A century ago, Louisville native Abraham Flexner issued a landmark report that forever changed medical education in the United States. This May, the Flexner Report Centennial Symposium will devote a full day in his hometown to discussing and celebrating the historical implications of the document.

The symposium will begin at 8:30 a.m. on Tuesday, May 4, with breakfast at Jewish Hospital’s Rudd Heart and Lung Center. A collection of prominent physicians, medical educators and historians will give presentations until 4 p.m. In the evening, the symposium will conclude with a dinner at The Old Medical School Building and the T. Cook Smith lecture, an annual event of Louisville’s Innominatae Society.

Edward C. Halperin, MD, MA, FACR, dean of the University of Louisville School of Medicine, and M. Saleem Seyal, MD, FACC, FACP, are serving as co-chairs of the symposium. Dr. Seyal will be the first presenter at the event, speaking on Flexner’s life and legacy. Dr. Halperin also will give a lecture.

“It’s the centennial of this very, very important document that standardized the medical education throughout the country and beyond,” Dr. Seyal said. “Abraham Flexner’s report had tremendous impact throughout the world.”

Other speakers will be:
• Darrell G. Kirch, MD, president and CEO of the Association of American Medical Colleges (AAMC), which represents the nation’s medical schools, teaching hospitals and academic societies.
• Geraldine “Polly” Bednash, PhD, RN, FAAN, executive director of the American Association of Colleges of Nursing (AACN), the national voice for more than 640 baccalaureate and graduate-degree education programs in nursing – the nation’s largest health care profession.
• Kenneth M. Ludmerer, MD, professor of medicine in the School of Medicine and professor of history in the Faculty of Arts and Sciences at Washington University in St. Louis. His book, Time to Heal, examines the evolution of American medical education from the turn of the century to the present era of managed care and has been called by reviewers “the most important work in medical education since the Flexner report.”

Todd L. Savitt, PhD, will deliver the T. Cook Smith lecture, titled “Abraham Flexner and the Black Medical Schools.” Dr. Savitt earned his doctorate in history from the University of Virginia and currently teaches in the Department of Medical Humanities at the East Carolina University School of Medicine in Greenville, North Carolina. He has written or edited six books and published numerous articles.

Registration for the symposium will be $200 for professionals and $100 for students. For more information, visit www.louisville.edu/flexnersymposium. CME credits will be offered.

ABOUT ABRAHAM FLEXNER (1866-1959)

• Born and raised in Louisville.
• Attended Male High School.
• Received bachelor’s degree in the classics from Johns Hopkins University.
• Served as principal of a private preparatory school on West Ormsby Street before selling it in 1905.
• Attended Harvard University and the University of Berlin.
• Hired by Henry Pritchett, president of the Carnegie Foundation for the Advancement of Teaching, to survey 163 medical and osteopathic schools in the United States and Canada.
• Issued his report, Medical Education in the United States and Canada, in 1910.
• Became secretary of the General Education Board of the Rockefeller Foundation, implementing a medical education reform program.
• Retired from the foundation in 1928.
• Founded the Institute for Advanced Study in Princeton, New Jersey, inviting Albert Einstein to the United States.
• Continued to study and write until his death.
Jefferson County.
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numbered 2,035 ,
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**BOARD OF GOVERNORS HIGHLIGHTS**

**FEBRUARY 12, 2010**

- The Board of Governors heard reports from KMA leaders on the status of the state legislative agenda. Rep. Bob M. DeWeese, MD , a GLMS member and Republican, and Larry Clark , a Democrat who is House speaker pro tem, have co-sponsored House Bill 400 to address economic credentialing. The Patient Continuity of Care and Physician Profiling Act stems from a GLMS resolution approved at the KMA Annual Meeting in September. It would establish rules that health insurers use in economic credentialing, a practice that raises continuity of care problems for patients. The board joined GLMS Executive Director Lelan Woodmansee, CAE , in thanking KMA for their responsiveness on the economic credentialing issue.

- The KMA has continued to oppose bills expanding scope of practice, particularly Senate Bill 75 that would allow advanced registered nurse practitioners to prescribe controlled substances with no physician oversight. Kerry Short , MD , an at-large board member, said the bill would result in overprescription in a state already “known as the mecca of inappropriate prescription narcotics.” KMA President-Elect Gordon R. Tobin , MD , also said the change would decrease patient safety, despite physicians’ respect for the professional skills of ARNPs. “A nurse’s training is not the equivalent of a physician’s training, and they don’t have the educational background to safely do those things they now wish to do,” he said.

- Robert A. Zaring , MD , AMA alternate delegate, reported that the AMA continues to insist on a permanent fix to the Sustainable Growth Rate formula instead of freezes that temporarily avert a 21 percent cut in Medicare reimbursement for physicians.

