

The Bulletin

OF THE HILLSBOROUGH COUNTY MEDICAL ASSOCIATION
March/April 2020





**HCMA
BENEFIT
PROVIDER**

You focus on the passion.

We'll take care of your practice.

Whether you're starting your own practice or need capital for growth, we have practice specialists ready to assist you. Extended terms, lower equity requirements and local decision-making. We've invested in the Tampa Bay area since 1984 by serving the needs of local business owners. Let us invest in you.

EXPAND OR ACQUIRE A PRACTICE | PURCHASE EQUIPMENT | GET WORKING CAPITAL

Olivia Catrone
813.998.2617
thebankoftampa.com



Please tell the advertiser you saw their ad in the HCMA Bulletin!

Hillsborough County Medical Association *Insurance Co-op - Benefit Highlights*

**HCMA
BENEFIT
PROVIDER**



Diverse Benefit Portfolio



- ◆ 10+ Plans to Choose From
- ◆ \$500 Deductible Plan Options
- ◆ Plans With \$0 Deductible Accident Benefit (ACC)



HSA Compatible Plans



- ◆ Pre-Tax Savings Account for Qualified Medical Expenses
- ◆ Single Limit 2020 - \$3,550
- ◆ Family Limit 2020 - \$7,100



Virtual Medicine Benefit



- ◆ After Hours/Weekend Access to Primary Care
- ◆ Quality Care by Phone or Video, Via a Mobile App
- ◆ Lower Cost to Employees



Care Consultants



- ◆ Procedure Cost Consultation
- ◆ Locate In-Network Providers
- ◆ New Diagnosis Treatment Guidance

For a Proposal of Insurance, please email:

Jeremy@GCDInsurance.com

For more information regarding the Hillsborough County Medical Association, Inc - Insurance Co-op, visit:

www.TrustHCMA.com

BARRETT, LINER & BUSS, LLC



GIONIS, CAULLEY & DILLINGER
INSURANCE CONSULTANTS

Please tell the advertiser you saw their ad in the HCMA Bulletin!

COVID-19 Resources

Until the COVID-19 pandemic is behind us, the HCMA staff is working from home. Emails and phone calls will continue to be answered during business hours.

HCMA phone: 813.253.0471

Debbie Zorian, Executive Director: DZorian@hcma.net
Elke Lubin, Executive Assistant: ELubin@hcma.net
Kay Mills, Event & Membership Coordinator: KMills@hcma.net
Jean Repass, Bookkeeper: JRepass@hcma.net

As we continuously monitor reports and recommendations from the Florida Department of Health (DOH), U.S. Centers for Disease Control (CDC), and the World Health Organization (WHO), please visit www.HCMA.net for updated information for healthcare providers and for patients.

Please visit: <https://conta.cc/2IXbgdx> for access to information regarding:

- Telehealth
- Health Professional Guidance
- Talking To Your Patients
- Medical Resources on COVID-19
- CMS COVID-19 Toolkit

You can also contact the new DOH call center, available 24/7 at +1 (866) 779-6121 or email COVID-19@flhealth.gov.

Advertisers

Please support YOUR advertisers!

Please tell our advertisers you saw their ad in *The Bulletin*!

★ indicates HCMA Benefit Provider!

ABISA Strategic Healthcare Initiatives	Card Shop	Kevin J. Napper, PA	21
★ The Bank of Tampa	Inside Front Cover & Card Shop	★ Physicians Wealth Planning	24 & Card Shop
Canterbury Tower	28	★ ProAssurance	Back Cover & Card Shop
★ Florida Healthcare Law Firm	28	★ Rivero, Gordimer & Co, PA	15 & Card Shop
★ GCD Insurance Consultants	23	Seacoast Bank	Card Shop
★ HCMA Health Insurance Co-op	3	Card Shop	31
		Classified Ads	31

Got Something To Say?

To submit an article, letter to the editor, or a photograph for *The Bulletin* cover, please contact Elke Lubin, Managing Editor, at the HCMA office. All submissions will be reviewed by Bulletin Editor, David Lubin, M.D. We encourage you to review *The Bulletin's* "Article Guidelines" which can be faxed or emailed to you.

The Bulletin is YOUR publication. You can express your views and creativity by participating.

Elke Lubin
Managing Editor, *The Bulletin*
813.253.0471 Phone
813.253.3737 Fax
ELubin@hcma.net



Executive Director
Debbie Zorian

Editor
David Lubin, MD

Managing Editor
Elke Lubin

Editorial Board
Erfan Albakri, MD
William Davison, MD
Rodolfo Eichberg, MD
Michael Foley, MD
Richard Lockey, MD
Husain Nagamia, MD
Robert Norman, DO
Barry Verkauf, MD

ABOUT THE COVER

Dr. William Carson's "Championship Splashdown" was selected as one of several pieces to be displayed at Amalie Arena for the 8th annual Celebration of the Arts, and will be on display for the entire year. "Took me about 6 weeks trying different backgrounds, lighting and "drop" techniques to get a decent shot (very messy - water everywhere)." Final specs...shot with his Nikon D800; 50mm, 1.4 lens; 1/1000 @ f/8; ISO 800.



Editor's note: I chose Dr. Carson's picture for the March/April cover since the Lightning were going to make it to the playoffs, with the hope, after last year's dismal performance, that we'd have a good shot at the Stanley Cup. Then along came the Coronavirus. GO BOLTS!

Departments

- 6 President's Message
- 8 Editor's Page
- 10 Executive Director's Desk
- 27 New Members
- 30 Personal News

Features

- Legislative Activities** 12
The HCMA Visits Tallahassee
Michael Cromer, MD
- Member's Passion** 14
Books
Robert Norman, DO
- HCMA Benefit Provider** 18
BT Wealth Advisors
Stacey Pittman, Managing Director
- Reflections** 20
Physician Wellness, How to Achieve it
Richard Lockey, MD
- HCMA Foundation Grant Recipient** 26
Scrubba Bubba
Karen Pesce Buckenheimer, RN

Editor's note: Articles for this edition of *The Bulletin* were submitted prior to the COVID-19 pandemic. The Summer edition of *The Bulletin* will highlight the authors' reflections on the crisis.

Photo Gallery

- Membership Dinner Meeting** 16-17

The Bulletin is the official publication of the Hillsborough County Medical Association, Inc., 606 S. Boulevard, Tampa, Florida 33606, (813) 253-0471.

Advertising in *The Bulletin* does not imply approval or endorsement by the Hillsborough County Medical Association. *The Bulletin* assumes no responsibility for statements made by its contributors. For advertising rates and mechanical data, contact the HCMA.

Opinions expressed by the authors are their own, and not necessarily those of *The Bulletin* or the HCMA. *The Bulletin* reserves the right to edit all contributions for clarity and length as well as to reject any material submitted.

President's Message

How Much Attention Do You Pay to Your Attention?

Jayant Rao, MD
jdrao07@gmail.com



I would argue that your focused attention is your most valuable asset. Renowned psychologist/philosopher William James said in 1890: "My experience is what I agree to attend to." Said another way, your life is quite literally determined by where you choose to direct your conscious awareness. So I ask again, are you paying attention to your attention?

We are living in the midst of what many are referring to as the "Age of Distraction." The rise of the internet, email, social media, smart phones, etc., have brought many conveniences to our lives, but simultaneously have led to an unprecedented explosion of intrusions into our mental space. No human beings in all of history have been confronted by such an unrelenting onslaught of information, interruptions, and distractions. The success of marketing campaigns is now measured by clicks, likes, views, and "eye balls," and they are getting more sophisticated and intrusive all the time. Is it any wonder that ADHD, insomnia, substance abuse, burnout, and mental illness have reached epidemic proportions?

Rest assured, the demands on our attention are not slowing down any time soon. So, what can we do to maintain our sanity and equanimity in such a frenetic environment? The answer is incredibly simple, but by no means easy - cultivate a regular practice of meditation and mindfulness.

People the world over have been utilizing meditation and mindfulness as vehicles for personal and spiritual growth for literally thousands of years. Previously reserved for monks in a mountaintop monastery seeking enlightenment, these ancient techniques are now endorsed by practitioners from every walk of life - from Fortune 500 CEOs to prison inmates and from elderly patients with dementia to elementary school children.

Once a topic devoid of scientific evidence beyond anecdotal accounts, there are now literally thousands of studies demonstrating an ever-growing array of health benefits linked to the consistent practice of meditation. To list just a few:

- Increased feelings of calm, well being, and focus
- Improved sleep quality.
- Lower blood pressure, heart rate, and circulating cortisol

levels.

- Decreased reactivity and improved response to stressful situations.
- Decreased need for antidepressants and anti-anxiety medications.
- Decreased experience of pain and decreased need for opioids.
- Reduced cognitive decline with aging and increased density of gray matter in the brain.
- Reduced risk of heart attack or stroke.

