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Newsletter 131

December 2010

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The Power of the Acronym – TEAM

By Mitchell Forman, DO, FACR, FACOI, FACP, 2010-11 CCMS President

I just finished reading another article in a series in the Las Vegas Sun by Marshall Allen, “Do No Harm,” detailing the dismal picture of healthcare in Nevada (11/14/10). The article is true to its theme by graphically portraying individuals who have allegedly been harmed by hospitals and healthcare providers to whom these people have entrusted their care. In fact, one of the more sensational photos is of a patient’s bare buttocks, unilateral bandages intact, displayed with the account of how his decubitus ulcer came about through neglect of a hospital and healthcare providers. That even one person suffers due to medical mistakes, unexpected complications of their treatment or malpractice is tragic. But what the public, legislators and the media need to understand is that medicine is not a pure science. It is also an art. It suffers from imprecision and from the fact that healthcare providers, hospital administrators and Boards of Medical Examiners are human and sometimes make mistakes or errors of judgment. I am not deflecting blame or making light of the individuals harmed. The issues portrayed in this article and those that preceded it are not unique to Nevada. Similar reports describe the healthcare in many other states.

An acronym is a word formed from the first letters of a group of words. I have

used acronyms throughout my medical education, even as I practice medicine today, to help remember facts and concepts. An acronym can be more powerful than a “metaphor” (e.g., healthcare should be like a fine tuned watch) in describing one solution to the healthcare challenges in Nevada. That word is TEAM and stands for (1) Transparency, (2) Education, (3) Accountability, and (4) Memorializing. These words and the concepts that they symbolize are closely inter-related and may represent the components of the healthcare system that have gone awry.

Transparency in healthcare is a term created to help facilitate performance improvement and quality by providing hospitals, and healthcare providers with additional information necessary to benchmark their work. It also serves to assist the public and patients in making informed decisions regarding their potential healthcare, giving them more control over decision making and empowering them. It should provide clarity and define the expectations of those interacting with the healthcare system, be they providers, hospitals, medical boards or insurance companies. The assumption is that healthcare providers, hospitals, medical boards and insurance company will communicate or publish these benchmarks (e.g., sentinel events, conflict of interests, medical board minutes, healthcare payment information, etc.) because it is the right thing to do or because it is required by law. Unfortunately, merely

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Important Notice to all Members

Are you aware that the County Line monthly newsletter is available on our website at www.clarkcounty-medical.org under the “newsletters” tab? As you know, we are attempting to make the Medical Society as green as possible and to further these efforts we would like you to take a moment and let us know if you would like to opt out of having your monthly issue of the County Line mailed to you and instead we will email you a pdf copy. Please call us 739-9989 or email us at dotjiris@cox.net. If we do not hear from you, you will continue to receive your monthly County Line newsletter in the mail. Thank you!

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FROM THE COVER

making this information or data available to the public and legislators is insufficient because it can be very technical and difficult to understand. An advertisement by a hospital system in the Sunday, November 14, 2010 Las Vegas Sun comparing its own hospital quality data using Medicare (CMS) Website information to other hospitals is an example of the potential for confusion. The ad provides a long list of quality indexes including beta blocker rates, ACE or ARB therapy for LVSD, rates of surgery patients who received treatment to prevent blood clots at the right time, etc., How many people understand these terms and abbreviations? The information is technical, confusing and of little value to the consumer beyond its obvious marketing ploy. The public needs to be informed about how to use such information.

Education is the key to better understanding the concept of transparency, the expectations of all of the players, and of maintaining the quality (standards) of the healthcare system. The public needs to be provided with information that is clear, understandable and potentially useful to them in their encounters with the healthcare system. Knowing what important questions to ask of their healthcare providers; what their hospital stay will entail; what systems are in place to protect them; knowing what recourse they have if they have issues with their care; and what their responsibilities are in ensuring their successful treatment are a few of the areas of concern. Patients are responsible for knowing their healthcare history, the names and dosages of their medications, and the names of their healthcare providers. I am amazed how often patients I see cannot provide any of that information. An efficient Electronic Medical Records (EMR) system may provide some of this information, but it remains the patient's responsibility. Healthcare providers must be prepared to care for people by maintaining their level of knowledge through a process of "continuing professional development" (Continuing Medical Education). They must maintain the highest level of ethics and professionalism by living and practicing the principles of the Hippocratic Oath. Credentialing and licensure requires this process of professional development. Hospital administrators must know and understand the accreditation requirements of the Accrediting Organizations that oversee them, and the relevant State Statutes that govern hospital care. They must identify where conflicts of interests exist in their relationship with healthcare providers. Their compliance with maintaining this knowledge should be a requirement for credentialing their facility. Medical Boards must understand the laws and responsibilities they have to protect the public from healthcare providers whose performance is inadequate or substandard. The media can share some of the responsibility of educating the public (just as they are doing with the "Do No Harm" series) by providing a forum of robust public service messages, announcements

or communications aimed specifically at the general public.

