



Tuesday,
May 11,
2010

Electronic Medical Records:

MSMS Connect “As a free member benefit, MSMS Connect is a means for physicians to easily adopt technology in a cost-effective, minimally-disruptive way in their practices.”



Speaker:
Dara J. Barrera
MSMS Physician
Services

LOCATION:
Battle Creek Health System 300 North Ave,
Battle Creek

AGENDA:
5:30 P.M. - Executive Committee
(BCHS OPC Board Room)

6:00 P.M. - Member Social

6:30 P.M. - Presentation & Dinner
(BCHS OPC Conference Rooms 1&2)

MENU: Chicken Buffet w/ vegetarian alternative

R.S.V.P.:
Diane (269) 660-0893

INTRODUCTORY PRESENTATION (15 MINS.)

Samantha Pearl is Executive Director, Community HealthCare Connections (Calhoun Health Plan & Nursing Clinic of Battle Creek)

- ⇒ An update on the new facility
- ⇒ What traffic the clinic is seeing
- ⇒ The capacity available to support private practice physicians and the hospital as uninsured patients present themselves

Located at the Toeller Building above the Calhoun County Health Department

at 190 East Michigan Avenue, Suite 385, Battle Creek, MI 49014, (269) 969-6461, spearl@chconnections.org.

MSMS CONNECT OBJECTIVES (No CME) (45 MINS.)

- ⇒ Why MSMS created MSMS Connect
- ⇒ Updates on our collaboration with the AMA, and how that benefits the physicians in Michigan
- ⇒ Live demonstration of the portal.

ABOUT THE SPEAKER

Dara Barrera is a consultant with MSMS Physician Services, Inc. working with the physician portal, MSMS Connect. She has worked closely with practices and groups implementing health information technology such as e-prescribing, patient registries, and web-based performance reporting. Ms. Barrera has also consulted with practices to achieve the status of Patient Centered Medical Home, and coached on how to meet the criteria for other physician initiatives.

CHANGESCAPE OBJECTIVES (15 MINS.)

- ⇒ What is ChangeScape?

- ⇒ How ChangeScape can help your practice
- ⇒ Your practice's electronic future

ABOUT THE SPEAKERS

A Birmingham-based health care management advisory firm, ChangeScape, Inc., has added a physician information technology consulting practice to assist physician practices to select and implement electronic health record systems.

Mindy Richards, ChangeScape's founder, and **Larry Hamilton**, CPHIE, will present meaningful use implications for physician practices and provide current national, regional and local health technology information relevant to the office environment.

TARGET AUDIENCE

The target audience for this program is ALL PHYSICIAN MEMBERS, any peers interested in membership, or special guests of Calhoun County Medical Society.

NO CME will be offered at this meeting.

This presentation has been made possible by funding from Calhoun County Medical Society.

For your convenience, all CCMS only meetings will be held at Battle Creek Health System or Oaklawn Hospital.

Volume 171, Issue 4

MAY
2010

CCMS EVENT CALENDAR

2nd Tuesday, 6:30pm 2010 Meeting topics:

6/8	Executive Committee ONLY, BCHS Board Room, 5:30
9/14	Battle Creek Health System OPC 1&2, Hypertension, 1CME
10/12	BCCC, Sherwood Winslow Lectureship, TBA, 1CME
11/9	Oaklawn Hospital, J.M.Jones, MD, Serious Weakness: Myasthenia Gravis & Notable People, 1CME
12/4	NO DECEMBER EVENTS
1/15, 2011	BCCC, President's Post-holiday Soiree

INSIDE THIS ISSUE

President's Report	2
Legislative Report	3
MSMS Third District Report	4-5
Elkmoss Corner	6
Alliance News	7
Physician's Insurance Agency ad	8
BCHS Phys. Hall of Fame/Scene Magazine	9
Surplus	10

Bring a peer to hear!
See you at Battle Creek Health System OPC 1&2

President's Report



Christopher M. Flynn,
MD,
2010 CCMS
President

I hope you are taking advantage of our informative CME meetings.

If you have suggestions or comments to share, leave a voicemail at my office (269) 969-6161 Ext. 6973 or email me at flynncm@trinity-health.org

U.S. Senator
Debbie Stabenow
-R
Phone
1-616-975-0052
Email: senator@stabenow.se
nate.gov

U.S. Representative
7th District
Mark Schauer-D
Phone toll free
1-877-737-6407
Email: <http://schauer.house.gov>

After a long winter, Michigan is finally in full bloom. I really love this time of year in our community.