Notice anything there that could benefit you, your family, or your patients? And best of all it's totally free and can be done anywhere!

Hopefully by now, you are convinced at least to some degree that perhaps you should meditate. But how do you get started? A detailed discussion exploring various meditation techniques is beyond the scope of this article, but simply stated, meditation is a "formal practice" that involves sitting down in a quiet spot for 5-15min (or more) and focusing the mind on breathing, body sensations, a mantra, or other object of concentration.

Spiritual teachers have preached for centuries, "What you practice grows stronger." So, what are you practicing all day? If your life is anything like mine, it's mostly being reactive, preoccupied, transactional, and distracted. In spite of the frantic pace of our lives, many of us have miraculously managed to establish a routine of regularly exercising to keep our bodies healthy. Think of your meditation practice as going to the gym for your mind and an antidote to the stress of our hectic lives. Each time you sit down to meditate, you are developing your "muscle" for focus, concentration, and presence.

Mindfulness, on the other hand, can be thought of as an "informal practice" that can deepen even the most ordinary of activities. While washing your hands, for example, feel the coolness of the water on your skin, smell the pleasant fragrance of the soap, listen to the splashing of the water. Appreciate all of the sensations.

"Mindful eating" is another practice that is becoming increasingly en vogue. When we plop down and robotically shovel food into our mouths, we often don't even taste the meal we're consuming. So instead, turn off the TV, slow down, chew your food, savor the different tastes, textures, and aromas and appreciate the wonderfully sensual and gratifying experience that

(continued)

President's Message (continued)

eating can be. Aside from being deeply enjoyable, mindful eating has also been demonstrated to help with weight loss and has shown promise in the treatment of eating disorders.

A more mindful approach to life can be utilized throughout your day and will not only transform your experience of daily living, but will also serve to enhance your meditation practice. So, whether brushing your teeth, taking a shower, walking the dog, folding the laundry, eating your lunch, or driving to work, instead of multi-tasking or getting lost in aimless thought, intentionally go as deeply into the experience as you possibly can and appreciate how profoundly satisfying even the most mundane task can become when you are fully present.

At this point, I must acknowledge that although I know a lot about meditation and mindfulness, I do not mean to present myself in anyway as an "enlightened being." As any of my friends, family, or colleagues will be more than happy to attest, I still have a VERY LONG way to go in my own practice. Nonetheless, I can wholeheartedly assert that these habits have most definitely helped me to become more present, less reactive, and more fulfilled in my life.

I became a physician in order to help people be well. For my final President's Message, I wanted to leave you with the best advice that I possibly could. I truly believe that the consistent practice of meditation and mindfulness can do more good for a person's overall wellbeing than any medication or other treatment that I could prescribe. So, try it out for yourself! Start paying attention to your attention today and help your family, friends, patients, and colleagues to do the same and see how your lives transform!

I hope you have found these columns to be helpful and worthy of your time and consideration. Thanks so much to the HCMA staff for all of their hard work and in particular, to Elke Lubin for being so patient with my "writing process." ;)

In closing, here are a few suggestions and resources to help you get started:

- **Start Small** - Commit to 5-10min/day at first and expand your practice from there.
- **Eliminate Distractions** - silence your phone, turn off alerts, push notifications, etc.
- **Use an App** - there are many great apps (see "Resources") that provide instructions, guided meditations, and various ways to track and share your progress with others to keep you motivated. Just be sure to close all other apps that could distract you.
- **Be Consistent** - If you miss one day, NEVER miss 2 in a row. Don't let one day off turn into a trend and knock you off track.
- **Temper Your Expectations** - You wouldn't sit down at a piano

for the first time and expect to play Mozart. Similarly, don't expect a transcendental experience in the beginning. Just keep practicing!

- **There's No Such Thing as a "Bad" Meditation** - Expect yourself to be anxious, antsy, bored, or perhaps even annoyed or agitated. Some days you'll be locked in. Other days it will seem like your mind is racing non-stop and it's a monumental struggle just to keep still. This is totally normal! However you are feeling is perfect. Just hang in there.
- **Welcome the Wandering** - Your "monkey mind" will get distracted. This is also part of the process. Each time it pulls you away, simply notice that you have become distracted and come back to your object of attention. Think of it like doing another rep at the gym. You are building your "meditation muscle" and increasing your power of focus, self-discipline, and self-control.
- **Smile** - Meditation doesn't have to be serious. You are trying something new. Be kind to yourself. Be playful and light-hearted in your practice. Summon your inner laughing Buddha. No one laughs or smiles more than the Dalai Lama.

And most importantly...

- **Stick with it!** - Don't get discouraged. Allow your practice to develop and expand over a lifetime. This is time well spent and a powerful antidote to the stresses of modern life. So commit to your practice and make it a top priority on your "to do" list and witness the many benefits that start to gradually flow into every area of your life.

Resources

- **Phone Apps** - Headspace, Calm, Waking Up, etc - there are many you can try out for free and find what you like. (Again, if you choose to use an app, just be sure to shut down all other apps running in the background and silence all alerts).
- **The Florida Community of Mindfulness** - Buddhist meditation center in the heart of Seminole Heights. Open to all and offers seminars, retreats, meditation classes, etc, many of which are free.
- **Podcasts** - Insights from the Edge, Super Soul Sunday, A New Earth.
- **Books** - *The Power of Now* by Eckhart Tolle, *The Untethered Soul* by Michael Singer, *Meditation and Relaxation in Plain English* by Bob Sharples.

These are just a few of the many resources that have been helpful to me. Start here and search the app store and the web for others that resonate with you.

References available upon request.

Editor's Page

The Art of Dying

David Lubin, MD

dajalu@aol.com



It's not often that I walk around early at our membership dinners to get the twenty or so exhibitors to sign my exhibitor sheet to win one of the drawing prizes. One, I never think I'm going to win, and two, I really don't have much to say to many of them, since the services or products they provide are for practicing physicians. I do know some of them, but it's nice to walk around and at least thank them for exhibiting.

But I did go around at the last membership dinner and was glad to see a new exhibitor, Dignity Memorial. Of course, they don't provide services or products to practicing physicians, but they do provide services which we all will need at some time in the future. No one really likes to discuss funeral plans, so I thought this would be a great opportunity.

I didn't have to make plans for my parents; my father died in 1996 and mother in 2007. Both already had funeral arrangements planned ahead through a funeral home in North Lauderdale, Florida. They chose flowers, caskets, and which mausoleum they wanted to rest in. I never had realized how much of a problem they saved my brother and me from handling.

Around ten years ago, I decided that I would make funeral arrangements for myself, thinking, "Go ahead and get this done now, and I'll probably live to over 100!" I lived in S. Tampa, so I went to the nearby Blount & Curry and made my arrangements. Cremation is not looked upon with favor in the Jewish religion, but I opted for that. It was the simplest, and also a lot less expensive than most burials. And besides, it would give Elke and my daughters a bit of me to arrange on the mantle if they wanted to confide in me down the road. The staff was very helpful and the whole arrangement, with a service, etc., with "discounts," came to about \$3,500. It was worth the peace of mind. You're given a booklet to fill out all kinds of information so that the family knows where everything is and who to contact to figure out the rest.

The sudden and tragic death of Kobe Bryant just emphasizes how important it is to plan ahead. You just never know. But it's

not just Kobe. People tragically meet their demise unexpectedly, and then families not only have to grieve, but plan a funeral.

One such person, who had to make these plans, was our HCMA Executive Director, Debbie Zorian. I told her I was writing on this topic for *The Bulletin* and she agreed to let me tell her story. Debbie's ex-husband, Jon, whom she was still friends with, died last year after a sudden decline due to Parkinson's Disease. Jon, although having a will, never completed funeral arrangements, nor had he ever expressed to anyone what he would have wanted done. Their 27-year-old son, Justin, was very close to his father. Needless to say, Justin was in no condition to make the arrangements so Debbie did what she had to do and stepped in. Debbie says that the decisions that needed to be made were so overwhelming that "I felt like a robot." Other than choosing a location, the casket, flowers, and type of burial, there are numerous other issues that must be addressed: obituary, programs, readings, personal reflections, music, photographic remembrances, the reception, and more. The only thing Debbie knew was that Jon would have wanted to be buried next to his son, Patrick, in a privately-owned cemetery in Brandon. Debbie says that when she met with the funeral director, and he would suggest one thing after another, she just "felt numb and kept nodding." It was a beautiful ceremony and she did an awesome job, under strenuous conditions, to get it done. After that, Debbie made a point to meet with Thomas Maiolo from Dignity Memorial to make her own arrangements. "Knowing how difficult it is for a distraught person to make even a small decision, I didn't want my children to go through the same burden and additional anguish." Tom and Patti Martin were the representatives exhibiting at the membership dinner, and I thanked them for being there. I was actually excited about their presence since I knew how important their services were.

