

Bulletin

JAN/FEB 2019

MEMBER MAGAZINE FOR THE POLK COUNTY MEDICAL SOCIETY

ASSOCIATION

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Medical Cannabidiol in Iowa

THE FIRST PATIENT

Medical Student Health Policy Program

Polk County Medical Society

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THURSDAY, MARCH 28TH, 2019

5:30 p.m. Cocktail Reception (Cash Bar)

6:30 p.m. Welcome

6:40 p.m. Dinner

6:45 p.m. Installation of PCMS Executive Officers

6:50 p.m. Kathie J. Lyman Scholarship Awards

7:10 p.m. Guest Speaker Presentation

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PLEASE PROVIDE DINNER SELECTION: ☐ Chef's Choice Vegetarian Meal

☐ Beef Tenderloin Rossini

☐ Asian Sesame Salmon

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PCMS Guest Name (\$60 per guest)

Please RSVP online:

www.pcms.org/events/2019PCMSANNMTG

**or MAIL YOUR RSVP and \$60 per guest to:
PCMS, 1520 High St., Des Moines, Iowa 50309
or call our office: 288.0172 or Fax: 288.0173**

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of the Polk County
Medical Society*

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Des Moines, Iowa
January/February 2019

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Jan/Feb 2019
MEMBER MAGAZINE FOR THE POLK COUNTY MEDICAL SOCIETY

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COVER PHOTO: Margaret Brennan, moderator of CBS News's Face the Nation and senior foreign affairs correspondent, addresses attendees at the 2019 National Advocacy Conference Nathan Davis Awards, Washington, D.C.

Articles and editorial inquiries should be directed to:

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WASHINGTON, D.C. ADVOCACY

National Advocacy Conference



Nicolle Wallace, political analyst, MSNBC anchor and former White House director of communications, addresses the national advocacy committee delegation during the PCMS federal policy visit in Washington, D.C.

Polk County Medical Society (PCMS) physicians, CEO Paula Noonan, along with Iowa Medical Society physicians and staff, attended the AMA National Advocacy Conference in Washington, DC. The NAC meetings consisted of an overview of the current political environment in DC impacting this legislative session, with Capitol Hill briefing on advocacy efforts and Congressional perspectives.

The PCMS spoke in depth with each of our Iowa Congressional Delegation and their staff at individual and group meetings in their offices. We had lengthy discussions on issues impacting the practice of

medicine, physicians and patients in the metropolitan communities of Polk, Dallas and Warren counties.

GPCI and SRG sunset legislation, physician workforce issues and GME, were among other current issues PCMS continues efforts to move forward.

PCMS and others thanked them for the successful, but temporary, 2-year GPCI PE/PW expense increase that has helped our Iowa Physicians. PCMS has continuously advocated for this change for many years with our Washington Officials.

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At this joint meeting, PCMS and our colleagues at the IMS presented as a together to support a stronger UNITED VOICE of medicine in Iowa working with our state colleagues as we continue to ask for a fix to Medicare's Geographic Adjustment Policy NOW!

The formula which accounts for regional differences in practice expenses, physician salaries and liability insurance was used to determine Iowa's payments. Previous studies have proven that the GPCI input data has been inaccurate and flawed when determining Iowa's Medicare payments. The flawed CMS data has resulted in reduced reimbursement to doctors in Iowa.

A GAO study was implemented in late 2018, results of which we hope are

available this fall to aid our continued discussion with our legislators during our September PCMS physician visits to Washington, D.C.

We continue to seek a permanent fix for fairness for physicians in Iowa, and to reduce the disparity resulting in competitive disadvantage, along with our colleagues at the state level and colleagues in Wisconsin.

Your PCMS Leadership returns to DC in April, to advocate and reinforce support that we have worked so diligently to obtain on behalf of our metropolitan physician members! We continue the striving for legislation to improve the fairness and competitive disadvantages in Medicare payments.



Senator Chuck Grassley and Joyce Vista-Wayne, M.D. along with the PCMS and IMS delegation, discuss the continued efforts on Medicare Disparity and the sunset legislation for a permanent SRG fix.



TRANSITION AND CHALLENGES

in Healthcare

By: Kaaren Olesen, D.O.

