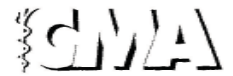




THE BULLETIN



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“Values In Our Times”

EMILY DALTON, M.D.



I watched the 1945 film “Spellbound” by Alfred Hitchcock, found myself taken aback by the attitudes and assumptions of the 1940’s, and was astonished at how values have changed. In Spellbound, Ingrid Bergman and Gregory Peck are cast as psychiatrists at Green Manor, a state of the art (in 1945) psychiatric facility that can cure mental illness. The movie starts with Ingrid Bergman being sexually harrassed by a male coworker. At least, from my modern perspective, that is how I viewed the scene. A male co-worker approached Ingrid from behind while she sat at her desk. He put his hands on her shoulders, and tried to get her to kiss him. She politely declined his advances with a smile that seemed to express flattery in response to his attentions. While I interpreted this as highly inappropriate behavior on the part of her colleague, the point Hitchcock was trying to make with this scene was that she was a stony, emotionless career woman who would never fall in love. I would have never in a million years understood that point from the interaction that looked to me like harassment.

Anyway, enter Gregory Peck. He plays Dr. Edwards, a prominent psychiatrist come to take over the directorship of the hospital.

Or is he? It turns out he is an imposter, an unknown “John Doe” who thinks he is the director, but also has total amnesia (how some one can have amnesia and impersonate a psychiatrist is never really addressed in the movie, so I will not attempt to address it here). While the truth about who murdered the real Dr. Edwards is coming out, the formerly frigid Ingrid Bergman opens up and falls in love with the tall and handsome stranger. She then attempts to cure his amnesia with therapy while they are on the lam, hiding from authorities and all the while having a torrid romantic relationship. The ethics of a psychiatrist dating and treating a patient simultaneously does not even come up as an issue. In 2011 she would probably lose her license and go to jail (but only after winning a tidy sum in her sexual harassment lawsuit)

I think of the 1940’s as being a time of high moral standards where people had values that they sincerely believed in, when honesty was expected and people were less jaded. Am I wrong to have that impression? Revisiting the past makes it clear that we have come a long way. Women have much more opportunity today, and it is easy for those of us who now reap the benefits of the

struggle for women’s rights to lose sight of that. While it would be nice to return to safe streets and communities where no one needed to lock their doors, I do appreciate protection from harassment in the workplace,

and clear boundaries for professional behavior that protects us as well as our patients.

Popular music lyrics reflect current morals and values. I downloaded some upbeat new music to listen to during my workouts, including songs by Katy Perry and One Republic. The first song, called Friday Night, is about a girl who wakes up in her house next to a stranger, with a hicky or a bruise (she can’t tell), in a mess, where friends are passed out in various locations, and she can’t remember much of what happened. The refrain of the song goes on the celebrate this wildness and expresses a desire to “do it all again” next Friday night. As medical director of the sexual assault response team (SART), most bruised teenagers I see who can’t remember the previous night have probably been drugged and sexually assaulted. They are not happy, nor are they celebrating, and a SART exam is probably the last thing they want to do again next Friday night.

The song called Good Life by One Republic details how the singer wakes up in London and he has no memory of how he got there. He finds pictures and phone numbers on his cell that he does not recognize. Rather than view this as problematic, he launches into a chorus of “this has gotta be the good life” over and over. The message that it is cool to put so many substances into your body that you can’t remember anything is being reiterated to our teenagers through the lyrics in many popular songs. Maybe we haven’t come such a long way after all. §

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*The Editorial and Publications Committee encourages our member’s comments for publication.
Please submit electronically prior to the 15th of the month preceding publication.*

AUGUST 17, 2011

The meeting was called to order by President, Hal Grotke, M.D. at 7:05 P.M.

M/S/C to approve the following items on the Consent Calendar, as presented.

-Minutes of the July 20, 2011 Executive Board Meeting, as presented.

-Coming, Going and Moving Around.

-Society Balance Sheet, approve as presented.

-CME Budget Report/ Balance Sheet, approve as presented.

-Community Health Alliance (4/21/11), review and file.

-E.M.C.C. Minutes (4/11/11), review and file.

-Letter in Support AB 1280, approve as presented.

DISCUSSION followed regarding the recent CMA Board of Trustees meeting and the report included "Physician Recommendation of Medical Cannabis - Guidelines adopted by the CMA Board of Trustees. Agreed to forward the document to the membership.

DISCUSSION followed regarding a member complaint regarding problems with inappropriate triage in the emergency room at Mad River hospital. M/S/C to respond that the issue has been referred to the hospital chief of staff who will report back to the Executive Board at next month's meeting. If the issue is not resolved to his satisfaction, there are other avenues that can be pursued.

DISCUSSION followed regarding letter received from the Medical Director of Humboldt County Mental Health discussing concerns conveyed regarding communication between the primary care physicians

and County Mental Health. Mentioned that we are encouraging regular communication through The Bulletin as well. Shared a 1165-PCP Notification Letter and Form #1155OP Records Exchange Form (outpatient) that are used by both the Adult and Child/Adolescent divisions. Agreed to republish Dr. Duggal's letter in *The Bulletin*. (see page 8). Mentioned that a follow up meeting is scheduled with Dr. Duggal later this month.

