GME – Hospital Leases – ACA Marketplace
(Roughly translated as “LIONS & TIGERS & BEARS, Oh My”)

The future of health care delivery in our area has been marked with uncertainty this fall. From the controversy over which entity will be awarded the 30-year lease to manage East Jefferson General Hospital and West Jefferson Medical Center to the shaky start in the process for enrolling consumers in the Marketplace (formerly known as Exchanges) to purchase health insurance under the Affordable Care Act (PPACA or Obamacare), it seems that nothing has gone smoothly in recent months.

On the subject of Graduate Medical Education, JPMS and OPMS members and guests heard from the experts on November 12th. Dr. Steve Nelson, Dean of LSUHSC School of Medicine, and Dr. L. Lee Hamm, Dean of Tulane University School of Medicine, shared the podium to address medical education in the New Orleans Medical District. With the conspicuous “cranes in the sky” on Tulane Avenue and Canal Street, there is no doubt that this is an exciting time for medical education in our area. We can expect expanded training opportunities resulting in more physicians practicing in Louisiana. The improved downtown medical district will benefit the community at large by increasing the number of beds to accommodate the growth in access to care over the next 10 years.

Dr. Hamm was happy to report that the number of residency slots at Tulane is

— continued on page three
As I reflect on this last year as President, I’m even more convinced that I’m a creature of habit. I’m not good with change. Unfortunately, that’s all we’ve seen this year. Nationally and locally, there have been vast changes to the practice of medicine. Although it’s only my tenth year in private practice, things are dramatically different now than when I finished residency.

Parish-wide, we are still waiting to see who will be chosen to lease East Jefferson General Hospital and West Jefferson Medical Center. The process has been long and arduous. We were told there would have been an answer by the summer. Whether HCA or Children’s is chosen, it is likely that there will be significant changes to the way our hospitals are run. The unknown is the daunting part. We’re already having to learn EMR and Dynamic Documentation in the hospitals. What’s next?

The implementation of Obamacare will be interesting, to say the least. I don’t think any of us can say with any certainty how it will impact our practices. It seems that the rules change daily. I keep waiting for the other shoe to drop. Will our patients lose their insurance? Will they have to switch physicians? How will access to care be effected?

I’m an Ob/Gyn in private practice with five other women. We’re frequently told that we’re a dying breed. Many physicians are employed now and many more will be soon. The cost of practicing continues to rise, while reimbursement continues to decrease. Unfortunately, I don’t see that changing. Will physicians be able to afford the cost of practicing in the future? The growing population of patients, especially with the influx of the newly-insured due to Obamacare, will strain the resources of the healthcare system as we try to maintain adequate access to care for our patients.

The membership of organized medicine will continue to decrease in number unless younger physicians step up and become involved. Many physicians don’t understand how important it is for us to speak loudly with one voice. Please encourage your colleagues to join JPMS and LSMS. Lastly, please become even more involved in the Medical Society. Attend our events. Look out for blast emails when we need to contact our legislators and actually contact them. Be an advocate for yourself, for other physicians and, most importantly, for our patients.

We need to stick together.

Kathleen T. Sullivan, M.D.
President
approaching pre-Katrina numbers. Dr. Nelson shared statistics showing that during the 2012-2013 academic year Louisiana ranked 5th in the nation for the number of first-year medical students from Louisiana who remain in state for their medical education. He was proud to report that Louisiana ranked 5th in the nation for the number of physicians retained from public medical schools like LSU.

It remains uncertain whether health care will be delivered in the future largely through patient centered medical homes, accountable care organizations, or large health systems. All agreed, however, that any model for delivery of care must be physician driven.

Cuts in reimbursements to hospitals and for graduate medical education both on the state and national levels are major problems for growing the physician workforce to handle the expanded access to care. Dr. Nelson sees an increase in patient services with the public-private partnership for the LSUHSC system. Dr. Hamm cited problems with the number of primary care physicians and their geographic distribution. Both hope that the residency programs at EJGH and WJMC will not be jeopardized by any change in the management of these two community hospitals.

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SPOTLIGHTS

- Congratulations to Dr. William W. Pinskey who was honored by the American Academy of Pediatrics with their 2013 Founder’s Award this October. The Founder’s Award recognized outstanding contributions in the field of pediatric cardiology and cardiovascular surgery.

- Another Award winning JPMS member is, Dr. Tracey Henry, a third-year internal medicine resident at Ochsner. The American Medical Association recognized Dr. Henry with their Paul Ambrose Award for her leadership among resident physicians within public health.

