



# **DENVER MEDICAL BULLETIN**

**Official Publication of The Denver Medical Society**

Volume 99/Number 8 August 2009

## **DMS President Speaks at Rep. DeGette Health Reform Forum**

**F**irst District Congresswoman Diana DeGette, Vice-Chair of the House Energy and Commerce Committee, a committee with important jurisdiction over health care, invited the Denver Medical Society to participate in her June 13<sup>th</sup> forum on health care delivery system reform. DMS president Randall Clark, MD, served as one of four panelists that included Denver Health CEO Patricia Gabow, MD, University of Colorado Denver School of Medicine professor Joel Levine, MD, and Dede de Percin of the Colorado Consumer Health Initiative. DMS Board member Kim Warner, MD, also participated as an invited member of the audience.

Each panel participant was invited to give opening remarks and follow-up observations to comments and questions from the audience. The attendees included a broad cross section of the health care community, both providers and consumers. A significant number of Colorado legislators also attended, including Rep. Jim Riesberg and Sen. Betty Boyd, chairs of the Colorado House and Senate Health and Human Services Committees.

Representative DeGette commented on the momentous nature of the task at hand and the rapid pace of events occurring in Congress on health reform. She thanked those in attendance for their ongoing input into the process of shaping this landmark legislation.

### **DMS President Reflects Physician Concerns**

Dr. Clark's comments on behalf of the Denver Medical Society follow:

*Congresswoman DeGette, thank you, to you and your staff, for putting this forum together. We are at a unique point in history and have a great opportunity to make fundamental changes in the health care delivery system.*

*The Board of Directors and the 1300 physicians in the Denver Medical Society have invested a great deal of time and energy working on the issue of health care reform. We are a part of and major contributors to the efforts of the broader Colorado Medical Society and its Physicians Congress on Health Care Reform, and we support the CMS Guiding Principles. The DMS stands ready to work with you and the Congress to bring about meaningful and successful reform.*

*In preparation for this panel, I was asked to describe what reform means to physicians, to describe what we see as problems in the current system, and to share what benefits we believe health care reform could bring about.*

*The overwhelming consensus from our physicians is that there must be systemic reform. Nibbling at the edges is unlikely to fix our systemic problems and runs the risk of making matters worse. It is our belief that the health care delivery system must keep as its guiding principle the promotion and protection of health, in both its individual and societal sense. That in turn will require fundamental reworking of the relationships between physicians, hospitals, insurance companies, pharmaceutical companies, government, and all the other components of the delivery system.*

*We have concerns and we have recommendations. These overlap. We believe that the current system*

*gives inadequate attention to prevention and primary care. A healthy and vigorous physician-led primary care system is an essential element of the health care delivery system. The primary metric for the success of reform must be measures of health.*

*We are concerned that many of the proposals being discussed in Congress would seem, at least to us, to recreate the systemic problems that have brought us to this crisis point. Key to this point are the dysfunctional financing and payment systems used by physicians, hospitals, insurance companies, medical schools, governmental programs, and all the other pieces of the system. The roots of the current crisis are cost and cost effectiveness. We must study and agree on the financing issues that have brought us to this point of crisis so that we do not recreate them in the future.*

*I am sure we will have an opportunity to discuss these issues in greater detail, but there is one final point I would like to make. The oversight and control of the new system we are likely to put into place must have at its core the concept that integrity of the entire health care system is its responsibility. There will be necessary input from all interest groups, but the fiduciary responsibility for the integrity of the entire system must come first. Physicians, hospitals, pharmaceutical companies, insurance companies, and even government must not be allowed to jeopardize the system for its own narrower interests.*

*We have a lot of work to do. The physicians of Denver are ready to do their part.*

### **No Easy Path to Consensus**

The discussion after opening comments illustrated the challenges of reaching consensus on how health care reform should look. A significant amount of discussion centered on whether or not to include a public option in the coming reform and how that option might be structured.