Accountability describes the acceptance of responsibility in the healthcare system. It also defines the checks and balances that should exist in providing optimum healthcare and protecting the public from harm. It assumes that there is a system that assures "due process" and includes a thorough investigation of all of the facts and circumstances before making a judgment, recommendation or initiating punitive actions. Accountability acknowledges that patients are responsible for preparing themselves to be good consumers of healthcare by knowing their medical histories, medications, practicing a healthy lifestyles and knowing what to expect from the healthcare system. Failure to do so may result in healthcare outcomes that are less than optimal. Physicians and other healthcare professionals have the responsibility of making their patients the focus of their attention. They must understand their scopes of practice, their professional codes, and their responsibility to report the substandard care of their colleagues because it is the right thing to do and without the fear of retribution. State Medical Boards must be held accountable for protecting the public as they are charged by State law. Due process should protect any potential conflict of interests between the public and the healthcare providers they oversee. Hospital administrators must be held accountable for failure to follow accreditation standards or State law. Legislators must create laws to protect the public's health

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**“One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors”
-Plato**





**Mitchell Forman, DO, FACR, FACOI, FACP
2010-11 CCMS President**

FROM PAGE 3

and limit the influence of lobbyists whose interests conflict with the best interests of the public. The process should be transparent and open to review. However, punitive actions should always be balanced with an attempt to make these occasions a teaching or learning opportunity.

Memorializing the process that ensures that quality healthcare is provided to the public is the responsibility of all parties, i.e., the public, healthcare providers, hospitals, medical boards, legislators, accrediting organizations, etc. The laws that govern healthcare practices must be clear, uniformly administered and fairly enforced. Many of these laws currently exist but may not be uniformly enforced. If history does repeat itself, it is critical that we learn from our mistakes. Memorializing the process means that lines of communication that serve to protect the public are maintained. Developing a culture of healthcare that promotes doing what is right, ethical, legal and professional rather than protecting the interests of specific groups is the ultimate outcome desired. This will not happen overnight but it is an attainable goal.

A more literal definition of TEAM also describes an Academic Health Science System. An academic Health Sciences System is a partnership (TEAM) between one or more universities and healthcare provider or groups, often composed of both the public and private sectors focusing on clinical services, education, training and research. Presumably it is the highest form of a healthcare model. It often raises the level of quality in the communities it serves by serving as a role model of healthcare. It should support the services that already exist in communities, not be duplicative, provide greater access to quality healthcare and provide a resource of future healthcare providers through accredited training programs. For this to happen in Nevada, the public and private sectors must put aside self interests and develop a working strategy to create such a model.

Acronyms and words can be powerful tools but actions speak louder than words.



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AMA Delegate	Marietta Nelson, MD
Scholarship Chair	John Ellerton, MD
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UNSOM	Miriam Bar-on, MD
Alliance President	Cheri Resh

CCMS STAFF

Janiceanne Poblete.	Membership Coordinator
Dot Freel	County Line Editor
Natalie McKenzie.	Executive Assistant

The Clark County Medical Society,
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Its mission is to serve the needs of physicians,
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—Lou Silvestri, Board Member,
and his wife Linda

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Lawrence Gardner, MD– Nephrology

*If you have any pertinent information about the
membership candidates listed above,*

please send written information to:

Clark County Medical Society
2590 East Russell Road
Las Vegas, NV 89120

CCMS regrets to announce
the passing of

Stanley Ames, MD

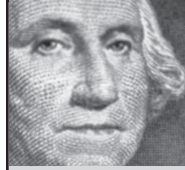
He was a member of the Medical
Society since 1967.

Correction: Joseph Adashek, MD is
the Chairman of the Ethics and
Grievances Committee.