- Dr. Moises Arriaga, a distinguished professor of otolaryngology and neurosurgery with LSUHSC and a physician with Culicchia Neurological Clinic, was appointed by Governor Jindal to the Louisiana Commission for the Deaf. Having developed the Cochlear Implant Program at Children’s Hospital, Dr. Arriaga is eminently suited for this position charged with advocating for the rights of the deaf and hearing impaired.

- Packed with history and multicultural appeal, Boston was the vacation location of choice for Dr. Monty, Lacey, Grayson, Grant, and Catie Glorioso. Living Section in hand, their smiles verified that a good time was had by all.

- Going once, going twice, SOLD for $50,000!! Kristin Wolfson, classically-trained artist daughter of Dr. Neil and Sharon Wolfson created a collage of the works of students from St. Michael’s Special School that fetched this incredible bid at the November 9th Carnival du Vin benefiting the Emeril Lagasse Foundation.

- Dr. Walter and Laura Levy were among those who participated in the Jewish Family Service “Rhythm & Soul Jazz Brunch” honoring the organization’s recently retired executive director, Deena Gerber. The benefactor of past JPMS fundraisers is the Teen Life Counts program of JFS and just one of the programs this valuable organization offers to preserve, strengthen and enhance individuals and families in our community.

- Jefferson Performing Arts Society, another favorite JPMS community organization, is fortunate to have the support of Dr. Jane and Bruce Miller and Dr. Marcus and Veronique Black. Only wish we had a photo of them at the “Pasta & Puccini: Head Dress Ball.” Dr. Miller along with Dr. Juan Gershanik are headlining the March of Dimes Signature Chefs Auction on November 22nd

- Celebrate the New Year and the 2014 JPMS Officers at the Installation Gala on Friday, January 10th at the historic Board of Trade, 316 Magazine Street – Save the Date & Watch your mail for the invitation.
Prevention Equals Wellness

Through our Ventanilla de Salud (VDS) program, the Jefferson Physicians’ Foundation (JPF), the charitable arm of JPMS, has coordinated health screenings and delivered health and emergency preparedness information in a bilingual environment for over three years. The goal of the VDS program is the integration of Latinos and their families into the healthcare delivery system in a multiculturally friendly setting, which ultimately helps prevent unnecessary ER visits and encourages participants to be proactive and take responsibility for sustaining a holistically healthy lifestyle.

A dedicated team of physician volunteers and 22 healthcare partners staff a private office provided by the Consulate of Mexico in New Orleans adjacent to their Convention Center Boulevard location. The VDS program provides completely free of charge health screenings, HIV onsite rapid testing, flu vaccines, healthcare education, advocacy, referrals, and marketplace counseling to individuals and families in need, regardless of insurance or country of origin. This fall, the VDS program is pleased to welcome Dr. Rene Garcia, as a physician volunteer.

JPF is recognized for bridging the Intergenerational and Cultural Gap one conversation at a time. Communication leads to changes in behavioral patterns and attitudes toward health. Providing a friendly environment where you can ask questions and not be judged by the intonation of your accent, your sexual preference, the color of your skin, your age supposedly defining your maturity or your fashion sense is of utmost priority at the Ventanilla de Salud.

Taboos may seem intransigent but the only way of challenging them is by confronting them. The VDS program is working to prevent the spread of sexually transmitted diseases through education and by eliminating communication barriers. In order to avoid the continuous spread of any disease including HIV/AIDS, interventions must take into consideration the deep social separations that exist in conjunction to politics, culture, and history of the marginalized and medically vulnerable communities. This is why we make every effort to bridge the gap between surviving and thriving through every stage of life in order to ensure a healthy and happy existence.

In our work with the Latino population on breast cancer awareness and screening, we learned of the cultural taboo that exists concerning breast self-examination. Through our educational programs and testimonials, we were able to largely overcome this challenge. In 2013 we expanded the locations of our cancer awareness program and support group activities by holding meetings at churches and private homes to meet the needs of clients in New Orleans, Marrero, Metairie, and Kenner.

To highlight successful programs and advocacy efforts on community health issues, the VDS program was invited to attend the National Council of La Raza (NCLR) - National Latino Family Expo*, the largest Latino consumer show in the nation. Attendees took advantage of free dental and health screenings, met celebrities, enjoyed live music, exercise classes, cooking demonstrations, and much more. The event was part of the 2013 NCLR Annual Conference, which was held July 19 to 21 for the first time in New Orleans.