Well, the National Health Care Reform bill is now law (at least for now). Since the beginning of the national debate on health care, Michigan doctors, very much like the general public, have held strong and differing perspectives. It's simply too early to know how this will affect doctors, their practices and patients. The legislation does appear to fulfill some of the goals that MSMS believes are essential to meaningful health reform, including:

- ◆ - Expansion of health insurance coverage through health insurance market reforms
- ◆ - Elimination of coverage denials based on pre-existing conditions
- ◆ - Protection of the patient-physician relationship
- ◆ - Investments and incentives for quality improvement, prevention & wellness initiatives
- ◆ - Streamlined and standardized insurance claims processing to reduce unnecessary costs

However, the legislation fails to provide a solution to the current unsustainable funding system for Medicare, which is crucial to meet the growing demand for care. We will need to continue working aggressively toward permanent repeal of

the Medicare sustainable growth rate (SGR) formula. A long-term funding solution for Medicaid is also needed. MSMS also believes the legislation does not go far enough in addressing tort reform.

I personally still have no real idea what affects this will have on our current practice of medicine, but we shall all see as it slowly unfolds over the next several years. Likely, it will prove to be mixed bag of good and bad. You can follow news about these developments at www.msms.org/reform or your choice of source. I think everyone has an opinion on the outcome and most are not hesitant to provide it.

Congress has delayed the across the board Medicare cuts until June 1, 2010, which to me is good news, but we really need to stop providing stop-gap fixes. Hopefully they will find a more permanent solution to the SGR problem. Please continue to voice your opposition to these cuts, as well as the Governors proposed physician tax.

Lastly, I would like to promote the upcoming cancer symposium on Prostate cancer to be held on Saturday, May 1 at McCamly Plaza Hotel. There will be a full slate of excellent speakers and I hope to see you all there. I thank Dr. Randy Mudge for again heading up the committee overseeing this symposium. Dr. Mudge has also arranged

for a benefit for the local American Cancer Society chapter at the Battle Creek Country Club on Friday evening, May 21. Please contact me if you would like more information about either event. Best Regards,

Chris Flynn, MD

WHAT IS IMPORTANT TO YOU?

Check out the health bills being discussed by the Michigan Legislature online at:

<http://www.legislature.mi.gov/%28S%28immrqsu0m1fzei45egay2355%29%29/mileg.aspx?page=CategorySearch>

...select "HEALTH" for your search.

Through the MSMS website, Ask Your Patients to Help Stop the Medicare Meltdown!

MSMS and a coalition of state medical societies urge doctors and patients to join the grassroots effort to save Medicare by signing an online petition. The petition drive is asking Congress to stop the Medicare meltdown so patients can choose their doctors, and the doctors can stay in the program.

Sign the Electronic Petition—Find a link to the petition and more information at www.msms.org/medicaremeltown.

Urge Your Patients to Sign—Print and photocopy a supply of this flyer to leave in your lobby to encourage your patients to take action, as well.

Recently I had the opportunity to meet with one of the assistant prosecutors from Calhoun County who is running for Probate Judge, **Mike Jaconette**. His dad is CCMS retired radiologist **Dr. Dick Jaconette**. The race is non-partisan. I was impressed with the enthusiasm that Mr. Jaconette has for the probate system. If not on the bench, we would still expect to see him in the courtroom pursuing his passion. Keep your eye on this candidate, as I am expecting great things from him.

At the state level, our legislature seems to have given up on trying to work on a budget for the coming year. They have been making unrealistic expectations of cuts and revenues but are now moving on to other issues. New Federal healthcare law will expand Medicaid by a million people, but the State of Michigan is having trouble coming up with the matching share to put that expansion in place.

The Governor has made appointments to multiple university boards that were to take effect as she leaves office. Senate republicans, who need to ratify those appointments, felt that it might be more appropriate for the next Governor to make those appointments to take effect during the next Governor's tenure. Both sides have

various precedents in their favor, although in early polling there appears to be a suggestion that control of the Governor's mansion may change parties. The senate and house have agreed, and the Governor is expected to sign a bill that makes texting and driving illegal.

The Ron Davis smoke-free law took effect May 1. Congratulations on making Michigan a healthier place.