For information on becoming a member
or to reinstate, call Janiceanne Poblete,
Membership Coordinator at 739-9989 or
download an application from the CCMS website:
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The following CCMS member referrals were provided to the public in the 4th quarter of 2010 (thru Nov 15)

Specialty	Totals		Totals
Allergy	6	Oncology	3
Addiction - Medicine	4	Ophthalmology	13
Anesthesiology	8	Oral/Maxillofacial	6
Cardiology	3	Orthopedic Surgery	13
Colon & Rectal Surgery	2	Otolaryngology	18
Dermatology	6	Pain Mngt.	21
Endocrinology	12	Pathology	4
Family Practice	21	Pediatrics	7
Gastroenterology	46	Ped Neuro	2
General Surgery	8	Ped Psych	3
Infectious Medicine	3	Plastic Surgery	6
Internal Medicine	34	Preventative Med	2
Nephrology	3	Psychiatry	3
Neurology	6	Radiology	2
Ob-Gyn	9	Thoracic Surgery	5
		Toxicology	2
		Urology	3
		Web Referrals	34
		TOTALS	314

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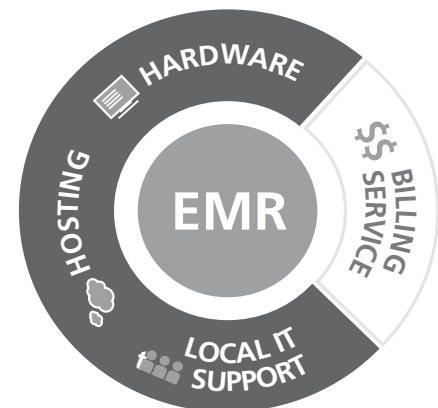
How Certified simplifies EMR for Medical Offices

Certified makes transitioning to EMR easier by serving as your sole technology partner. We will execute a coordinated plan handling everything your practice needs: EMR, computers, EMR servers or web-based hosting, phone systems, networking and more.

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Board of Trustees Meeting Minutes Synopsis September 21, 2010

The meeting was called to order by Dr. Forman at 6:05 pm.

Minutes – The Minutes from the Aug 17, 2010 meetings were reviewed and unanimously approved.

Financial Report (Fiscal Year 2010-11/ July-Aug 2010 2 month aggregate) – by Dr. Brill: General Revenue - \$91,782.72. Operating Expenses - \$27,788.07. Overall, fiscal year revenues exceed expenses by \$63,994.65. The bank balance for the end of Aug was \$ 676,242.49. The financial reports were unanimously approved.

A motion was made/approved to have 2010-11 Committee Chair Approval.

Credentials Committee Report – by Janice Poblete: The following new members and reinstatements were processed / approved: Elijah Johnson, MD – General Surgery, Peter Lee, MD – Diagnostic Radiology, Lisa Rosenberg, MD – Geriatrics, Dipti Shah, MD – Internal Medicine, Stephanie Matosich, - Medical Student.

Alliance: Cheri Resh announced the Holiday Greeting Project which recognizes donors in an ad space in the LVRJ. She left handouts for membership and requests for ads in their annual directory.

Membership: Dues Membership Year 2010 Sep 1 thru Aug 31 2011 is 956.

MedPAC: A list of approved candidates will be sent out after NemPAC/ NSMA approves. Mercedes-Benz Political Mixer to be held on Oct 7, 2010 at the Fletcher Jones on Sahara to meet all endorsed candidates. A contribution of \$1500 went to NSMA for website support. A statement/ link will be put in the November County Line offering CCMS members the opportunity to have The Pulse sent to them. A statement will also be put that The Pulse is not endorsed by CCMS. A motion was made/ approved.

Community Hlth: A Mini-Internship is scheduled for 12/6-9, 2010. Dinner will be at McCormick and Schmick's. At the VMSN, patients are increasing and the land has been bought for a new clinic. The Touro HealthFair has been postponed.

Website: A motion was made/ approved to provide a link for NV Drug Card on the CCMS website. Nevada Hlth Care Reform Ballot Results - a motion was made/ disapproved to

publish in County Line.

NSMA: They are having a Practical workshop on Practice Integration on September 29, 2010 held at Sunrise Auditorium at 6pm-9pm. It is free for NSMA and SMAA members and \$100 for non-members. Registration fee can be applied towards 1st year membership dues.

UNSOM: Cheryl Hug-English, MD, MPH was named the interim dean for the University of Nevada School of Medicine until a permanent dean can be recruited. Two more UNSOM residency programs have had visits from the ACGME. The ENT program was visited on 9/14 for an initial accreditation visit and the Reno psychiatry program was visited on 9/15 for an accreditation visit.

