

# MSSSC NEWS

## Wide-ranging forum explores health care innovation opportunities

It didn't take long for the Kansas Leadership Center auditorium to buzz with excitement during the June 1 Healthcare Innovation Forum and the interest level didn't diminish as the day progressed.

After opening remarks by Steve Coen,

 **healthcare** INNOVATION FORUM president and CEO of the

Kansas Health Foundation, one of the forum sponsors along with Greater Wichita Partnership and MSSSC, Bob Litan, Wichita attorney-economist, provided context for the daylong discussion: Now is the time "to power our way to being a more dynamic city and expand beyond aviation by building a health care innovation ecosystem that leverages the strengths already in place."

*continued on page 4*



*Dr. Elisha Yaghmai, left, president of Vigilius, a telemedicine company, and guest speaker Dr. Chris Young of Ascension, back to camera, talk with MSSC members, from left, Drs. Justin Moore, Darrell Youngman and Estephan Zayat, MSSC president.*

## 'Being Mortal' showing helps kick off end-of-life care discussions



*Residents and other future health care providers helped bring a big turnout for the showing of "Being Mortal."*

After the documentary *Being Mortal* had its first of several area showings, event organizer Carolyn Harrison looked over the sizable crowd and proclaimed, "We have a home run."

No doubt, as more than 310 people filled every chair and then some June 14 at the WSU Metroplex to see the PBS Frontline production, which follows surgeon and writer Dr. Atul Gawande's exploration of how – and when – doctors and their patients discuss and handle end-of-life decisions.

Wichita is one of 90 communities selected as a screening site, thanks to a grant from the John and Wauna Harman Foundation in partnership with the Hospice Foundation of America, and the showings are presented by the TPOPP

*continued on page 5*

## ProviDRs Care to help deliver more ACA options in Kansas

ProviDRs Care is partnering with a Minnesota-based insurer, Medica, to broaden the options for Kansans buying coverage through the Kansas Health Insurance Marketplace.

The insurance exchange, like ones in many states, has had insurers come and go since taking effect in 2014. Without the arrival of the Medica-ProviDRs Care team and the expected return of Coventry, Kansans would have been left with a single choice, Blue Cross Blue Shield, in 2017.

"There's a lot of instability in the exchange, so having another company come in is extremely beneficial for Kansas," said Karen Cox, CEO of ProviDRs Care. "With a new player, one that has experience in other Midwest exchanges, this is a great opportunity for Kansans."

Owned by the Medical Society of Sedgwick County,

ProviDRs Care has over 11,500 practitioners and 168 hospitals throughout its service area of Kansas and surrounding states. Medica is a non-profit health

WPPA, INC.  
**PROVIDR'S CARE**  
**MEDICA**



insurance company serving about 1.7 million members in Iowa, Minnesota, Nebraska, North Dakota, South Dakota

and Wisconsin. "They have a good reputation, and ProviDRs Care is excited to be the PPO network," Cox said.

The plans, called Medica Connect, will have an effective date of Jan. 1, 2017, and will go on sale starting Nov. 1, 2016. Full details about the products and premiums will be released in October.

"Right now, most of our business comes from employers. Entering the exchange market allows us to diversify," Cox said. "ProviDRs Care continues to play a vital role in Kansas by providing choice and competition to the insurance marketplace."

June  
2016



Physicians  
who care for ...  
our patients,  
our community,  
and our profession.

**MSSSC**  
MEDICAL SOCIETY of  
SEDGWICK COUNTY

www.mssconline.org  
1102 S. Hillside  
Wichita, KS 67211  
(316) 683-7557

## June Message

*Balancing the need for appropriate pain management versus the risk of overprescribing opioids can be a troubling, confounding dilemma that most every physician confronts at some point in his or her practice. Steven Sack, a practicing emergency medicine physician and president of the AMA, recently wrote an open letter to physicians about what they can and should do regarding opioids, I thought that it was a message well worth sharing via this month's column.*

– Dr. Estephan Zayat, MSSC president

The medical profession must play a lead role in reversing the opioid epidemic that, far too often, has started from a prescription pad.

