

Bulletin

JUL/SEPT 2024

MEMBER MAGAZINE FOR THE POLK COUNTY MEDICAL SOCIETY

A New Era: Des Moines University

PCMS Washington DC Fly In 2024

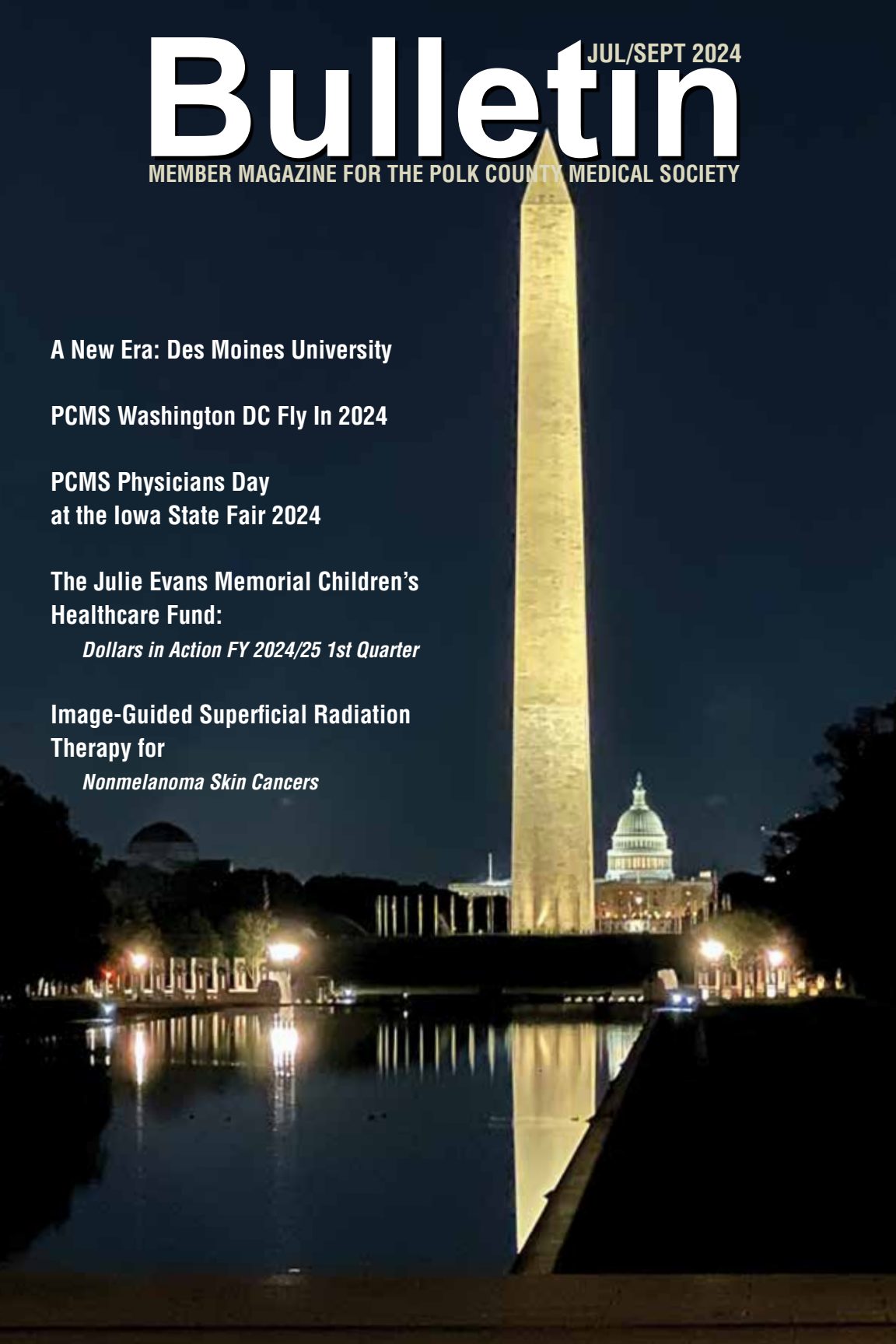
**PCMS Physicians Day
at the Iowa State Fair 2024**

**The Julie Evans Memorial Children's
Healthcare Fund:**

Dollars in Action FY 2024/25 1st Quarter

**Image-Guided Superficial Radiation
Therapy for**

Nonmelanoma Skin Cancers



December 8th, 2024

Save The Date

more info to come...