SNHD: Online Injection Safety Training – Online injection safety training may be accessed at: <http://www.snahec.org/moodle/> and will be available, at no charge, through Nov. 2, 2010.

Presidents Report: Dr. Forman presented Dr. Colletti with a plaque for his heroic efforts in saving a life. Resumes for Executive Director were reviewed and 10 were chosen for conference call interviews to be done on Sept 28 & 30. A new air conditioner was installed for \$4895. Annual Financial Compilation will cost \$2800.00 and will begin on Oct 25, 2010. NSMA Conference: A Practical Workshop on Practice Integration on Sept 29 @ 6pm at Sunrise. CCMS and Touro CME Event on Sunday, October 10, 2010 from 9am-1pm held at Touro. Tabled the Baird Financial Proposal till a later date. A motion was made/ approved for full page ad at \$1150 for the VMSN 2nd Annual Ball.

NEW BUSINESS

Dr. Baron –Members to email him if they are interested in participating in topic discussions with Dr. Jim Lenhart who is doing four minute spots on Channel 3.

Dr. Dickson- The Commission on Mental Health & Developmental Services needs a Licensed Physician experienced with mental retardation.

Dr. Adashek- Is requesting everyone to email him with any issues they have regarding the United Sierra merger.

A motion was made/ approved for Dr. Fathie to send an official response to those who participated in the survey “ The Clark County Medical Society Board of Trustees voted that the results of the survey were inadequate, due to the small sample size, to draw any conclusions and therefore will not be released to the public, to membership, or Legislature”.

CONTINUED ON NEXT PAGE

FROM PREVIOUS PAGE

Dr. Nelson stated that from all the members who had resigned that she spoke with, the main reason for not renewing membership was because of the cost.

Dr. Jameson will send Natalie information on Constant Contact for professional invitations.

Dr. Evins welcomed board members to be on the Clark County Gov't Affairs Committee.

Future meetings: Board of Trustees Meeting October 19, 2010. Meeting adjourned at 7:22 pm.



Board of Trustees Meeting Minutes Synopsis October 19, 2010

The meeting was called to order by Dr. Forman at 6:02 pm.

Minutes – The Minutes from the September 21, 2010 meetings were reviewed and unanimously approved.

Financial Report (Fiscal Year 2010-11/ July-Sept 2010 – 3 month aggregate) – by Dr. Brill: General Revenue - \$147,311.48. Operating Expenses - \$40,884.28. Overall, fiscal year revenues exceed expenses by \$106,427.20. The bank balance for the end of Sept was \$ 716,319.38. The financial reports were unanimously approved.

Credentials Committee Report – The following new members and reinstatements were processed / approved: New Members: William Castillo, MD-Ped Cardiology, Abdel Khalek, MD-Internal Medicine. Reinstatements: Andrew Bronstein, MD- Orthopaedics, Daniel Zee, MD-Diagnostic Radiology.

The Scholarship Fund is up \$70,000 from previous year through March 2010. \$25,000 has been distributed for scholarships. There is currently \$20,000 of the \$25,000 needed to be awarded for scholarships in March 2011. They are at 80% of goal. Brian Buckley feels that the goal will be met by the next Scholarship Meeting in March 2011.

UNSOM: The Clinical Simulation Center of Las Vegas celebrated its first year anniversary with and ice cream social for all students, residents and faculty learning at the center.

The curriculum reform process has plans in place to begin designing the new curriculum which will feature integration of clinical and basic sciences throughout all four years. UNSOM will be presenting a poster at the AAMC annual meeting titled: Delivering a multi-campus, inter-professional program for women in health sciences. The poster describes an event engaging trainees and faculty from the health sciences in Las Vegas and Reno.

The **SNHD** will begin to offer seasonal flu shots to the public at 8AM on Oct 11, 2010. The health district was recently notified it would receive additional federal funds to continue activities related to its response to the H1N1 pandemic, including administering flu shots. Charges for the new high-dose shot for people 65 and older and pneumonia shots will still apply. Insured clients receiving free vaccine will be asked for their insurance information for billing purposes only.

Presidents Report: Dr. Forman

1. Had a very successful Ethics & Organ Transplant Seminar on Oct 10, 2010 at Touro University that CCMS co-sponsored. It was a free event with 262 people along with a number of judges and supreme court judges.

