Clinical Success

Although recent thought in this column has focused on Economic and Political Success, in reality these two important ingredients for success merely permit the real mission of physician-hood; Clinical Success. What does it mean to be clinically successful? How does one achieve such a laudable goal? Where does personal responsibility lie in ensuring long term success?

These questions are complex and nuanced. Let us start with the first question – what is Clinical Success? A completed surgical procedure? No complications? Discharge within 14 days? No repeat admission? Satisfactory blood pressure control? An LDL cholesterol less than 100?

These and many other hard endpoints would seem to be the currency of success in our modern healthcare era. Each is an outcome by which performance is measured and ranked. Yet these parameters may simply be surrogates for real clinical success. Ultimately, the goal is a healthy and happy patient. How often that truth becomes camouflaged. Are we truly right if a patient is uncomfortable with our recommendations? Challenge oneself – when was the last time I asked a patient what he or she wanted? Do I maintain that “Father knows best” paternalistic attitude? Or, do I pause, ask and listen? What would be different if I did? In fact, achievement of patient contentment is so remote from our thinking that it may be foreign and threatening. Perspective is gained, however, if one asks – “What would I want from my doctor, should I find myself the patient?”

So, how does one achieve this form of Clinical Success? Again, the answer lies within. Likely, as a patient, one seeks a sense of understanding – my doctor understands who I am and what I desire. The result is teamwork – my doctor and I are working on this issue together. Unfortunately, as medicine has evolved with ever foreshortened appointments, burdensome electronic health record completion and intrusive “scribes” who detract from the clinical moment – our capacities as physicians to really know and understand our clients has diminished. None of that should detract from the ultimate goal – a patient who understands his condition, is collaboratively engaged in solutions and takes responsibility for the outcome.

Our mission

“To promote excellence in patient care by identifying and solving physician practice problems in any practice environment through advocacy, education & collegiality”
Choice for Patients, Choice for Physicians

In response to pressures exerted by market forces, health care reform and reimbursement on practice structure, physicians both in longstanding practice as well as those newly minted have morphed their choice of delivery model in which to practice along with these tectonic shifts. Changes in the economy of both our state and the country have become inescapable driving forces in part for what model a practitioner will ultimately choose to use to deliver care - private practice, an integrated group model, or as hospital or insurance plan employees.

There has been increasing prevalence of hospital recruitment of physicians along a wide array of experience and specialty. The nature of compensation, work hours, buffered Medicare payments and integrated delivery systems make attractive for some the concept of hospital or insurance directed practice model. And while the concept of private practice has not become ‘extinct’, several studies show diminishing entry into that paradigm of delivery. A recent Merritt Hawkins survey showed a distinct preference for hospital employment among young resident physicians as a top career choice model. Loan debt was a driving factor. A 2011 MGMA survey showed 75% more physicians were employed by hospitals than in 2000. 64% of Merritt Hawkins’ firm assignments in 2012-13 were directed toward hospital recruitment vs. 1% for private practices. Still, private practice remains an attractive alternative for many physicians willing to weather fluctuating market forces and costs running a practice for the tradeoff of autonomy and financial independence.

ACO emphasis has also contributed to physician alignment with hospital or insurance company based employment. In 2010 Human purchased, among other practices, 300 Concentra clinics across 40 states. United Health Group as well as HCA have similarly purchased large groups across the country. Such forces have been seen to change the landscape of healthcare delivery in our state as well recently.

What do physicians think of these changes in the form of delivery of medicine currently? A 2013 Deloitte physician survey showed 57% of physicians think medicine is ‘in jeopardy.’ 62% predicted early physician retirement and 75% expected decreased medical school entrant numbers as a result of pressures upon new physicians entering the
Thank You For Voting NMCC Top for Cancer Care

Because of you, our valued peers, New Mexico Cancer Center’s Oncology team was voted best in the city in the March 2014 Top Docs issue of Albuquerque the Magazine. Dr. Barbara McAneny was voted Top Doc with Dr. Annette Fontaine and Dr. Douglas Clark as runners-up in Oncology, and Dr. Clark Haskins was voted the Top Doc for Hematology.

Refer your patients to us, and they’ll benefit from our expanded hours and patient-centered care, while you’ll receive timely notes and phones calls to coordinate their treatment. Our statewide network of clinics offers one-stop care with medical and radiation oncology, on-site lab work and a wide range of imaging services. We can typically get your patients in within days so they don’t have to wait to see a specialist or spend hours waiting in the ER.

The Skill to Heal. The Heart to Care.
505-842-8171 www.NMCancerCenter.org
Southwest Women's Health, PA is looking for a bc/ be gynecologist to join our busy practice. Dr Karen Williams and Dr Rebecca Shoden work with five excellent midlevel providers. If interested, please email elizabeth@shodenwilliams.com or call (505) 247-9983.


