

MSSSC NEWS

AMA past president urges doctors to lead charge on opioid crisis

December's MSSSC members meeting provided opportunities to hear from a recent American Medical Association president, support a good cause and acknowledge the work of a longtime employee.

The evening at the Wichita Hyatt included what has become a holiday tradition, the Wine with a Purpose fundraiser benefiting Project Access. More than two dozen bottles of fine vintages were donated for the silent auction, raising a total of \$3,335 to support the organization's mission of coordinating health care for uninsured Sedgwick County residents.

Dr. Jay Gilbaugh, Kansas Medical Society president, noted that two physicians, Greg Lakin of Wichita and John Epplee of Atchison, were taking seats in the state Legislature, while Dr. Tom Price was nominated to lead the U.S. Department of Health and Human Services. "It's nice to see physicians using their leadership abilities" on the national, state and local levels," he said.

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Dr. Steve Stack, immediate past president of the AMA and an ER physician, took questions from the crowd and discussed the opioid addiction problem.

Reducing Infant mortality becomes a priority in county health plan

Sedgwick County's latest Community Health Improvement Plan makes a priority of improving public health where it begins by taking aim at reducing the county's infant mortality rate.

Infant mortality was one of the five focus areas for the plan, and rightly so, said Christy Schunn, executive director of the Kansas Infant Death and SIDS Network and chair of the MSSC-sponsored Maternal Infant Health Coalition. The MIHC brings together a number of organizations and individuals working in public and children's health.



**Maternal
Infant
Health
Coalition**
a Sedgwick County
Kansas collaboration

"Infant mortality is an indication of the overall health of our community," said Schunn, who co-facilitated development of the Community Health Improvement plan (CHIP) with Molly Brown, program director of Baby Talk.

During 2015, the latest year data is available, Kansas' rate fell to its lowest ever, 5.9 per 1,000 live births. That is below the national average of 6.0, but it's too early to tell whether the drop was a blip or part of a trend. Sedgwick County's rate of 8.1 remains well above the state and national averages,

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Goodbye, hello and an update on the executive director search

Physician leaders of the MSSSC took the opportunity at the Jan. 25 MSSSC board meeting to thank Jon Rosell for his decade of work as executive director.

MSSC President Dr. Denis Knight praised Rosell's work and gave him a plaque, gifts and a special publication listing accomplishments and containing notes from past presidents. "It's been an honor," Rosell said of his MSSSC years.

He begins leading the Kansas Medical Society Jan. 30, and Penny Vogelsang is now serving as MSSC interim executive director.

Vogelsang was with the Wichita Center for Graduate Medical



Rosell, Dr. Knight, Vogelsang

Education at KUSM-Wichita from 1989 to 2010. From 2010 to 2015, she was president and CEO of the Kansas Eye Bank & Cornea Research Center. "I'm honored that I've been entrusted to oversee the MSSC during this time of transition," she said.

A search committee has an

"ambitious" schedule for hiring a director. Feb. 17 is the application deadline, and the committee hopes to present a finalist to the MSSC board by the end of March.

"Word of Jon's departure has spurred a good amount of interest," Dr. Knight said, noting there had been eight applicants and 15 total inquiries so far. "With such strong interest, the MSSC board has chosen to keep the search in-house and not hire an outside firm."

Other committee members are Drs. Estephan Zayat, Jed Delmore, Donna Sweet, Joe Davison, Rick Kellerman, Terry Poling, Tom Bloxham and Ron Brown.

Watch for news coming soon on the next MSSSC members meeting



**January
2017**

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

MSSSC
MEDICAL SOCIETY of
SEDGWICK COUNTY

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January President's Message



by Denis Knight, DO —

I want to thank all the members of the Medical Society of Sedgwick County who have entrusted me with the honor of serving as your president.

This last year gave me two opportunities to see how our delegates and alternative delegates to the American Medical Association work hard to represent the interests of Sedgwick County physicians at the annual and midyear conferences in Chicago and Orlando. Having seen the knowledge and experience of these leaders, I can attest that our interests are being represented very well. Next month I plan to travel to Washington, D.C., with these same leaders to collaborate with our elected representatives in Congress. It is our hope that we can be a part of solutions for our nation's health care delivery problems and bring about improved quality and access to affordable health care in America.

As I look to the year ahead, three priorities of my term are taking shape.

First, we have learned that our executive director, Jon Rosell, who

has faithfully and effectively served this community for over a decade, is becoming executive director of the Kansas Medical Society. I am chairman of the search committee that will find his replacement, a responsibility that will likely be the most important of my presidency. I am joined in this great task by many insightful colleagues.

Second, although a significant portion of practicing physicians are MSSC members, we must not only grow the membership but also work to ensure all physicians participate and are engaged.