The Polk County
Medical Society

TEDDY BEAR HOLIDAY TEA



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Medical Society

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2024

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COVER PHOTO: The Washington Monument in Washington, D.C. photographed by Tom Klein, D.O.

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Your Membership *In Action*

By: Thomas Klein, D.O.

Dear Members,

I hope this message finds you well. I am excited to share that we recently returned from a productive trip to Washington, D.C., where we had the opportunity to advocate for improved Medicare payment rates and discuss many critical issues including those related to workforce Graduate Medical Education (GME) with Senators Grassley and Ernst, as well as Representative Nunn. Our delegation of dedicated physicians engaged in meaningful dialogue, and it was encouraging to see such a strong turnout.

As we move forward, our association will focus on preparing for our upcoming state legislative planning while continuing our efforts on national Medicare issues. Your insights and concerns are invaluable, so I encourage all members to share any ideas or topics you'd like us to address.

I also want to highlight our upcoming calendar of events, which will feature family fun activities this fall and winter. These events are a great opportunity to connect with fellow members and their families.

Thank you for your unwavering commitment to caring for the people of Iowa.

Best regards,
— Tom Klein, D.O.



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PREPARING FOR *New Beginnings*

By: Paula A. Noonan, C.E.O.

As we begin to wind down from a very hot summer and ease into a cooler fall, we begin to steady ourselves for the upcoming Presidential elections in a few weeks. The choices we will make weigh heavy upon many of us, for their unforeseen impact to our future.

In a time where communities strive to pull together, there still remains an element of disassociation or isolation. It is a fact that humans thrive and do better when supported and engaged by others.

In saying this, we find that in maintaining our medical community and the strength we find in our colleagues' fares much

better when we have a collective voice and path. Polk County Medical Society has always been supported by physicians throughout Dallas, Polk and Warren counties who understand this strength in numbers, mentorship, and association with other physicians.

Our hospitalsystems in Des Moines and surrounding communities, encourage physicians to join their local medical society (The Polk County Medical Society), through reimbursement of dues, as it has always had a beneficial impact for physicians and their profession.

It is a means for physicians to be supported and assisted by their fellow physicians in the

community in which they work. The local network established by county medical societies has brought positive contributions to physicians in Central Iowa.

Without our organized local physicians in the Polk County Medical Society, Tort Reform would not have happened. It was you and your colleagues locally that were at the Capitol on behalf of your brethren to push through barriers, tell your stories and let our lawmakers know the impacts to patients here in the Urban setting of medicine, where the majority of care is provided for Iowans.

Many Iowans travel here to our locality for their care in specialty medicine and procedures. They look upon us in Des Moines and surrounding communities, as experts in the field of medicine. We advocate for them and for our physicians.

As our hospital systems widen and/or merge, it is imperative that physicians in Dallas, Polk and Warren Counties stand together through the Polk County Medical

Society to stand guard of their profession and the practice and art of medicine. The Polk County Medical Society focuses on urban physicians, the urban practice and scope of medicine. We are physicians, and it is your issues we stand for, focus on and advocate to change for the betterment and protection of you and your patients!

The hospital systems have always relied on us to be the physician voice in Central Iowa, as they focus on the facility/institution business. We work in tandem to keep the quality of care for Iowa and together unite to make Iowa one of the strongest states in that quality of care.

As fall begins, so does our membership drive for new members and renewals of our current members. It is not enough to just belong to your state medical society, we are your lifeline to your urban practice and never complacent to your issues, right here at home in central Iowa where you work and where you chose to practice and build your life.