Family Practice Outpatient Primary Care in Albuquerque is seeking Nurse Practitioner/MD or DO, Bilingual (Spanish is desirable). Positive work environment, work/family balanced, established, independent private practice. Flexible substantial part time or full time hours, must be available most Fridays, benefits, very light call. Fax CV/Resume to 505-242-1221 or email at qocarr@yahoo.com

New Mexico Pain and Spine Institute is seeking a Physician’s Assistant or Nurse Practitioner to join an expanding pain practice in Albuquerque. Competitive Salary, great benefits package and minimal call. Please send a copy of your CV/Resume to sarah.muller@aampc.com (email) or fax 505-260-4371.

BRIDGES IN MEDICINE is seeking an Internal Medicine/Family Practice physician or Certified Nurse Practitioner who is interested in general medicine with an interest in the Integrative Holistic Approach. This is a unique opportunity for someone who enjoys primary care and has an interest in learning Integrative Holistic Medicine with an entrepreneurial spirit. Please email your CV to lisaw@bridgesinmedicine.com or fax to 505-855-5541.

Family Medicine or Internal Medicine Physician - Rio Grande Family Medicine offers wonderful opportunity to join small, collegial primary care practice focused on quality pt. care. Full or part time, attractive hours, Mon-Fri. Competitive benefits and compensation. Light call schedule. Fax CV to (505) 224-2710 or e-mail: bcorbin@abqct.com.

Looking for an experienced Medical Assistant to work with an OB/GYN Nurse Practitioner. Schedule is Wed & Thurs 1-4:30 and Tuesday & Friday 7:30-4:30. Position available now. Email resume to linda@northsidefamilymedicine.com

Medical Office Space—Near Wyoming and Menaul and Kaseman. About 1100 sq. ft. $995 / month ($9.75 per sq. ft.). Attractive landscape and brick exterior. Two other medical doctors at this central location. Faces south with your own entrance and sign. Call Dr. Robert Foreman at 269-1731.

Medical Suite for Lease. Located walking distance to Presbyterian, Lovelace and the Heart Hospital; this 3,089 sq. ft. space can accommodate up to 6 exam rooms, two offices, a M.A. work station and a large employee lunch room. Willing to subdivide into two 1,500 sq. ft. offices. Based rent is $15.50 per sq. ft., including utilities. For more information contact Mike Phillips at 505-898-1428 or mike@hnsnm.com.

Medical Offices available for lease - Newly remodeled office on historic “Pill Hill” near all downtown hospitals. Perfect for solo practitioner or group practice wanting a downtown location. Three exam rooms, a physician’s office, nurse’s station, reception area and two restrooms. Lease rate of $16.50 per Sq. Ft. which includes utilities. Available for immediate occupancy. For more information contact Peter at 505-242-4599, ext. 06.

Medical Office available for One Year Lease - Great Location to hospitals. Next to Encino Medical Plaza., 3 patient exam rooms. Large procedure room and Doctors Office, abundance of storage. Two restrooms, one handicap accessible. Parking available Call 843-7901. 711 Encino PI NE, Abq. NM 87102

Ultrasound for Sale : Toshiba, Nemio XG Color Doppler Ultrasound System for sale. Like new, paid $35,950 will sell for $13,900. Call Peter (505-242-4599 ext 06) at Primary Care of New Mexico for more information.

High Desert Pediatrics is a small, growing, pediatric practice seeking BC/BE Pediatrician to join practice, FT. Great Far NE Heights location. Opportunity for partnership is available for those who are passionate about taking their practice to a whole new level. Take care of your patients the way you feel is right! Contact Tina@HighDesertPediatrics.com or (505) 255-1866
What of personal responsibility? Must the medical system fix everything? Do insurance companies really need to fill their ranks with Case Managers to serve as parents to the chronically ill? Much of clinical success derives from complete engagement on the part of our patients with buy in to long term solutions. Not only is this formula apparent in the care of the chronically ill, but so too in the domain of prevention.

And, inherent in this formula is personal responsibility on the part of physicians. For we too must be optimal patients ourselves.