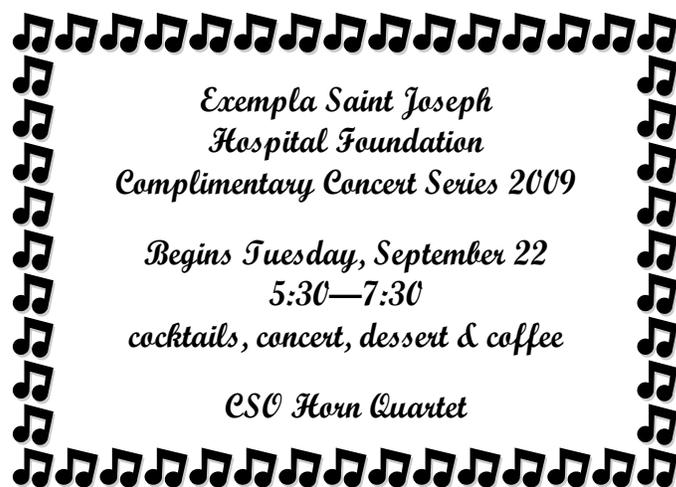
Rep. DeGette made clear that she is a strong advocate for a public option but agreed with members of the Obama administration that a public plan need not necessarily mirror the existing Medicare and Medicaid systems. Dr. Gabow was able to describe how the Denver

Health system meets its responsibilities to the citizens of Denver as one kind of public option. (Dr. Gabow's subsequent testimony to the House Energy and Commerce Committee on this subject can be found at [http://energycommerce.house.gov/Press\\_111/20090625/testimony\\_gabow.pdf](http://energycommerce.house.gov/Press_111/20090625/testimony_gabow.pdf).) Dr. Clark described how some of the forces driving us towards health care reform include the somewhat arbitrary way existing public payment systems set prices and control (or don't control) utilization.

It was heartening to hear that there was considerable sentiment in the audience for control of the direct and indirect costs incurred under the current tort system. Comments were made about the considerable contribution that defensive medicine makes to overall system costs and how that might be improved.

A number of representatives of consumer organizations illustrated in dramatic fashion how current delivery systems fail all of us on a regular basis. The discussion concluded with comments about how the private insurance market should be reformed.

In her concluding remarks, Rep. DeGette encouraged all to be active participants in helping to shape the health care delivery system of the future. The Denver Medical Society intends to be an active contributor to that process.



*Exempla Saint Joseph  
Hospital Foundation  
Complimentary Concert Series 2009*

*Begins Tuesday, September 22  
5:30—7:30  
cocktails, concert, dessert & coffee*

*CSO Horn Quartet*

**Denver Medical Bulletin:** *Randall M. Clark, MD, DMS President and Publisher / Nora E. Morgenstern, MD, Chair of the Board / Michael B. Keller, MD, President Elect / Naomi M. Fieman, MD, Treasurer / Kathy Lindquist-Kleissler, Executive Director / Barbara Kamerling, Program Director. The **Bulletin** is the official publication of the Denver Medical Society, established April 11, 1871, as the first medical society in the Rocky Mountain West. Published articles represent the opinions of the authors and do not necessarily represent the official policy of the Denver Medical Society. All correspondence concerning editorial content, news items, advertising and subscriptions should be sent to: The Editor, **Denver Medical Bulletin**, 1850 Williams Street, Denver, CO 80218. Phone (303) 377-1850. Fax (303) 331-9839. Web [www.denvermedsociety.org](http://www.denvermedsociety.org). Email: [dms@denvermedsociety.org](mailto:dms@denvermedsociety.org). Postmaster: Send address changes to 1850 Williams Street.*

## The Library for the Denver Medical Society: Denver Medical Library is at Your Fingertips

Imagine being able to access an article or database in just a few clicks from your home, office, or hospital computer. Imagine not having to install any programs or remember complex instructions. Now you can do just that at the Denver Medical Library with an EZ Proxy (remote user authentication) subscription. DML electronic content\* provides access to over 7,000 eJournals, databases, and electronic books.

For the month of September we would like to show you how friendly this interface is. Just visit [www.denvermedlib.org](http://www.denvermedlib.org) and select a database, eJournal, or eBook, and if you are not physically in the library, a screen will appear which asks for your username and password. Put in the username and password below and you can continue on to the electronic resource you want to use. Or if you want to research a topic, access remote use by entering the DML webpage and clicking on the PubMed link titled: *PubMed for Remote EZProxy Users*. You will be prompted for your username and password. This necessary step ensures that you have the correct links to full text articles from PubMed.

For those of you who haven't had the opportunity to try out remote access to DML, this is your chance. This month we will offer a free trial due to expire on October 1. During this time you are welcome to experience the freedom that remote access has to offer.