These are challenging times in healthcare. The speed of information influences how quickly we receive and process data about our patients, our specialties, and our practice management. It can be difficult to not feel overwhelmed by the volume of daily facts, opinions, and recommendations.

Polk County Medical Society (PCMS) is working to provide guidance and resources to its members through our services to assist them during these quickly changing times. PCMS is well known for their physician advocacy, but there is so much else that PCMS does to support physicians in their practices. I recommend you check out our website at www.pcms.org. There you will find answers to membership questions, details about VPN, and a link to CMS for QPP/MACRA questions.

Recently, we have joined with Des Moines hospital emergency departments to form a physician lead Alternative to Opioid Task Force.

This task force will create standardized protocols to emphasize prescribing opioid alternatives combined with behavioral therapies to create a holistic approach to patient care.

We are also working to increase educational opportunities for medical students. A new program has been initiated with UnityPoint and University of Iowa to provide a rotation experience to students in the area of advocacy. PCMS physicians and staff will participate in a mentor/internship program with students over the course of the year, exposing them to state and federal activities in healthcare legislation. PCMS also recently hosted a premiere movie event with Des Moines University's support for a film by native Iowan and Internationally renowned film producer, Chip Duncan. The film, titled *The First Patient*, followed a group of first year medical students from Mayo through their gross anatomy course.

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The Board and I want to thank you for your membership. Please know that the Board and the PCMS staff are here to answer questions and support you and your practice needs.

Please be sure to remember to RSVP to the PCMS Annual Dinner Meeting, held on Thursday, March 28th at The Des Moines Embassy Club, located on 7th and Grand Avenue on the 34th Floor. Mr. Duncan is our keynote speaker and will

be bringing more new film production previews for new and innovative health/medical future feature projects that are sure to motivate and intrigue.

As always, take care of yourself so that you can take care of those who struggle to take care of themselves and do good work!

Best Wishes for the New Year!

— Kaaren

Polk County Medical Society

VISION STATEMENT

The Polk County Medical Society will be our premier advocate, empowering physicians for leadership service in activities that benefit the community, community health and support the medical profession.

MISSION STATEMENTS

"The mission of the Polk County Medical Society is to be the leading advocate for patient and community health as we promote the science and art of medicine and healing, communicate a shared mission for healthcare, maintain the highest professional and ethical standards and strengthen the voice of the medical profession through enhanced collegiality."

GOALS

MEMBER BENEFITS, PROGRAMS AND SERVICES

Ensure member value through services, involvement and practice support.

ETHICAL STANDARDS AND QUALITY MEDICAL CARE

Advance high ethical standards and quality medical care by example in all the Society's activities.

COMMUNITY HEALTH AND EDUCATION

Promote community health issues by providing quality public and professional health education programs and advocating effective public health policy.

ORGANIZATIONAL STRENGTH

Maintain a strong organizational infrastructure to serve our members.

ADVOCACY AND THE VOICE OF PHYSICIANS

Determine and advance the membership's position on the ethical, quality, scientific, educational, social and economic aspects of medicine.

MEDICAL CANNABIDIOL

in Iowa



By: Ken Cheyne, M.D.

Effective December 1, 2018, Iowans with a Medical Cannabidiol Registration Card can buy cannabidiol in five dispensaries across the state of Iowa.

At the current time Iowa's qualifying conditions include:

- Cancer with severe or chronic pain, nausea or severe vomiting, or cachexia or severe wasting
- Multiple sclerosis with severe and persistent muscle spasms
- Seizures, including those characteristic of epilepsy
- AIDS or HIV as defined in Iowa Code, section 141A.1
- Crohn's disease
- Amyotrophic lateral sclerosis
- Any terminal illness with a probable life expectancy of under one year and severe or chronic pain, nausea or severe vomiting, or cachexia and severe wasting
- Parkinson's disease
- Untreatable pain (*means any pain whose cause cannot be removed and, according to generally accepted medical practice, the full range of pain management modalities appropriate for the patient has been used without adequate result or with intolerable side effects*)

MOVIE PREMIERE:

The First Patient

Polk County Medical Society (PCMS) physicians, residents, and students attended a feature Polk County Medical Society event, to view a movie premiere screening of a film documentary by Chip Duncan: *The First Patient*. The screening was held at the Fleur Cinema on Sunday, January 27th,

THE FIRST PATIENT provides a dynamic look into medical science, teamwork, death, and spirituality. It reminded physician and future students of what it means to be a physician.

