

# Bulletin

NOV/DEC 2016

MEMBER MAGAZINE FOR THE POLK COUNTY MEDICAL SOCIETY



*2017 Legislative Priorities*

**SOCIAL DETERMINANTS OF HEALTH**

*The Non Adherent Patient*





**YOUR VOICE is Needed!**

**Be Involved**

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**PCMS Members**

please join the legislators of the  
87<sup>th</sup> Iowa General Assembly

# Legislative Breakfast

Sponsored by the  
**Polk County Medical Society**

**Wednesday, February 1<sup>st</sup>, 2017**

**7:30 a.m. to 9:00 a.m.**

**Legislative Dining Room**

**Iowa State Capitol**

*PCMS Members, join your colleagues to support  
and advocate the 2017 Legislative Priorities.  
(Talking points will be sent to all Members)*

**Please RSVP at 288-0172; Email: [pcms@pcms.org](mailto:pcms@pcms.org)**

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of the Polk County  
Medical Society*

**VOLUME 88 No. 6**

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November/December 2016

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# Bulletin

NOV/DEC 2016  
MEMBER MAGAZINE FOR THE POLK COUNTY MEDICAL SOCIETY

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**COVER PHOTO:** Happy Holidays to all our members and all who serve the medical community in Central Iowa.

*Articles and editorial inquiries should be directed to:*

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# **The Polk County Medical Society**

## **2017**

### **Legislative Priorities**

#### **Support**

1. Maintain VPN funding
2. Tort Reform
3. Enhance mental health services
  - a. Availability of patient records for care coordination.
  - b. Training
  - c. Better services and access
4. Opioid Abuse
5. Prior Authorization

**Other legislative issues PCMS will monitor/track/oppose:**

#### **Monitor**

Medical Marijuana  
Medicaid managed care

#### **Oppose**

Legalization of fireworks

# *Reflecting on the Needs* *of* **Our Community**



**By: Matthew Rauen, M.D.**

As physicians, we are granted a remarkable opportunity to impact the lives of others. From the funding of our education to the licensing of our practices, our society has put into place a collection of systems that allow us to train, treat, and foster the wellbeing of our patients. With this opportunity to treat our fellow citizens, we have a major impact on our communities and there can be a tremendous sense of accomplishment that comes with doing our jobs. Yet, many of us feel compelled to go even further and give more, especially to patients who may not have the means to receive service through the conventional channels.

One wonderful program that allows us to give back is the Polk County Medical Society (PCMS) Volunteer Physician Network (VPN). Despite attempts to expand access to insurance in recent

years under the Affordable Care Act, there are still many central Iowans who do not meet the requirements for either federal or state assistance. These patients often fall between the cracks of the medical system for one reason or another. It is this particular group of patients who benefit greatly from the VPN.

Central Iowa is fortunate that there are numerous free medical clinics available to serve these patients. These free medical clinics are outstanding entities that provide the delivery of primary care services. While these clinics can supply a great deal of the needed care, specialty care is often warranted, and that is when one of the over 450 volunteer specialists are called upon.

In the past year, these 458 PCMS physicians have given their time and

*continued on page 7*

# Be Part of the Circle in 2017

## Gold Members



## Silver Members



## Bronze Members



The Circle of Friends program is an exciting member service and a valuable benefit to help members with their medical practices. It allows medical-related businesses to connect directly with physicians in Central Iowa. Businesses, such as yours, can support local physicians by being members of the PCMS Circle of Friends, and in turn for your continued support, are offered special beneficial programs. For questions about PCMS Circle of Friends contact PCMS, business development, at [pcms@pcms.org](mailto:pcms@pcms.org) or phone 515-288-0172.

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talents ensuring these patients receive the treatment they need. In fact, over 5 Million dollars in free specialty care was provided to these patients. Without the VPN, many of these patients would simply go without treatment, or arrive to an Emergency Department in an acute state. It is much better for the patients, and more cost effective to provide treatments prior to them reaching a severe situation.