After Debbie went through what she did, Elke decided to make her own arrangements, similar to mine. She filled out the booklet so that the funeral home and our loved ones would know more about her and know what she wanted done. Elke even went so far as to make arrangement for her 81-year-old mom, who still cuts her own lawn. We thought she'd be upset, but she actually thanked her for doing it.

Another added benefit of making your arrangements now, while you can still read this, is that if you die outside of the area, for a relatively small fee, you can be brought back home.

(continued)

Editor's Page (continued)

This also includes overseas. And if you make arrangements for yourself, but tragically you have a child or grandchild die under the age of 21, funeral arrangements are covered up to the amount you've spent on your own.

I hope no one is offended by my column, but I just wanted to make all of you aware of a very important issue, especially if you haven't taken the time to address it. As the old Nike ad used to say, "JUST DO IT!"

HCMA Foundation Physician Wellness Donations

Many thanks to contributors
to the HCMA Foundation Physician
Wellness Program!

For more details about the program, and
how to help, contact Debbie Zorian, HCMA
Executive Director, at 813.253.0471 or
DZorian@hcma.net.

\$2,500*



* The amount of the donation listed in the last issue was incorrect.

**Bring a Physician
Colleague to an
HCMA Dinner Meeting...**

HCMA Membership Dinners are held four times per year. Introduce a non-member colleague to the HCMA by inviting them as your guest to a membership dinner at no cost to you.

RSVP to the next membership dinner for you and your guest!

Call the HCMA for details: 813.253.0471

THREE for FREE
If you recruit three physicians prior to August 31st, your HCMA dues for the following year will be waived!

**Do your shopping on
AmazonSmile and Amazon
will donate to the HCMA
Foundation, Inc.**

Go to: www.smile.amazon.com and sign in using your existing Amazon credentials. If you don't have an account, you can create a new one. Confirm your charity is the Hillsborough County Medical Association Foundation, Inc.

There's no extra cost for you at checkout and Amazon will donate 0.5 percent of your purchase to HCMA Foundation, Inc.

Please tell the advertiser you saw their ad in the HCMA Bulletin!

Executive Director's Desk

Modern Day Slavery

Debbie Zorian

DZorian@hcma.net



In September, 2019, I remember reading about a woman from Ohio who was arrested at the Philippines Airport trying to smuggle a six day old baby, in a sling bag, on board a flight to the U.S. The woman, Jennifer Talbot, was able to pass through the airport immigration counter without declaring the baby but was intercepted at the boarding gate by Delta Airline personnel. Human trafficking charges were filed against her as she had no signed affidavit or government travel approval issued for the baby.

On February 19th, while Jennifer Talbot was attending a court hearing related to the alleged trafficking charge, she was served with an arrest warrant for kidnapping. As there is no bail for kidnapping, she will remain in jail until her initial hearing which is scheduled next month.

There are, unfortunately, many heart wrenching scenarios that come to mind as to why a person would try to smuggle a baby into any country. One would want to think that although illegal and immoral, the baby would have been taken to a loving home to be cared for and nourished. The other end of the spectrum, and the most horrifying, involves human trafficking. Just a few months ago, I read that 150 children, some as young as two years old, were trafficked into the country of Wales with many facing sexual exploitation. Deeds such as this are extremely difficult to comprehend.

Many remember the twisted case against Jeffrey Epstein who was found dead by suicide, in his cell, on July 24th of last year. He was indicted for sexually exploiting and abusing dozens of minor girls over the course of many years. He even paid a certain number of those girls to recruit other girls in order to maintain and increase his supply of victims. His high-profile social circle only amplified the attention on the case and is one of countless examples of the heinous behavior that is sadly prevalent in our nation.

Human trafficking is defined as a form of modern-day slavery and involves recruitment, harboring, or transporting people into a situation of exploitation through the use of violence and/or deception, and forced to work against their will. It's a process

of enslaving people, coercing them into a situation with no way out, and exploiting them, most often for economic gain. Many different forms of exploitation include forced prostitution, labor, begging, criminality, marriage, and domestic servitude. To delete misconception, trafficking also takes place without transporting the victims across borders.

Frankly and very disturbingly, it's obvious that slavery did not end with abolition in the 19th century. Instead, it changed its forms and continues to harm millions of people in every country in the world. According to the United Nations, there are more than 30 million modern-day slaves globally.

Online statistics also state that more than 100,000 children across our country are sold into sex trafficking each year. Oftentimes they are abused runaways or targeted by predators through social media and gaming systems. Our own state ranks third in the nation for human trafficking cases, a steadily growing problem over the last five years.

All forms of trafficking can result in significant health effects, ranging from sexually transmitted infections and unintended pregnancies to injuries and a wide range of psychological, psychiatric, and behavioral health problems. It is known that health care professionals are one of the few professions likely to interact with victims while they are subjugated. One U.S. study on sex trafficking found that approximately 85 percent of survivors had contact with a health care professional during their captivity and more than 60 percent reported going to a hospital or emergency room at some point. Physicians are uniquely positioned to recognize and help these patients. It could mean saving an innocent person from the worst of human behavior. Awareness and education are critical first steps.

In July 2019, The Florida Department of Health required that licensed health care professionals must complete a one hour CME course on human trafficking. The course, a one-time requirement, must be completed by January 1, 2021 and will count towards the required CME for licensure renewal.

Patients who are victims are commonly seen with the following physical and behavioral symptoms and signals:

- Trauma such as broken bones, bruises, scars, and burn marks.
- Unexplained or conflicting stories regarding injuries.

(continued)

Executive Director's Desk (continued)

- Gynecological trauma and/or multiple sexually transmitted infections.
- Poor physical health such as being malnourished.
- Appears fearful and anxious.
- Depressed mood or flat affect.
- Shows signs of substance addiction or withdrawal.
- Has a third party who speaks for them.
- Is submissive to a partner or relative.
- Suspicious tattoos or branding.

It is advised that a physician try to find a way to separate those patients from the person or people who brought them. A few questions to open dialogue with a victim can include:

- Are you comfortable? Are you hungry?
- Where are you living? Who do you live with?
- Do you live and work in the same place?
- Do you feel safe?
- Has anyone ever threatened you or your family?
- Has anyone ever hit you or forced you to do something you didn't want to do?

Physicians are encouraged to request a return visit from a suspected victim unwilling or unable to speak up on the first visit, as they might feel comfortable enough to reach out for help the second time. Posting information by putting pamphlets and posters in waiting and exam rooms can also be helpful.

Although human trafficking is a federal crime with severe penalties, these crimes are uniquely difficult to prosecute. Actual convictions are low and they are unlikely to increase unless necessary reforms are enacted. I personally believe the penalties should be equal for both the trafficker and the buyer. I find the buyers equally culpable with their abhorrent, evil behavior which is the reason this multi-billion dollar criminal industry is allowed to deny freedom to over 30 million people around the world.

National Human Trafficking Hotline

Call: 888.373.7888

Text: 233733

Email: help@humantraffickinghotline.org

I have been an ongoing supporter of Bridging Freedom, a non-profit organization which provides a long term campus community for young girls and teens victimized by child sex trafficking. The first of its kind in Florida, this therapeutic safe and secure home campus (in the Tampa Bay area) offers rehabilitation with long-term holistic care to help these young victims heal. I first met the founder and president, Laura Hamilton, when she became one of HCMA's tenants approximately ten years ago. Laura's mission, through Bridging Freedom, is to help restore the stolen childhoods of the victims who were and are fortunate enough to reside on the campus.

For more information or to donate: www.bridgingfreedom.org



Dear HCMA members,

On behalf of the HCMA, thank you for the care you are providing your patients while faced with the ongoing threat of COVID-19 and for your tireless efforts during this time of challenges and uncertainty.

Many physicians are finding Headspace, a meditation and mindfulness app, beneficial to their mental and emotional wellbeing. Headspace is supporting healthcare providers during the pandemic, sifting stressors unique to those involved in public health. To subscribe, for free, click on the following link, pick Florida and submit your NPI.

<https://www.headspace.com/health-covid-19>

~ The HCMA Physician Wellness Committee

Legislative Activities

The HCMA Visits Tallahassee

Michael Cromer, MD, Chairman, Government Affairs Committee

drmcromer@gmail.com



On Wednesday, January 22, 2020, a group of five HCMA leaders met in Tallahassee to visit our local state legislators. I was joined by Jay Rao, MD, HCMA President, Tom Bernasek, MD, HCMA Past-President, Bruce Shepherd, MD, HCMA Past-President, and Grace Cheney, MD, USF Resident Representative to the HCMA.