On the national level, a re-evaluation of the healthcare bill shows that it is likely to cost an additional \$562 billion, rather than the government's initial estimate of saving \$118 billion. You would have been naïve, crazy, or dishonest to suggest that such a massive expansion of healthcare was going to save money. It just did not pass the "smell" test. Costing half a trillion dollars intuitively seems more accurate. For more information, check out the New York Times. <http://www.nytimes.com/2010/03/21/opinion/21holtz-eakin.html>.

*Keep up the fight on the **physician tax** if you happen to see our legislators. And don't forget your MDPAC check in this significant election year.*

House of Delegates Report

Three CCMS Delegates attended the 145th Annual Michigan State Medical Society House of Delegates.

Save **Saturday, May 22nd, 9:00 till noon at Brookside Medical Center garden level board room** (off the back parking lot) to meet with **Senator Mike Nofs, Representative Kate Segal**, and our legislative committee, to get all the latest information on Lansing activities. Office managers are always invited to attend.

B. Douglas Campbell, MD, Dan Hood, MD, and Paul Walk, MD, represented Calhoun County. **Steve Smiley, MD**, attended as a Specialty Society representative, and **John Bizon, MD**, was required to attend as a board member. **Diane Cummins** attended the annual Michigan Council of Medical Society Executives meeting.

Resolutions are submitted and seven committees debate and resolve medical issues. Examples are Medical Care Delivery, Scientific and Educational Affairs, Public Health, to name a few.

Many hot topics were debated, all needed to be responded to with either an approve, disapprove, or no action. This is democracy at its best.

If you are interested in serving as a Delegate and attending next year's House of Delegates at the Radisson Hotel in Kalamazoo the first weekend in May, please contact **Diane Cummins** at 269-660-0893.

Legislative Report



John G. Bizon, MD, 3rd District Director, Michigan State Medical Society Board Member, CCMS Legislative Chair, Candidate for 2011 MSMS President-Elect. Office Phone (269) 979-6448

LEGISLATOR CONTACT INFO.:

Michigan 62nd District State Representative **Kate Segal-D**
Phone toll free 1-888-347-8062
Email: KateSegal@house.mi.gov

Michigan 63rd District State Representative **Jase Bolger-D**
Phone toll free 1-877-265-4371
Email: JamesBolger@house.mi.gov

Michigan 19th District Senator **Mike Nofs-R**
Phone 269-441-1222
Email: ILikeMike@MikeNofs.com

Michigan 20th District Senator **Tom George-R**
Phone Toll Free 1-866-305-2120

MSMS Third District Report



**Michigan State
Medical Society**
120 W Saginaw
East Lansing, MI
48823

Main Phone:
(517) 337-1351

Website:
www.msms.org

Email:
msms@msms.org

**Calhoun's MSMS
Member Service
Representative,**

**Heather
Hamilton,**

will be pleased to
meet with you to
answer your
MSMS member-
ship questions.

To schedule a
visit, please con-
tact Assistant,
**Ida King, at 517-
336-5789 or
iking@msms.org.**

MSMS EVENT CALENDAR

Date	Topic
RSVP	For more information, please contact Jody Roethele at (517) 336-5734 or jroethele@msms.org . To register, phone MSMS registrar at (517) 336-5785. See www.msms.org/ Education for more educational opportunities.
5/12	Charting Your HIT Course (See article at right)
5/15	Conference on Women's Health, 08:45 AM-01:00 PM, Somerset Inn, Troy, code WH051510., Fees - \$150.00 for MSMS & MMGMA members; \$190.00 for non-members
5/19	From Abstract to Clarity - IT Incentives (NEW), Registration 12:30 PM, Time 01:00 PM -03:00 pm, MSMS Headquarters, East Lansing, Who - Physicians and office managers, Fees - MSMS & MMGMA Members and staff \$125; Non Members \$175
5/26	Leadership Summit, Time: 8:50am to 3:00pm, at the Radisson Hotel, Lansing Topics: National Health Care Reform, Strategies for Communicating Medicine's Message, "Meaningful Use".

HIT/EMR

Are your reading everything you can get your hands on regarding Health Information Technology and Electronic Medical Records? You should be. It is not black and white, but a lot of gray. Rely on and utilize your MSMS membership as THE first state medical society to move forward on and support HIT/EMR issues and insights.