As a participant in the Volunteer Physician Network, I am always struck by the ease delivering the care. By agreeing to see the patients in our clinic, we have the appropriate resources and staff members in place to allow efficient and effective care. These patients are simply seen in our normal clinic day. Furthermore, I am blessed to have the support of the Wolfe Surgery Center where surgeries can be completed – again, in a very efficient manner. As an ophthalmologist, we also benefit from the fact that so many other ophthalmology practices in Des Moines participate in the program. Additionally,

this is a program supported by local hospitals and surgery centers. This provides greater access for patients and encourages all practices to work toward serving the entire community.

The physician volunteers of the VPN should feel proud of their work and the contributions they are making to Central Iowa. The VPN not only benefits the patients it serves, but it makes providing that service quite simple for physicians. Helping these patients who live and work in the same community I live and work is incredibly fulfilling. I know many physicians have provided much needed medical care and services in underserved and developing nations throughout the world. These are certainly worthwhile endeavors, but physicians do not need to travel abroad to find a way serve others. As we begin a new year, I would ask members of Polk County Medical Society to reflect on the needs present in our own backyard and stay committed to these patients by continuing to be active in our free medical clinics and the VPN.

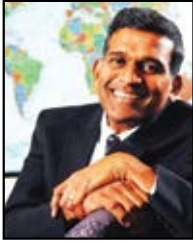


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## Broadlawns Local:

# Addressing Social Determinants of Health



By: Yogesh Shah, M.D., M.P.H.



Nicole Gilg, M.D., M.P.H.

### Population Health Management

Broadlawns recognizes that attending to the overall health of the community extends beyond providing medical care. There are social determinants of health (SDOH) that include: income, education, environment, health and socialization. Collectively, these factors have a significant influence on health. Broadlawns has established a multi-faceted initiative, *Broadlawns Local*, to address the SDOH that impact health in the neighborhoods that surround its medical campus. *The Broadlawns Local* programming emphasizes zip codes 50314 and 50316 as those neighborhoods have the highest concentration of individuals facing socio-economic hardship within our community. Broadlawns intends to further its position as an economic anchor in North Des Moines and Community Health Management Hub (CHMH) by addressing these SDOH.



<http://www.rwjf.org/en.html>

The diagram above illustrates the components and approximate percentage of SDOH **Broadlawns Local Programming**



# THE NONADHERENT PATIENT:

## *How to Approach Situations When Patients Don't Follow Your Advice*

By: COPIC's Patient Safety and Risk Management Department

Most physicians are familiar with patients who don't always follow the advice given to them. For example, up to 30 percent of prescriptions are never filled, and another 30 percent are taken in an inconsistent matter. Providers often order tests or make recommendations and then may not be aware of whether or not the patient is following through.

Noncompliance was the descriptive term used in the past, but has fallen out of favor. Nonadherence is now preferred because of its patient-centered connotation. Nonadherence is still a challenge for the patient and the clinician and can occasionally present a liability risk.

### **How to Have the Discussion**

Having frank discussions with patients and being nonjudgmental can be an effective way to find out more about the patient's perspective and reason for nonadherence. Ask your questions in an open manner and explore the reasoning

behind a patient's nonadherence. Is the patient not convinced around what he or she needs to do? Or does the patient lack the confidence or ability to follow through? Patients are also likely to react more positively to treatment if they are involved in core decisions and if they understand that the advice given by their physician is personal, and not a one-size-fits-all solution to their particular health issue.

As well, patients should be made aware of resources available to help them implement and follow proposed treatment plans or lifestyle changes. When it comes to prescribed medications, affordability is often a factor in nonadherence. Physicians should diplomatically ask patients if this might be an issue and can propose less expensive, but effective, alternatives. Side effects may also concern patients, and physicians should discuss the possibilities beforehand so patients understand what action might need to be taken.

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## **What to Do When a Patient is Nonadherent**

Recommendations on how you should respond and document a nonadherent patient are outlined below. While it isn't reasonable to expect you to do these in all patients, your response should be commensurate with the risk involved in each patient's situation. A patient with a suspicious mass may require all of these while an abnormal test with little risk of an adverse event may only require a chart note.