- Adewale Troutman , MD , MPH , director of the Louisville Metro Department of Public Health and Wellness, thanked GLMS for supporting the community H1N1 immunization efforts. Forty-two percent of Louisville residents received the vaccine, compared to about 28 percent statewide. Public Health and Wellness immunized 78,000 children and adults – 28,000 at public clinics, including those at Papa John’s Cardinal Stadium, and 50,000 in schools. Another 228,000 doses were distributed to hospitals and health care providers. Currently, there is no shortage of vaccine available, and providers can call 574-6570 to obtain doses. “Although we heard some isolated stories of physician practices having trouble getting the vaccine,” Mr. Woodmansee said, “Dr. Troutman and the Department of Public Health and Wellness should be congratulated and recognized for their job on the H1N1 virus.” The board concurred.

In early February, the Louisville Metro Board of Health recommended to Dr. Troutman a ban on the use of artificial trans fat. Dr. Troutman then recommended to a Metro Council committee a voluntary ban along with a public education campaign. He invited GLMS to offer an opinion on the issue. The board referred the matter to the GLMS Community Health Committee for discussion.

Dr. Troutman also informed the board of the dissolution of getCare, a nonprofit formed in 2004 to assist low-income, uninsured adults ages 19-64. Unfortunately, the program never became financially sustainable. The remaining assets from getCare will go toward a study of primary care physicians and dentists, with the goal of identifying current availability and future needs.

- Jay P. Davidson , president and CEO of The Healing Place, reported that the number of clients at the new Women and Children’s Community continues to increase. The facility should reach its capacity of 240 in the coming months, Mr. Davidson said.

Two dozen clients participated in a successful event with University of Louisville medical students to educate them about how addicts seek drugs from doctors. “Our clients are very good at being able to walk into a doctor’s office and describe symptoms so that the doctor believes they’re really helping the patient by giving them a narcotic,” Mr. Davidson said.

In addition, the Board of Governors voted to purchase a table at The Healing Place’s Celebrate Freedom! dinner on March 23. “In these hard economic times when all nonprofits are having trouble in fundraising, we should double our support for this organization,” Dr. Tobin said.

- Edward C. Halperin , MD , MA , FACR , dean of the University of Louisville School of Medicine, said the school has received a gift for an endowed professorship in the area of medical ethics, professionalism and history. The donor will match gifts 100 percent, so Dr. Halperin encouraged those who want to enhance the curriculum in this way to contact Larissa Reece, director of major gifts, at 852-8910 or l.reece@louisville.edu.

- Medical Society Professional Services has extended its endorsement of Republic Bank for another year, said Stephen S. Kirzinger , MD , president of the MSPS board.
Sixteen GLMS physicians shared why they love their specialties with 51 University of Louisville medical students at the first-ever Specialty Speed Networking event on Feb. 16. Mimicking the methods of speed dating, several medical students chatted with a physician for five minutes before moving on to repeat the “dating” process at the next table with a physician from a different specialty.

“They all talked about how they loved what they were doing – every single one of them,” medical student Matt Allinder said.

Joel Lanceta, president of the U of L AMA, brought the concept of Specialty Speed Networking to the GLMS Leadership and Program Development Committee after hearing about such events organized by the AMA in other locations.

GLMS agreed to co-sponsor the event with Mr. Lanceta’s group and the Organization of Student Representatives-Association of American Medical Colleges, recruiting physicians to volunteer and hosting it at The Old Medical School Building. A strong response resulted in 14 specialties being represented at the event, which included dinner and was postponed a week because of snow.

“I believe these physicians imparted a particular and very personal experience about why they went into medicine that we cannot learn from textbooks or computers,” Mr. Lanceta said. “They talked about how you have to pick a field you know you want to do for the rest of your life.”

Erica D. Williams, MD, chair of the Leadership and Program Development Committee, expressed enthusiasm about the experience. She was able to explain the differences in the primary care specialties and to stress the importance of choosing a specialty compatible with personality.

“I would have loved to have had this when I was a student,” said Dr. Williams, who practices Family Medicine. “My main message was think about 30 years from now – not when you’re going through all these fun rotations. You have to think about, ‘when I’m 50, will I like that?’”

Both first- and second-year medical students attended.

“A lot of these fields I had never considered before,” student Dan Arnold said.

In addition to Dr. Erica Williams, the following GLMS physicians participated: Valerie F. Briones-Pryor, MD, Internal Medicine; Charity S. Burke, MD, Orthopaedic Surgery; Alfonso Cervera, MD, Oncology; Michael W. Dee, MD, Internal Medicine; W.B. Owen Edelen, MD, Ophthalmology; Jeffrey H. Frank, MD, Neurology; Jeffrey D. Glazer, MD, Gynecology; Jeffrey K. Grynwald Jr., MD, Hand Surgery; Robert D. Knox, MD, Otolaryngology; Martha T. McCoy, MD, General Surgery; David H. Neustadt, MD, Rheumatology; Michael Salamon, MD, Orthopaedic Surgery; Robert E. Solinger, MD, Pediatric Cardiology; J. Boswell Tabler, MD, Psychiatry; and Fred A. Williams Jr., MD, Endocrinology.

As part of its annual commitment to update strategy, the GLMS Board of Governors and other key physician volunteers and staff met on Saturday, Feb. 22, for a planning retreat. This year’s meeting proved to be spirited and productive as the plan was essentially streamlined for efficiency while honing in on two key areas of major importance: Raising the level of physician influence in the community and demonstrating value to physician members.