We had a full agenda as we met with 10 of our senators and representatives throughout the day after starting the day with an 8:00 meeting with the top staff of the FMA. Chris Clark, the FMA VP of Public Affairs, gave a summary of the important legislation concerning health care, letting us know where issues stood in the various committees and the general temperature of these bills.

We then headed to the capitol to get to work. I also had the privilege of serving as Doctor of the Day, having been sponsored by Rep. Jamie Grant. This duty involves being on call for the day to see people who show up in the clinic who need to see a doctor. This duty is not hard but it can occasionally be busy, especially if the House or Senate are in session that day. While I was checking in and getting my badge we received a call to go to one of the Senate committee meetings where one of the visitors had passed out. We grabbed our emergency kit and headed to the Senate Building. When we got there, the lady who had passed out was awake but still on the floor. After getting some brief information from her friend and checking her vital signs, we were able to get her into a wheelchair and take her out to the hallway. I thought I smelled alcohol on her breath as she was having some difficulty answering my questions. I looked down into her bag and saw a plastic container with some clear liquid in it. My suspicions were settled after speaking with her husband on the phone. She was in recovery for alcoholism and had likely mixed some alcohol with a medicine that can cause hypotension. She had also taken gabapentin and zolpidem the evening before. Even though a crisis was averted, we still sent her to the hospital to be more thoroughly evaluated.

The rest of the day in the clinic was not that exciting but I did get to attend my first session of the House of Representatives. Since Rep. Grant sponsored me, I sat on the front row next to him. The Speaker announced my name to the gallery and the legislators all

stood and thanked me for my service. It really was a “feel-good” experience. I introduced myself to other legislators on the floor whom I had heard of but hadn’t met, also thanking them for their support of medicine. One thing occurred that I totally was not expecting: after the Speaker of the House calls the session to order and calls upon the first presenter, almost everyone gets up and starts walking around talking to each other. No one but me seems to be listening to what is being said! After some opportunity for debate a vote is called. Everybody then runs back to their desk to place their vote or points to someone near their desk to press the green or red button. It was crazy!

The majority of our day was going as a group to each of the legislators that we had appointments with. During those 20-30 minutes, we attempted to develop a rapport, build upon our relationships, then in a clear and concise manner let them know about the issues that are important to physicians during this legislative session. The issue that garnered the most time and attention was the issue of granting independence of practice to Physician Assistant’s and Nurse Practitioners. The Speaker’s main agenda this year is to allow these groups to practice without supervision and by doing so it will satisfy Floridian’s access to necessary medical care. This, of course, is a farce and potentially dangerous. We all need to do whatever we can to speak up on this issue. We need to standup for our medical degrees and make it clear to those who aren’t aware the difference in our training versus an NP or PA. There is no comparison.

In addition to getting to know our legislators better, this trip also brings cohesiveness in our leadership. I really enjoyed working as a unified group with a common goal during our day in Tallahassee. Even though those of us who went to Tallahassee enjoy representing our members, we certainly welcome any member who would like to join us next year. We will see how effective our efforts were by the time the Legislative Session ends in March*. Then it will be time to get started again with our plans for next year.

***Legislative update - March 11, 2020**

Medicine never wavered in fight against scope expansion.

In a major setback for patient safety and despite vigorous opposition from organized medicine, on March 11 the Florida Legislature sent two pieces of legislation to Gov. Ron DeSantis, HB 389 and HB 607, which will allow nurse practitioners to practice independently without any physician supervision and

(continued)

Legislative Activities (continued)

will allow pharmacists to treat certain medical conditions. In an unusual move, the Legislature sent both bills to the Governor immediately after passage, and he signed them into law within hours of receipt. The FMA, along with the FAFP, FOMA, and every county medical and specialty society, fought hard and did everything within their power to defeat this bad legislation.

We do commend and thank Representative Susan Valdes and Senator Janet Cruz, the only two Hillsborough County legislators who voted against these bills to expand the scope of practice even after much pressure to vote for them. Please take the time to send them a thank you note.



Dr. Bruce Shephard, Dr. Jayant Rao, Representative Fentrice Driskell (HD#63), Dr. Grace Cheney, Dr. Michael Cromer, and Dr. Thomas Bernasek.



Dr. Grace Cheney, Dr. Jayant Rao, Rep. Susan Valdes, Dr. Michael Cromer, Dr. Bruce Shephard, and Dr. Thomas Bernasek.



Dr. Bruce Shephard, Dr. Grace Cheney, Sen. Darryl Rouson, Dr. Thomas Bernasek, and Dr. Jayant Rao.



You can't walk by the Moon Man without a thumbs-up!



Dr. Cromer served as Doctor of the Day, sponsored by Rep. James Grant.

“Tallahassee was an incredible experience. Thanks so much for allowing me to join!! I learned so much, and was very grateful for all of the teaching and inclusion the other attendees offered. HCMA has helped me to find a passion for advocacy!” ~ Grace Cheney MD, Chief Resident, General Psychiatry PGY3, University of South Florida.

“It was a very dynamic day with good interaction both with our legislators and amongst ourselves.” ~ Bruce Shephard, MD, HCMA Past President.

Member's Passion

Books

Robert Norman, DO

drrobertnorman@gmail.com



In the last few years I have spent a great amount of time looking at, rescuing, and finally figuring out what to do with almost 200,000 books. Along the way I found myself wondering about the modern state of the book, both as a commodity and resource.

I was asked a few years ago, as a writer and a book lover, to go to a college library in Clearwater, to check out the book collection and figure out what to do with all the books. The library was about to be torn down, along with all the other buildings on the campus, to make way for a new medical school. An estimated 80,000 books were still on the shelves.

I arranged for most of the books to be donated to programs that send books to Africa and donated the others to the Friends of the Library and other charitable groups. I gathered about 50 boxes of children's books and distributed them to various elementary schools. I enjoyed the looks on the teachers faces, many who spent long hours in cubicles and complained they did not have enough books.

What is your first memory of books? In the summer the bookmobile stopped each week a couple blocks away from my house. I remember the smell inside—the smell of books, as if it was palpable and I could slice a piece of it. Books gave me a chance to live other lives, to go on wild and wonderful adventures in my mind and explore the uncharted universe.

Of the numerous books I've read, there will always be a special place in my heart for the books that sparked my interest in reading, and that would include *Great Expectations* by Charles Dickens. The bildungsroman tells the story of the orphan Pip as he comes of age during the early to mid-19th century in England. If not for that bookmobile with a belly of books, I would have had far fewer adventures rolling around in my mind over the long, hot Michigan summers. Books like *Great Expectations* and many others had such a profound impact on my life that I decided to become an author myself and wrote my first novel when I was twenty-five years old and a newly minted physician.

A 2016 survey from Pew research describes the reading landscape as primarily physical, not electronic as e-book

supporters and techies may believe. The Pew research had several other interesting finds, including that college graduates are four times as likely to read e-books and that e-book consumption is slowly increasing on tablets and smartphones while remaining stable on dedicated e-readers. But most importantly, this study found that since 2012 the number of Americans who have read a book in the last year hasn't drastically changed.

Presumably, the fact that book reading levels have increased is because reading is essential. Books are complex, informative, and entertaining. They improve our imagination, give us stronger analytical thinking skills, and enhance our ability to hold conversations with other humans. The importance of books and reading is ever-present. Reading has been scientifically proven to boost intelligence, lower stress, and create better personal relationships by strengthening bonds between parent and child. It can even make you a better person by increasing your empathy. All these traits are found as common ground amongst people who read on a daily basis.

As for medical books, I highly recommend Oliver Sacks. "If we wish to know about a man, we ask 'what is his story--his real, inmost story?'-- for each of us is a biography, a story. Each of us is a singular narrative, which is constructed, continually, unconsciously, by, through, and in us -- through our perceptions, our feelings, our thoughts, our actions; and, not least, our discourse, our spoken narrations. Biologically, physiologically, we are not so different from each other; historically, as narratives -- we are each of us unique," wrote Dr. Sacks.

Reading requires focus, and often enough, a really good book. Many people have trouble getting into a good book or getting to the point where regular reading is a part of their schedule. Reading is an exercise. To make it to the stage where it becomes an entertainment, you need to invest in the art of reading.

A couple years ago I found out the Old Tampa Book Company on Tampa Street was going out of business and I made arrangements to rescue the 55,000 books still inside the crumbling structure. After making a sizable charitable donation to Metropolitan Ministries to expedite the deal with the owner of the building at that time, and hiring local homeless men and women to help move the books out, my friend Elliot stored the books in his warehouse until I found a home at my library near USF. I now hire pre-med students to run the Amazon bookstore and give them the profits to support their goals of medical school.

(continued on page 22)

CPAs Specialized in the Healthcare Industry



**HCMA
BENEFIT
PROVIDER**

STRENGTH IN NUMBERS SINCE 1983

Healthcare is a dynamic industry with start-up companies, technologies, regulations, consolidations, and insurance complexities shaping the landscape every day. This makes it challenging to take full advantage of strategic planning and execution necessary for long-term success.