**1. Chart note**—A note like “Colorectal cancer screening risk/benefit discussed,” during an annual exam is invaluable when defending allegations around such screenings. If you have a discussion exploring the reasons for nonadherence, include these reasons and what you talked about in the medical record.

**2. Documented phone call**—In cases such as a positive fecal occult test or an abnormal lipids in a patient with known coronary artery disease, calling the patient directly is advised to explain the recommended plan in easily understood language and the risk of not following through. Of course, document the discussion in the medical record.

**3. Letter/return receipt requested**—In cases such as an abnormal mammogram with a high-risk interpretation or an abnormal suspicious radiologic image, you may want to make a call and then state the recommended plan and the risks

of not following through. In addition, you should consider a “return receipt requested” letter and keep a copy of the letter and the confirmation of receipt by the patient.

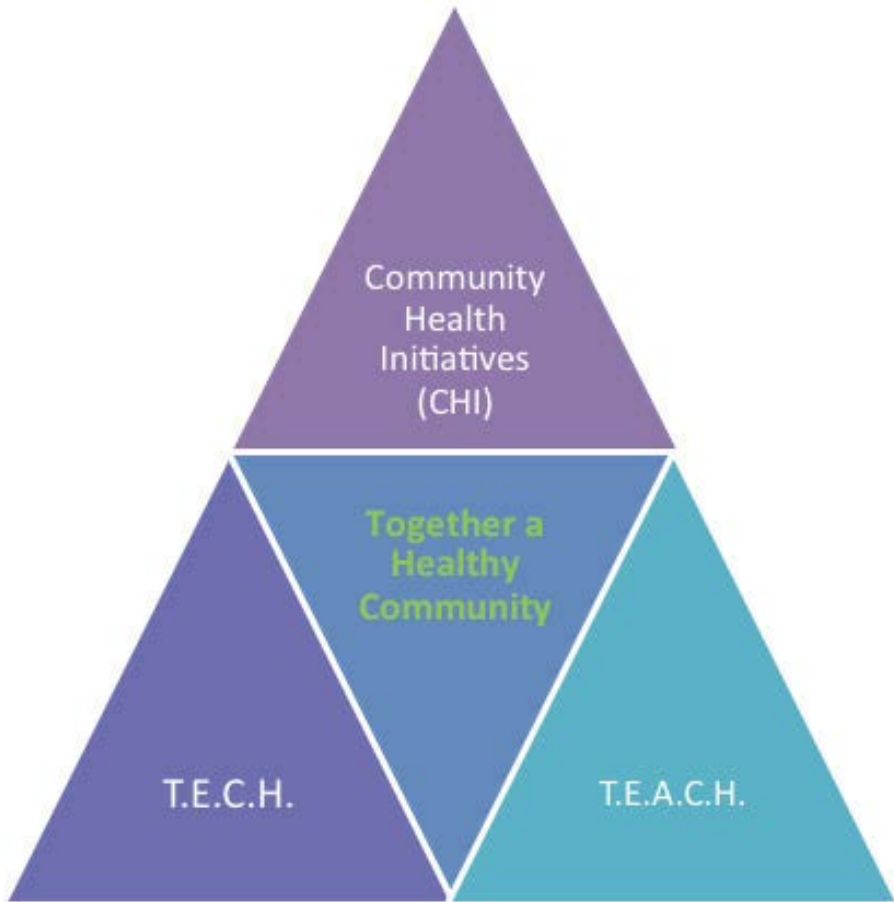
## **4. Document around tracking—**

Missed appointments or not following up on referrals are also forms of nonadherence. Physicians may want to implement what are commonly called “tickler” systems. A tickler system reminds the physician and staff of a pattern of missed or cancelled appointments, non-receipt of test results or consultants' reports, or failure to follow up as directed by the physician. A physician may also want to consider creating a checklist that triggers electronic reminders, flags cancellations, initiates follow-up letters for missed appointments or tests, and monitors nonadherence so that efforts to follow up by contacting patients is documented in the medical record.

## **5. Terminating the relationship—**

You may also consider terminating the physician-patient relationship when the nonadherence is severe. In this type of situation, you should offer to forward the patient's records to another provider and consider a written letter to such a patient. Terminating patients for nonadherence can be a difficult situation and present some risks so it is recommended that you contact your medical professional liability provider for guidance.