Film maker and producer Chip Duncan weathered the polar vortex to visit

Iowa and view the screening with PCMS members and guest. Mr. Duncan engaged the audience with an intriguing question and answer segment following the movie presentation.

PCMS would like to thank our event sponsors, who, helped to support this special fundraising event that benefits Kathie J. Lyman Scholarship. This scholarship is a financial award to Iowa medical students and supports global health mission students at both the University of Iowa and Des Moines University.



L-R: Ethel Condon, M.D., Chip Duncan, Janie Hendricks, D.O. and Sue Huppert take advantage of a meet and greet before the premiere screening of the film *THE FIRST PATIENT*, which benefited the Kathie J. Lyman Scholarship Fund and Polk County Medical Society Foundation Programs.

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TRANSFORMATION IN

Medicine and Membership

By Paula A. Noonan, CEO

We as a country, as a state, and in our own backyards, are undergoing a health care delivery transformation. Immediate trends impacting provider services, physician-patient relationship, electronic integration and delivery are evident. Volume based to value care are front and center.

What does this mean to all of us patients, physicians, businesses, and medical institutions? What are some trends you'll be hearing about in 2019?

1. Ongoing debate over CMS fee schedule.
2. The implications of 5G wireless technology for healthcare, new innovations in delivery health information and services through individual devices.

3. Newly developed and rising use of artificial intelligence in healthcare.
4. Medical applications for psychedelics and cannabis.
5. Policy debates in health legislation and prescription drug costs.

As individuals, how do we navigate this landscape, and as physicians how do you communicate and deliver healthcare in this environment? No one has all the answers, but you do have allies. This is where your local and state medical societies come into play. **TOGETHER** we collaboratively provide assistance in helping you address your needs, to understand and traverse this transformation of our health delivery system.

THERE IS STRENGTH IN NUMBERS! As an individual, you are less effective and have



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Two additional conditions have been approved and are currently going through the administrative rules making process. Those conditions include:

- Ulcerative colitis
- Severe, intractable pediatric autism with self-injurious or aggressive behaviors

To obtain an Iowa Medical Cannabidiol Registration Card, a patient must have a Health Care Practitioner Certification Form completed by a health care practitioner. At this time the law states that this must be by a D.O. or M.D.; it cannot be completed by an N.P. or P.A.

The physician must certify that they have an established patient-provider relationship with the patient and that they are a primary care provider involved in the diagnosis and treatment of this patient's debilitating medical condition. Primary care provider in this instance means any physician involved in the diagnosis and treatment of a patient's debilitating medical condition.

The Iowa law specifically states that physicians have no duty to provide this written certification. The physician does not write a prescription or recommend a form or dose of medical cannabidiol, they are only certifying the patient's qualifying condition.

They do have to provide the patient with explanatory information provided by the Iowa Department of Public Health (found on the website listed below).

Providers often have liability questions regarding their participation in the certification process. Iowa Code chapter 124E.12(1) states that a health care practitioner shall not be subject to prosecution for the unlawful certification, possession, or administration of marijuana under the laws of this state for activities arising directly related to the certification or use of medical cannabidiol in the treatment of a patient diagnosed with a debilitating medical condition as authorized by this chapter.

Chapter 124E.12(6) states that a health care practitioner is not subject to any civil or disciplinary penalties by the Board of Medicine or any business, occupational, or professional licensing board or entity, solely for activities conducted relating to a patient's possession or use of medical cannabidiol as authorized under this chapter.

Additional information regarding Iowa's Medical Cannabidiol Program can be found at the Iowa Department of Public Health's Office of Medical Cannabidiol website (<https://idph.iowa.gov/cbd>).

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Kaaren Olesen, D.O. and Rebecca Shaw, D.O. are excited for the premiere viewing to begin!



Kate Massop, M.D. and Doug Massop, M.D. along with other audience members listen intently to the Q and A with Film Maker and producer Chip Duncan which took place at the end of the intriguing movie documentary.