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We ask you to remain standing as a member of your local medical society – The Polk County Medical Society, along with your colleagues. We are only as strong as our number of physicians who build and drive the voice we carry on your behalf.

We CALL UPON YOU to renew your membership as your office managers are beginning to receive the new 2025 discounted invoices. We CALL ON YOU to join if you were not a prior member, to stand with your colleagues!

We offer many benefits and events for you and your families, for

your practice and colleagues and to ease the burden of practicing medicine in an administrative electronic environment.

PLEASE Join, RENEW your Membership, engage, and participate in your local Medical Society, the POLK COUNTY MEDICAL SOCIETY – 174 YEARS of commitment to you, the physician, and your profession.

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A New Era: Des Moines University



By: David Connett, D.O.

On September 14, 2024, Des Moines University (DMU) celebrated its grand transformation from its previous site in downtown Des Moines to a 400,000-square-foot facility in West Des Moines. The University was founded with its osteopathic medical school in 1898 and has a long, rich heritage of delivering outstanding care through thousands of graduates from the medical school. This new facility represents the pinnacle of state-of-the-art medical education, with a purposeful, dedicated theme in both structure and function.

The first of the three main buildings is the “Advancement” building, which supports traditional classrooms,

breakout rooms, and numerous study spaces throughout the facility. On the first floor, the University pays homage to five osteopathic leaders with plaques outside, heralding their contributions to the continuous development and advancement of the osteopathic medical school. The first floor also recognizes numerous alumni, dating back to the University’s founding in 1898.

The second building, entitled “Innovation,” provides ample space for state-of-the-art bench research, as well as a comprehensive anatomy lab that includes a surgical anatomy suite and a dedicated area for forensic anatomy analysis

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performed by University experts for law enforcement worldwide. This building also features classrooms for osteopathic medicine, along with medical simulation labs containing 12 dedicated rooms, many the size of hospital operating rooms, to give students hands-on exposure to all levels of procedural medicine. This includes extensive coursework in ultrasound training. In addition to innovation, this building offers facilities for teaching healthy meal preparation and rooms dedicated to meditation, embracing the basic osteopathic tenet of body, mind, and spirit.

A third dedicated structure, the “Health and Wellness” building, provides extensive recreational facilities, including basketball courts,

pickle ball courts, free weights, weight machines, jogging tracks, and a variety of aerobic equipment for students, faculty, and staff. Regions for spiritual meditation are also available in this facility.

All three buildings are directly connected to the “Campus Support” building, which features a state-of-the-art dining facility offering food and beverages 24 hours a day, along with on-site security, numerous meeting rooms, and counseling services.

We welcome individuals interested in a tour of this enormous structure, which now serves as the home of the Des Moines University College of Osteopathic Medicine.

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Washington, D.C. Fly-In

The Polk County Medical Society (PCMS) held their annual Washington, D.C. Fly-In September 9h-11th, while both the Senate and House were in session. PCMS Board and physician members, CEO and staff advocated personally with your Iowa Congressional Delegation on behalf of PCMS members. 4 key issues were discussed in depth:

1. Medicare's Geographic Payment Disparity
 - a. Resolution to disparity in reimbursement in Iowa
 - b. SRG Extension or permanent fix
 - c. CMS meetings with Senate staff and PCMS Physicians

2. Fixing Prior Authorization/Gold Carding
3. Health Care Workforce Expansion
 - a. The Conrad 30 Extension
 - b. GME and Residency Slots
4. Telehealth – extension/continuation of services

PCMS continued to advocate aggressively for the accuracy of the geographic adjustment factors under Medicare for Iowa physician payments. PCMS also discussed great concern for the sunset of the SRG Floor in December of this year and advocated for an extension for 1-3 years and a permanent fix.



The PCMS delegation had a private dinner and early birthday celebration with Senator Chuck Grassley during the 2024 PCMS Washington, D.C. Fly-In.