Charting Your HIT Course

**Wed., May 12, 2010
Birmingham Conference
Center, Beverly Hills**

This course is specifically developed to help practice clinical and administrative management better understand the potentials of HIT such as EMRs, PHRs, and all other HIT products now on the market. This course will allow practice leadership to determine what their practice needs from HIT to be clinically and financially successful. It will show them how to choose a vendor that truly meets their needs and will explain the difficulties in implementing HIT and clarity the approaches that can ensure success.

Who Should Attend: Physicians, office managers and administrative staff

Registration: 8:30 a.m.

Time: 9:00 a.m. - 3:30 p.m.

Fees: MSMS & MMGMA Members \$250

Non Members \$350

Meals: Continental breakfast and lunch will be provided

Featured Topics:

- ◆ The Big Picture - Trends, Needs, Key Breakthroughs and Integrating Technologies
- ◆ What's Going On? - Non-Technical Drivers Behind HIT and EMR's
- ◆ Programs to Encourage & Motivate Practitioners
- ◆ Federal Meaningful Use (MU) Details and EMR's
- ◆ Other HIT in the Clinical Practice: Current Realities
- ◆ Planning & Navigating an HIT/EMR Journey

Educational Objectives:

- ◆ Identify trends in health care delivery requiring improvements in communication
- ◆ Recognize key breakthroughs in IT
- ◆ Discuss technology integration
- ◆ Discuss non-technical drivers behind HIT and EMR's
- ◆ Describe various incentive programs
- ◆ Define Meaningful Use
- ◆ Explain how an EMR improves a practice
- ◆ Recognize what kinds of financial improvements can be expected
- ◆ Identify what kinds of costs should be expected during implementation

4 Easy Ways to Register:

On-line registration coming soon.

- ◆ Phone MSMS regis- *(Continued next page)*

CCMS Report

No New Members

Our **Tuesday, May 11th** main speaker, **Dara Barrera**, is the daughter of a doctor-father, and nurse/office manager-mother! She can answer your questions and calm your fears on this new venture.

Remember, there is Federal financial incentive until 2015, when Federal penalties will begin to occur! It's time to get on

board! There is a lot of help available.

To General Members:

The next meeting will be **September 14th**.

To Executive Committee:

The next meeting will be **June 8th**.

CCMS Needs Your Current Email Address

Can we email your *Bulletin* and put postage and printing costs toward your dinner CME meetings? If you are not currently receiving the *Bulletin* via

email, CCMS does NOT have your current email address. Email addresses are considered confidential and only shared with MSMS for medical society business unless you specify that your email address is for CCMS announcements only.

GO GREEN! Be sustainable and receive your *Bulletin* via email. Remember CCMS when updating your email address. Send us a "Test" or "Hi" at calhouncms@yahoo.com.

MSMS Third District Report (cont.)

trar at (517) 336-5785
◆ Fax registration form to (517) 336-5797

◆ Mail registration form to MSMS Foundation, 120 W. Saginaw, East Lansing, MI 48823

◆ Click here for a registration form. Note: Conference code is CHC051210

More Information:

Please contact Jody Roethele at (517) 336-5734 or jroethele@msms.org.

Definition: Portal

Pronunciation: *por-təl*

Function: *noun*

A site serving as a guide or point of entry to the World Wide Web and usually including a search engine or a collection of links to other sites arranged especially by topic.

E-Prescribing

The Medicare

Improvements for Patients and Providers Act of 2008 (MIPPA) authorized an incentive program to reward successful electronic prescribers as defined by MIPPA. The program took effect on January 1, 2009.

This incentive program is separate from and in addition to any incentive payment that eligible professionals (EPs) may earn through the Physician Quality Reporting Initiative (PQRI).

Eligible professionals who are not "successful e-prescribers" by 2012 will be subject to a differential payment (**penalty**) beginning in 2012. For 2012, the fee schedule amount for covered professional services furnished by such professionals during the year shall be less than the fee schedule that would otherwise apply by 1.0% in 2012, 1.5% in 2013, and

2.0% in 2014 and thereafter.