To view the three-year plan, go to www.glms.org and log in with your member ID and password. The strategic plan will be published in its entirety in the May issue of Louisville Medicine. Special thanks to GLMS President Lynn T. Simon, MD, and Jewish Hospital & St. Mary’s HealthCare for arranging the meeting space and accommodations.

The Doctors’ Ball has been rescheduled by the Jewish Hospital & St. Mary’s Foundation for Saturday, Oct. 9. The original date was reported in the February issue.
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Available only at Norton Hospital, the 128-slice CT scanner is revolutionizing diagnoses in neurology, oncology and many other specialties. This advanced technology can scan the entire body in seconds and profile incredibly sharp 3-D images of any organ. A larger opening and weight capacity improve patient comfort and access, while lower-dose radiation and lower contrast usage requirements improve patient safety. From tumors to aneurysms, the 128-slice CT scanner will help Norton Healthcare provide a higher level of care for patients in our community.

For more information about the new 128-slice CT scanner at Norton Hospital, visit NortonHealthcare.com or call (502) 629-7601.
**Dialogue with Humana Highlighted at First IIRC Roundtable Meeting**

The first in a series of five roundtable meetings took place Feb. 11, with the Humana Insurance Issues Resolution Committee responding to questions from GLMS members in attendance. The Humana IIRC – made up of representatives of the insurer and GLMS representatives – meets quarterly, and the roundtable was an opportunity for members to see what the committee does throughout the year.

“I think a lot of people don’t realize how much goes on in these meetings,” GLMS Professional Relations Director Dottie Hargett said. “Our whole intent is to have a running dialogue addressing the concerns and issues that you as members bring to us. We really appreciate the members of this committee who have worked extremely hard to get back to us on a timely basis whenever issues are brought up.”

After reviewing the IIRC’s accomplishments during 2009, attendees asked the Humana representatives about specific problems in their practices such as poor customer service and consistent denials for tests and medications.

Bryan A. Loy, MD, market medical officer for Humana, said he has realized the pervasiveness of customer service problems.

“What I’m hearing collectively is that you don’t feel like the folks on the other end of the phone line possess the expertise to be able to effectively manage the problems they’re hearing,” Dr. Loy said, adding that addressing those concerns is a priority for him and others at Humana.

Laszlo Makk, MD, a gastroenterologist, told the IIRC he is witnessing continued denials for newer, more expensive medications necessary for patients with serious conditions.

“The main thing that makes this work is specific details of issues that you have,” said IIRC co-chair Joe Laden, administrator for Anesthesiology Associates PSC. “Specific examples are what Humana wants.”

GLMS staff reminded members to submit insurance hassle report forms through www.glms.org. Those reports are addressed with insurers as soon as they are received.

After the roundtable meeting, Humana approached the GLMS staff about ensuring proper follow-up. A meeting took place on Feb. 22 where an action plan was developed to address each matter from the roundtable meeting.

The Feb. 11 roundtable meeting was sponsored by Commonwealth Bank & Trust Company. The dates for the remaining IIRC roundtables with the region’s major insurance companies are United Healthcare on April 8, Anthem on June 10, National Government Services on Aug. 12 and Passport on Sept. 16. All meetings will be held in the Walnut Room at The Old Medical School Building from 7 to 8:30 a.m.

To obtain the year in review document about the progress of the GLMS/Humana IIRC in 2009, visit www.glms.org. Click on Advocacy, Physician Practice Advocacy, Practice Advocacy Initiatives.

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**Marketing That’s Easy To Swallow**

Published in May, Greater Louisville Medical Guide provides readers with a useful, informative guide to Louisville’s medical community, and is a valuable advertising vehicle for the health care industry.

**Space Deadline: March 17, 2010**

Advertising that speaks directly to health-conscious consumers. Call (502) 625-0100 or email advertising@loumag.com for more information. **Ask about the GLMS member discount!**
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**DEADLINE NEARING FOR LOUISVILLE MEDICINE ESSAY CONTEST**

The deadline is approaching for entries to the third annual Richard Spear, MD, Memorial Essay Contest. Submissions, written on the theme of lessons from an unforgettable patient, are due April 1.

Members of the Greater Louisville Medical Society, including medical students, can participate in the contest, which is funded by a bequest that Louisville surgeon Richard Spear, MD, left to GLMS. The winner in the practicing/retired physician category will receive a $1,500 prize, and the physician in training/medical student winner will receive $500. An honorable mention gift card also will be awarded.

The entry must be an original, unpublished essay intended for publication in *Louisville Medicine*. For obvious reasons, please remember to change the name of any patients mentioned in your essay.

**Guidelines:**
- You must be a GLMS physician member or medical student to participate.
- Length: 800 to 2,000 words.
- Format: Do NOT put your name on your manuscript. Instead, include a separate cover letter with name, entry category, essay title, contact information and, if applicable, your year in medical school.
- Deadline: April 1.
- Submission: Send via e-mail to alecia.miller@glms.org. Electronic versions are preferred, but if not possible, send by mail to 101 W. Chestnut St., Louisville, KY 40202.
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