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RETIREMENT HAPPINESS

DANIEL HAWTHORNE, CFP®, MS, Advisory Team Manager

What are the primary drivers of a happy retirement and overall wellness? MassMutual recently conducted a study on Americans' retirement happiness.

The good news? Most American retirees surveyed, 67% to be exact, reported being happier after leaving the workforce. Those who were happier were more likely to fill their free time with activities such as¹ spending time with loved ones, 76%, exercising, 70%, pursuing hobbies, 63% and Travel, 62%

What characterized the 33% who were not happier in retirement? They were less financially prepared and less healthy. And, a key finding was that nearly half of those who were unhappy reported being less sociable and lonely.¹

These findings align with an 86-year Harvard study on happiness, the longest running study of its kind. This study followed 724 people from all over the world. At two-year intervals, researchers asked detailed questions about their lives. Later in life, the participants were frequently asked about retirement. The most challenging aspect of retirement was not being able to replace the social connections they had in the workplace. They didn't miss the work; they missed the people.²

Furthermore, in 2023, the U.S. Surgeon General released an advisory raising the alarm about the devastating impact of loneliness and declared it a public health epidemic. In other words, loneliness is a public health issue.³ Finally, in 2023, The American Psychological Association released the latest "Stress in America" survey. It found that 72 percent of Americans reported feeling stressed about money at some point in the prior month.⁴

My key takeaway from all this research is that financial, mental/physical, and social health are the three primary drivers of a happy retirement and overall wellness. Because of this, it's important to invest in these areas long before retirement. This is where a financial advisor could help.

John Hancock released a report on their research around stress, finances, and well-being. They found that people who work with financial professionals are three times more likely to say their retirement is ahead of schedule. They also reported that 86% of those who work with a financial professional to create financial plans for retirement are likely to feel good about their finances, versus only 45% for those who had none of these things.⁵

When I hear clients speak about what they value in their relationship with a trusted financial advisor, there are some common themes that come up time and time again:

Being able to sleep well at night (Mental/Physical Health). Being able to spend more time with friends, family and doing the things they love (Social Health). Valuing expert financial counsel and knowing they are on the right track (Financial Health). Feeling less pressure or stress in making critical financial decisions all on their own that can impact their family and financial situation (Financial, Mental/Physical & Social Health).

If you'd like help in making a long-term investment in your financial, physical/mental, and social health Foster Group is here to help. Give us a call.

¹MassMutual: Retirement Happiness Study

²Harvard: Happiness Study

³Surgeon General Advisory: Loneliness

⁴APA: Stress in America

⁵John Hancock 2023 Financial Stress Survey:
<https://retirement.johnhancock.com/us/en/financial-stress-survey>



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PCMS is currently working on data collection with several other states in the disparity category to align resources requested by CMS to help with better data to reevaluate the cost of the business of medicine. Senator Grassley and Senator Ernst's offices continuing leading and coordinating meetings with key CMS leadership to discuss this and other issues that impact healthcare in our State.

PCMS physicians also discussed immigration legislation which impacts and still delays the Conrad 30 Expansion and Extension, and movement is being made to further secure Telehealth extension service funding. All in all, the outcomes of this visit were successful in keeping the ball moving forward and possibly implementing better strategic alliances with CMS in future days through collaborative talks.



PCMS physician delegation meeting with Senators Chuck Grassley and Joni Ernst.



The PCMS delegation collectively discusses the high priority federal issues on behalf of Iowa physicians with Congressman Zach Nunn.

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The PCMS delegation squeezed in highlights of our Nation's Capitol's historical sights between meetings. (L-R: Kristina Kruse, Dermot Noonan, Tom Klein, D.O. and Jeff Farber, M.D.)



The Polk County Medical Society Physician Delegation gathers in front of the White House. (L-R: Dermot Noonan, Kathie Lyman, Noreen O'Shea, D.O., Tom Benzoni, M.D., Paula Noonan, CEO, Kristina Kruse, Jason Kruse, D.O., Jeff Farber, M.D. and Tom Klein, D.O.)

