



MEDICAL SOCIETY NEWS

DR. GARDNER WINS PRESIDENTIAL VOLUNTEER SERVICE AWARD

In March 2006, the Mobile County Medical Reserve Corps was established. This organization, which falls under the Department of Homeland Security, was named "SWAMP" (South West Alabama Medical Preparedness). SWAMP, originally created through Volunteer Mobile, is made up of local volunteers in the medical and allied health fields. Its mission is to strengthen public health and improve emergency preparedness. About 200 of our Mobile County area physicians are involved in the program. The Regional Medical Reserve Corps have awarded SWAMP 4 Best Practice Awards: 1. Training, 2. Partnership, 3. Policies and Procedures, and 4. State Pandemic/Emergency Preparedness Council.

The U.S. Attorney General, Rear Admi-

ral Kenneth P. Moritsugu, M.D., M.P.H., heard of the tremendous work the Medical Reserve Corps were doing in our area and recommended to President George W. Bush, that the USA Freedom Corps Presidential Volunteer Service Award be given to someone who had served in this organization. On June 21st, this award was given by President Bush to our Medical Society President, Dr. Debra Gardner, in recognition of her service and dedicated work as a volunteer. She has given of her time and service through the Medical Reserve Corps, as President of the Medical Society, as a Camp Rap-A-Hope volunteer, as a mentor to medical students, and through her extensive church work. We are honored to have her as part of our Society.



President George W. Bush presenting Medical Society President, Dr. Debra Gardner, with the USA Freedom Corps Presidential Volunteer Service Award.

FROM THE PRESIDENT



Debra E. Gardner, M.D., F.A.A.P.

Value. **Value** has been a major theme in the last few months in my life and at the Medical Society. What is **value**? Worth. Importance. Significance. Meaning. Merit. What do I, you, we value? Appreciate? Respect? Esteem? Treasure? Cherish? The things that we **value** the most tend to be the things we spend or invest the most time or money. For some it is their family, friends, peers, colleagues and relationships. For others it may be riches, bank accounts, stocks, bonds and mutual funds. Yet for others it may be jewels, cars, houses, boats, yachts or jets. Or it could be business, work, education, environment, passion, purpose, recognition or fame. What about life, health, love, joy, peace, goodness, kindness and faith? Solomon said "Wisdom is the principal thing; therefore get wisdom: and with all thy getting get understanding." "Happy is the man that finds wisdom, and the man that gets understanding." "...wisdom

is better than rubies; and all the things that may be desired are not to be compared to it." What is it that I, you, we **value**?

1. **Value:** Be Strong. Be Well. Be Worth was the theme for the MASA Annual session that I attended at the Wynfrey Hotel in Birmingham Alabama April 12th-15th. The highlights have already been reviewed in the Alabama MD but let's review a few sessions that focused on **value**. Mr. Rick Finch, director of benefits for Drummond Company, Mr. Patrick Ryce, senior VP and medical director for BCBS of Alabama and Dr. Jeff Terry, Urologist, Council on Medical Service (CMS) discussed **Value** of Medical Care: Perspectives, Perceptions and Priorities. Dr. Terry spoke of **value** as the biggest bang for the buck, **value** = quality/cost. **Value** is different depending on who you talk to. The subjective part in how you define **value** is usually determined by the purchaser of that product. The cost of the product is usually dependent on what the free market will allow. Real definition of **value** is his ability to use his 10 years of post college education and 21 years of CMS and recertification to assess a patient's condition and to offer a

treatment plan that he would offer to himself which is efficient, timely and cost effective. **Value** meets expectations of patients, subject to market forces as others are, free to order tests he feels are appropriate, free to use facilities best suited for patients, free to charge a fee that will keep him in business and allow him to hire competent staff. **Value:** Free of restrictions and rules that don't make sense, intact patient-physician relationship (without government or insurers acting as middlemen), and insurers who help patients and not try to play doctor. **Value:** let the market determine the future of medicine, put the MD in charge once again, MD's are the only true patient advocate in the entire health care field. **Value:** Physicians must be able to stay in practice, there's a cost to everything, regain control and reestablish the doctor-patient relationship, changes need to be made from the bottom up based on free market economic principles with proper incentives, do this and the health care system will flourish and you will see **value**. **Value:** synergy is $2 + 2 = 5$, synergy = **value**, the AMA already has a plan full of synergy and full of **value**, we need leadership and cooperation to see