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Ray Regan’s Mobile: 505-220-0460

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**GAMA Newsletters are printed and mailed even months, online only odd months. You may read past issues online.**
CME

July 31-August 3, 2014
57th Annual Family Medicine Seminar
Sagebrush Inn and Suites, Taos, NM
Contact: Sara Bittner familydoctor@newmexico.com

August 4-8, 2014
19th Annual Mammography in Santa Fe: Music, Mammograms, MRI, and Mountains
La Fonda Hotel, Santa Fe, NM
Contact: http://www.iicme.net or M. Linver at 505-463-3071

August 15-16, 2014
15th Annual Santa Fe Bone Symposium
Eldorado Hotel, Santa Fe, NM
Register at www.ofnm.org or contact E. Michael Lewiecki at mlewiecki@gmail.com

September 12-13, 2014 - *SAVE THE DATE*
New Mexico Chapter of the American College of Surgeons Annual Meeting
Albuquerque, NM
Contact: Gloria Chavez (505) 796-3435 or gchavez@nmms.org

November 6-8, 2014
New Mexico Chapter American College of Physicians Annual Scientific Meeting
Sheraton Albuquerque Uptown Hotel, 7600 Louisiana Blvd. NE, Albuquerque, NM
Registration: www.acponline.org/chapters/nm or (800) 523-1546, ext. 2600 or (215) 351-2600
Contact: Sylvia Burns (505) 962-0358

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Internal Medicine Physician
Board-Certified
Fluent in English and Spanish

FRIE NEMARIAM, M.D.
Internal Medicine Physician
Board-Certified
Fluent in English, Tigrinia and Amharic

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For information on referring your patient to one of our pediatric specialists, please call (505) 563-6530.
MINUTES
BOARD OF TRUSTEES
March 13, 2014

I. APPROVAL OF MINUTES – February 13, 2014 unanimously approved

II. CONSENT AGENDA:
   a. MEMBERSHIP APPLICATIONS – Unanimously approved
   b. Delinquent List: Members reviewed list; will contact those that they know. Members would like
to survey non-renewals as to reason for decision.

III. Announcements: None
   a. Request: Dr. Ritchie requested that research be done to determine the number of physicians
   licensed in NM that graduated from UNM. Snyder to research.

IV. Unfinished Business
   a. Specialty Society Management Agreement. Draft contract to be presented to ACEP NM Chapter
   for review. Final contract will be negotiated between the two organizations.
   b. GAMA Councilor Guidelines – Dr. White reported that research is being done and moving forward.
   c. GAMA Relationship with ACEP NM Chapter, APS Sports Medicine Program, NM Bariatric Society,
   other specialty societies, GAMAPAC, local chambers, AED, etc. Members expressed their
   appreciation for having been provided the information. Suggestions: that Sports Medicine funds
   might be used by school-based clinics, that a policy for maximum distribution of the fund be set.
   Dr. White requested that Dr. Toubbeh chair the GAMAPAC efforts.

V. New Business
   a. 2014 Nominating Committee
      1. Elected: Drs. Sandy Whisler, Annette Fontaine, and Cordelia Sever
      2. Board Appointed: Drs. Mark Epstein and Kennedy with Dr. Kennedy to serve as chair.
      3. Resolution from Mark Epstein, MD: support Broker Activity to reduce the uninsured and
         underinsured burden in NM. Dr. Epstein presented his Resolution. With appropriate
         wording changes, on a motion made by Dr. Fontaine, seconded by Dr. McAneny, the
         Board unanimously approved GAMA support of the Resolution.
   b. Other
      1. GAMA and MACC Lease Renewal: Snyder presented the new agreement as brokered by
      GAMA representative, Dave Hill and agreed to by landlord, Dave Oberstein. The motion
to approve the lease was unanimously approved.

VI. Upcoming Events
   1. NMMS Annual Meeting: May 9 – 10, 2014
   2. Resolutions Deadline: Friday, March 7, 2014
   3. Delegates Deadline: Friday, March 7, 2014 (63 Delegates)
      1. Board confirmations and recruitment
   4. GAMA Delegate Caucus: Tuesday, May 6 at 6:00 PM at NMCC
   5. Saturday, May 10: In-coming Presidents Reception (10:30 AM on NMMS patio)

VII. Next Board Meeting: Thursday, April 10, 2014

There being no further business, the meeting was adjourned.

Respectfully submitted:
George Kennedy, M.D., Secretary
Reported by H. Diane Snyder
Approved: April 10, 2014
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Lovie D. Bey, MD
Malcolm H. Purdy, MD
P. Lorraine Sanchez, MD

Alice Ulhoa-Cintra, MD
Jacqueline Cromeans, CNP
Debra Winkeljohn, CNS

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Albuquerque, NM, 87106
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market. 93% were concerned about payment under bundled episode care. While these numbers may be skewed by poll sample, e.g. early or late career physicians, a trend exists towards preference for more predictable work hours, stable compensation and freedom from day-to-day infrastructure concerns.