REVIEWED the Coming, Going and Moving Around Report and encouraged members to let the Medical Society office know when they learn of changes within our counties. Discussed items for the HDN Tattler in The Bulletin.

EXECUTIVE DIRECTOR UPDATE was presented as follows:

-Update presented on V.I.P. Program and outreach with local businesses.

-reported DocBookMD now available on "Droid".

-reported on recent informal Workers Comp survey done.

-reported working with Practice Management Institute re: local Certified Coder Course (several Office Managers are interested, but not enough to justify "live" seminar. Working on poss. Webinar so can do at their leisure and use Medical Society as "testing" site.

-requested assistance in promoting NORCAL Risk Management Seminar, September 7 (1-3 Office Managers and 7-9 Physicians) "Lessons Learned in Litigation: EHR Best Practices".

-reported sending letter to local hospitals requesting financial support for the Consortium to help cover costs of accreditation, unfunded programs, etc.

-Working on solicitation of Advertising for the 2011 Physician Membership Resource Directory - assistance always encouraged! Offering incentives to help solicit new advertisers for both Directory AND Bulletin. -reported coordinating interview with KIEM TV Channel 3 re: connection with Hot Dogs and Cancer.

-reported on communications sent at request of members within the past month.

-update presented regarding the CalHIPSO grant and working with our Local Service Provider (IPA) on outreach efforts for EHR. EHR acronyms sent to Office Managers.

-Forwarded CMA webinar calendar to Office Managers - highlighting that Office Staff is eligible to receive certificates of participation in the webinars to use for their continuing education requirements.

-reported sending ByLaws to CMA Legal for review.

-update was presented regarding requests received from our members and/or through their Office Managers for assistance.

-reported working on arranging the CMA President-Elect to speak at the Annual General Membership Election meeting scheduled in early December at Baywood Golf and Country Club. Suggested scheduling a media event earlier in the afternoon.

-reported on the upcoming NORCAL Risk Management Seminar scheduled for September 7th and encouraged promoting attendance.

-mentioned that the CMA Institute for Medical Quality's re-accreditation report for the Consortium for C.M.E will be included for review in the September Consent Calendar.

-reported sending nomination for the Organized Medical Staff Section Executive Committee. Mentioned that our current OMSS representative's term ends after this year's CMA House of Delegates.

"BRIEFS", Continued Next Page

"BRIEFS, continued

-mentioned that we will begin sending out 2012 dues statements in October. Non-Members statements will be included with the "All Physician Issue" of the October The Bulletin. Mentioned that we're working on several articles to be included. Peer-to-Peer recruitment efforts are encouraged.

COMMITTEE UPDATES were presented.

Membership Committee Update was briefly reported as follows:

-reported that Redwood Anesthesia Group will move over to Humboldt Medical Specialists - Anesthesiology as of September 1st. Reminded that Humboldt Medical Specialists is helping to support physician membership in CMA/HDNCMS.

-feedback was presented regarding the rewards in housing and working with medical students that are rotating through Humboldt-Del Norte. Agreed that this experience helps with future recruitment of students that like our area.

HEALTH DEPARTMENT UPDATE.

update regarding local Syringe Exchange Programs (SEP) and three authorized clinic-based that are currently operating in Humboldt County. Mobile Medical Clinic, Redwoods Rural Health Center and United Indian Health Services.

Programs offer free, confidential one-for-one syringe exchange as well as ancillary risk reduction supplies, health education, referrals to substance abuse treatment, referrals to medical, dental and behavioral health services and overdose prevention training. Mobile Medical and Redwoods Rural dispense Narcan (naloxone) kits at no charge to clients to prevent deaths from narcotic overdoses.

DISTRICT X TRUSTEE UPDATE was submitted by Mark Davis, M.D. and James

Bronk, M.D. on the recent CMA Board of Trustees meeting.

LEGISLATIVE UPDATE was presented as follows:

-informal meeting was held recently with Congressman Mike Thompson and his local field staff person during a recent legislative break.

-meeting was also held with Senator Doug LaMalfa in Crescent City with Dr. Davis and the Senator's local field staff person.

-Discussed the re-districting proposals that will be challenged by the courts, which will affect both Congressman Mike Thompson and Senator Doug LaMalfa.

CMA HOUSE OF DELEGATES. Addition resolutions presented for information and discussion:

-Medicare Cost Documentation (District X)

-Patient Consent for Health Information Exchange - from District 11 for input.

Reported on a recent CMA Membership Satisfaction Survey that was being conducted and some feedback received from the membership.

IPA UPDATE. Information was shared regarding the IPA's Priority Care Program that is a new service (pilot project) designed to provide an enhanced level of care support for PERS (Public Employees Retirement System) patients at-risk for poor outcomes, high costs, frequent hospitalizations and visits to the Emergency room. Information has been submitted for publication in *The Bulletin*. (see page 6)

M/S/C to approve the following physicians for membership:

-Courtney Ladika, M.D., Family Medicine, Redwood Family Practice.