For the past 20 years, public policies – well-intended but now known to be flawed – compelled doctors to treat pain more aggressively for the comfort of our patients. But today's crisis plainly tells us we must be much more cautious with how we prescribe opioids.

At present, nearly 2 million Americans – people across the economic spectrum, in small towns and big cities – suffer from an opioid use disorder. As a result, tens of thousands of Americans are dying every year and more still will die because of a tragic resurgence in the use of heroin.

As a profession that places patient well-being as our highest priority, we must accept responsibility to re-examine prescribing practices. We must begin by preventing our patients from becoming addicted to opioids in the first place. We must work with federal and private health insurers to enable access to multi-disciplinary treatment programs for patients with pain and expand access for medication-assisted treatment for those with opioid use disorders. We must do these things with compassion and attention to the needs of our patients despite conflicting public policies that continue to assert unreasonable expectations for pain control.



*This month's message comes from AMA President Dr. Steven Sack, who will be the MSSC's guest at the Dec. 6 member meeting.*

As a practicing emergency physician and AMA President, I call on all physicians to take the following steps – immediately – to reverse the nation's opioid overdose and death epidemic:

- AVOID initiating opioids for new patients with chronic non-cancer pain unless the expected benefits are anticipated to outweigh the risks. Non-pharmacologic therapy and non-opioid pharmacologic therapy are preferred.
- LIMIT the amount of opioids prescribed for post-operative care and acutely-injured patients. Physicians should prescribe the lowest effective dose for the shortest possible duration for pain severe enough to require opioids, being careful not to prescribe merely for the possible convenience of prescriber or patient. Physician professional judgment and discretion is important in this determination.
- REGISTER for and USE your state Prescription Drug Monitoring Program (K-TRACS in Kansas.) to assist in the care of patients when considering the use of any controlled substances.
- REDUCE stigma to enable effective and compassionate care.
- WORK compassionately to reduce opioid exposure in patients who are already on chronic opioid therapy when risks exceed benefits.
- IDENTIFY and ASSIST patients with opioid use disorder in obtaining evidence-based treatment.
- CO-PRESCRIBE naloxone to patients who are at risk for overdose.

As physicians, we are on the front lines of an opioid epidemic that is crippling communities across the country. We must accept and embrace our professional responsibility to treat our patients' pain without worsening the current crisis. These are actions we must take as physicians individually and collectively to do our part to end this epidemic.

TOGETHER WE CAN MAKE A DIFFERENCE

## ROSTER UPDATE

Keep your 2016 Roster current with this information:

### CHANGES

#### James Shaw, MD

Shaw Plastic Surgery

OFF: 440-9801

FAX: 440-9701

3595 N Webb Rd 67226

### RETIRED

#### Roger Evans, MD

#### Rodney Staats, MD

### DROPPED

#### Smyrna Abou Antoun, MD

#### Jeffrey K. Bell, MD

#### Terrence Coffey, MD – Moved out of state

#### Theodore R. Cook, MD

#### Melissa Gaines, MD –

Moved out of state

#### Harsh Grewal, MD

#### Michael H. Heggeness, MD

#### Christopher D. Janish, MD

#### Jane J. Kamuren, MD

#### Shauna M. Kern, DO

#### Geetika Mohan, MD

#### Douglas A. Nunamaker, MD

#### John Osland, MD – Moved out of state

#### Jacqueline Osland, MD – Moved out of state

#### Leslie E. F. Page, DO, MPH

#### Atif Qadeer, MD

#### Glen L. Shurtz, MD, PhD

#### Diala M. Tannoury, MD

#### Deanna D. Ternes, DO

#### Joshua J. Umbehr, MD

#### Katie L. Washburn, DO

#### James Winblad, MD – Moved out of state

#### Stevie Winblad, MD – Moved out of state

## Information, orders due for 2017 MSSC Roster

Roster verification forms for 2017 have been distributed to all MSSC members. Please verify your current roster information, make any needed changes and return the form to the MSSC no later than Aug. 15.