Susan Jacobi, M.D. and Suzy Brewer discuss the upcoming viewing of *THE FIRST PATIENT* and the firsthand experience of a gross anatomy class.

HEALTH POLICY ADVOCACY OPPORTUNITIES *for UICCOM Students*



By: Steve Craig, MD, MACP
Assistant Dean (Des Moines Branch Campus)
University of Iowa Carver College of Medicine

The Des Moines Area Medical Education Consortium hospitals (Broadlawns, Blank Children's, Iowa Lutheran, Iowa Methodist and VA Central Iowa) serve as the Branch Campus of the University of Iowa Carver College Of Medicine (UICCOM) in Des Moines. These hospitals provide core clerkship training for students in multiple specialty areas and advanced rotations for students in emergency medicine, critical care, family medicine, internal medicine, pediatrics, psychiatry, and general surgery.

At a Consortium strategic planning retreat held in 2016, a proposal to create opportunities for UICCOM students to get involved in health policy advocacy work in Des Moines was

discussed. After confirming there was strong student interest in this training, Consortium Administrative Director Kelly Breffle-Starbird was asked to lead the efforts to develop advocacy training opportunities for UICCOM students.

UICCOM was the first medical school in the country to establish distinction tracks that offer students the opportunity to pursue scholarship opportunities outside of the regular medical curriculum. One of these is the Healthcare Delivery Science and Management Track that exposes students to the innovations and integrations of healthcare delivery outside of direct medical care. Allowing students to choose health policy advocacy as their focus area within



The Polk County Medical Society Foundation Presents:

THE FIRST PATIENT

Movie Premiere Event

PCMS would like to extend appreciation and gratitude for the generous support of our following event sponsors:

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CARE CLINIC

2019 PCMS LEGISLATIVE BREAKFAST AT THE CAPITOL: Your Trusted Voice for Health Issues Impacting Your Patients and Practice

The Polk County Medical Society (PCMS) Legislative Breakfast was held on Wednesday, February 6th at the Iowa State Capitol.

The PCMS Board, physician members, residents and PCMS staff met one on one with key Iowa legislators on the important issues impacting healthcare in Iowa.

This year, new medical student participants from the Des Moines Area Medical Education Consortium with the University of Iowa, joined PCMS in a new internship program with the Consortium to learn about advocacy get first hand experience.

Physicians, Residents and students advocated on the PCMS 2019 legislative

priorities that are having an impact on the scope/practice of medicine, physicians and patients in our community.

This year's visit at the capitol was crucial for Iowa's future mental health legislation, funding and budget appropriations of vital programs, like the Volunteer Physician Network.

Thank you to all the very busy physician members, residents and students, who were able to participate and represent our urban medical community on behalf of all PCMS members. **We appreciate YOU representing the VOICE OF MEDICINE IN CENTRAL IOWA!**

Jennifer Groos, M.D. speaks with Senator Amanda Ragan on the PCMS Mental Health priorities, focusing on the Iowa Children's Mental Health System legislation.



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Representative Pat Grassley and Jeremy Cordes, D.O. speak about the importance of continued funding for the PCMS Volunteer Physician Network to provide the ONLY ACCESS to free specialty care in the state for Iowans at risk.



Chad Carlson, M.D., Representative Chris Hagenow and PCMS Lobbyist Lon Anderson discuss reducing Medicaid barriers to care and ensuring federal parity requirements.

Representative Heather Matson and Susan Jacobi, M.D. share personal stories on the impact that medical drug switching has for patients and the increased burden to physicians in administration.



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Kelly Breffle-Starbird and Representative Ako Abdul-Samad address PCMS priority issues with the PCMS/Des Moines Area Medical Education Consortium Health Policy Program medical student interns focusing on the Rural Physician Loan Repayment Program, its impact on students and why it is so important in helping Iowa retain physicians.

Senator Joe Bolkcom, PCMS/Des Moines Area Medical Education Consortium Health Policy Program medical student interns and Susan Jacobi, M.D. discuss legislation on strengthening public health and expanding the physician workforce in Iowa.