Third, it is my goal to even further develop the excellent relationships we have with the Kansas Medical Society, the Kansas Association of Osteopathic Medicine, the Kansas Hospital Association and our local hospitals. Together, we can improve quality of care to all citizens in the great state of Kansas.

Finally, I want to say that we are fortunate to have the Kansas University School of Medicine in Wichita along with its many dedicated educators and clinicians. They add to the health and vitality of our medical community and deserve our support.

As the year moves ahead, please feel free to share your thoughts about the MSSC and its initiatives and programs, as they will help guide me as president.

Have a fruitful and prosperous year!

Mortality *continued from page 1*

and is even higher among African-American births.

The 2017-2019 CHIP was brought together by the Health Alliance and is intended to guide the work of the area's public health system. Becky Tuttle, project director of Health ICT, and Jon Rosell served on the leadership team of the Alliance, which assumed development of the plan from the county after budget cuts.

The CHIP's goal involving infant mortality is to "improve maternal and infant health outcomes in Sedgwick County by assuring quality preconception and perinatal care and using data-driven evidence-based practice and quality improvement processes."

It includes three priorities to reach by the end of 2019:

- Reduce county sleep-related deaths by 10 percent. In 2016, a spike in sleep deaths led to even greater scrutiny of the causes and of how safe sleep messages are delivered. CHIP strategies include ensuring all families have approved cribs when leaving the hospital, encouraging hospitals to be safe sleep certified (Wesley is, and Via Christi is seeking designation), and urging obstetric, family medicine and pediatric medical practices to adopt safe sleep policies and communicate them to patients.
- Reduce late pre-term and live births from 34 to 36 weeks to 8.1 per 1,000. Approaches include improving collaboration among providers to ensure a continuum of care, including standardizing risk assessments and care protocols; advocating for KanCare expansion; and working with tobacco education partners to boost smoking cessation programs for pregnant women.

The Baby Talk prenatal education program, an MIHC member, is embedded in clinics across Sedgwick County and is

tackling some of those issues. "Baby Talk addresses indicators of infant mortality, including those associated with preterm births," Brown said. "One indicator, tobacco use and exposure during pregnancy, is a primary focus during one of our classes. With that, we provide an expanded cessation service, Baby and Me Tobacco Free, to support pregnant women as they quit using tobacco products."

- Reduce the overall infant mortality rate by 10 percent, with an emphasis on closing the gap between white and African-American births from the current 2.5 to 2 or below. CHIP strategies include strengthening the County Board of Health – a role now held by the County Commission – to raise awareness about health disparities; advocate to expand KanCare and provide presumptive eligibility to ensure women receive timely prenatal care; and expand implementation of the Zero to One curriculum.

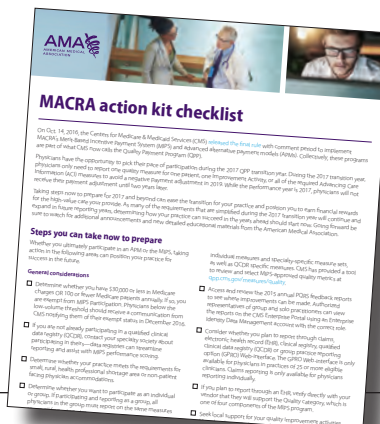
Zero to One, a MIHC-associated project led by former legislator Melody McCray-Miller, shares the stories of mothers who lost babies and aims to educate health care providers about policies and practices that may pose barriers to high-risk mothers. The project has created videos to share the stories, as well as a curriculum now used by KUSM-Wichita and residency programs. Miller is planning a community gathering to get the message out.

"Many people still are not aware of the disparity. Increasing awareness is what the project is about," said McCray Miller, who leads the project funded by the Kansas Health Foundation.

The CHIP includes many other targets, from adult obesity and teen births to childhood poverty and violent crime rate to better access to healthy food and recreational facilities. See the plan at www.sedgwickcounty.org/healthdept/chip.asp

MACRA toolkits available via AMA

The Medicare SGR formula is gone and MACRA – the Medicare Access and CHIP Reauthorization Act of 2015 – hits physicians and practices full force this year, delivering great change but also choices in payment models. The AMA has put together a broad range of information and tools, including an interactive payment model evaluator to help physicians decide how best to go forward. Find the information and toolkit by going to www.ama-assn.org and searching for "Medicare Payment & Delivery Changes."



UpToDate on medicine

Thanks to the support of the Earl L. Mills Educational Trust, the George J. Farha Medical Library at KU School of Medicine-Wichita can offer on-site access to UpToDate, an online medical information resource. UpToDate provides vital information and answers to patient care, diagnosis and treatment questions at point of care. Call the library at 293-2629 for information.