The verification form is an opportunity to collect email addresses for all members in order to facilitate speedy and cost-effective communication. Physician email addresses will be reserved for Medical Society business only and not shared with other individuals or entities.

The deadline to order the 2017 Roster is also Aug. 15. To pre-order the 2017 Roster, visit [www.mssconline.org](http://www.mssconline.org) and click on the "Order Roster" link to print an order form.

For questions or assistance, please contact Susan Butcher at 683-7670 or [susanbutcher@med-soc.org](mailto:susanbutcher@med-soc.org)

## MEMBERSHIP

Members of the Society who know a good and sufficient reason why any of the following applicants are not eligible for membership are requested to communicate with the Medical Society of Sedgwick County, 683-7557

[BC] Board Certified                      [R] Residency  
[F] Accredited Fellowship              [AT] Additional Training  
[F\*] Unaccredited Fellowship

## PROBATIONARY MEMBERS



**Raid Abu-Awwad, MD**  
[BC] Internal Medicine  
[BC] Pulmonary Disease  
[F] Critical Care Medicine  
Via Christi Clinic – Murdock  
OFF: 689-9370 / FAX: 689-9363  
3311 E Murdock 67208  
\*begins practice 7/1/16

*Medical education obtained at University of Jordan 6/07;  
Residency in Internal Medicine at Henry Ford Health Systems 7/10-6/13;  
Fellowship in Pulmonary Disease/Critical Care Medicine at Baylor College of  
Medicine 7/13-6/16.*



**Taylor L. Bertschy, DO**  
[R] Obstetrics & Gynecology  
Mid-Kansas Women's Center  
OFF: 685-1277 / FAX: 688-5208  
9300 E 29<sup>th</sup> St N S-201 67226  
\*begins practice 7/1/16

*Medical education obtained at Edward Via Virginia College  
of Osteopathic Medicine 6/12; Residency in Obstetrics &  
Gynecology at KUSM-W 7/12-6/16.*



**Bruce A. Bowser, MD**  
[R] Diagnostic Radiology  
[F] Neuroradiology  
Kansas Imaging Consultants  
OFF: 689-5050 / FAX: 689-6192  
3600 E Harry 67218  
\*begins practice 7/1/16

*Medical education obtained at University of Kansas 5/10;  
Internship at University of Kansas 7/10-6/11;*

*Residency in Diagnostic Radiology and Fellowship in Neuroradiology at Mayo  
Clinic 7/11-6/16.*



**Melinda R. Bron, MD**  
[R] Obstetrics & Gynecology  
Mid-Kansas Women's Center  
OFF: 685-1277 / FAX: 688-5208  
9300 E 29<sup>th</sup> St N S-201 67226  
\*begins practice 8/1/16

*Medical education obtained at University of Kansas 5/12;  
Residency in Obstetrics & Gynecology at KUSM-W 7/12-  
6/16.*



**Rafael E. Cabrera Salinas, MD**  
[BC] Internal Medicine  
[F] Cardiovascular Disease  
Via Christi Clinic – Murdock  
OFF: 689-9370 / FAX: 689-9363  
3311 E Murdock 67208  
\*begins practice 7/1/16

*Medical education obtained at Universidad Peruana  
Cayetano Heredia, Peru 12/04; Residency in Internal*

*Medicine and Fellowship in Cardiovascular Disease at Henry Ford Hospital  
6/09-6/16.*



**Christopher D. Cassidy, MD**  
[R] Internal Medicine/Pediatrics  
Emergency Services, PA  
OFF: 962-2236 / FAX: 962-2668  
550 N Hillside 67214  
\*begins practice 7/1/16

*Medical education obtained at KUSM-W 6/12; Internship  
at Banner Good Samaritan/Phoenix Children's Hospital  
6/12-6/13; Residency in Internal Medicine/Pediatrics at*