Kaaren Olesen, D.O. and Representative Anne Osmundson engage on the importance of ensuring nonprofit blood centers having the resources necessary to complete their mission and the unforeseen consequence of the 2018 tax reform bill imposing new sales tax burdens on non-profit blood centers that could increase costs to the health care system.

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Noreen O'Shea, D.O., Kaaren Olesen, D.O. and Representative Todd Gassman discuss the importance of monitoring legislation that would change scope of practice and being aware of unforeseen consequences through continued open discussions with physician experts to help determine the direction of legislation.



Jason Kruse, D.O. and Senator Mariannette Miller-Meeks discuss the current scope of practice legislation for eye injections by optometrists.



Representative Michael Bergan discusses the Volunteer Physician Network's growth over the last 12 years, and the continued need and funding to help Iowans in need.

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Representative Bruce Hunter and Kelly Breffle-Starbird discuss improving Iowa's public health and expansion of the physician workforce necessary to improve the state moving forward and attracting more physicians.

Representative John Forbes discusses the lack of appropriate patient access for the proper mental health care and enhancing mental health services access and training in the state of Iowa, with PCMS physician members.



Representative Mary Ann Hanusa discusses support establishing a regulatory framework to spur expansion of school-based telehealth services as a means of increasing children's health access to behavioral healthcare and improving pediatric health, with PCMS members.

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this track resonated with faculty and student leaders. The track has now been formally renamed the Healthcare Delivery Science Management and Policy (HDSMP) Track. Students who choose this area of emphasis will learn the mechanics and best practices of effective health policy advocacy through a combination of theoretical (classroom) and experiential (hands-on) learning experiences.

Students who join the HDSMP Track will have an opportunity to become

engaged in how health policy and advocacy at the state level is shaped and impacts the practice of medicine in terms of patient care, public health, as well as physicians' scope of practice. UICCOM students are currently being recruited to this track and the first group of students will complete health policy advocacy experiences in Des Moines starting January 2020.

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Representative Mary Gaskill, Jennifer Groos, M.D. and Tom Benzoni, D.O. share a moment together during the PCMS Legislative Breakfast, where physicians, students and residents get to know our legislators one on one and are able to share personal stories.



Larry Severidt, M.D., Representative Wes Breckenridge and other members discuss the importance in supporting innovative measures to increase the number of Medication Assisted Treatment (MAT) providers in Iowa.

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less power in change than collectively as a group. **Membership in your local medical society (Polk County Medical Society (PCMS) and state TOGETHER** places you in a larger group of like-minded professionals who advocate for the issues that matter to you.

We monitor and institute the **COLLECTIVE VOICE** to effectively drive the direction of new policies in transformation that impact your practice and your patients. Being a member of organized medicine enables you greater access for your voice to be heard by key stake holders and policy makers at the local, state and federal level. Having us, an established group, on your side – whose job it is to listen to your concerns, investigate the issue, gather support and voice the message as a collective - make your voice stronger – gives you a powerful ally and expands your network of resources.

AN AVENUE FOR CHANGE: Membership in organized medicine works in your best interest by allowing you to be supported in areas of concern or need, that matter to you. By voicing and sharing your concerns, we provide help in addressing the needs of your practice and patients. We engage and place support and resources behind you to assist and provide answers that enhance your business practice of medicine and success.

We help you understand and navigate change.

PCMS is dedicated to providing and protecting the best quality of care and health of our local community and represents the majority of urban practicing physicians locally in central Iowa (Polk, Dallas and Warren Counties).

TOGETHER, physicians know that team efforts are most effective in attaining their goal of quality medical care. Quality medical care means being involved in patient advocacy, public information, health education and community health affairs in a place where physicians come TOGETHER locally providing an environment to build and find solutions to problems facing the delivery of healthcare in a transformative environment. It also provides a forum for open discussion of important socioeconomic issues facing all physicians, medical practices and patients.

PCMS actively participates and contributes to the community health needs assessment to set strategy for Polk County and Central Iowa. We enable and encourage collaboration among providers to build the care systems of the future. We also strive to actively participate with organizations to assist our physician members with alignment, integration, engagement and leadership development strategies.

PCMS is involved and collaborates with physicians and service providers to

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educate and engage communities about the new ways of delivering care required to improve quality and lower costs. We strive to collaborate and execute a core focused strategy of building “trusting relationships” between community, medical service providers, physicians and service groups, because these are the groups that will work and govern together for the long-term in our transformation.