Resources

- ◆ <http://www.cms.hhs.gov/ERxIncentive>
- ◆ Information on the eRx measure and related specifications: CMS: E-Rx Measures
- ◆ Resources for registry-based and EHR-based reporting versus claims-based reporting: CMS: Alternative Reporting Mechanism
- ◆ Additional Medicare information on Electronic Prescribing: <http://www.cms.hhs.gov/EPrescribing>
- ◆ AMA E-Rx FAQ: AMA E-Prescribing FAQs
- ◆ http://www.msms.org/Content/NavigationMenu/YourPractice/HealthInformationTechnology/E_Prescribing.htm

ACRONYM KEY:

CMS—Center for Medicare & Medicaid Services

DOQ—Depending on Qualifications

EHR—Electronic Health Record

EMR—Electronic Medical Records

Eprescribing—Electronic prescription writing

FQHC—Federally Qualified Health Centers

HHS—(Dept. of) Health & Human Services

HIE—Health Information Exchange

HIT—Health Information Technology

HITECH Act—Health Information Technology for Economic and Clinical Health Act

IT—Information Technology

IS—Information Systems

MAO—Medicare Advantage Organizations

ONCHIT or ONC—Office of the National Coordinator for Health IT

PQRI—Physician Quality Reporting Initiative



Donations Accepted

For your useful equipment and medication disposal, please consider donations to Community HealthCare Connections (formerly Nursing Clinic of Battle Creek).

Samantha

Pearl,

Executive Director
Community HealthCare Connections
(Calhoun Health Plan & Nursing Clinic of Battle Creek)
190 East Michigan Avenue, Suite 385
Battle Creek, MI 49014
(269) 969-6461
sppearl@calhouncountymi.gov

HIPPA Privacy Training

Free lesson; covers all essentials and sanctions. Call Allan Philo (248) 540-4289
www.hippauniversity.us

Elkmoss Corner: "Rejection"

Being in private practice as opposed to academic medicine makes the old adage, "publish or perish," somewhat less important. Nonetheless and despite numerous rejections, I still get irritated with my colleagues when they do not accept my precious offerings for their journals. Mrs. Elkmoss, who is in academic medicine and should be more sympathetic, thinks I am silly to take such rejections personally. But I guess I just cannot seem to tolerate much criticism these days. Take, for example, a recent attempt at publishing an article.

I decided to collaborate with Mrs. Elkmoss on developing a paper for the **American Journal on Medical Diseases (AJMD)**. You would think that I enlisted Mrs. Elkmoss's help because she had a lot of expertise with the disorder, is a brilliant writer, and very conscientious. All that is true, but the real reason was that I was hoping for some emotional support in case the article was rejected.

The final paper the Elkmosses put together was, in my opinion, superb. It presented a unique view of the disease, and, because of Mrs. Elkmoss's efforts, was grammatically precise. With great expectations (Do they give Pulitzer prizes for medical journal articles?), we sub-

mitted the masterpiece.

Then we waited, and waited, and waited....

We finally received an email from the managing editor of AJMD, six months later, and was greatly disappointed with the response. Let me quote the pertinent parts of the missive:

Dear Dr. Elkmoss:

Your manuscript has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter. They have not recommended publication. However, we think that the manuscript may be appropriate for the section, "Thoughts About Diseases." The reviewers thought there was not enough hard science or new material. You may make revisions [and the procedure was outlined in the text], but we think you will be unable to

respond to the reviewers comments....

Reviewer Comments to Author:

Reviewer 1-

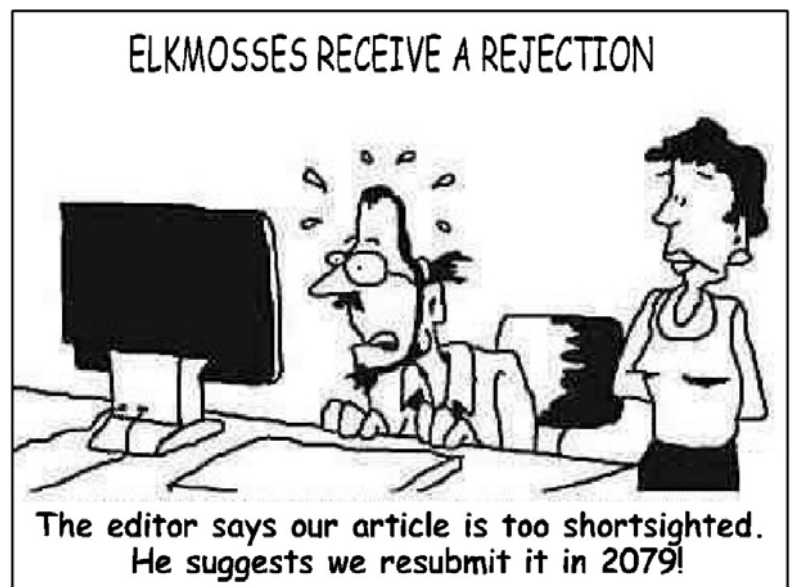
Not appropriate for a medical journal. The authors should submit this to Redbook or Ladies Home Journal.

