



Lee County Medical Society President's Goals for 2010

I will be covering my goals again over the next few months in the Bulletin, but wanted to give you a glimpse of what I would like to achieve for all of us. We have a great Board of Governors and a team of dynamic members. We expect to accomplish, at least at some level, each of the goals that are discussed below.

Interaction With the University/Colleges:

I would like to increase our interactions with students attending higher education within the community. Click [here](#) for sign-up form. There are three segments to my proposal:

First, my practice has been working with third and fourth-year FGCU students. Over the past five years, we have had seven students performing animal and human laboratory research in the areas of andrology, embryology and cryobiology. Their research projects were presented at FGCU with numerous prizes awarded.

There were an additional nine student interns who shadowed my laboratory staff during this same five years. Many of these FGCU students have gone on to medical school and Ph.D. programs.

I would like to expand this type of interaction to other interested practices. If you would like to open your practice to research students or those interested in internships, please complete the top segment of the form and turn it in on your way out tonight.

Second, we have been working with FGCU's Office of Pre-Medical Professions Advising to create a new experience for FGCU pre-med students and Lee County physicians. It is proposed that students will be shadowing Physician Mentors in their practices and the hospital for a minimum of 15 hours per semester. This will allow the students to gain a better understanding of what it is like to be a practicing physician. The responsibility for student selection, physician-student matching, immunizations, oversight and HIPPA training will rest with the FGCU faculty. LMHS drafted a *Student Observation Agreement* to cover confidentiality issues, although individual physician practices are free to have the students sign their own agreement.

My expectation is that the students will get hooked and attend for more hours than the required 15. This will be a wonderful opportunity for all of us to polish our teaching skills and relearn the wonder of what we do each and every day through the mind of a young student. We are seeking primary care, specialty and sub-specialty physicians for the program. If you are interested, please complete this particular section of your form and pass the word.

The third part of our growing interaction with FGCU will involve a Physician Speaker's Bureau. In conjunction with the LCMS, we would like to gather a list of physicians willing to speak to the FGCU students in unpaid guest lectureships. What makes this different from other lectures is that the physician chooses the topic that he/she is truly passionate about. Science, the arts, history, business and economics are only a few of the areas we may want to consider. We have such a wealth of talent in our society, not just in the medical field, and this will provide a chance to explore these topics with a willing audience. It will be a

wonderful opportunity to get away from the boring PowerPoint presentation and challenge these young minds. If you are interested, please complete this section of the form.

These new plans will certainly not leave Edison State College behind. I will be working closely with them to see what alliances we can forge between this growing college and the physicians of Lee County.

WE CARE:

Once “WE CARE” is organized and fully funded, it will be important for physicians to sign up for the volunteer program. The LCMS certainly supports the concept of assisting patients in need and will be helping to recruit physicians for this endeavor.

IPALC:

Dr. Steve Zellner agreed to be an Ad Hoc member of the Board of Governors for our Society. Many may remember that he was president of this very Society in 1981, so he has a unique perspective in helping to build a bridge between our two organizations. IPALC continues to evolve and will have a significant impact in the community and I feel it important for us to work together on some common goals. I am personally an independent physician and a member of IPALC and I wholeheartedly welcome their ideas and input into the Society and look forward to working closely with Steve over the next year.

Physician Awards:

A couple of years ago, I came up with an idea that I believe I can finally move forward with this year. Both the AMA and the FMA accept nominations and provide annual awards to exemplary physicians. I have always thought there were some amazing physicians worthy of recognition in this community. Briefly, it is my hope to work in conjunction with the Collier County Medical Society to accomplish this goal.

Here is my basic idea:

1. A “sponsor” will nominate an M.D. or D.O. Sponsors can be physicians, support staff or even patients.
2. We will finalize a submission form that will be patterned off of the FMA and AMA award forms.
3. We will consider up to six awards, although we may start with only a few, potentially including an award for Citizenship & Community Service, Scientific Achievement, Health Education, Medical Ethics & Professionalism and finally Lifetime Achievement.

Judging of the awards will be performed by retired physicians in a neighboring county. For example, a small group of Lee County retired physicians would judge Collier County nominees and they would do the same for ours. I designed it this way in an attempt to remove favoritism, popularity and politics in general.

The awards ceremony would probably occur during one of our general membership meetings, although a separate meeting could be considered if financial sponsors were obtained. If the Alliance is interested, we may need their help in putting the awards ceremony together.

It will probably be necessary to recuse the reigning Secretary, Treasurer, President-Elect and President of the Medical Society so as to remove the process from appearing as self-congratulatory.

By putting this project together, we will appropriately recognize physicians in the community for outstanding work, receive a moral boost and provide media exposure for the Medical Society, all while enhancing the physician’s image in the community.

Expanded Alliance:

Now, I am aware that the Alliance is struggling, as are so many across the nation. Busy lives, changing economics and a touch of apathy have contributed to a loss of active members. The Alliance is in need of some fresh ideas and fresh faces. They will certainly have an agenda of their own, but we will probably

need their help in accomplishing some of the goals I have set. I welcome their input and assistance, and hope they will continue the Happy Hours this year to let us enjoy each other in a relaxed atmosphere. Please strongly consider joining, as well as asking your spouses and others to join in an attempt to draw our medical families that much closer together.

DUGISH

This last goal is a bit more fun - at least for me. One evening, I was using Google Docs for online collaboration of a research project, Skype for video conferencing, FreeMind for brainstorming and gotomeeting.com for online training. I suspected there were many physicians whose knowledge of this technology was greater than my own and wondered if it would be useful to share that knowledge. My goal, therefore, is to develop a PC/MAC user group, run by physicians for physicians, which will examine interesting hardware, software and Internet sites in the hope of improving our efficiency both at home and in the office, possibly expand our interactions with patients and just to have some plain fun with those that have similar interests. Unless someone can come up with something better, the group will be called DUGISH, Doctor's User Group for Internet, Software & Hardware. This will not involve Electronic Medical Records; in fact, EMR will be excluded from the discussion, as this will probably be covered in other venues. I also have a couple non-physician guides to start us off, although it would be great to get some additional names. You will be hearing more about this project in the coming months, but if you are interested or have ideas of your own, please let me know.

Now remember, the other items the society takes care of each and every day will still be tended to. These items are in addition to our legislative efforts and being the best patient advocates we can be.

In summary, I'll be the first to admit that there isn't enough time to do the things we want and need to do. Yet, here I call upon each and every one of you to consider becoming more involved. I ask that each of you find at least one item you feel passionate about, outlined here tonight or otherwise, and dedicate some of your very precious time to it.

I will remain available to you by phone, e-mail, text and, yes, even Twitter. Catch me any time at DrSweet@DreamABaby.com. Thank you.

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