Legislative dinner

Dr. Estephan Zayat, 2016 MSSC president, opens the annual dinner and welcomes members of the Sedgwick County legislative delegation. More than a dozen members of the delegation attended the Nov. 21 gathering and heard about issues important to physicians and patients alike. Below, Reps. Joe Seiwert, left, and Dan Hawkins, center, talk with Dr. John Gallagher and others during dinner. The MSSC's Legislative Committee begins meeting in late January and will monitor events in Topeka and provide updates to members.



In Remembrance

MSSC extends its condolences to the family of Drs. Hered and Hastings.

Neurosurgeon **John Hered** died Oct. 30, 2016, in Denver, Colo. Dr. Hered graduated from Washington University Medical School in St. Louis. He completed his surgical internship at King County Hospital in Seattle and his neurosurgical residency at the University of Washington. After two years in the Air Force, Dr. Hered practiced in Wichita, first as Neurological Surgery and later with Wichita Surgical Specialists. He served for many years on the EMS Physicians Advisory Committee and was MSSC president in 1987. He retired in 2005.



Internist and medical educator **Glen Hastings, MD**, died Jan. 11, 2017, in Madison, Wisc. He graduated from University of Kansas Medical School in 1962, and did an internship and then completed his residency at KU Medical Center in Kansas City in 1966. After residency, Dr. Hastings served as an assistant professor at KU School of Medicine and then as an associate professor at the University of New York School of Medicine at Stony Brook and the University of Miami in Florida. He joined KUSM-Wichita as an associate professor in 1990 and serving there until retiring in 2010.



MEMBERSHIP

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

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

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ROSTER UPDATE

Keep your 2017 Roster current with this information:

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RETIRED

Richard Ahlstrand, MD
Ronald L. Brown, MD
Jerald W. Leisy, MD
John P. Smith, DO
Cathy Woodring, MD

DROPPED

Charlotte Lim, MD - Moved out of state
J. Zachary Schaftel, MD - Moved out of state

Stack *continued from page 1*

The evening also offered the opportunity to mark the retirement of communications coordinator Lee Starkel, who transitioned out of the role during the year. "Lee makes us sound intelligent," said Dr. Estephan Zayat, 2016 MSSC president, echoing the sentiments of many who worked with Starkel through the years. A "Starkel Special" edition of the newsletter was distributed during the meeting, with tributes from past MSSC presidents whom Starkel had helped hone monthly columns and other communications since 1999.

Dr. Steven Stack, immediate past president of the AMA, was the evening's special guest.

"As an emergency physician, I have to face overdose patients on almost every shift. This is not fictional. This is not somebody else. This is all over the United States," he said of opioid problems.

Dr. Stack sketched out how the epidemic came about, with factors including a well-intended emphasis on reducing pain, drug companies' push to prescribe, poor prescription tracking programs, and the use of drugs when more effective treatments exist.

The result, he said, is opioid overdose deaths rose from 4,000 in 1999 to 19,000 in 2014, and heroin deaths also went up as prescription practices tightened. "The modern-day epidemic is a



prescription pad problem," he said. "We're re-creating Vietnam every 18 months in the United States with opioids."

Simply blaming doctors isn't fair or effective, but "doctors need to understand that their compassion is being construed as contributing to thousands of deaths."

There are positive signs, he said, that should be noted – a drop in opioid prescriptions, more physicians taking pain-education courses, the spread of naloxone use. Dr. Stack mentioned additional steps that could help work, such as

reducing the stigma surrounding addiction, while mentioning the role doctors must play in attacking the epidemic, including being leaders on the topic.

"We must raise the threshold for when we prescribe opioids. And when we use them we need to prescribe the smallest dose possible," he said. "It's about doing what's right for the right patient, not denying relief for those who need it."

Doctors must make greater use of prescription databases such as K-TRACS, and those systems must be much more user friendly and integrated in EMRs to foster that increase, he said.

"If we don't fix it, then other people will impose solutions on us – and I guarantee the fix won't work," he said.

BCBSKS seeks physician

Blue Cross and Blue Shield of Kansas is seeking a Kansas physician to lead its efforts to support network primary care doctors taking part in its Patient-Centered

Medical Home program. The doctor will replace the retiring Myron Leinwetter, DO.

In addition to leading PCMH efforts, the doctor will direct the liaison committee process and BCBSKS quality improvement

activities. Candidates wanting to know more should contact Dr. Michael Atwood, vice president medical affairs and chief medical officer, at 785-291-8742 or michael.atwood@bcbsks.com



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The MSSC News is published monthly by the Medical Society of Sedgwick County, Kansas. The Society does not necessarily endorse all the views expressed in this publication.

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