PCMS PHYSICIAN DAY at the Iowa State Fair

Polk County Medical Society held its third annual celebration for physicians to celebrate all physicians in Iowa with a gathering at the Iowa State Fair on August 11, 2024 at The Depot. This year we partnered in collaboration with the Iowa Academy of Family Physicians to host and honor dual memberships of many physicians with both county and specialty societies and open the celebration to all Des Moines

and surrounding area physicians, extended family and friends. It was a beautiful day and a success with the doctors and their families! Members who could not make the planned day were able to use their tickets on other days of the fair, so that they could enjoy fun memory building with their families and friends. If you didn't make this year, we hope you can join us next year!



David Stilley, M.D. and crew bolster up energy for a fun filled day, having lunch with colleague members of PCMS at the Fair!



L-R: Janie Hendricks, D.O., Mike King, Chrissy King, Braedon Hamilton, Marty Crowder and Baylee King can't wait to explore the fairgrounds!

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It's a family affair for Elle Lyman, Anthony Lyman, Arden Lyman, Erin Jensen, Heinrich Jensen and Soren Jensen.



James Patten, M.D. and Jane Patten get ready to try all the new foods on a stick!



L-R: Abdul and Fazana Chughtai grab some pizza while its hot!



L-R: Jim Sixta and Deb Sixta, M.D. enjoy a short respite before setting out in the warm heat to enjoy the fair.

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PCMS staff and volunteers help welcome all the PCMS Physician members and their families/friends. L-R: Kathie Reis, Juliet Bascom and Kate Hartkmeyer.



L-R: It wouldn't be a day of fun with PCMS members, out at the fair without Larry Beaty, M.D. and Kathy Beaty!

Daniel Dodge, D.O. and his family already won a prize and the day is just beginning at the Iowa State Fair 2024!



Michael Jackson, M.D. and his family stop in to visit with physician colleagues before taking in the fair.

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Living their best State Fair life
L-R: Kathy McCoy, |Gabrielle
McCoy and Tim McCoy, D.O.



James Patten, M.D. and family
are all ready to represent,
bearing a set of pink pig ears for
the farm animal visits, on little
his little granddaughter.



How did you get to the Fair? Tom Benzoni,
M.D. and Noreen O'Shea, D.O. were ecco
friendly, with NO PARKING HASSLES.



L-R: Brandon Kranovich and Bobby Townsend
(Sponsor Novo Nordisk Representative)
don't ever miss a PCMS event.

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Susan Jacobi and Suzy Brewer get ready for all the people watching at the Fair!



MaryAnn and Jason Kessler, M.D., miss the Iowa State Fair? Never!



L-R: Hannah Farrel, Milo Farrel, Franki Farrel, Frank Farrel and Hugo Farrel are ready to see the super bull and super pig!



Is that the Iowa State Fair Queen? No but she could be, it is Robin Barnett, D.O.

Thank You!



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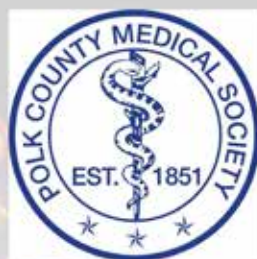


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The Julie Evans Memorial Children's Healthcare Fund:

Dollars in Action

FY 2024/25 1st Quarter

We are pleased to report that the ***Julie Evans Memorial Children's Healthcare Fund assisted 859 vulnerable at-risk children and families, as beneficiaries through services provided through the Volunteer Physician Network (VPN) program during the First quarter of FY 2024/25.***

The Julie Evans Memorial Children's Healthcare Fund assists with continuing Julie's work on behalf of children and families in Iowa and recognizes, perpetually; her commitment to improving the lives of the children and families through health and education.