The Centers for Disease Control and the Department of Health and Human Services invited the VDS to participate on a Web panel of experts to develop a communications plan for CDC national marketing campaign to promote influenza vaccinations within disparate populations. We are proud and humbled to have been selected to promote influenza vaccines.

* National Latino Family Expo

Patient advocacy and professional development through physician leadership

Elka Herrera, Consul of Honduras gets her flu shot

National Council of La Raza. Francisco de la Torre, IME Executive Director

Jefferson Physicians’ Foundation
vaccinations and continue managing clinics and broadening vaccination services to uninsured and underserved communities throughout the states of Louisiana and Mississippi with the collaboration of the CDC, HMA Associates, Inc., the Consulates of Mexico and Honduras, and Walgreens.

Our “Holistic Wellbeing Adventure: Nutritional Challenge” received a grant from the Greater New Orleans Foundation to improve health awareness and combat adult and childhood overweight and obesity. We have been working with heads of families to inspire and educate them to be leaders for family wellness by giving them the necessary tools and strategies to embrace a healthy lifestyle then motivate their entire social network/neighborhood to do the same. The “Holistic Wellbeing Adventure” was enthusiastically received by our second and third groups that met in Metairie and New Orleans; they have embraced the healthy body, mind and spirit teachings and are altering eating habits, adding regular exercise, and adopting stress relief techniques. We held a special program on preparing a healthy Thanksgiving dinner at the request of one of our wellness groups.

October was overflowing with events celebrating the Binational Week of Health, which really is Multinational and runs all month long (sponsors like the original name so we keep it). We had very successful health fairs with an overall attendance of 800+ community members visiting locations in Marrero, Metairie, Kenner, New Orleans, and Tupelo, MS for the services and information that we were providing. JPF recognizes Dr. Luis Arencticba, Dr. Arturo Gastanaduy, Dr. Robert Little, Dr. Robert McCord, Dr. Pedro Romaguera, and Dr. Neil Wolfson for making these invaluable services available to our community. We look forward to having more physicians consider joining us in the future.

Beginning in October during the implementation of the Affordable Care Act, JPF has been playing a vital role as part of the public affairs team of the VDS program. Charlene Baudier and Ana De la Garza have become Certified Application Counselors. They are reaching out and assisting consumers in understanding new programs, taking advantage of consumer protections, and navigating the health insurance system through the Marketplace to find the most affordable coverage that meets the consumer’s needs with a friendly, multicultural, and bilingual approach. Contact us at 504-455-8282 if you know consumers who need our assistance.

JPMS members, potential members, medical students, and other providers are invited to become involved with the Jefferson Physicians’ Foundation:
- Volunteer in the VDS program regularly or just once to experience what one physician volunteer states “allows you to just treat appreciative patients;”
- Donate in-kind items and services;
- Serve on the JPF Board of Directors; or
- Make a monetary donation (your donation is tax-deductible)

For more information, visit the foundation section in green on the JPMS website (www.jpms.org).

Participants of the Holistic Wellbeing Adventure program at the Nueva Vida Baptist Church

In Memoriam

JPMS notes with sadness the passing of the respected colleagues listed below

Dr. Jack L. Winters  
1931-2013  
JPMS Member since 1964

Dr. T. Richard Smith  
1934-2013  
JPMS Member since 1967

Ramon Gonzalez Jameson, Consul of Mexico gets his flu shot
Changes/Additions to the 2013 Pictorial Membership Directory:
You can access the directory online at www.jpms.org and click on “Physician Directory” and search for your name.

Check out your photograph and watch for notice of the opportunity to update your photograph early next year for our 2014 book.

NEW MEMBERS

Dr. Carol D. Meyer
Hand Surgery
Hand Surgical Associates
4228 Houma Blvd., Suite 600 B
Metairie, LA 70006
504-454-2191

Dr. Keith G. LeBlanc, Jr.
Dermatology
The Skin Surgery Centre
1615 Metairie Road, Suite 101
Metairie, LA 70005
504-644-4226

Dr. Jagan D. Gupta
Radiology
Jefferson Radiology Associates
1111 Medical Center Blvd., Suite N-108
Marrero, LA 70072
504-347-1461

Dr. Scott A. Buhler
Orthopedic Surgery
Crescent City Orthopedic Clinic
3434 Houma Blvd., Suite 301
Metairie, LA 70006
504-309-6500