2. Website Upgrades: The new website will have a member login, newsletter sign-up, blog, and voting capability. The remote backup is set-up and does a backup every night at 6pm.

3. Board interview of Debra Trent: After interviewing the candidate recommended by the ED Interview Subcommittee last night, the BOT agreed to pursue the hiring of Debra Trent under conditions. BOT agreed to permit the Executive Counsel to offer the position once conditions are met.

NEW BUSINESS:

1. Sarbanes Oaxley-Law: A discussion was held, and all BOT members were asked to sign the CCMS Conflict of Interest Statement.

2. Sunbelt proposal: Natalie is to get a total of 3 estimates to replace the electrical circuit panel.

Board of Trustees Meeting November 16, 2010 @ 6pm.

ADJOURNMENT

Meeting adjourned at 7:38 pm.





Register As A 2011 CCMS Delegate Today!

The annual Nevada State Medical Association (“NSMA”) meeting will be held at the Hyatt Regency Lake Tahoe Resort from April 15-17, 2010. Himansu Shah, MD, FACS is this year’s Delegate Chairman. Meetings to discuss resolutions will be held the 3rd Tuesday of each month (Jan-April) directly following the Board of Trustees meetings (around 7:15pm). CCMS is entitled to representation in the House of Delegates by one Delegate or alternate Delegate for each twenty active members or fraction thereof as recorded in the NSMA office 45 days immediately preceding the annual session. If you are interested in being a Delegate, please notify CCMS by emailing or faxing this form back to us.

Clark County Medical Society (“CCMS”) Delegates conduct preparatory meetings prior to the annual meeting to discuss resolutions to submit to the House of Delegates at the annual meeting. Listed below are the preparatory meeting dates (3rd Tuesday of the month):

<u>Day</u>	<u>Date</u>	<u>Time</u>
Tuesday	January 18, 2011	7:15 pm
Tuesday	February 15, 2011	7:15 pm
Tuesday	March 15, 2011	7:15 pm

The meetings will be conducted at the CCMS headquarters at 2590 East Russell Road, Las Vegas, NV 89120 (phone – 702-739-9989).

To register as a CCMS Delegate for the NSMA annual meeting, simply complete the bottom of this form with your name/phone/fax/email and email ccms@lvcoxmail.com or fax it to 739-6345.

Why attend the annual meeting?

- To interact with the people who deal with tort reform, who coordinate efforts for all legislative medicine-related issues and who deal with the regulatory issues that affect us every day.
- To voice your opinions about the mission and purpose of our organization. Do you see a need for change? Now’s your time to be heard.
- To exchange ideas with physicians from throughout the state and from many specialties about any topics - from problems with hospitals or insurance companies, to public health issues.

To find out more, call Natalie McKenzie at the Society, 739-9989.

Name	Phone
Email	Fax

- Yes, I plan to attend the January meeting
- No, I do not plan to attend the January meeting but sign me up as a delegate

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with one man's
simple wish...**



**to help
children
facing a
devastating
diagnosis**

**It was
a dream
that would
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Lawrence K Sands, DO, MPH
Chief Health Officer
Southern Nevada Health District

Addressing the obesity and diabetes in Clark County

With the recent projection that as many as one in three adults could have diabetes by 2050 if current trends continue, it has become more important for health care and public health professionals to focus preventive and treatment efforts on addressing risk factors and promoting lifestyle choices to reduce risk, including healthy eating and physical activity.

Currently, diabetes is one of the most prevalent diseases in the United States. The American Diabetes Association estimates that nearly 24 million children and adults in the United States have diabetes and another 57 million Americans are at risk for developing type 2 diabetes.

In Nevada, the costs associated with diabetes health care and related treatment are estimated to be approximately \$167 million annually. More than 217,000 Nevadans are currently living with the disease. The Trust for America's Health estimated that 34.2 percent of children in Nevada were either overweight or obese, putting them at much greater risk of developing type 2 diabetes. The rate of high blood pressure for adults with diabetes in Nevada is at 66.5 percent, which is almost triple the rate of those who do not have the disease. Diabetes is also the leading cause of new cases of end-stage renal disease in Nevada.

While diabetes occurs in people of all ages and races, it is more common in African Americans, Latinos, Native Americans and Asian Americans/Pacific Islanders. In addition, older Americans have an elevated risk of developing the disease. Early detection of the disease by health care providers allows them to help their patients to better manage the disease and prevent complications.