These are the markings of an engaged medical society, here for the benefit of the physician members. As stewards of health in our community, this medical organization ensures central Iowa stays informed, engaged and united on the

path to quality of life through quality delivery of health care.

So, let us ask the questions: What can we do for you? How can we help? How can we assist in meeting YOUR needs to adapt? If you haven’t joined or renewed your membership for 2019, please make sure you do. Without you, your colleagues are not as strong, informed or connected as a community. Without you and your input and guidance, we cannot provide tools or services for your use in your transformation, nor help our most vulnerable in need in our communities. Remember, “it takes a village”!



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APRIL BIRTHDAYS

1

Aviles, Steven A., M.D.
Horning, Neil R., M.D.

2

Reed, Kendall, D.O.
Sandre, Angela E., D.O.

3

Enriquez, Amerlon L., M.D.

4

Lekkas, Konstantinos P., M.D.

5

Borromeo, Jose R., M.D.
Ekhardt, Tracy L., M.D.
Kaufman, Allen R., M.D.

6

Kavanagh, Colin, D.O.

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Flapan, Marshall, M.D.

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Heffernan, John C., M.D.
Swieskowski, David E., M.D.

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Lehr, Jerry, D.O.

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Craig, Steven R., M.D.

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Condon, Ethel, M.D.

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Nelson, Christopher, D.O.
Sagebiel, Anna G., D.O.

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Agey, Michael W., D.O.
Alabsi, Samir Y., M.D.
Richarson-Colby, Tamra, D.O.

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Becker, Thomas E., M.D.

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Schutte-Schenck, Sara L., D.O.

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Day, Brianne, D.O.

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Khan, Abul N., M.D.
Shires, Robert S., M.D.

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Burrows, Donald L., M.D.

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Rondinelli, Robert D., M.D.
Versackas, Michael J., M.D.

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Gallagher, James L., M.D.
Marcus, Richard H., M.D.

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Kienker, Karen, M.D.

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Jabour, John C., M.D.
Lovell, James P., D.O.
Makkapati, S. Rani, D.O.
Sweetman, John G., M.D.

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Miller, Randall D., D.O.

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Giller, Harvey A., D.O.
Yen, Lester J., M.D.



FOSTER
GROUP

Is Your Family on the Same Page?

WADE DEN HARTOG, MBA, CAP®, CFP®, Associate Advisor

As financial advisors, we think about the traditional wealth transfer process as organizing and coordinating how our clients' financial accounts, business interests, and physical property will pass to their heirs or the next generation. Often not included in this process is passing down a family's core values in the form of a family mission and/or vision statement.

Crafting a family mission statement is achievable, but it is rarely executed and usually encounters many obstacles. The main obstacle is finding the time to gather everyone together and have a focused conversation. Many families are separated by distance, philosophy, and other dynamics. These discussions can be difficult for families who struggle with communication, are separated by many miles, and rarely all together at one time.

If the barriers are too great to accomplish this goal, the outcome could be modified by crafting individual or personal mission statement(s) to pass down to the next generation. There are instances where families are unable to agree on their core values as a group, and passing along personal or individual mission statements is an alternative recourse.

Foster Group's Founder, Jerry Foster, writes in "LifeFocus – Achieving a Life of Purpose and Influence" that making small vector changes to your plan in the short term, greatly impacts your long-term landing spot. We all have individual directions in life. If that course is modified ever so slightly, it can impact future generations.

You can create a lasting legacy that is so much more impactful than just the words left behind on your tombstone. Capturing your family's core values and recording them on paper helps family members to get on the same page and have a greater probability of success in the future.

Once the ink is dry on the family mission and vision statements, they can be utilized to guide important family decisions, like determining the recipients of charitable gifts from the family foundation or Donor Advised Fund, or tackling family dynamics or conflict by leaning on the family core values as guideposts to help navigate rough waters. There is not a finish line to this process; however, it opens the door to ongoing and annual family conversations.

The process of developing these unique legacy assets of mission and value statements takes time, energy, and resources. Investing the time to accomplish this today will pay dividends for generations to follow.

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