*KUSM-W 7/14-6/16.*



**Marcus A. Kater, MD**  
[R] Diagnostic Radiology  
[F] Musculoskeletal Radiology  
Kansas Imaging Consultants  
OFF: 689-5050 / FAX: 689-6192  
3600 E Harry 67218  
\*begins practice 7/1/16

*Medical education obtained at University of Kansas 6/10;  
Residency in Diagnostic Radiology at University of*

*Missouri 7/10-6/15; Fellowship in Musculoskeletal  
Radiology at Mayo Clinic 7/15-6/16.*



**Dee B. Lochmann, DO**  
[R] Psychiatry  
KUSM-Wichita  
OFF: 293-2647 / FAX: 855-476-0305  
1001 N Minneapolis 67214  
\*begins practice 8/15/16

*Medical education obtained at Touro University 6/11;  
Residency in Psychiatry at KUSM-W 7/12-7/16.*



**Paul P. Maraj, MD**  
[BC] Internal Medicine  
[F] Nephrology  
Wichita Nephrology Group  
OFF: 263-5891 / FAX: 263-3083  
818 N Emporia S-310 67214

*Medical education obtained at University of West Indies  
6/06; Residency in Internal Medicine at University of  
Florida 7/11-6-14; Fellowship in Nephrology at Baylor*

*College of Medicine 7/14-6/16.*



**Eugene R. Peterson, MD**  
[BC] Surgery  
Via Christi Clinic – Founders Circle  
OFF: 613-4707 / FAX: 613-4608  
1947 Founders Cir 67206

*Medical education obtained at University of Kansas 5/00;  
Residency in Surgery at University of Kansas Medical  
Center 7/00-6/05; Practiced in Wisconsin prior to Wichita.*

## ELEVATED TO ACTIVE

**Auri Auron, MD**  
**Gabriel O. de la Garza, MD**  
**Arpan R. Doshi, MD**  
**Ali M. Elkharbotly, MD**  
**Austin B. George, MD**  
**Damen W. Hershberger, MD**  
**Ramaiah Indudhara, MD**  
**Brandon R. Litzner, MD**  
**Moneeshindra S. Mittal, MD**  
**Andre Saad, MD**  
**Joseph R. Spurlock, MD**  
**Louay J. Toni, MD**  
**Lisa M. Unruh, MD**



WSU's Cindy Claycomb moderates panel with Drs. Alan Moskowitz, Grant Mitchell, Bassem Chehab and Laura Walker.

**Innovation** continued from page 1

Litan explained that “ecosystem” is a concept used in the entrepreneurial world to describe the elements necessary to take innovations to the commercial marketplace, including technology, inventors, capital, marketing specialists, civic and university leaders, lawyers, accountants and business people who serve as connectors to “stitch together” the people working on ideas and products separately within their respective silos.

John Tomlin, who oversees WSU’s National Institute for Aviation Research and the Office of Research and Technology Transfer, suggested that the very things that define Wichita’s economy – engineers and a highly skilled workforce that makes unique low-volume, high-precision parts that last for years – are traits that could be put to use diversifying the local economy. Wichita State’s new Innovation Center and GoCreate makerspace housing the largest 3D printer in the city are examples of local initiatives already occurring to support new health care innovations.

It was a video demonstrating 3D simulation of a car crash shared by Jeff Smith, director of Dassault Systemes 3DEXperience Center located at WSU, which captured everyone’s attention. The ideas began to flow among panelists, including **Dr. Bassem Chehab** of Via Christi Health, **Dr. Alan Moskowitz** of Kansas Spine Hospital, Laura Walker of Envision and native Wichitan Dr. Grant Mitchell of Silicon Valley’s McKinsey & Company, on how this simulation technology could be adapted as a business model for the medical field.