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**T.E.C.H.** - In November 2016, Broadlawns implemented a pilot program with high school students from the Des Moines Public Schools. *Training and Education for a Career in Healthcare (T.E.C.H.)* is a paid internship opportunity for high school students to familiarize them with career opportunities that exist in healthcare.

**T.E.A.C.H.** - A pilot program with at least ten adults, *Training and Educating Adults for a Career in Healthcare (T.E.A.C.H.)*, is a paid fellowship program for adults that will provide a foundation of training and education for a career in healthcare.

### **Community Health Initiatives (CHI)**

- Physical Activity – A weekly *Walk and Talk with a Doc* program that incorporates a one mile walk.

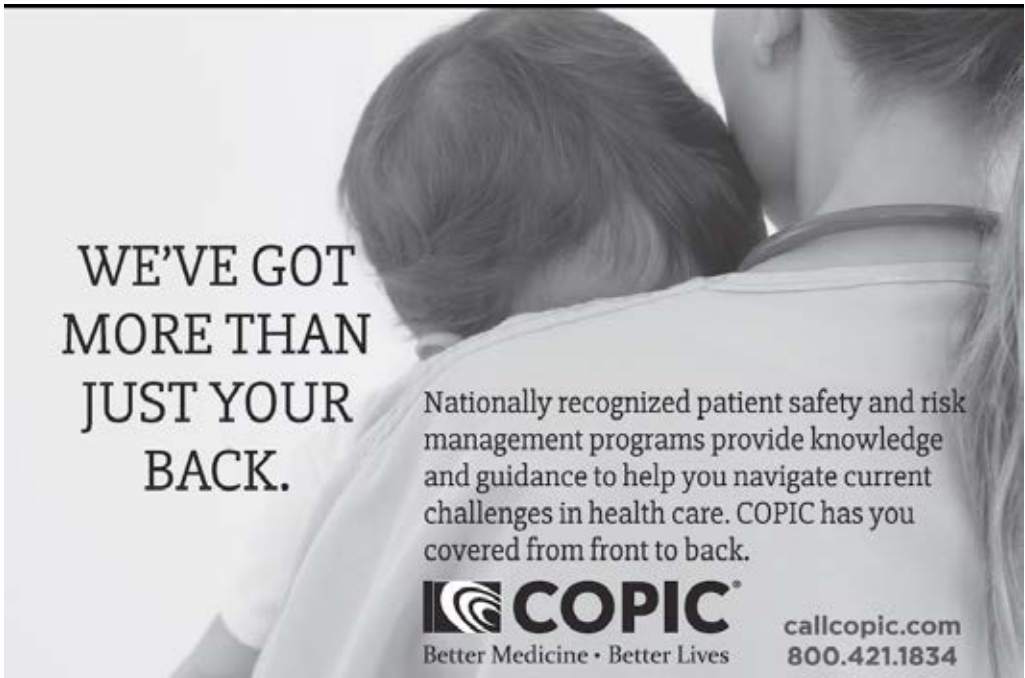
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### Targeted Impact


The targeted outcomes for these initiatives include increasing the employment of people from two economically depressed zip codes of 50314 and 50316 from 18% to 22%. We also intend to increase the number of minority employees.

By focusing our efforts on zip codes 50314 and 50316, we hope to improve economic opportunities, in turn advancing population health. Collectively, our efforts will build safe and healthy social and physical environments within our medial campus, the local schools and the surrounding neighborhoods.



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As we reflect on a very busy 2016,  
we look back in gratitude to the  
many successes Polk County  
Medical Society Doctors have  
provided to Iowans in need  
through the *Volunteer Physician  
Network Program*.

You gave generously of your time and skills  
throughout the year to provide a better  
quality of life and health to those who  
otherwise would not have access to specialty  
care.

Happy Holidays, Happy New Year

&

THANK YOU  
FOR GIVING!