Reviewer 2-

Suggest authors read a recent paper on how to write articles for popular lay magazines.

*Sincerely,
Ed Chief, Managing Editor*

One would think Mrs. Elkmoss would be at least a little sympathetic to her disturbed husband, but no. She just responded by telling me she knew it was too simple of a paper to go anywhere. For my part, I emailed Dr. Chief back saying I was a little confused. Was the article rejected or should we submit revisions?



Elkmoss (continued)

After not hearing back in two weeks or so, I found Dr. Chief's telephone number at the major university where he was department chair. I was directed to his voice-mail. I again did not hear back from him.

One weekend about a month after receiving our response from AJMD, I was sitting at my desk and decided I had suffered enough insults from the journal and composed the following letter:

Dear Dr. Chief:

I received an unfavorable review of our article, but you mentioned "it may be appropriate for the section, 'Thoughts About Diseases.'" I was confused about how to proceed but have not received a response from you in spite of several phone calls and emails. I hope the lack of response is in not using proper addresses as opposed to unnecessary rudeness on your part.

At this junction, I continue to be uncertain as to the status of the manuscript. If you are still considering it for the "Thoughts About Diseases" section, then I certainly do not want to submit it to other publications (such as Ladies Home Journal as suggested by one of your reviewers).

Sincerely,
Herman J. Elkmoss, MD

Before I hit the send button, I decided to re-read the original email I had received from Dr. Chief. The key sentence in his note was, "However, we think that the manuscript may be appropriate for the section, 'Thoughts About Diseases.'" I went back to the submission section about instructions to authors. Sure enough, they were just waiting for a minor correction, submission to the Thoughts section. I promptly discarded my nasty email and re-submitted the article. It took just two clicks of my mouse to get it done, and one week later, the journal emailed to tell us that the paper had been accepted for publication!

The practice of medicine has certainly changed over the years, and particularly these days we are seeing some major problems in dealing with healthcare reform, malpractice issues, and attracting the best and brightest minds to medicine. With all these negatives, I am even more convinced we need to be much kinder and supportive of our fellow practitioners- and perhaps not hurt my feelings with nasty comments if one does not like an article I have submitted.



*Herman J.
Elkmoss,
MD*

Alliance Report

For spouses of Calhoun County Medical Society members who would like to join us in supporting the medical community and health in our county:

♦ **June 10th or 12th: Family outing to Mooville** -- call to vote for your preference of dates!

For all events, call Jenny Krauss to RSVP or for more information, at 269-963-6131, or jen-nywren79@ctstelecom.net.

Watch for newsletter for the CCMSA; call if you do not receive one.

**Michigan State Medical Society Alliance**

The Michigan State Medical Society Alliance is an organization of over 1,300 physician spouses, working together for the benefit of their communities, their families and the profession of medicine.

The national meeting, AMAA will be held June 13-15 at the Marriott Hotel, Chicago, IL.

Contact Us

Tammy Guastella, CAE,
CMP, MSMSA
Executive Director
120 W. Saginaw Street
East Lansing, MI 48823
517-324-2505

For the
5:30
meeting...

2010 CCMS Executive Committee

President - Christopher M. Flynn, MD
President-elect- Mahesh C. Karamchandani, MD
Vice President - Lokesh R. Edara, MD
Secretary / Treasurer - Gunjana Bhandari, MD
Immediate Past President - Marjaneh Rouhani, MD
3rd District Director / Legislative Chair - John G. Bizon, MD
Michigan Society of Hematology & Oncology - Stephen L. Smiley, MD

Trustees (3-Year Terms)

James H. Timmons, MD, PhD, exp. 2010
Larry VanderPlas, MD, exp. 2010
Catherine Reid, MD, exp. 2011
Reza Tehrani, MD, exp. 2011
Sridhar Chalasani, MD, exp. 2012
Carolyn Hoekstra, MD, exp. 2012

MSMS Delegates (1-Year Term)

Raakesh C. Bhan, MD
B. Douglas Campbell, MD
James H. Timmons, MD, PhD
Paul A. Walk, MD