For the month of September use the login **denmedsoc** and the password **virus**.

Library staff will be available to answer questions Monday through Friday 8-4 at 303-839-6670, or by email: [info@denvermedlib.org](mailto:info@denvermedlib.org). Please stop by and see us, we are located on the first floor of Presbyterian/St. Luke's Medical Center, 1719 E. 19<sup>th</sup> Ave., Denver, CO.

\*UpToDate is the one exception: it is only available to those physically at the library.

### Attention: DMS Young Physicians



### Marketing and Growing Your Practice

presented by

**Marcia L. Brauchler, MPH, Physicians-Ally, Inc.**

Learn strategies to grow your practice – whether opening a new or seeking to expand an existing practice. Tips covering networking, advertising, even office redesign, from the simple to the sophisticated. Sample plans and budgets will be discussed. Live long and prosper!

**Wellshire Inn  
Windsor Room  
3333 S. Colorado Blvd.**

**Thursday, September 17**

6:00 Cocktails and hors d'oeuvres  
7:00 Dinner begins  
7:30 Program starts

**RSVP to (303) 377-1850 or  
[dms@denvermedsociety.org](mailto:dms@denvermedsociety.org)  
for yourself and a guest by  
Sept. 14.**

This program generously sponsored by



**THE DOCTORS COMPANY**

# DMS 1st Annual Physician Meet & Greet Huge Success

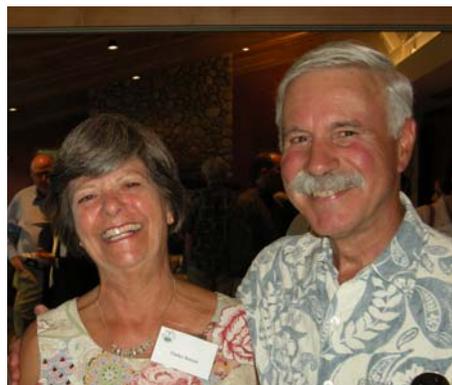


Lisa Kettering, MD, CMO, Exempla-St. Joseph Hospital; Ronald Kimball, MD

Nearly 100 physicians and hospital representatives from across Denver recently came together for an evening of conversation and camaraderie at Four Mile Historic Park. The event was hosted by DMS and generously sponsored by Presbyterian/St. Luke’s Medical Center, Rose Medical Center, and Exempla-St. Joseph Hospital.



Jennifer Kang, MD; Rebecca Stallworth, P/SL Administrator



Curly Sawyer; Aris Sophocles, MD, DMS Board of Directors



David Downs, MD, CMS Past President; Deb Parsons, MD, DMS Delegate; Jerome Schroeder, MD; Linda Huang, MD



Jeremy Lazarus, MD; Dick Allen, MD, and Mark Levine, MD,  
in the musical group Dr. Feelgood's Folk Remedy



Michelle Cassara, MD; Robert Pash, MD;  
Johnny Johnson, Jr., MD, CMS Board of Directors



Naomi Fieman, MD, DMS Treasurer;  
Robert Fieman, MD



Alan Synn, MD, DMS Past President; Robert Sawyer, MD;  
Matt Sogard, P/SL Administrator

*Save this date*  
**Friday, November 6, 2009**  
**DMS Annual Meeting**  
**Palettes, Denver Art Museum**



**Healthcare  
Property  
Solutions**



*Commercial Real Estate  
Brokerage and Consulting  
Services:*

- ▶ Buying
- ▶ Leasing
- ▶ Investments
- ▶ Development Projects
- ▶ Financial Analysis
- ▶ 1031 Exchanges
- ▶ Demographics
- ▶ Mapping
- ▶ Lease Rate Analysis
- ▶ Sale Price Analysis

*I have years of experience specializing in all types commercial real estate transactions to the healthcare community. I offer the best in today's technology with a personal touch!*

**Jan Friedlander, CCIM**  
 Friedlander Commercial Real Estate, LLC  
**303-885-9200**  
 janfriedlander@comcast.net

**Michael L. Serota, WMS®**  
 Senior Vice President, Investments  
 Investment Management Consultant



*Advanced Wealth Management of*  
**RAYMOND JAMES®**  
 & ASSOCIATES, INC.  
Member New York Stock Exchange/SIPC

---

4643 S. Ulster Street, Suite 1350 • Denver, CO 80237  
 303-200-1424 • 800-828-0119 Toll Free • 303-220-0790 Fax  
 michael.serota@raymondjames.com  
 www.advwealthmanagement.com

**BBVA Compass**

**Special Mortgage Financing for Physicians**

For more information contact your local BBVA Compass mortgage professional.