**We wish all PCMS Members a very happy holiday season  
and a wonderful new year full of hope and cheer!**



**SEASON'S GREETINGS**

*From your Staff:  
Kathie, Paula, Juliet  
and Stephanie*

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**Your Instructor: Dike Drummond, MD**



Dike Drummond, MD is a Mayo trained Family Practice physician with a unique combination of ground level experience in medicine, coaching and business development. Having experienced burnout himself, Dike dedicated the rest of his career to burnout prevention. He is the CEO and founder of

*TheHappyMD.com* and authored *Stop Physician Burnout – What to Do When Working Harder Isn't Working*. Dike designed the first pro-active burnout prevention strategy for organizations employing physicians, *The Physician Engagement Formula*, as well as the first web app to prevent physician burnout, *Burnout Proof*. Dike has provided leadership and facilitated training to *Lean Six Sigma Black Belts* in all branches of the US Military. As a physician and certified Life and Business Coach, Dike speaks physicians' language and has delivered multiple trainings to over 60 domestic and international hospitals, healthcare organizations, and medical associations. Dr. Drummond is widely published in medical journals and websites. For questions about the content of this retreat contact: [support@thehappyd.com](mailto:support@thehappyd.com)

**Your retreat organizer: Candice Barr**



Candice Barr was the CEO of a vibrant county medical society (CMS) before becoming the CEO of Peace of Mind, an organization committed to spreading physician wellness & resilience. Candice is recognized

nationally as the founder of the highly successful CMS sponsored physician counseling, coaching & resilience model and movement that is spreading

nation-wide. Barr is well-known for pioneering a number of national programs including The

Litigation Retreat used by The Doctors Company, the CMS sponsored Medical Reserve Corps, and the AMA promoted Mini-Internship Program. Candice was recently awarded the 2016 Presidential Citation from the Medical Society of Metropolitan Portland for her assistance with their rapid duplication of the counseling program she created and was recognized by the President of the American Medical Association, Dr. Steven Stack, for moving physician wellness forward in the U.S. Her work has been cited in a number of national publications. Email

[Candicebarr31@gmail.com](mailto:Candicebarr31@gmail.com) or call (541) 968-2210

## HOW DO I RESERVE MY PLACE?

THIS NATIONALLY MARKETED RETREAT IS LIMITED TO A SMALL GROUP, JUST 12 PHYSICIANS.

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- // Surgical Oncology
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- // Vascular Surgery
- // Vein Therapy Center
- // West Lakes  
Medical Equipment
- // West Lakes Sleep Center
- // Women's Center

# Charitable Dollars Can Help Your Healthcare Community

The Annual Fund drive is underway for the Polk County Medical Society, the PCMS 5.01 (c) (3) charitable foundation that supports the PCMS community service projects. The Polk County Medical Society has been supporting healthcare-focused community service efforts in the Polk County area for decades. The foundation's goal of improving the quality and distribution of health services throughout Polk County has been met with tremendous community enthusiasm and support.

The PCMS needs your support and involvement. Your investment is a tremendous way to support the medical community as we continue to develop and expand our community programs. As we seek to become more visible with our health outreach efforts, we hope you will confirm our mission by sending your tax-deductible contribution today. For additional information contact the Polk County Medical Society, 1520 High Street, Des Moines, IA 50309.

## PCMS Foundation

### WAYS TO GIVE TO THE PCMS

#### CASH GIFTS

The easiest and most direct way to contribute to the Polk County Medical Society (PCMS) is to make a gift by cash or check.

#### CREDIT CARDS

Members can make their gifts with a credit card. The flexibility and convenience of this payment option lends itself to a single gift or a series of periodic gifts.

#### TRIBUTE DONATIONS

Tribute donations are a wonderful way to acknowledge a special person in your life. Make a donation in memory or honor of someone special or to commemorate a holiday, birthday, wedding, or other occasion. An acknowledgement letter of your donation will be sent to the person(s) you designate, and a copy of the letter will be sent to you for tax purposes.

#### PLEDGE GIFTS

Scheduled monthly payments may be more convenient. By making pledge payments, you may find you can increase the amount of your gift to the PCMS.

#### *Please remember:*

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***\*Gifts are deductible for federal income tax purposes to the extent allowed by law.***



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