Alternate Delegates (1-Year Term)

Thomas Dobbins, MD
Daniel C. Hood, MD
Jeff M. Jones, MD
Tarek Elshaarawy, MD

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(l to r) Michael I. Vincent,
Ron E. Ward, Angela K. Critwell

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Agency

An MSMS Member Service

April 23, 2010

Battle Creek Health System Inducts Two Doctors into its Physician Hall of Fame

John Joseph H. Schwarz, M.D. and the late **Charles W. O'Dell, Jr., M.D.** were inducted into the Battle Creek Health System Physician Hall of Fame (PHOF) Thursday. The BCHS Hall of Fame was created in 2009 to recognize doctors who through their long tenure and accomplishments, have served as an inspiration to others.

Dr. Schwarz was born in Battle Creek in 1937. He received his undergraduate degree from University of Michigan and medical degree from Wayne State University before serving in the Navy in Vietnam and with the CIA in Southeast Asia. After specialty training and teaching on the faculty at Harvard Medical School, he returned home to private practice in ENT for more than 30 years. He was elected city mayor, served in the State Senate, and represented Michigan's 7th U.S. Congressional District in Washington, D.C.

Born in Three Rivers, Michigan in 1945, Dr. O'Dell, a fourth generation physician, received his medical degree from University of Michigan before serving in the U.S. Navy Medical Corps in Guam. After discharge, he came to Battle Creek to 'develop' a civilian occupation. He was a radiologist for nearly three decades, providing outstanding leadership for the hospital and his community.

"With so many fine physicians from which to choose, the task at hand was not an easy one," says Dr. Jeffrey Jones, BCHS chief of staff. "But after researching the many names submitted, the Physician Hall of Fame committee selected two for induction this year. These doctors did more than heal their patients—they served as examples for all who follow this noble profession."

The selection committee under the leadership of Dr. Reza Tehrani sought nominations from members of the BCHS medical and nursing staffs to find both historic and contemporary physicians to be considered for induction

Drs. Schwarz and O'Dell join members of the inaugural PHOF class which included **John G. Girardot, M.D.; Jack Curtis Griffith, M.D.; John Harvey Kellogg, M.D.; Arthur Stevens Kimball, M.D.; Russell L. Mustard, M.D.;** and **Sherwood B. Winslow, M.D.**

Peter Phelps

Director of Marketing Services



Scene Magazine Publishes Annual Health Issue

Volume 35-05 published mid-June 2010 will once again focus on healthcare in our area. Unique to this issue is the opportunity for all healthcare providers to update their readers to advances in specific healthcare procedures and medicine.

Scene encourages all doctors and other healthcare providers to run a 1/3 page ad in this issue, giving them the remaining two-thirds of a page free for an article. Many readers have found the answer to health-related problems through these articles written specifically by the doctors themselves.

The 1/3 page ad is affordable as they have allowed all doctors on staff at either Battle Creek Health System or Oaklawn Hospital to receive their lowest rate. Scene's professional art staff will design the ad for you at no charge and once it runs in *Scene Magazine*, we will even send it to other print media for you.

Please contact **Shirley DeRuiter** at *Scene Magazine* at **269-979-1411 ext 103 by May 14, 2010** to be a part of this special issue. Many members of the Calhoun County Medical Society participated in last year's health issue, which in turn gave the organization important exposure.





FREE HEALTH RELATED SUPPLIES FOR PATIENTS IN NEED

- TO TAKE ON MEDICAL MISSION TRIPS ABROAD or IN THE U.S.
- FOR PATIENTS IN NEED LOCALLY

HOW TO GET SUPPLIES

Go to: surplushealthsupplies.org, look over the list of available items, then send an email to info@surplushealthsupplies.org to arrange a time to pick up the desired items

HOW TO DONATE SURPLUS HEALTH SUPPLIES

Bring them to the Habitat for Humanity ReStore at 551 W. Michigan Ave, Battle Creek, MI during regular hours and tell the attendant they are being donated to SHSM. (No medications, please.)

IF YOU WOULD LIKE TO JOIN US IN OUR MISSION

Volunteer by contacting us at info@surplushealthsupplies.org and we will get in touch with you.

Tax deductible contributions sent to Habitat For Humanity, directed to SHSM

"Our purpose is to rescue, salvage and collect surplus medical supplies and equipment that would otherwise be discarded and make them available to those in need, including for medical missions trips abroad and locally to people of the community or elsewhere in the United States."