-Clifford Tse, M.D., Family Medicine, Redwood Family Practice.

-Tiffany Ward, M.D., Neurology, Humboldt Neurology

There being no further business, the meeting was adjourned at 8:10 P.M. Next meeting is scheduled for September 21, 2011 @ 7:00 p.m.

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• *Updates* •
• *Re: APC Staff* •
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• *Please remember* •
• *to notify the Medi-* •
• *cal Society office of* •
• *any changes to your* •
• *Allied Health staff* •
• *in your office so our* •
• *records can be kept* •
• *up-to-date on APC's* •
• *as well.* •
•
• *Thanks!* •
• • • • •

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CMA's contracting toolkit, Taking Charge, which can be downloaded at no charge from the CMA website (in the Members Only section).
www.cmanet.org/ces.

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JOB OPPORTUNITIES

Also refer to Practice Opportunities on our website
www.hdnems.org

WANTED ADVANCED PRACTICE CLINICIAN for multi-clinician Family Practice office with >20 years of experience, 2 locations; Fortuna and Ferndale, on the beautiful Northern Coast of California. Competitive salary and benefits package, Rural Health Clinic with federal loan payback options, equal opportunity employer. Minimum of 2 years experience required. For more information please call, 530-941-7612, or fax CV to 707-725-2978.

PART TIME/FULL TIME OCCUPATIONAL HEALTH FAMILY NURSE PRACTITIONER OPPORTUNITY – seeking a Certified Family Nurse Practitioner to work at St. Joseph Works - Occupational Health Clinic on a part time basis with the possibility of full time if desired. We offer excellent compensation and a robust benefits package. If interested, please apply at <http://www.cepamerica.com/careers>.

THREE JOBS AVAILABLE AT REDWOOD OSTEOPATHY, INC.: Certified Massage Therapist, Osteopathic Aide (Physical Therapist Aide experience a plus) and Front/Back Office Medical Assistant wanted for busy Medical Office. We are looking for a few professionals to join our team of dedicated health care providers. Please email a resume, a letter of interest and your availability to Laura Neely, Practice Manager at lauraneely45@gmail.com No phone calls please.

BUSY PSYCHIATRIC PRACTICE with Psychiatrist and P.A.-C looking for mid-level practitioner to join practice (part time at first) Pleasant office environment and staff. Practice focuses heavily on psychopharmacology and brief supportive counseling. Psychiatric experience a big plus but will train and supervise the right person. Please Fax Resume to 707-826-2481

PART TIME (TEMPORARY) URGENT CARE PHYSICIAN OPPORTUNITY – seeking a Board Certified Family Practice or Emergency Medicine Physician to work at St. Joseph Urgent Care Center on a part time basis for approximately 6 months. **If interested, please contact Eric Gerdes, D.O. at ericgerdes@cep.com**

WANTED - FAMILY PRACTICE PHYSICIAN Full or part time. Aviation Medical Examiner preferred. Contact George Jutila, M.D., 725-3334 or home.md@suddenlink.net (GJ)

FAMILY PRACTICE OPPORTUNITY: Please help spread the word. We are seeking a Family Practitioner or Nurse Practitioner to take over a Family Practice in Arcata, California. The practice has been going for 25 years with a stable patient population and staff, and consistently is ranked one of the top performing primary care practices in Humboldt County, both in performance measures and patient experience. It is located in a historic California bungalow in a desirable Arcata neighborhood. Arcata is a Health Manpower Shortage Area, so loan forgiveness is possible. We have fully implemented Athena EHR with clinical, practice management, and patient portal modules, including secure e-mail for which patients pay \$10 a month. Contact alindsay@gotsky.com or call 707 499 5177.

TRANSCRIPTONIST AVAIL 4+ yrs exp. in GP, OB-GYN ultsnds, IM, ortho, cardiac, ltrs & C notes. Local/Reliable. (707) 725-6517 or (707) 845-6181.

PROPERTY FOR SALE/ RENT/ LEASE

FOR LEASE: Join our new professional medical facilities near Mad River Hospital. Build to suit in new Planned Unit Development. 1200 - 4000 sq. ft. spaces. Contact Mark , 707-616-4416 or e-mail: Jones202@suddenlink.net.

MISCELLANEOUS

FOR SALE. 4 locking file cabinets. Keys included. \$100 or best offer. Contact Elesha at Eureka Pediatrics, 445-8416.

FOR SALE.

- Welch wall mounted Blood Pressure Monitor
- Metal x-ray storage shelves - (2) 5 tier (1) 6 tier
- Blood draw chair
- Ambco Audiometer model 650
- Large Dry Erase Board
- 2 bullet proof reception desk windows with metal mounting hardware

Contact: Nancy Craig, 442-5335 X 338

Did You Know....

Members may run classified ads in *The Bulletin* at no charge for the first six months for business-related ads and ½ price for personal ads.