Dr. Moises A. Arriaga
Otology-Neurology
Culicchia Neurological Clinic
1111 Medical Center Blvd., Suite S-750
Marrero, LA 70072
504-340-6976

CHANGES

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3601 Houma Blvd., Suite 402
Metairie, LA 70006

Dr. Vincent “Van” Culotta
4220 Conlin St.
Metairie, LA 70006
504-872-9283

Dr. Chris DiGrado
Westside Orthopaedic Clinic
1301 Barataria Blvd.
Marrero, LA 70072

Dr. Daphne A. Glinmeyer
(new mailing address)
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Dr. Paul D. Monsour
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Dr. Robert L. Pollock
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Metairie, LA 70006

Dr. David J. St. Germain, Sr.
East Jefferson Internal Medicine
4224 Houma Blvd., Suite 600
Metairie, LA 70006
504-456-8025

Dr. John H. Vockroth
120 Meadowcrest Street
Suite 120
Gretna, LA 70056
504-620-5661

DELETE:

Dr. Louis G. Cucinotta
Dr. James B. Elston
Dr. Kenneth J. Gaines
Dr. Thomas P. Melancon
Dr. Shavkat Ruziev

CHANGE TO RETIRED:

Dr. Richard E. Deno
Do your patients need help enrolling in the Marketplace under the Affordable care Act? JPMS staff, Charlene Baudier and Ana De la Garza, completed the necessary training and are Certified Application Counselors. Have your patients call the JPMS office (504-455-8282) to receive assistance.

**Office Space for Rent:**
Hearst Plaza at 4937 Hearst Street in Metairie has 2000 sq. ft. on the ground floor available for rent. Hearst Plaza boasts convenient parking and currently houses JPMS, an engineering firm, a pediatric practice, an investment firm, a rehabilitation service, and a chiropractor. Contact Charles Meyer (889-9892) or JPMS (455-8282) for more information.

Follow JPMS on Facebook:
Don't miss the latest postings by JPMS on Facebook. Go to www.jpms.org where you can easily like us on Facebook and follow us on Twitter.

**JPMS Website:**
Visit www.jpms.org for information on upcoming events and to link to member benefits. Check the accuracy of your listing in the “Physician Directory” section. Use our new “Live Chat” feature to report any changes or request information. Of course, you can always contact the JPMS office (455-8282 or email@jpms.org) or complete an “Update Your Information” form under the Membership tab and fax it to JPMS at 504-455-7388 (automatic email return is not yet operational).

Is your Office Manager a member of the Greater New Orleans Chapter of the Louisiana Medical Group Management Association? This valuable organization was formed in 1995 to further the personal and professional development and improve the medical practices of practice managers in our area. Annual dues are $75. The JPMS office can email or fax application information to you or visit the GNO LMGMA website www.gnolmgma.org

Have You Added A New Physician? Contact Contact JPMS (504-455-8282 or email@jpms.org) with the names of your new colleagues and we'll take care of the rest. If you prefer, retrieve an application under the Membership tab on the JPMS website www.jpms.org. Physicians in the 1st or 2nd year of practice receive a dues discount. LAMMICO will cover the membership dues of new physicians insured by LAMMICO.

**Referrals:** Have you received a new certification or expanded areas of interest within your specialty? Your patients and potential patients want to know. Please mail, fax (455-7388) or e-mail (email@jpms.org) information about your practice to Progress Notes. JPMS will be better able to direct new patients to your practice and your editor would like to “Spotlight” your accomplishments.

*— PRACTICE MATTERS —*

Drs. Kate Sullivan, Greg Sossaman, and Jay Lacour enjoy the select wines from Moises Vineyard crafted under the watchful eye of local emergency medicine physician Dr. James Moises at the Pearl Wine Company on August 2nd.*
U. S. Representative Dr. Bill Cassidy (right front) speaks with physicians about representing the medical profession in the debate on improving the Affordable Care Act and reforms to Medicare.

With appreciation to sponsors the Stand Up Open MRI Centers of Louisiana, Practice Protection Fund and Cerner Corporation, Dr. Rachel Moore, Dr. Michael Thomas, Katherine Raymond, Dr. Tanya Busenlener, Jim Busenlener, and Dr. Beau Raymond are among the JPMS members and guests who enjoyed a Sizzlin' Summer Wine Tasting this August.

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Jeff Friedman, Vice President of Clinic Operations
Call: 504-681-8259
Email: MDcareers@primarycareplus.com
www.PrimaryCarePlus.com/MDcareers