While no model is perfect, the Affordable Care Act has pressured change in delivery and reimbursements that remain to be seen as each state configures how best to match insurers to patient groups. Physician migration to hospital and insurer based models of practice may not be, likely will not be, the last iteration of healthcare delivery in the U.S. According to 1 recent estimate, Medicare pays $1B annually that it would otherwise not pay when providers work for a hospital. Hospitals receive, in general, higher reimbursement, but there is concern they may generate unnecessary test ordering, high dollar imaging and specialty referrals to serve their own profitability. Nor has a predicted physician shortage been yet widely taken into consideration in predictions of form and substance of future delivery models. Whether hospitals and insurers can remain ‘immune’ to declining reimbursements even over the short run - and thus stability in physician recruitment, pay structure and benefits - remains to be seen. At least choices are still available for physicians.

Employee Search: The 5th Element Medical Practice, P.C. seeking an NP or PA. Adult Medicine. M-F 8:30 am to 5:00pm. Part-time or Full-time. Fax CV to Dr. Tran: 505-839-6825. www.The5thelementmedical-practice.com.

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Kader AbdeleRahman MD
Lovelace Medical Group/SMA
6100 Pan American Frwy NE Suite 100, Albuquerque, NM 87109
Neurology
Med School: 2009, St. George’s University, Grenada West Indies
Internship: 2009-2013, Neurology, Thomas Jefferson University, Philadelphia, PA
Fellowship: 2013-2014, Clinical Neurophysiology, UNM, Albuquerque, NM
States License: PA and NM

Michael Bestawros MD, MPH
NM Heart Institute, PA, 502 Elm Street NE, Albuquerque, NM 87102
Electrophysiology
Med School: 2005, Emory University, Atlanta, GA
Residency: 2005-2008, Internal Medicine, Duke University, Durham, NC
Fellowship: 2013-2014, Cardiology, Electrophysiology, Vanderbilt University, Nashville, TN
States License: TN and NM

Hillary Boortz MD
Radiology Associates of Albuquerque, PA, 4411 The 25 Way NE, Suite 150, 87109
Radiology
Med School: 2008, University of Texas Medical Branch, Galveston, TX
Internship: 2008-2009, Internal Medicine, University of Texas, Austin, TX
Residency: 2009-2013, Diagnostic Radiology, UCLA, Los Angeles, CA
Fellowship: 2013-2014, Breast Imaging, UCLA, Los Angeles, CA
States License: CA and NM

Fernando Jose Torres Tondato MD, PhD
New Mexico Heart Institute, 502 Elm Street NE, Albuquerque, NM 87102
Cardiac Electrophysiology
Med School: 1992, University of Sao Paulo, Sao Paulo Brazil
Residency: 1992-1995, Internal Medicine, University of Sao Paulo, Sao Paulo Brazil
Fellowship: 1995-1999, Cardiology; Cardiac Electrophysiology, University of Sao Paulo, Sao Paulo Brazil
States License: AZ and NM

Melissa L. Valdez MD
Women’s Specialists of NM
OB/GYN
Med School: 2010, University of New Mexico, Albuquerque, NM
Residency: 2010-2014, OB/GYN, Texas Tech University Health Sciences Center, Amarillo, TX.
States License: NM

Raymond Yau MD
New Mexico Heart Institute, 502 Elm Street NE, Albuquerque, NM 87102
Interventional Cardiology
Med School: 2007, University of California, Davis, CA
Residency: Internal Medicine, Loma Linda University, Loma Linda, CA
Fellowship: 2010-2014, Cardiovascular Disease, Interventional Cardiology, Baylor College of Medicine, Houston, TX
States License: CA, TX and NM
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<tr>
<th>NEONATAL MALPRACTICE CLAIMS</th>
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<td>DELAY IN MANAGEMENT OF FHT PREDICTIVE OF METABOLIC ACIDEMIA</td>
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<td>IMPROPER PERFORMANCE OF VAGINAL DELIVERY</td>
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<td>DELAY IN DELIVERY (INDUCTION/SURGERY)</td>
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<td>IMPROPERLY MANAGED LABOR</td>
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<td>IMPROPER CHOICE OF DELIVERY METHOD</td>
<td>5%</td>
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Source: The Doctors Company
I Want More Eye Contact With My Patients.

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GAMA Calendar of Events

SAVE THE DATE

GAMA Expo
October 7, 2014
5:00 to 8:00 p.m.
(if you would like to exhibit, contact GAMA, 821-4583)

NM Medical Group Management Association Calendar of Events

September 3
• Labor Law (HR Topic)
NMMS Office

December 3
• Payor Panel
NMMS Office

SAVE THE DATE
October 7, 2014 from 5:00 to 8:00 p.m.
• GAMA Expo
Marriott Pyramid