In an effort to combat this disturbing trend, the Southern Nevada Health District and its community partners offer education, self-management classes, and support for people with diabetes.

As one such initiative, the health district is offering a 12-week Get Healthy Holiday Challenge. The program is designed to help Southern Nevadans maintain healthy habits as the holiday season approaches, over-indulging becomes more frequent and workouts are replaced with work parties and family gatherings that center around food and drink. The Holiday Challenge launched in October and concludes the week of January 3, 2011. The program provides weekly challenges, tips, recipes, blogs, prizes and more. Each challenge encourages healthy living, such as a daily 15-minute walk or eating three servings of vegetables each day. The site also includes information and resources for non-participants

to adopt healthier habits during the holidays.

In addition to these efforts the health district received notification in September of an additional award of \$3.8 million as part of the U.S. Department of Health and Human Services Communities Putting Prevention to Work (CPPW) program. The grant award is dedicated to obesity prevention efforts and activities designed to increase physical activity and improve nutrition. In March of this year the health district announced its first CPPW award in the amount of \$14.6 million for its Tobacco Control Program. Grant activities related to the CPPW award are prescriptive in nature and focus on the implementation of evidence-based practices. With the receipt of this funding the health district will be able to work with identified partners on a variety of programs including multi-media and counter-marketing activities, educational opportunities for child care providers, the development of physical activity and nutrition policies for SafeKey and other child care programs, enhanced trail marking signage and master transportation plans in various jurisdictions, and expanded programs with the school district.

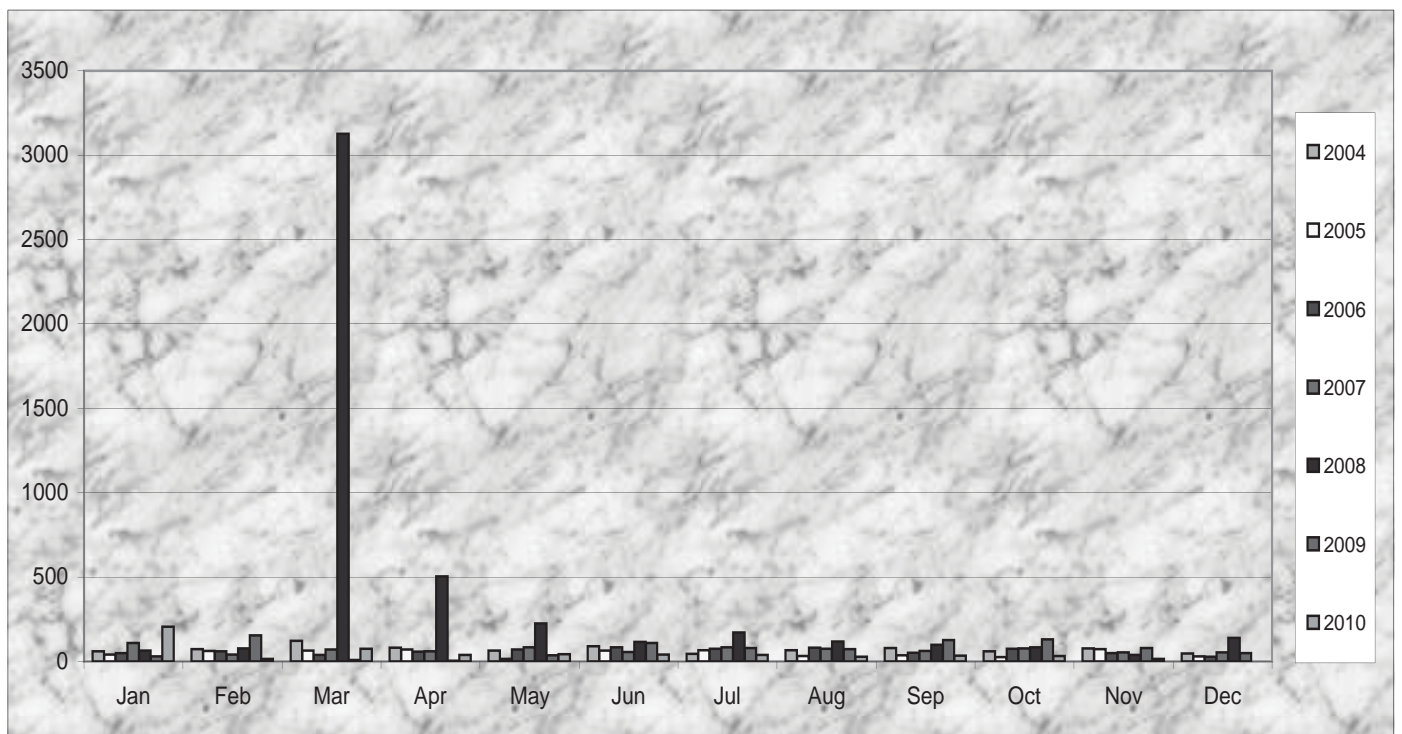
If the obesity trend is not stemmed it is projected that for the first time in two centuries the current generation of children in America may have shorter life expectancies than their parents. Health care providers can be instrumental in turning the tide of this trend and as the public health agency serving Clark County residents the health district is committed to continuing to provide programs and services aimed at addressing obesity and the resulting adverse health effects.