continued on page 2, see President

PRESIDENT

continued from page 1

this to fruition, we can't be complacent and we must insist on action from our State and National leaders if we expect the next 50 years of medicine to have the same **value** as the past 50 years. Michael Pucci, Vice President of External Advocacy for Glaxo-SmithKline explored case studies to demonstrate that the solutions to rising health care costs are in prevention and aggressive intervention in a session entitled Prescription Medicines: Returning **Value** to Patients, Payers and Society. In the Ellann McCrory, M.D., Leadership Lecture: Finding **Value** in a State Health Insurance Exchange: Addressing the Needs of the Uninsured-Robert Moffit, PhD Health care policy advisor who specializes in Medicare reform, health insurance and other health policy issues discussed the state initiatives to expand coverage to the uninsured and underinsured spreading across the country. In the Jerome Cochran, MD, Lecture: **Value** and **Values** in Health Care, John Nelson, M.D. Former President, AMA, discussed what we can do: Change Health Care System, Use Sphere of Influence, Live the Principles of Medical Ethics and Make the System Better as well as what we should do: Be Better MD's, Become Involved Politically, Become Involved, and Love your Patients. I represented the MSMC at the annual business session as a delegate and counter. The annual session business day



Dr. Bill Daniels, center, was inducted in the 50 year Club at the MASA Annual meeting. He is pictured here with Mrs. Sherry Daniels(l) and Dr. Jorge Alsip, Chairman of the Board of Censors of MASA(r).

ended with The **Value** Of Fun: MASA'S Night on the Town "A Streetcar Named Desire" at the Virginia Sandford Theatre.

2. The Alliance to the Medical Society places **value** in its fundraisers for Camp Rap A-Hope, Ozanam Pharmacy and Victory Health Partners. On Friday April 27th and Saturday, April 28th they hosted their Annual Kitchen Tour which was a huge success. I represented the Society on behalf of Camp Rap-A-Hope on Saturday as I staffed the Camp booth at the Meyers home.

3. On May 15th I attended the Medical Assurance Advisory Board Inaugural Meeting. The Board operates to assist the Claims Department's review of the medical aspect of specific claims, share information about emerging medical liability trends and to help gauge the need and focus of Medical Assur-

ance's political efforts. The historic relative stability of Alabama's Medical Malpractice situation is testimony to the **value** of physicians' grass-roots involvement.

4. At the Medical Society of Mobile County's quarterly meeting on May 22nd at the Country Club of Mobile, Mr. Jody Beckham, Personal Financial Analyst with Primerica Financial Services, in his awesome talk on "Diagnosing Your Finances the Right Way," said we should **value** knowledge. He quoted the prophet Hosea saying "my people perish for a lack of knowledge." Jody taught us what other traditional financial institutions do not: Asset management- the rule of 72's, rate of return and tax deferred savings; Debt Management-debt restructuring plan and the rule of 50/25; Protection Management-theory of decreasing responsibility. Thank you for all of those who attended. If you **value** knowledge, then please protect your finances. If you want to receive a complimentary financial analysis, you may reach Jody at (251) 367-7757.

5. The Medical Society and the Alliance **value** children & Camp Rap-A-Hope, a special summer camp for children with cancer. Camp was again a huge success this year from May 26th - June 2nd at Camp Scoutshire Woods in Citronelle. I attended on Thursday, May 31st and had a ball! I even had a hand at decorating fish bowl aquariums. The watermelon contest was hilarious!

6. As the Medical Reserve Corps **values** being prepared for emergencies and disasters, the training continues. As a member, I attended an excellent Ethics and Public Health seminar with John Wible, General Counsel, Alabama Dept. of Public Health

continued on page 3, see President



Dr. Jorge Alsip, Dr. Dick Esham, MASA President Dr. Allan Goldstein

Dr. Esham was awarded the prestigious Paul W. Burluson Award in recognition of a medical career that encompasses not only high ethical and professional standards in patient care, but includes extraordinary service to physician organization at the county, state and national levels.



In Memoriam

At the May 22, 2007 meeting, resolutions were read honoring the following physicians:

**Dr. Theodore Bender,
Dr. LeBaron Foster, & Dr. Jack Hays**

Drs. Michael Sternberg, Joseph Thomas, Melville Sternberg, Dick Esham, Jorge Alsip, Melissa Costello, Debra Gardner, Jeff Terry, John Shriner, Burt Taylor, Robert White, and Bert Eichold attended the MASA Annual Meeting to serve as delegates for our Society and some specialty societies.

PRESIDENT *continued from page 2*

on June 4th and Standards of Care During Disasters seminar with Craig Llewellyn, Retired Colonel, Medical Corps, US Army on June 11th. For further information regarding the Medical Reserve Corps, please contact Sarah Hunley with Volunteer Mobile at 433-4456.