Business cards were eagerly exchanged among the attendees throughout the day, especially during a fast-paced session highlighting several health innovation entrepreneurs and their projects currently under development in Wichita. They included:

- **Dr. David Grainger** who described a software-designed whiteboard created for labor and delivery rooms. Wesley Hospital began using the technology in March.
- Kim Reuter of WSU, who displayed a fast-setting, composite splint.
- Kim Cluff of WSU, who reported on wearable, disposable medical smart skin sensors.
- Anil Mahapatro of WSU, who discussed biomedical research on a dissolvable metallic stent.
- Ramazan Asmatulu of WSU, who described work on a magnetic nanocomposite drug delivery system.

The forum ended with two out-of-town speakers:

- Jeff Smith of Ascension, who discussed the explosion of digital technology that has begun to revolutionize the delivery of health care.
- Sam Konduros, executive director for the Greenville SC Health Systems Research

Development Corporation, who related the story of how his city collaborated to create “an innovation engine for economic development.” Currently, 68 health care-related companies are in various levels of development, generating thousands of new jobs. “I sense this is an important day for Wichita as you make a collective decision to work together on a new pathway to the future for your community,” said Konduros.

“It was an energizing day and I believe that Wichita physicians are ready to partner with making Wichita a hub for medical innovations,” said Dr. Estephan Zayat, MSSC president.



Dr. David Grainger presents on his OBoard software technology.

**Free suicide prevention cards available**

**S**edgwick County ComCare is partnering with MSSC to distribute suicide prevention cards available to area primary care physicians. The cards can be used as a timely reminder for patients to seek

**Depression Can Be FATAL.**

- Every 12 minutes, someone in the US dies from suicide.
- Suicide is the 10th leading cause of death in America.
- After cancer and heart disease, suicide accounts for more years of life lost than any other cause of death.

**BUT...HELP IS AVAILABLE.**

**KNOW THE SIGNS. GET HELP.**

24-hour Community Crisis Center **316-660-7500**

appropriate help if they are showing signs of suicide.

The two-sided business-size cards contain information about depression and suicide and the number of the 24-hour suicide prevention hotline info. Additional cards can be obtained by contacting Denise Phillips at 316-683-7558 or [denisephillips@med-soc.org](mailto:denisephillips@med-soc.org).

**4**  
MSSC  
JUN 16

**New diabetes toolkit for providers**

**H**ealth ICT, as part of its mission to prevent diabetes, obesity, heart attack and stroke in the community, has added a link to a new CDC and AMA toolkit designed to help providers screen, test and refer patients to diabetes prevention programs. The link can be found under the Health Providers tab at [healthict.org](http://healthict.org) or directly at [www.ama-assn.org/sub/prevent-diabetes-stat-for-health-care-professionals.html](http://www.ama-assn.org/sub/prevent-diabetes-stat-for-health-care-professionals.html).

**SAVE THE DATE: Working Well Conference, Aug. 29-30**

**R**egistration is under way for the Health & Wellness Coalition of Wichita’s 12th annual Working Well Conference, set for Aug. 29 and 30 at the Hyatt Regency Hotel. This year’s event features speakers Rosie Ward and Vic Strecher, as well as a pre-conference training workshop. To register or learn more about the conference’s offerings this year, please visit [www.hwcwichita.org](http://www.hwcwichita.org).

## Mortal *continued from page 1*

Wichita and the MSSC. The documentary will also be shown at various community sites in coming months, and the TPOPP organization will add other locations that express interest.

The documentary featuring Gawande, who visited Wichita in 2014, was matched well with June 14 event's emphasis on sharing information about TPOPP, for Transportable Physician Orders for Patient Preferences. The forms are a doctor's order that helps

patients keep control over medical care at the end of life, allowing them to expressly state what care they do and do not want. The forms can go into a patient's personal records and tell emergency medical personnel and other health care providers whether to do, for example, CPR.

The Tuesday night crowd was a good mix of those most likely affected by end-of-life decisions: older residents and caregivers across the age spectrum. About two-thirds of the crowd consisted of medical residents, physician assistant students and other future caregivers working in such fields as physical and occupational therapy and social work. A good number of MSSC members attended, from TPOPP organizers such as Drs. Barbara Coats and Terry Merrifield to physicians including Francie

### MORE SHOWINGS

July 14, 3 to 5 p.m.