BOARD MEMBERS:

Dr. Kari Formsma - chair; Ralph Cates - Vice-chair; Sharon Burkart – secretary; Helen Kidder – treasurer; Nancy Eggleston, Myrtle Evans, R. N., Beth Hoppe, David Kidder, Ellyn Mingus, Jamie Rugg

CALHOUN

**Rates did not change from 2009!*COUNTY
MEDICAL

SOCIETY

Since 1839

"The Bulletin" Newsletter Advertising Rates**Reach local organized medical society member MDs and DOs
In our own publication.**

"The Bulletin" is published 1) February, 2) March, 3) April, 4) May, 5) June, 6) September, 7) October, and 8) November. Ads can be received in color or black and white. The printed and mailed newsletter is all black and white / the internet version is in color. Submission closings are the 20th day of the previous month for issuance the first day of the following month; i.e., submission close January 20th for the February 1st newsletter.

AD CHART (Check one)

Ad Size	Dimensions (Inches)	Single Ad Rate*	8-Issue 15% Discount Rate
<input type="checkbox"/> Full page	7-1/2 x 9-7/8	\$170	\$1156
<input type="checkbox"/> 2/3 page	4-7/8 x 9-7/8	\$143	\$ 972
<input type="checkbox"/> 1/2 page	7-1/2 x 5-1/2	\$130	\$ 884
<input type="checkbox"/> 1/3 page	2-3/8 x 7.5	\$115	\$ 782
<input type="checkbox"/> 1/6 page or Business card (3.5"x2")	2-3/8 x 4-1/2	\$ 86	\$ 585
<input type="checkbox"/> 1/12 th page	2-3/8 x 2-1/4	\$ 75	\$ 510
<input type="checkbox"/> Classified: 50 Words for \$35, 30 cents for each additional word.			

**Rates good through 12/31/2010.*

APPROVAL: All ads are subject to the approval of the Calhoun County Medical Society "Bulletin" editors. The editors reserve the right to supervise and reject any advertisement considered inappropriate for this publication.

AD SUBMISSIONS: Camera-ready copy is required. Business cards can be scanned.

PAYMENT AND TERMS: Payment mailed with ad is preferred. If payment isn't included with ad submission, an invoice will be mailed the day after issuance with net 30 days. Checks payable to "Calhoun County Medical Society."

CCMS CONTACT: Diane Cummins, Executive Director, Calhoun County Medical Society, PO Box 278, Battle Creek, MI 49016-0278, Messages/Fax (269) 660-0893.

Advertisement Contact Information:

Name _____

Address _____

City, State, Zip _____

Email _____ Phone _____

Cell _____ Fax _____

Ad description/topic _____

FAX TO (269) 660-0893

CALHOUN
 COUNTY
MEDICAL
SOCIETY

Since 1839

PO Box 278
Battle Creek, MI 49016-2078

Phone Messages / Fax:
269-660-0893

Email: calhouncms@yahoo.com
Diane Cummins, Executive Director

Articles submitted and opinions expressed in *The Bulletin* are views of the writer and not necessarily those of Calhoun County Medical Society. Articles must have author's signature, address and phone. They can be sent to Calhoun County Medical Society at the address above.

NEWSLETTER DEADLINE:
*The 20th day of each month
prior to published month.*

A Nonprofit Physician's Professional Organization

BIOGRAPHY: A Society is a group of professionals with a common trade that offers networking and referrals, professional development and educational opportunities. The medical society offers enhanced services at the county level, guided by the professional state level. Calhoun County formed one of the earliest medical societies in the state of Michigan in 1839; Michigan State Medical Society formed in 1866.

MISSION STATEMENT: The purpose of the Calhoun County Medical Society / Michigan State Medical Society is to offer opportunities for networking, leadership and mentoring, grassroots medical legislative involvement, continuing medical educational needs along with personal and professional support services at the county, state, or national levels.

**SEE OUR
WEBSITE...**

www.calhouncms.org

OTHER RELATED WEBSITES:

<http://www.msms.org>
<http://www.mdpac.org>
<http://www.michmgma.org>
<http://www.bchealth.org>
<http://www.oaklawnhospital.org>
<http://www.sw-rehab.org>
<http://www.hclfonline.com>
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Battle Creek, MI 49016-0278
PO Box 278
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SOCIETY
MEDICAL

COUNTY
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