7. As a result of all the volunteer work that I have done since I have been in Mobile including the MSMC, Medical Reserve Corps, Camp Rap-A-Hope, community and church involvement and much to my surprise, the Board of Censors of the MSMC placed **value** in the work that I do and on June 12th nominated me for the Presidential Volunteer Service Award. The nomination application was submitted on the 14th and I was contacted by the USA Freedom Corps office at the White House for a telephone interview on June 15th, after which I was sure that the award would go to someone else more deserving. However, I received a call on Monday, June 18th from the White House stating that I won the award!! With much elation and

shock, I was sworn to secrecy for two days except for family and close friends until the White House did their press release on June 20th. Numerous overwhelming calls to and from the White House followed with instructions, clearance of family etc. I had a personal interview about receiving the award with Fox 10 after I finished morning rounds and office hours on the 21st. I went back to work in the afternoon. Needless to say my office staff was ecstatic and practically kicked me out the office to go meet the President. My husband, (who was the only one allowed with me), and I went to Brookley Field Airport as instructed at 3:00p.m. It took a while to go through security clearance and then we waited in a room with all the other VIP greeters until the President arrived. We watched the President land in Air Force One. It was enormous. My husband, with the camera, had to remain with the crowd and was not allowed by the Secret Service to move. Therefore, he could not get very good pictures since the President's motorcade car was strategically located in be-

tween us (the greeters) and the crowd. As you all know by now, at around 4:10 p.m., I was awarded the USA Freedom Corps Presidential Volunteer Service Award by President George Bush!!! He greeted me with a hug and thanked me for all of my work, especially the work in Mississippi (Biloxi and Long Beach) after Hurricane Katrina. President Bush said I deserved it as I continued to thank him and say how honored I was and he gave me the award (pin). The official photographer took pictures of us. I told President Bush that I am a supporter and he shook my hand and said God bless you and waved and was on his way. Oh My God!! I was acknowledged on WKRG 5, Fox 10, NBC 15 and a host of radio stations. I had an interview with the Mobile Press Register on Thursday, June 28th for an article in the Living Section. This has been an awesome experience for me and one that I will **VALUE** for the rest of my life!!!

QUARTERLY MEETING

The following pictures were taken at our May 22nd Quarterly Meeting, held at the Country Club of Mobile:



(l-r) Dr. Conrad Pierce, new member Dr. Roy Gandy, and Dr. Jeff Terry



Drs. Adam Riker, Andrew Walker and Leonard Rich



Mrs. Peggy Salisbury, Dr. Charles Salisbury, Dr. Juan Ronderos, Dr. Michael Rihner

UPCOMING EVENTS

USA Grand Rounds - 8:00 am

Each class is worth 1 CME credit.
All are held at the USA Medical Center,
Dept. of Internal Medicine,
Conference Center at 8:00 am

July 26th

Michael Culpepper, M.D. Case Presentation

Fetterman Lecture

Tuesday, September 18th

at the Country Club of Mobile
Approved for 1 CME credit.

Speaker: David W. Miller, Ph.D.

Executive Director, Yale Center for Faith & Culture, and
Assistant Professor (Adjunct) Business Ethics, Yale Divinity

Topic: "Physicians and Faith: Conflict or Convergence"

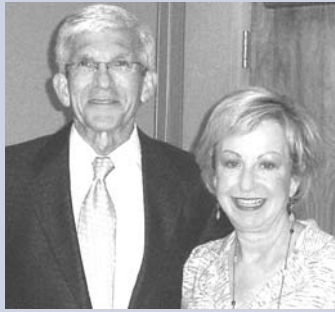
For further information, please contact Helen Childers
Providence Foundation, 251-639-2050

Upcoming Quarterly Meeting

September 25, 2007

Speaker will be Don Colbert, M.D. with the Divine Health
Wellness Center in Longwood, Florida. Dr. Don Colbert is
the medical director of the center and has a staff that shares
his vision. To achieve this, Dr Colbert has personally trained
the center's medical staff in the latest preventive, nutritional,
and anti-aging protocols available. Further details regarding
the meeting are to be announced. But we are planning to
open this event up to the public, so be sure to save the date!

DR. GARY RICH MOVES TO NEW ORLEANS



After practicing Cardiology in Mobile since 1975, Dr. Gary Rich and wife, Mrs. Jenny Rich, have moved to New Orleans, LA. There, he will be a clinical Cardiologist through Oschner Medical Center and will also teach Cardiology Fellows through the Oschner Mentoring Program. Dr. Rich has served our Medical Society well for the last 32 years and was President of our Society in 1996. His wife, Jenny, has done tremendous work through the Alliance to the Medical Society and served as Alliance President in 1986-1987. We appreciate all of their hard work and Dr. and Mrs. Gary Rich will be greatly missed.