The health district's Office of Chronic Disease Prevention and Health Promotion provides free online programs that include information about small lifestyle changes that can reduce the risk of developing diabetes or to assist with management of the disease. The free online programs assist with nutritional choices and physical activity and include the Nutrition Challenge, the Kids Challenge, Walk Around Nevada and the Get Healthy Meal Planner. In addition, the Nevada Diabetes Resource Directory is available in English and Spanish online. These programs, including information about diabetes self-management classes, and the directories are available at www.GetHealthyClarkCounty.org.



Clark County District Court Medical Malpractice Filings Number of Defendants January 2004 - December 2010

	2004	2005	2006	2007	2008	2009	2010
Jan	61	41	50	109	64	29	205
Feb	72	63	61	41	77	155	15
Mar	123	64	38	70	3126	9	76
Apr	81	70	58	60	505	5	38
May	65	14	71	84	225	37	43
Jun	90	65	83	56	116	109	40
Jul	45	66	74	84	171	80	39
Aug	67	33	82	74	117	73	28
Sep	79	36	51	62	99	126	35
Oct	59	26	74	78	83	130	32
Nov	78	73	50	53	38	79	14
Dec	47	30	28	53	140	49	
Total	867	581	720	824	4761	881	565





Cheri Resh 2010-11 CCMS Alliance President

The board and I would like to thank all of you for your continued support this year. Despite a challenging economy with all of your help our membership is at 113, ads for our directory are a success at a total of 36, our greeting card project is doing well, and we have had between 55 and 65 attendees at our luncheon events. We are so fortunate to have so much support from our community!

We are also very excited to announce that SAKS will be the fashion house for our 10th annual fashion show fundraiser. The date for this event is Monday, March 7th, 2011, and it will be held at the fabulous Four Seasons Hotel. The charity of choice this year is the Rainbow Dreams Academy, which is a public chartered school here in Las Vegas for "at risk" children. Funds raised will provide nutritious meals for a summer enrichment program implemented to reduce summer readiness loss. To learn more about Rainbow Dreams Academy please visit their website at www.rainbow-dreamsacademy.org. If interested in this event please email our fashion chair Shanila Choudhury at choud@aol.com.

Some other charitable endeavors in the community that CCMSA members are involved with include Volunteers in Medicine of Southern Nevada, and Trinity Foster Care Center of Las Vegas.

Volunteers in Medicine of Southern Nevada opened its first clinic at Paradise Park in January 2010. Families who have no resources to pay for health care receive life-saving treatment at VMSN thanks to the efforts of hundreds of professional and lay volunteers. Founder, Dr. Florence Jameson and her husband Gard have both been members of CCMSA for years. VMSN urgently needs volunteers for the following positions: Physicians, nurses, pharmacists, IT specialists, receptionists, eligibility screeners, greeters, office assistants. CCMSA member and new mom of beautiful twin daughters, Jacqueline Nguyen-Lee is VMSN Newsletter Editor. If you would like to volunteer please contact www.vmsn.org, or Amy Schmidt at 967-0530 ext. 4.

CCMSA has partnered with Trinity Foster Care Center of Las Vegas, for their 2010 Adopt an Angel program. If you are interested in adopting an angel, please send an email to sweetbabynt@yahoo.com to request your angel. You will be provided with your angel's wish list, sizes and hobbies. It is up to you to decide which items you feel comfortable to purchase. We are only asking for at least a

\$20 commitment and that you have your item(s) purchased by the Dec 15th deadline. You can help light up the eyes of a child in foster care this holiday season! THANK YOU!