Rivero, Gordimer & Company, P.A. (RGCO) understands the healthcare industry from our many years of advising providers such as physician groups (primary care and specialty care); ambulatory surgery centers; multi-specialty clinics; home-care companies; assisted living facilities; revenue-cycle technology businesses; Federally-Qualified Community Health Centers (FQHCs); and dental practices.

Keeping up with industry insights enables us to partner with our clients and advise on the challenges presented by fragmented reimbursement systems and a long-discussed transition to quality outcome-based compensation systems from the current productivity models.

Our specialized healthcare team frequently consults on joint ventures, physician compensation plans, maximizing practice cash flow, mergers and acquisitions, business valuations, non-qualified deferred compensation plans, internal control matters, process improvements, and routine accounting processes.

If you would like more information about how we represent the healthcare industry, please contact a member of our Healthcare Committee.



Stephen G. Douglas, CPA
Shareholder / Audit Team
sdouglas@rgcocpa.com



David Bohnsack, CPA
Manager / Tax Team
dbohnsack@rgcocpa.com



Rene J. Zarate, CPA, ABV
Director – Valuation
& Advisory
rzarate@rgcocpa.com



C. Brett Cooper,
CPA-ABV, ASA-BV/IA,
BVAL, CRFAC
Director – Valuation
& Advisory
bcooper@rgcocpa.com

**HCMA
members**
receive a
complimentary
one-hour
consultation.

Partner with RGCO, who understands the healthcare industry and specializes in servicing your individual needs:

- Tax & Accounting Solutions
- Tax Planning
- Financial Reporting: Audits, Compilations & Reviews
- Bookkeeping
- Business Valuation
- Succession Planning
- Mergers & Acquisitions
- Process & Performance Analysis
- Federal & State Regulations
- Complex Payroll Services
- Litigation Support/Owner Disputes
- Business Consulting and Project Budgeting



Since 1983, Rivero, Gordimer & Company, P.A., has been committed to long-term relationships and innovative yet practical solutions that contribute to our clients' success. From routine bookkeeping solutions to advising on major financial decisions, look to us as your full-service partners providing the information you need, when you need it.

201 N. Franklin Street, Suite 2600, Tampa, FL 33602 • 813-875-7774 • www.rgcocpa.com

© Rivero, Gordimer & Company, P.A.



Membersh



Steve Douglas (Rivero Gordimer & Co), medical student scholarship recipient, Brian James, and Dr. Jayant Rao, during the social hour



Bill Butler (HCMA Alliance President), Dr. Madelyn Butler, and Michael Kelly (HCMA Alliance Secretary/Treasurer).



Dr. Catherine Cowart, Anita Ramirez (Shumaker Loop & Kendrick), Drs. Nitesh Paryani, Nicole Riddle, and Anne Champeaux.



Dr. Tom Burns, guest speaker.

HCMA members were welcomed by co-sponsors Centers. The HCMA/Rivero Gordimer & Co and the were awarded. The guest speaker, Dr. Tom Burns, and how physicians can find freedom and joy in their profession.

Many thanks to the physician mentors who sponsored introducing them to colleagues: Drs. Eva Crooke, Valerie Riddle, and Bruce Shephard.



Drs. Nicholas Fallieras, Joel Silverfield, and Demetrios Konstas



Drs. Edward Farris, Raj Mohapatra, Julia Toman, and Michael Fernandez.



Medical student
Kate Hueth

Gallery

Membership Dinner

Shumaker Loop & Kendrick and Tower Radiology are HCMA Foundation medical student scholarship recipients. An orthopaedic surgeon from Austin, TX reflected on his professional lives.

During the social hour hosting medical students and their mentors, William Davison, Rebecca Johnson, Nicole Riddle, and Dr. Valerie Riddle.



Medical students flank their social hour mentors Dr. Valerie Riddle (3rd from left) and her guest Dr. William Davison (2nd from left).



Dr. Bruce Shephard (HCMA Foundation President), medical student scholarship recipient, Saif Zaman, and Dr. Jayant Rao.



Drs. Dion Samerson, David Tulsiak, and Charles Sand (right).



Dr. Robert and Susan Isbell with HCMA Executive Director, Debbie Zorian.



Drs. Leigh Ruth and Rebecca Johnson.



Membership Dinner co-sponsor, and HCMA Benefit Provider, Shumaker, Loop & Kendrick were well represented!

HCMA Benefit Provider

BT Wealth Advisors

Stacey S. Pittman, CFA, CFP®, CPWA®
EVP, Managing Director, BT Wealth Advisors
spittman@btwealthadvisors.com



As a trusted partner and sponsor of the HCMA, many members know The Bank of Tampa's brand of banking and the unique banking products and services it offers. But, did you know that The Bank of Tampa also has a Wealth Management division, BT Wealth Advisors?

BT Wealth Advisors operates as a full-service financial advisory firm, affiliated

with The Bank of Tampa. Our advisors are salaried, meaning they offer straightforward advice based on your best interest and are not motivated by commission. We take the time to get to know you—your family, your business, your life passions and your goals. We work together to build, preserve and transition your wealth.

We offer personal and customizable strategies geared to fit our clients' unique needs. Our wealth advisors are proactive, and work hand-in-hand to develop and implement a comprehensive financial strategy that is specific to our clients' goals, which enables us to develop a financial plan customized to meet those needs.

BT Wealth Advisors' Services:

- Investment management
- Estate planning guidance
- Education planning
- Insurance services
- Retirement planning
- Tax strategies

At BT Wealth Advisors, we're passionate about helping clients pursue financial independence on their terms. We offer comprehensive financial services, including customized asset management and holistic planning designed to address your needs and your love ones' needs. Additionally, we work directly

with your trusted partners or, in the case of our physician partners, as an extension of your team to ensure we're all working to achieve our clients' best interest.

Our commitment to providing an exceptional client experience, coupled with our mission for consistent communication, offers our clients financial soundness and a high level of integrated wealth planning. For more information on BT Wealth Advisors, or to schedule an appointment, please contact us at (813) 998-2617, or visit our website at www.bankoftampa.com/wealth.



For information on The Bank of Tampa's banking services, contact Oliviana Catrone, Private Relationship Manager, at 813-998-2617.

Disclosures

Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. The Bank of Tampa and BT Wealth Advisors are not registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using BT Wealth Advisors, and are also employees of The Bank of Tampa. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of, The Bank of Tampa or BT Wealth Advisors. Securities and insurance offered through LPL or its affiliates are:

Not Insured by FDIC or Any Other Government Agency	Not Bank Guaranteed	Not Bank Deposits or Obligations	May Lose Value
--	---------------------	----------------------------------	----------------



THE HCMA FOUNDATION &
FINANCE C.A.P.E. PRESENT...

Casino Night

August 15, 2020

6-10 PM

Palma Ceia Country Club

\$125 per person

Sponsor opportunities available

RSVP (813) 253.0471 or

ELubin@hcma.net

*All net proceeds will benefit the Judeo Christian
Health Clinic and the USF BRIDGE Clinic*

Reflections

Physician Wellness, How to Achieve it

Richard F. Lockey, MD

rlockey@usf.edu



Physicians are now expected to monitor themselves, medical students, residents, as well as their colleagues in order to make sure that, in their professional activities, they are fulfilling institutional expectations and that they are not depressed, disillusioned, or disappointed with their vocation. So what has led to the perceived increased dissatisfaction among American physicians?

can physicians?

First, physicians are now grouped together along with other healthcare professionals, who, regardless of their years of training, are referred to as “providers” or “prescribers.” A first-year resident, in presenting a patient to me, recently began, “The primary provider said that ...” In response, I asked her, “Is this ‘primary provider’ a physician, physician assistant, nurse practitioner, chiropractor, naturopath, physical therapist or speech pathologist?” She gave me a look of surprise, before revealing that he was a physician.

The highest quality healthcare is still performed by a physician who first completes a detailed history and physical examination, decides on a differential diagnosis, and then orders appropriate diagnostic laboratory tests to help confirm the clinical impression. A better term is thus “Physicians and Other Healthcare Professionals” (POHP). No matter what your position within the healthcare system, being referred to as a healthcare professional is preferable to “provider” or “prescriber.” Likewise, physicians should be referred to simply as “physicians,” and everyone involved in the health care industry should simply acknowledge that patients, given the choice, prefer that a physician be in charge of their healthcare.