Medical Society/Bar Association Steering Committee Members Requested

The Board of Censors of the Medical Society has been in contact with the Mobile Bar Association regarding the establishment of a steering committee of both physicians and attorneys. The purpose would be two-fold: to strengthen our relationship with the Bar Association and to discuss educational topics of interest to both professions that could be used in future joint meetings. We would need about 2-3 physician members of the steering committee to meet periodically. If you are interested in being a part of this steering committee, please contact the Medical Society office at 251-476-9494 or email to msomc@earthlink.net.

618 Stanton Road FOR LEASE!



Medical Complex Completely Renovated

Located in the Toulminville community adjacent to Ariel W. Holloway Elementary School, Toulminville Branch of Mobile Public Library, USA Hospital, Strickland Youth Center and other private medical facilities, this complex has been completely renovated and is now ready to be a new home for an outstanding medical practice.

- New interior paint throughout
- New flooring in each room
- Handicap accessible bathrooms
- Single or joint office capabilities
- Sinks in each exam room
- Large conference room
- Spacious parking lot



Contact person:
Deborah Robinson
251/458-4123



CAMP RAP-A-HOPE REPORT

By MELISSA MCNICHOL, DIRECTOR

Camp Rap-A-Hope 2007 - "Camp H2O" has come and gone. The Campers, Staff, and countless volunteers enjoyed many "water" activities cleverly planned by our incredible Program Director Libby Thompson and her ever supportive help - Susan Duffey. We could not have offered this amazing week were it not for the support of you - our Medical Staff - thanks to all of the



Honing up on scuba skills are camper, Stash Phillips and Dr. Lee Thompson.

Docs who came out to Camp. Thank you, too, to the Alliance members who helped put this week together - from those of you who helped with pre-camp needs and in Citronelle. This was by far one of the BEST camp weeks ever!!!! I heard that comment from Campers, Staff, Volunteers, and even a few Doctors. The week can best be summed up by the words from our Camp family: Brad - third year counselor, "Thank you for the best camp experience so far. Thank you for the opportunity for me to realize I can be a good leader." Charlie - first year counselor, "Being at camp was, by far one of the most amazing experiences of my life and I wanted you to know how much I loved it. I miss Robby, Alex, Jacob, Kenton and Reese so much and I want the 2008 orientation to begin immediately." Caleb's Mom - first year camper, (posted on his "Caringbridge" site) "Caleb attended Camp Rap- A- Hope and had an amazing time



Pirate Doctors and their wives: Dr. Erik Eways, Sue Eways, Barbara Agagan and Dr. Caesar Agagan.

there, made some really good friends and is looking forward to going next year.", Broox - graduating Camper, "I'll really miss talking with other people who've had cancer; and I'll miss the food". Yes even the camp food gets kudos!!! On behalf of all who received so much from our week of camp, THANK



YOU!
Dr. Caesar Agagan tries to scare Board Member, Dr. Craig Kleinmann, who remains fearless.

New to this area

A great alternative for your patients who want to Quit Smoking



- ⌘ Administered by a Medical Doctor
- ⌘ One time visit to clinic
- ⌘ Uses Anticholinergic block
- ⌘ Very high success rate
- ⌘ StopSmokingEmeraldCoast.com
- ⌘ 888-409-QUIT (7848) for appointment
- ⌘ Discount for Doctors' staff



For details see website listed above and "For Physician" and "One time visit" tabs.

We now treat in Pensacola; 2 or 3 times a month.

Considering additional clinic in Mobile area.

For possible usage rights or more info call 817-937-3331.

A Welplex Stop Smoking Clinic

2007-2008 ALLIANCE BOARD ELECTED AND INSTALLED



(l-r) Sally Green, Kim George, Joan Orleans, Janea Delmas, Julie Flotte, Kim Daniels, Natasha Kendall, Sue Eways, Katie Courtney, Monica Wilber, Karen Alford, Seated: Kendra Barnett, Jana Simpson, Linda Harris



(l-r) Kim Daniels, Newly installed Alliance President is welcomed by Past-President Natasha Kendall and President-Elect Janea Delmas



(l-r) Dr. Robert McGinley, Mrs. Kelly McGinley, Dr. Jorge Alsip, 1st year Resident and recipient of our Medical Endowment Scholarship, Sarah Styers, Mrs. Kathy Alsip, and MASA Membership Director, Vic McLean, attended the New Residents Orientation on the USS Battleship on June 28th. 25 new Residents were signed up as members of the Medical Society.



MEDICAL SOCIETY OF MOBILE COUNTY
 2701 AIRPORT BOULEVARD
 MOBILE, AL 36606
RETURN SERVICE REQUESTED

PRST. STD.
 U.S. POSTAGE
 PAID
 PERMIT #625
 MOBILE, AL

Visit Us On The Web! www.msomc.com