any measure for quality, safety, and satisfaction. And we are challenged to find the right balance between our work and our families, careful not to burn candles on both ends but mindful of meeting our personal and professional goals. Without inspiration, it would seem our work and

the care we provide could become as routine as to make us forget why we became physicians in the first place. So finding just enough inspiration can make the difference, moving us from the mundane to finding meaning in what we do.

I found inspiration when we met with the students and their families at the end of the school year at the DaVinci Center. We asked them to tell us what they learned through participating in the Health Careers Program that the Lehigh County Medical Society developed and organized with the staff members at Raub Middle School and the Allentown School District. Their responses were unexpectedly refreshing, insightful, and above all, inspiring.

For the past several months, this group of about 20 students had been meeting after school with their school nurse, Karen Goldner, who provided oversight for our program. With Nurse Karen, they visited a variety of health-related sites, such as the PA program at DeSales College and even the mortuary science program at Northampton Community College. This group of sixth, seventh, and eighth graders even learned CPR. Importantly, our program also introduced them to physicians in our community. George Arangio and Howard Hudson gave the students a private tour of the DaVinci Center's "Bodies Revealed" exhibit, Bob Barraco talked to the group about ethics, and Charlie Scagliotti showed the group the surgical practice center at Lehigh Valley Hospital. This small investment of time provided immeasurable reward.

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Manuscripts offered for publication and other correspondence should be sent to 1620 W Highland St, Allentown, PA.

The DR Bulletin is published six times a year bi-monthly, beginning in January, by the Lehigh County Medical Society.

The editorial board reserves the right to reject and/or alter submitted material before publication. All manuscripts and letters should be typed double-spaced on 8 1/2" x 11" stationary.

The opinions expressed in these pages are those of the individual authors and not necessarily those of the Lehigh County Medical Society.

The ad material is for the information and consideration of the reader. It does not necessarily represent an endorsement or recommendation by the Lehigh County Medical Society.

Preserve Your County Medical Society - The Grassroots of Organized Medicine

"Don't judge each day by the harvest that you reap but by the seeds that you plant," someone once said. These students, primarily Latino, shared their appreciation for our investment, for the time we spent. More importantly, they shared their vision for their futures. They talked about becoming surgeons, and pediatricians, family physicians and anesthesiologists (for the record, no one wanted to be a general internist, at least not yet, much to my dismay). Those of us in attendance that evening, including State Representative Mike Schlossberg, D-132, could feel the appreciation of the students and their parents, see the interest and passion in their voices, and enjoy the promise of their futures. In a word, we were all inspired.

With the assistance of our partners, we are expanding our Health Careers Program into another of the Allentown School District's middle schools, starting in the fall, while continuing our efforts at Raub Middle School. Our goal, using the grant we received from the Pennsylvania Medical Society, was to create a program that could be replicated throughout the state, and we have certainly achieved that. But we've accomplished a lot more than simply creating and supporting a student program. We've again answered the call of our community to become leaders where it relates to health, to partner with others to ensure conditions exist for our patients to remain healthy, and to make sure there will always be enough physicians and other health care providers to meet the needs of our populations.

So as Pennsylvania and other states look to redesign the health care delivery system, we should look to our students for inspiration. What will the health care team of the future look like? How can we ensure patient safety within an increasingly complex system? Can our public health infrastructure continue to protect us from emerging and ongoing health challenges? Let us all be inspired to become involved in finding those answers.

Let us be inspired to find new ways of working together, to find new partners with whom we can work to improve the health of our communities. When there is legislation that supports the development of physician-led, team-based care, as there has been recently, we should embrace it and support it. When someone suggests changes that could have a negative impact on patient safety, let's find ways to educate others and promote safer alternatives. We should help find ways to look at our communities differently, as populations in need of coordinated, comprehensive care, and ensure physicians have the information they need to care for these communities. Above all, as trusted physicians and mentors, let us inspire others to reach their highest potential, as students, as care-givers, as patients, and as members of our communities.

Just as we can be inspired by middle-school students, each of whom we hope is starting his or her own journey toward a career in health care.

Pennsylvania Medical Society Appoints Michael Fraser as Executive Vice President

The Pennsylvania Medical Society (PAMED) today announced the appointment of Michael R. Fraser, PhD, CAE as executive vice president, effective August 19, 2013. Fraser succeeds Denise E. Zimmerman, who will retire from the position at the end of August, after working for the Society for more than 35 years.

Fraser comes to PAMED from the Association of Maternal & Child Health Programs (AMCHP), a Washington, DC-based nonprofit, where he served as chief executive officer since 2007. From 1999 to 2007, he worked for the National Association of County and City Health Officials, ending his career there as deputy executive director and senior advisor. Prior to that, he worked for the US Department of Health and Human Services and for Aspen Systems, Inc. (Rockville, MD). Fraser brings a strong understanding of health care and public health systems, as well as association leadership, to the position.