Remember, it is never too late to join the Alliance. We take applications for membership all year around. Our membership dues help the Alliance represent the community of medicine in our county, state, and nation. You can also visit the AMA website at www.amaalliance.org to see the special benefits and discounts that are offered to members. So if you love to volunteer, socialize, network, and make a difference in the community please join us. The more members we have, the greater impact we can make! Thank you for your continued support.

SAVE THE DATE

MONDAY, MARCH 7, 2011

Clark County Medical Society Alliance
10th Annual Spring Fashion Show
by Saks Fifth Avenue
at the Four Seasons Hotel
Silent Auction and Lunch

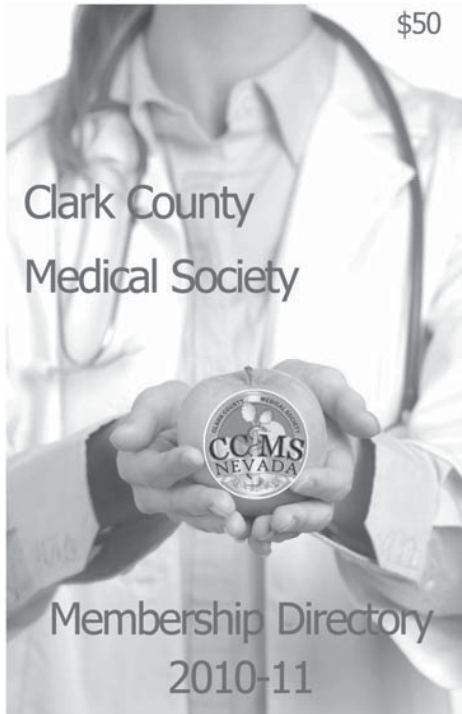
For more information and tickets
Please Call Shanila Choudhury (702) 355-2019
or email Rsvpcmsa@gmail.com

CME Contacts

Bechtel Nevada	702-295-0208
NV Chapter AACE	702-434-8400
NV Cancer Institute	702-822-5163
Pri-Med Institute	877-4PRI-MED
Southern Nevada AHEC	702-318-8452
Sunrise Hospital	702-731-8210
www.sunrisecme.com	
UMC	702-383-2604
www.umcsn.com/events/cme/asp	
Dec 3 - "Hypnosis in Pediatrics"	
Dec 10 - "From Theory to Practice..."	
Valley Hospital	702-388-4847

*Only CCMS CME activities are endorsed
by CCMS.*

Clark County Medical Society 2010-11 Membership Directory



CCMS Members: \$25
Non-Members: \$50

***Place your order now...
Supplies are limited!***

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Call 739-9989 with any questions

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Please send me _____ copies of the CCMS 2010-10 Membership Directory.

Enclosed is a check payable to CCMS for my payment in the amount of \$_____



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MEDICATION ASSISTED TREATMENT of alcohol and opiate dependence. Board certified addiction psychiatrist. Las Vegas Family Clinic, 1311 South Casino Blvd, LV, NV 89104. Call 702-382-6262 for information and appointment. We take insurance.

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SAME DAY DERMATOLOGY CONSULTATIONS available. Las Vegas Dermatology, 653 N Town Center Dr Suite 410. 702-456-3120 www.lvderm.com

WE'VE MOVED! STRIMLING DERMATOLOGY, Moh's Skin Cancer and Cosmetic Laser Surgery is now located at Summerlin Hospital Complex – Medical Office Building III 10105 Banbury Cross Drive, Suite 350, Las Vegas, Nevada 89144, 702-243-6400 (Phone), 702-243-4913 (Fax).

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 Call Dot Freel at 739-9989 for more information.

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The County Line is a monthly publication distributed to the physician members of the Clark County Medical Society (CCMS) via mail and email with a circulation of around 1,000. To advertise in the County Line, please download the advertising insertion order from our website at www.clarkcountymedical.com and email it to Dot Freel, Editor of the County Line at dotjiris@cox.net or fax it to 702-739-6345.

This newsletter can also be viewed via pdf on our website at www.clarkcountymedical.com or .org



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Nevada Cancer Institute welcomes our new Director and Chief Executive Officer John C. Ruckdeschel, M.D. Dr. Ruckdeschel has decades of experience and a track record of success as one of the preeminent leaders in oncology today. An internationally renowned lung cancer researcher and physician, Dr. Ruckdeschel embraces the ideal of “excellence without excuses.”

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