A second reason for the dissatisfaction among physicians is that many feel as if the work that they do has been devalued. After rotating through one of the USF affiliated teaching hospitals, one USF resident recently said to me, “I felt like a scribe,” before confessing that he has spent “90% of my time” on a computer. Today, physicians spend more time sitting in front of the computer than with the patient. Records are commonly templated, completed after the patient leaves or at the end of the day, often leading to inaccuracies and misinformation. Physicians are now often compelled to do their own secretarial

work, call in prescriptions, speak to every patient about generalized “problems” and unrelated symptoms, do peer to peer reviews for medications, and even schedule appointments for laboratory studies and follow up.

The computer-generated H&P has particularly affected the specialties of internal medicine, family practice, pediatrics, rheumatology, endocrinology, allergy/immunology, and infectious disease, to name a few, because the time necessary to document the H&P, differential diagnosis, diagnostic and treatment plan can be much more complex than many other specialties and cannot be easily templated. The entire process of interfacing with computers is often not cost-effective in the end, and most importantly, it does not improve the outcome for the patient.

A third major reason is the coding: physicians are responsible for inputting over seventy thousand diagnostic codes! One of my colleagues had a patient discharged from a hospital with sixty-seven diagnostic codes. In spite of this, the patient could still walk, talk, and function normally in his daily life. There was little or no continuity to the different codes; instead the codes referred to a pattern of unrelated and mostly superfluous pieces of information.

A fourth reason is physicians feel they have little or no input into the “medical-industrial” complex. Large institutions are primarily run by non-physician CEOs. Regulatory institutions and CEOs place more demands on physicians, the salary of which is based on the number of patients seen or the number of procedures. Information necessary for credentialing at various institutions is overwhelming and not uniform. Different institutions have different computer systems and mandatory yearly “educational” programs, most of which are redundant and unnecessary, at least for the mature physician.

A fifth reason is the complex Continuing Medical Education (CME) programs and the necessity to re-certify. This process is costly, time consuming, and sometimes punitive. Does it improve patient care? It’s doubtful! It does create a tremendous amount of anxiety, apprehension, and loss of time and income for the practicing physician.

Sixth is the lack of camaraderie within our professional associations. What has been lost is obvious. Professional life among physicians rarely allows innocuous joking, or parties,

(continued on page 22)



PUT EXPERIENCE ON YOUR SIDE.

With over 32 years' experience, Kevin J. Napper has been recognized in *Best Lawyers in America* for Healthcare Litigation, "White Collar" Defense, and "Bet the Company" Litigation for 12 consecutive years.

Our services include legal representation for:

- Physicians
- Healthcare executives
- Hospitals
- Healthcare networks
- CEOs
- Business owners ...

and other entities in a broad array of civil and criminal matters including professional liability (medical malpractice), inquiries from the Department of Justice, United States Attorney's Office and the Florida Attorney General's Office.

Whatever your situation, we've been there before and can help protect your interests. Call today for an appointment.



**KEVIN J.
NAPPER P.A.**

Offices next door to the HCMA Building
604 S. Boulevard • Tampa, FL 33606
813.443.8432
www.KevinNapperLaw.com

The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.

If you are facing legal questions and are unsure where to turn ... put experience on your side and contact Kevin J. Napper P.A.

Please tell the advertiser you saw their ad in the HCMA Bulletin!

Reflections (continued from page 20)

or any fun whatsoever. The healthcare industry has reduced every interaction between physicians to a professional and business relation. "One for all and all for one" was the motto for my generation of physicians. It was the same as those who were drafted into the US armed forces during the Vietnam war. We covered for one another, showed up on time, regardless of how tired we felt, and were never graded by our mentors. We trusted one another. I cannot remember an incompetent physician resident during my residency or while in the US Air force.

Seventh is the decline of general knowledge of medicine and the ability by all physicians to complete a competent H&P, regardless of their specialty. All physicians, regardless of their specialty, should know how to do so and to derive a meaningful differential diagnosis and treatment program for the most common medical problems, not substituting the former for test after test and consult after consult. For example, surgeons should be able to screen their own patients for surgery.

Eighth, the practice of medicine should be devoid of the continual threat of a lawsuit. Medical fraud or malpractice is not acceptable, but "legal medicine" drives unnecessary costs and enables some physicians to blame the legal system for an excessive number of tests and consultations.

Last, I come from a generation in which we thought we would have various options following graduation from medical school and residency. We could go into private practice, join a large group practice, go into academic medicine, or work for industry. Physicians now recognize that going into private practice is becoming more and more difficult as are many other avenues of professional development.

In conclusion, the phrase "physicians and other healthcare professionals" (POHP) is a much better term than the term "provider." All physicians should be able to do a complete history and physical, derive a meaningful differential diagnosis, and order appropriate laboratory tests and a treatment program. All

physicians, regardless of their specialty, should clear their own patients for diagnostic procedures and surgery. They also should have the capacity to dictate their findings in front of and with the assistance of the patient. In order to train more "complete" physicians, the 3rd and 4th years of medical training should be devoted primarily to inpatient internal medicine, pediatrics, OB-GYN, and surgery and every physician compelled to do a rotating internship, which would be counted towards specialty training. Likewise, the coding system needs to be dramatically simplified and credentialing standardized with needed assistance. Physicians, likewise, should not be compelled to complete complex, excessive continuing medical education programs (CME recertification programs). They also have to assume more leadership positions in medicine while improving camaraderie among physicians and other healthcare professionals. Appropriate changes are necessary to change the medical-legal system so it is more user-friendly, not only for the plaintiff but also for the POHP. In addition, various options to practice medicine must be maintained to ensure that the healthcare system is not universally usurped by big business and government. Finally, physicians must become much more politically organized to protect the care of their patients and their profession.

Medicine is still a great profession; however, for many physicians it has lost its luster, demonstrated by the fact that so many seem to be dissatisfied, have problems with "wellness," and retire early. Wellness activities, such as yoga, meditation, massage therapy, companion dogs, and others will not fix "physician wellness." Fundamental changes at the core of how medicine is practiced are needed to ensure that the profession of American medicine continues to thrive.

The opinions are that of the author and not of the University of South Florida or the University of South Florida Morsani College of Medicine.

We welcome comments on all editorials. Email: Dajalu@aol.com.

Member's Passion (continued from page 14)

We also run a literacy and book donation program for our local schools.

Most of us are dealing with patient stories every day, some of which are based on the struggle to keep going in very arduous circumstances. Think of what Oliver Sacks wrote: "The miracle is that, in most cases, he succeeds - for the powers of survival, of the will to survive, and to survive as a unique inalienable individual, are absolutely, the strongest in our being: stronger than any impulses, stronger than disease."

At the very least, I hope that this essay encouraged you to pick up and read a good book. And you can always listen to a good book on audio while driving, exercising, or relaxing.

Please email me and tell me about your favorite books. And let me know if you have books to donate!!

Dr. Robert A. Norman is a board-certified dermatologist who has been in practice for over 30 years. Dr. Norman has written 46 books, including The Blue Man and other Stories of the Skin and Discover Magazine's Vital Signs--True Tales of Medical Mysteries, Obscure Diseases, and Life-Saving Diagnoses. His new book is on Israeli medicine--The Start-up Nation for Medical Innovation. He has been the editor and contributing writer for 22 medical books including 8 books on Geriatrics and Geriatric Dermatology and published over 300 articles in various major media publications.



Your Partner for Success

HCMA
BENEFIT
PROVIDER



GCD Insurance Consultants is an independent, full-service group benefits agency that represents medical practices of all sizes.

"GCD found ways for my practice to save money that my current broker hadn't considered. I consider my GCD advisor to be a trusted business partner!"

GCD Insurance Consultants offers a broad base of knowledge in the areas of employee benefits, payroll and human resources.

Please call for a free consultation ▶ ▶ ▶



7416 Monika Manor Dr.
Tampa, FL 33625
(813) 818-8805, x-232

Please tell the advertiser you saw their ad in the HCMA Bulletin!



PHYSICIANS WEALTH PLANNING, LLC

A Jensen Anderson Company

HCMA
BENEFIT
PROVIDER

MISSION STATEMENT

“It is our mission to make a material difference in our clients' lives by joining in partnership to proactively focus on the critical financial issues that present themselves on a regular basis. We strive to assist our clients by bringing together research, perspective, experience, planning, and products so that sound financial decisions can be made. This focus is to foster the creation and preservation of wealth to establish financial independence today and maximize the perpetuation of the wealth for the benefit of generations to come.”



Mike Jensen, MSFS, CFP,
CFBS, AEP



Jeff Anderson, CFP

Jensen Anderson/Physician Wealth Planning, LLC is a financial planning firm dedicated to serving physicians for over thirty years. HCMA members receive a Comprehensive Financial Plan at a discounted rate of \$500.00 (a \$1,500 value). This opportunity will give any HCMA member who may already be working with a planner to have someone take a second look at their plan or if you have not created a plan, this is a great opportunity to do so. For additional information, please contact Jennifer Joyce, Executive Assistant, at 813-287-8379 or JenniferJoyce@financialguide.com to schedule a meeting.