Mark Your Calendar!
Lehigh County Medical Society
2013 Symposium
Anatomy of the Medical Malpractice Lawsuit
Saturday, October 12, 2013

Topics covered, include:

- Tort reform and medical malpractice trends
- ACA/Evolving healthcare environment
 - Deposition preparation
 - Electronic medical records
 - Mock deposition

This event will be held at: Lehigh Valley Hospital
 Campus Main Auditorium
 Cedar Crest & I-78, Allentown, PA
 Registration and Continental Breakfast 7 AM
 Symposium 8 AM
 For more information, visit: www.lcmedsoc.org

ATTENTION
Lehigh County Medical Society
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Does your Physician Group have a Website?

Contact the Lehigh County Medical Society
 and have your Website linked onto the
 Lehigh County Medical Society Website.

www.lcmedsoc.org
 Call: 610-437-2288

Big Changes to PAMED Governance to Be Considered this Fall

Since last fall, PAMED has been examining potential changes to the organization's governance and leadership structure to make the organization more nimble and effective. The Board is preparing to propose a series of dramatic changes at this October's House of Delegates, and member input is a key component.

To develop and refine the proposed changes, we've sought input across the organization—House of Delegates participants, county medical society officers, members and executives, all sections, and committees.

But the Board recognized very early on that the voice of grassroots members is essential to effective change. To ensure that members have a strong voice, PAMED is building a flexible, readily accessible communication system to continually listen to the "member voice"—now and in the future—as a core element of the plan.

Members are urged to check out the cross-walk diagram comparing the current and proposed structures and read the action plan summary. You can get this information at <http://www.pamedsoc.org/>

Your trustee is available to answer questions about the plan. For further details, members can also email stat@pamedsoc.org.

The biggest changes proposed so far by the Board include:

- Shifting policy-making: Ultimate policy-making authority on advocacy positions will shift to a new Executive Policy Council (EPC). While this council will resemble the current 36-member Board of Trustees, it will transition to a smaller 25-member body.
- Shifting business decisions: Business aspects of running PAMED, including decisions about how to implement advocacy policies made by the EPC, will shift to an eight-member board of directors, similar to the current executive committee.
- Creating new leadership opportunities: A new Leadership Development Committee will be responsible for making skills-based nominations for most leadership positions and nurturing both current and future PAMED leaders.
- Electing leaders: The vice president will be elected by the general membership. This physician automatically ascends to president-elect and then to president, and then serves as immediate past president. This means that four of the eight members of the board of directors at any given time will have been directly chosen by our members.

NOTE

Members of the Lehigh County Medical Society can now view the membership roster (Physician Directory) at our website: www.lcmedsoc.org or request a Membership Roster by calling the Lehigh County Medical Society at: 610-437-2288.

REMEMBER

If you change your business or home address and/or phone or fax number, please notify the Lehigh County Medical Society. Call: 610-437-2288

Pediatric Patients Safer with Addition of SCID to Newborn Screening

If not screened and diagnosed, babies with Severe Combined Immunodeficiency (SCID), also known as "Bubble Boy Disease," do not typically survive past their first birthday.

That's why the Pennsylvania Medical Society (PAMED) applauds the recent addition of SCID to the state Department of Health (DOH) newborn screening and follow-up program.

Effective July 1, 2013, SCID will be added to the list of diseases for which follow-up services are required for newborn children with abnormal, inconsistent, or unacceptable screening test results.

PAMED collaborated with the Pennsylvania Allergy and Asthma Association to support this addition, and met with DOH several times to monitor movement on this issue.

The Pennsylvania Allergy and Asthma Association is working with a task force to facilitate communication between primary care providers and pediatric immunologists who can promptly verify positive screens and refer infants to treatment centers for lifesaving transplant or gene therapy.

"Allergists and clinical immunologists are delighted that the Pennsylvania DOH has added SCID to the list of diseases for which follow-up services are required," said Denise Kalman, DO, an allergist and immunologist at Crozer Keystone Health Systems. Dr. Kalman is the asthma and allergy specialist representative on PAMED's Specialty Leadership Cabinet.

"This major accomplishment would not have been possible without the hard work of PAMED's physician leaders and staff," said Dr. Kalman.

PAMED's position is consistent with the U.S. Department of Health and Human Services, which announced the addition of SCID to the core panel of 29 genetic diseases in May 2010.

Lehigh County Medical Society Welcomes the following New Members:

Justin Abbateamarco (Student)

Natalie N. Allman, DO (IM-N)
826 Delaware Ave
Fountain Hill, PA 18015

Rachel Appelbaum (Student)

Kanchi Batra (Student)

Jennifer Chevinsky (Student)

Ya-Yu D. Lee, MD (END)
2663 Schoenersville Rd
Bethlehem, PA 18017

Ian Mark (Student)

Ian Osburn (Student)

Shawn Palmeri (Student)

Cameron Paterson (Student)

Alexandra Printz (Student)

Emma Qureshey (Student)

Jonathon Schnaufer (Student)

Aleksandra Yakhkind (Student)

Phillip Zegelbone (Student)

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The vision of the Lehigh County Medical Society is to be a relevant and influential leader in the Pennsylvania Medical Society; to unite our physicians and to empower them to deliver compassionate, ethical and evidence based healthcare of the highest quality and value to our community.

The Lehigh County Medical Society will accomplish its mission and its vision by the following:

Legislative Advocacy within our State Medical Society and our Government
Community Education within the Public Health Arena
Member Education, Collaborative Relationships and Collegiality
Service Activities for our members and our community

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