Larksfield Place  
7373 E. 29th St. North

Sept. 15, 6:30 to 8 p.m.

North End Riverview  
Neighborhood Association  
Salvation Army, Camp  
Hiawatha, 1601 W. 51st

Sept. 29, 6:30 to 8 p.m.

East Heights United  
Methodist Church  
4407 E. Douglas

### LEARN MORE

To get a TPOPP form  
or learn more, see  
[www.tpoppwichita.com](http://www.tpoppwichita.com)

Ekengren, Hugh Ekengren, Ron Brown, Kim Hartwell, Jed Delmore and Steen Mortensen.

From the documentary, the audience heard powerful stories of dying patients and their families – including Gawande's own – having the painful but important conversations about the end of life. The stories illustrated how difficult the discussions can be for patient and doctor alike – “She takes it very personally when she has to give us bad news,” one dying patient said of his doctor. Gawande recounts how he felt like a failure in many of these conversations, and how the trouble he had with them spurred him to write the book *Being Mortal* and do the subsequent documentary.

## Project Access gets Bold Goal Award

Project Access and the Central Plains Health Care Partnership were honored in late May with one of the first Bold Goal Community Health Awards, given by Humana's Central Region.

The \$500 award was created to recognize organizations or communities that demonstrate bold and outstanding leadership in addressing the health of Wichita. Bike Walk Wichita was the other award winner.

“Our Board of Directors and staff are excited and grateful to Humana for their dedication to bold community initiatives like Project Access and for honoring us with this award,” said Michael Cayless, CPHCP development director.

Project Access has served 13,000 uninsured patients in Sedgwick County since 1999, leveraging \$181 million in donated care and \$10 million in prescription and medical equipment support.



*Dr. Edward Hett, left, gives Michael Cayless, CPHCP development director, the Bold Goal Award.*



*Carolyn Harrison, above, of TPOPP Wichita introduces “Being Mortal” on June 14, while fellow organizer Dr. Terry Merrifield, left, describes different types of advance directives.*

Quotations such as “It feels really late in the game,” “I wish I could do better” and “I knew it was a complete lie. I was looking for something positive to say” drive home the importance of earnest and early conversations between physicians and patients. The story of one patient, Jeff, showed the benefit of working closely with his doctor on an end-of-life plan. Jeff spends his final days at home, surrounded by family, and concludes they were “some of the best days of my life.”

After the documentary ended, a panel consisting of Harrison, Liz Enoch of Larksfield Place and Dr. Tamara McCue used personal recollections and other information to discuss the film and then took questions from several audience members. Some of the questions involved how TPOPP forms fit in among living wills, do not resuscitate orders, health care power of attorney and other documents that seeks to guide how the end of life is handled. How to go about such matters when a loved one has dementia came up from several audience members. One man recounted how helpful a TPOPP form was in the case of his late wife, who had Parkinson's.

Audience members had a chance to pick up information on advance health care directives, as well as to pick up TPOPP forms. With many audience members carrying those bright pink forms home, the evening looked to have achieved its goal of starting important conversations.

## Thibault joins the Health ICT team

Matt Thibault joined the Health ICT team last month, bringing three years' of experience running Via Christi's worksite wellness program.

Thibault is a Wichita native and Wichita State University graduate, with bachelor and master's degrees in exercise science and a graduate certificate in public health. With Health ICT, his work will include developing a community health worker infrastructure in the community, engaging non-physician partners to ensure patient-centered care, further developing the use of electronic health records and developing new strategies for encouraging bi-directional referrals.

“Matt brings skills to Health ICT that will help us to further our efforts to prevent diabetes, obesity, heart attack and stroke,” said Becky Tuttle, Health ICT project manager. “His past professional experiences made him the ideal Health ICT team member, and we look forward to seeing how his efforts will make our community healthier and more vibrant.”

Thibault came aboard shortly before Dr. Phil Montgomery, program coordinator for health systems, left to begin his pediatrics residency with KUSM-Wichita.