SYMPTOMS of CORONAVIRUS

OR SOMETHING ELSE?

	Cold or Allergies	Flu	Coronavirus
Itchy Eyes	✓		
Stuffy Nose	✓		
Sneezing	✓	✓	✓
Fever		✓	✓
Fatigue		✓	✓
Body Aches		✓	✓
Shortness of Breath		✓	✓
Coughs		✓	✓
History of Travel			✓
Exposure			✓
Worsening Symptoms			✓

Sources: CDC, Mayo Clinic. For more information: www.cdc.gov/COVID19-symptoms

Florida Rx Card can help you save up to 80% on your prescriptions.



For more information contact:
info@floridarxcard.com
Learn more at
FLORIDARXCARD.COM
and get your Free Prescription Savings Coupon Card



This drug savings program will grant funds to local CMN Hospitals to help kids within the communities they do business

—HCMA Foundation Grant Recipient—

Scrubba Bubba

Karen Pesce Buckenheimer, RN BSN
Executive Director, MORE HEALTH, Inc.
kpesce@morehealthinc.org



THANK YOU!! MORE HEALTH is honored to be a recipient of the Hillsborough County Medical Association Foundation grant. With HCFMA's funding, we are able to provide important health education to Hillsborough County elementary school students and their parents on the importance of personal hygiene and preventing the spread of infectious disease. The "Scrubba

Bubba" Lesson is one of our most highly requested lessons by schools at all grade levels – including high schools!

Since 1989, MORE HEALTH, Inc. has been working to improve the health of children, teens, and adults through interactive health and safety lessons. By offering twenty-five different health lessons, MORE HEALTH continues to be at the forefront of ensuring the future of a healthy Tampa Bay by creating health literate and health practicing students, parents, and staff.

MORE HEALTH instructors have taught over four million elementary, middle, and high school students, one classroom at a time, at no cost to schools. Lesson topics include personal hygiene, heart and lung health, firearm safety, dental health, skin cancer prevention, nutrition and fitness, bicycle and pedestrian safety, poison prevention, brain health, teen pregnancy prevention and the dangers of distracted driving to name a few. All MORE HEALTH lessons are aligned to the National Health Standards and Florida State Standards. Based upon research and national best practices, MORE HEALTH lessons are innovative and interactive and developed by MORE HEALTH in collaboration with experts in the health field.

The Personal Hygiene and Disease Prevention Lesson "Scrubba Bubba" teaches second grade elementary students how they can prevent disease and the spread of germs by proper handwashing and staying home when they are sick. They learn the difference between germs, bacteria, and viruses, and are encouraged to practice healthy personal hygiene habits. MORE

HEALTH instructors will teach this valuable information to approximately **4,000 2nd grade students** in Hillsborough County public and private schools this year.

Prevention education is needed now more than ever. More than 31 million Americans have been diagnosed with influenza this winter, which is expected to cause more than 25,000 deaths nationwide. COVID-19 symptoms are similar to those of influenza (e.g., fever, cough, and shortness of breath), and the current outbreak is occurring during a time of year when respiratory illnesses from influenza and other viruses, including other coronaviruses that cause the "common cold," are highly prevalent.

Dr. John Sinnott, chairman of Internal Medicine at the University of South Florida College of Medicine at Tampa General Hospital and director of the Florida Infectious Disease Institute, said to prevent an outbreak, the "single most important thing is hand-washing" and "surface cleaning; some viruses can live up to nine days on inanimate objects." MORE HEALTH teaches children how to properly wash their hands, to cover their mouths when coughing and sneezing, and avoid touching



their mouth, eyes, and nose. Information is also sent home to parents encouraging them to keep their children home if sick and to clean surfaces that may have been exposed to flu viruses. Students, teachers, and parents are encouraged to get the flu vaccine annually.

The Center for Disease Control and Prevention recognizes that schools play a critical role in providing health education to children. The skills learned through the MORE HEALTH lessons provide the tools children need to live a healthy lifestyle. We are very proud of the contributions MORE HEALTH has made within our community over the past 30 years.

A very special "Thank You" to the Hillsborough County Medical Association Foundation for your generosity and support through the years. Together, we are truly making a difference in the lives of children, teens, and adults through innovative health and safety education.

New Members

Active

Augustine Agocha, MD
Cardiology
2626 Milford Berry Lane
Suite 100
Tampa, 33618
813.220.2122

Christina Carter, MD
Ob/Gyn
The Woman's Group
13005 US Highway 301, S
Riverview, 33578
813.915.5291

Sandra Ellis, MD
Internal Medicine
TGMG Brandon Family Care
214 Morrison Rd., Suite 110
813.844.4300

Peter Forsyth, MD
Neuro-Oncology
H. Lee Moffitt Cancer Center
12902 USF Magnolia Dr.
MCB-NeuroProg
Tampa, 33612
813.745.3063

Natasha Gooden, MD
Obstetrics & Gynecology
Women's Care Florida
4150 N. Armenia Ave., Ste. 200
Tampa, 33607
813.971.4555

Alisa Holland, MD
Internal Medicine
WellMed at Bayside
2706 W. St. Isabel St.
Tampa, 33607
813.876.9961

Reza Alavi, MD
Tara Bagen, MD
Faisal Chaudhry, MD
George Eldayrie, MD
Evan Loewy, MD
Kapil Mehrotra, MD
Florida Orthopaedic Institute
13020 Telecom Pkwy N
Temple Terrace, 33637
813.978.9700

Nanette Bentley, MD
Jonathan Cooperman, DO
Gregory Smull, MD
Pulmonary Disease
Tampa Lung Specialists
4129 N. Armenia Ave.
Tampa, 33607
813.879.3699

Christopher Lazo, MD
Alexandra Rozas, MD
SDI Radiology
4516 N. Armenia Ave.
Tampa, 33603
813.348.6950

USF Residents – Psychiatry

Richard Czuma, MD
Shailja Emani, MD
Nupur Godbole, MD
Michael Hernandez, MD
Shixi Jiang, MD



What the heck is this thing??? Is it some sort of torture device? Ham radio components? A flock of doohickeys?

Send your guess to Elke at: ELubin@hcma.net. The member submitting the first correct answer will get a prize!

Watch out for the next issue of *The Bulletin* for the big reveal!

YOUR FIRST *Choice* FOR SHORT-TERM REHAB

PROFESSIONAL SKILLED SERVICES INCLUDE:

- Physical Therapy
- Occupational Therapy
- Speech Therapy
- VitalStim® Therapy

Quality: Top-quality rehab, skilled nursing and memory support care delivered by a dedicated team of professionals, providing the highest quality of care in a warm welcoming environment with the look and feel of home.

Location: Conveniently located on beautiful Bayshore Boulevard in Tampa.



THE HEALTH AND WELLNESS CENTER AT CANTERBURY TOWER

COMPASSIONATE CARE FOR PEACE OF MIND



3501 Bayshore Boulevard • Tampa, FL • 813.837.1083 • canterburytower.org



UNPARALLELED INDUSTRY EXPERIENCE

HCMA
BENEFIT
PROVIDER



Dave Davidson



Jeff Cohen



Jacqueline Bain



board certified as specialists in health law

FOR YOUR PROTECTION & SUCCESS

- PRACTICE OPERATIONS
- REGULATORY COMPLIANCE
- BUSINESS STRUCTURE
- PAYOR ISSUES



FLORIDA HEALTHCARE
LAW FIRM

COMPLIMENTARY 15 MIN CONSULTATION
FOR HCMA MEMBERS



call today (561) 455.7700

www.FloridaHealthcareLawFirm.com

Please tell the advertiser you saw their ad in the HCMA Bulletin!



NOT ALL HEROES WEAR CAPES

“Most especially must I tread with care in matters of life and death.”

Although every day in the life of a physician is worth recognition, now more than ever, we want to recognize the champions in our community. The men and women who took an oath to save lives. Who care for, comfort, and heal their patients under any and all circumstances.

As we celebrated Doctors' Day on March 30th, we continue to pray for the countless physicians who have put their own lives in jeopardy during the deadly COVID-19 pandemic. We are honored to work for them and support them as they continue to work tirelessly in our communities.

When saving lives is a part of your profession, you are undeniably a hero! Thank you for helping to keep our Hillsborough County community healthy and for making a difference in the lives of your patients.

With heartfelt appreciation,

The Hillsborough County Medical Association
The Hillsborough County Medical Association Alliance

#ThankYouDoctors
#Share The Love

Personal News

In Memoriam



Judith Tawil, wife of HCMA member Dr. Albert Tawil, age 78, passed away Thursday, March 12, 2020. She was the founder and former President of Hillel School of Tampa, active member of Rodeph

Sholom Synagogue, sung in the choir and attended Rabbi's study groups. She was an avid reader of books, including Judaica, was engaged in state-wide funding for Israel Bonds, and was the front office manager for her loving husband, Dr. Albert Tawil's Family Physician Practice for his entire career. Judy's activities at home, at work and in the community allowed Dr. Tawil to concentrate on what he most enjoys – providing high quality medical care to his patients. She is survived by her loving family, including her beloved husband, Dr. Albert Tawil, two children Lisa and Lee and four grandchildren.