**Cheryl Miller • Mortgage Banking Officer**  
 Direct 720 881 1016 • cheryl.miller@bbvacompass.com

 All loans subject to approval.  
 BBVA Compass is a trade name of Compass Bank.

**CLASSIFIED AD**

**Professional Opportunity**

Seeking MD/DO physicians with active Colorado license—retired, semi-retired, active—for part-time medical chart review/brief client interviews for growing company based in Denver. Contact Dr. Paul Bregman at (303) 953-0727 or [mdbregman@gmail.com](mailto:mdbregman@gmail.com).



As a DMS member through Denver Medical Library, you can subscribe to remote access for over 7000 full text journals and other databases for only \$100 a year.



# *Surviving and Prospering in the Age of Radical Retooling of Health System Reform*

## CMS Annual Meeting

Beaver Run & Conference Center • Breckenridge

September 10-13, 2009

Open to All Physicians - Complimentary Registration

**Registration deadline is August 28, 2009. Go to [cms.org](http://cms.org)  
or call (720) 859-1001 for more information.**

The future of medical practice will be the topic when 36 DMS physicians join their colleagues from across the state at the Colorado Medical Society's Annual Meeting in Breckenridge September 10-13. These Denver physicians serve as delegates and alternates to the CMS House of Delegates and will be representing their colleagues across the Denver community, as the state-wide policy making body meets to consider current developments and pass new and updated CMS policy. This will ensure that physician voices are heard in the ongoing discussions on health reform and other issues impacting medical care and practice.

The educational programs that accompany the policy making activities are open at no cost to all physicians. They are invited to attend programs on topics such as accountable care organizations, health information technology, and practice re-engineering. A panel on national health care reform will feature Len Nichols, PhD, of the New America Foundation, a nationally known health care expert, as well as a representative from the AMA. Colorado's newest U.S. Senator, Michael Bennet, will address the gathering on Saturday

afternoon. Other sessions will address non-tort based alternatives to the current litigation model for medical malpractice, a Colorado-wide project on the patient-centered medical home, and results of a CMS/COPIC opinion poll of physicians and voters across the state regarding patient safety.

The House of Delegates will be considering policy recommendations presented in the form of Council Reports and Resolutions brought forward by members and component societies. DMS has introduced two Resolutions this year—one generated by the DMS Board of Directors and one originated by DMS member Kevin Land, MD. The first Resolution calls upon CMS to convene a task force to investigate ways to maintain practice viability for primary care physicians and to bring recommendations back to the CMS Board of Directors in 2010. The second Resolution addresses the issue of enforcement of regulations regarding inspection of body art facilities in order to reduce the risk of transmission of blood borne infectious diseases. Both Resolutions can be viewed in their entirety on the DMS website at [www.denvermedsociety.org](http://www.denvermedsociety.org).

**IF YOUR  
DIAGNOSTIC  
EQUIPMENT  
FAILS  
WILL YOUR  
BUSINESS  
INSURANCE  
AGENT KNOW HOW TO  
TREAT IT?**



EQUIPMENT REPRESENTS A SERIOUS INVESTMENT. AND YOU NEED A BUSINESS INSURANCE agent who truly understands its value. Someone with extensive experience in assessing health care risks, like the insurance specialists at COPIC Financial. Working with a variety of carriers, we make sure you, your staff, and your equipment are adequately covered. We save you time and money.

COPIC Financial offers all types of insurance for your practice and your people — worker's compensation, business liability, disability insurance, Medicare Supplements, personal and group health insurance, life insurance, employee benefits, long-term care insurance and retirement plans and investment planning.

Make sure your insurance coverage doesn't fail you. Call 720.858.6280 or 800.421.1834. COPIC



7351 Lowry Boulevard, Denver, CO 80230 • 720.858.6280 or 800.421.1834 • [www.copicfsg.com](http://www.copicfsg.com)