The Polk County Medical Society Volunteer Physician Network would like to extend appreciation and thanks for the crucial and generous contributions made to the Julie Evans Memorial Children's Healthcare Fund, by The Evan's Family Charitable Foundation. Ongoing support through the Julie Evans Memorial Children's Healthcare Fund is a deep commitment to the VPN program allowing us to provide the **ONLY ACCESS** to much needed specialty care to children and families in Iowa who are below 200% of the federal poverty levels and ineligible for **ANY** other existing assistance.



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Image-Guided Superficial Radiation Therapy *for Nonmelanoma Skin Cancers*

By: Anna Holzer, M.D.



Nonmelanoma skin cancer is the most common type of cancer in the United States. Over 9,500 Americans are diagnosed with skin cancer every day, with more than 3 million new cases recorded yearly nationwide. Here in Iowa, more than 32,000 individuals will be diagnosed with nonmelanoma skin cancer this year, including nearly 5,000 in Polk County. Unfortunately, those numbers are on the rise.

Traditionally, nonmelanoma skin cancers have been treated with surgical excision, often meaning Mohs surgery. Although excision is a very effective skin cancer treatment, it can result in pain, postoperative downtime, complications, and undesirable cosmetic outcomes.

Radiation therapy for the treatment of skin cancers has been available for over 100 years. However, in the last 10 years, Image-Guided Superficial Radiation Therapy (Image-Guided SRT) has been developed for the treatment of nonmelanoma skin cancers.

Following a biopsy-proven malignant diagnosis, the area of the skin lesion is imaged using ultrasound technology. Tumor depth is measured with the ultrasound image, and targeted x-ray radiation dosage is calculated. The treatment is performed over the course of about seven weeks, with three 15-minute sessions per week. In each treatment session, the tumor is again visualized using ultrasound, and

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Continued from page 23

normal-appearing tissue progressively populates the image in the areas where tumor was previously visualized. Following the completion of the prescribed course of radiation, the patient will return for a follow-up visit in about two months. Upon successful treatment, the external appearance of the skin will be normal, and no tumor will be visualized on ultrasound.

The patient outcomes for Image-Guided SRT are impressive, and the cure rate is about 99.3 percent*. Additionally, patient satisfaction is excellent. Since Image-Guided SRT is nonsurgical, it results in no scarring, pain, or downtime. Over 99% of patients report complete satisfaction with their outcome.

Image-Guided SRT is now available to patients with basal cell carcinoma and squamous cell carcinoma of the skin at DoctorsNow in the Des Moines Metro. To learn more about Image-Guided Superficial Radiation Therapy and the GentleCure experience, visit DOCTORSNOW.COM/IMAGE-GUIDED-SRT.

Anna Holzer, M.D., is the Chief Medical Officer for DoctorsNow

*The Treatment of Non-Melanoma Skin Cancer with Image-Guided Superficial Radiation Therapy: An Analysis of 2917 Invasive and In Situ Keratinocytic Carcinoma Lesions | Oncology and Therapy (springer.com)



Photo Credit: DoctorsNow

Kelsay Craig, SRT Radiation Therapist, preparing a patient for one treatment session using the Image-Guided SRT technology.

NOVEMBER BIRTHDAYS

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28

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31

Abbie, D. Ruisch, D.O.

PCMS FOUNDATION

Did you know?

PCMS Collaborates to Benefit Public Health!

The Polk County Medical Society continually strives toward its mission of improving the general health of the community by collaborating with many local health-care related organizations.

These organizations include, but are not Limited to:

- The Volunteer Physician Network Program
- Polk County Health Department Lead Poisoning Prevention Coalition
- IHCC Domestic Abuse Guide
- PCHD lead Coalition Free Clinic
- Polk County Health Department
- Multi-Disciplinary Emergency Planning Group
- Iowa Collaborative Safety Net Provider Network
- PCHD Jump Start Back-to-School Fair
- PCHD Immunization
- Kathie J Lyman Scholarships for future physicians
- Back to School physicals
- Foot and ankle clinics

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