Wedding bells will be ringing...



HCMA President, Dr. Jayant Rao, popped the question to long-time girlfriend, Sheila, in March... after sending her on a "scavenger hunt" first. She said "YES!" Congratulations to the happy couple!!

Feels great to be #1!



HCMA Past President, Dr. Bruce Shephard, hit the streets on Sunday, February 23rd to run the Gasparilla Distance Classic Half Marathon. Not only did he finish in under two hours (1:59:03, to be exact), but he finished FIRST in his division! We are sure his hard work training, running every day, helped to accomplish this feat. Being cheered on by his lovely wife, Coleen and Sponge-Bob certainly added to his victory! Congratulations, Dr. Shephard!

It also feels great to be 183rd!



HCMA Executive Assistant, Elke Lubin, also participated in the Gasparilla Race festivities, running the 5K on Saturday, February 22nd. She managed to finish in the first third of the women in her age group. Which age group? A lady never tells.

This is what lasting dedication looks like...



Congratulations to Debbie Zorian, HCMA Executive Director, who celebrated 34 years at the HCMA on March 31st! Her dedication and passion for the HCMA is apparent and very much appreciated. Thank you for your leadership!

Alliance Fundraiser benefits the HCMA Foundation



The HCMA Alliance hosted a "Go Red" social on Saturday, February 22nd, at the home of Dr. Madelyn and Bill Butler. The raffle raised \$320 for the HCMA Foundation! Pictured: Drs. Patricia and Augustine Martin, Nataliya and Dr. Arun Kalava, Dr. Bruce and Coleen Shephard, Dr. Rebecca Johnson, Dr. Ralph Nobo, and Dr. Madelyn and Bill Butler.

The Card Shop

Service Ads - Business Cards size...The perfect advertising opportunity for companies such as your favorite electrician, plumber, A/C repairman, automotive repair shop, lawn maintenance business,

restaurant, or office cleaning crew. Contact Elke Lubin, Managing Editor, at 813/253-0471, to learn how to place a business card ad.

ABISA

Strategic Healthcare Initiatives

Nick Hernandez MBA, FACHE
CEO (813) 486-6449

PO Box 1465
Valrico, FL 33595

nhernandez@abisallc.com
www.abisallc.com

HCMA
BENEFIT
PROVIDER



Olivia Catrone
VICE PRESIDENT
PRIVATE RELATIONSHIP MANAGER

The Bank of Tampa
4600 WEST CYPRESS STREET
TAMPA, FLORIDA 33607

813-998-2617
CELL 813-295-9933
ocatrone@bankoftampa.com
www.thebankoftampa.com

HCMA
BENEFIT
PROVIDER



PHYSICIANS WEALTH PLANNING, LLC
A Jensen Anderson Company

J. MICHAEL JENSEN, MSFS, CFP®, CFBS, AEP

Master of Science in Financial Services
Certified Financial Planner Professional™
Certified Family Business Specialist
Accredited Estate Planner

HCMA
BENEFIT
PROVIDER

RG&C
CPAS AND ADVISORS

Rene J. Zarate | CPA • ABV

✉ rzarate@rgcocpa.com
☎ Office 813-875-7774
📱 Mobile 813-917-6927

Rivero, Gordimer & Company, P.A.
One Tampa City Center
201 N. Franklin St., Suite 2600
Tampa, Florida 33602



www.rgcocpa.com

HCMA
BENEFIT
PROVIDER

PROASSURANCE.
Treated Fairly

Chad May
Account Executive
954.602.5833 direct
800.282.6242
941.484.1905 fax
229.560.0400 cell
chadmay@proassurance.com

ProAssurance Companies
Huntington Centre II
2801 SW 149th Avenue, Suite 200
Miramar, FL 33027

SeacoastBank
COMMERCIAL BANKING

18167 US Highway 19N
4th Floor
Clearwater, FL 33764

Dan Downing
VP, Commercial Banker

O 727 373 4617
C 727 643 7815
T 800 706 9991

Daniel.Downing@SeacoastBank.com

SeacoastBank.com

Classified Ads

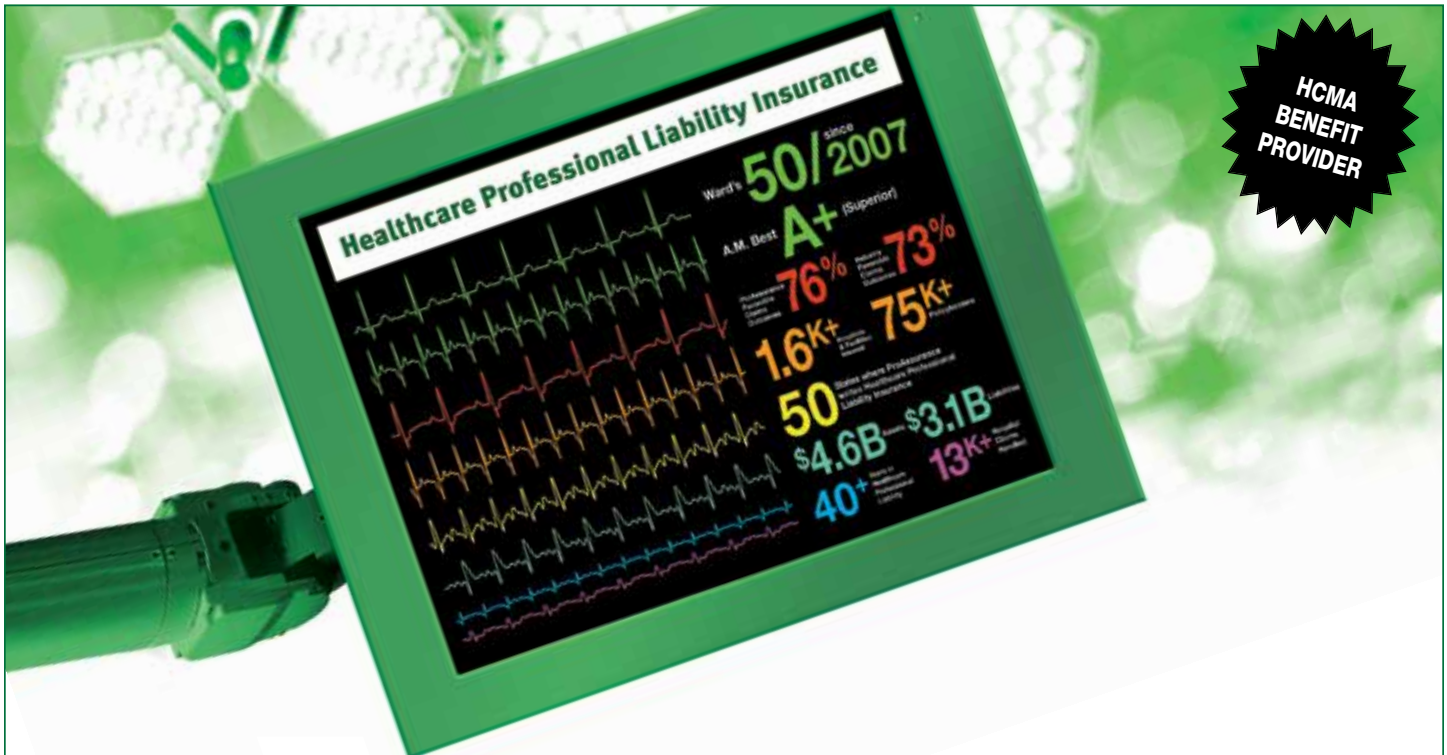
\$10 per line. Call 813.253.0471

FOR SALE

Medical Office Pad Ready Site for Sale. Build to 8000sf in Tampa Palms Professional Ctr. Parking w/ 50 spaces incl; call 813-951-3190

**Classified ad opportunities
in the monthly Enews.**

Call or email Elke for more information;
813.253.0471 or ELubin@hcma.net



healthy vitals

ProAssurance has been monitoring risk and protecting healthcare industry professionals for more than 40 years, with key specialists on duty to diagnose complex risk exposures.

Work with a team that understands the importance of delivering flexible healthcare professional liability solutions.

Exclusively endorsed by



PROASSURANCE[®]
Treated Fairly

**Healthcare Professional Liability Insurance
& Risk Resource Services**

800.282.6242 • ProAssurance.com/Florida

When you are **treated fairly** you are confident in your coverage.

Please tell the advertiser you saw their ad in the HCMA Bulletin!