



The Advocate

Who Owns Quality?...

By Robert Brockmann, MD



Robert Brockmann, MD

ADEMS President

Who Owns Quality?

Medical doctors have long spoken in favor of improving the quality of health care. Unlike pseudo-medical fields such as naturopathy and homeopathy, the medical knowledge base is rapidly expanding, and recommendations on best practices are constantly evolving in response to the science. Access to these best practice guidelines has greatly improved, with handheld databases and the internet leading the way. Our own Colorado Collaborative Clinical Guidelines does some of the homework for you, boiling down the myriad of recommendations into single page summaries. Yet some studies suggest that only about half of patients are receiving the right care at the right time. And physicians, while talking as good game about quality, are reluctant to engage in the usual methods employed by other professions to improve that quality.

We resist data collection on quality measures, we resist publication of those measures, we resist "outside" groups, such as patient advocacy groups, from telling us how to improve, and we even take issue with the growing body of data pointing out that we don't do as good a job as we think. Why the reluctance? I believe it's a matter of trust. We don't trust that the data will be collected properly. We don't trust that the insurance plans or consumer groups will interpret or use quality data fairly. We fear the data will be used as a tool to lower reimbursement, or impart competitive advantage, and not as a tool to improve the quality of care at the bedside. This distrust is not unfounded. Indeed, our history with the health plans has demonstrated their allegiance to shareholders over patients.

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What can we do? Make quality our issue. Become the "quality mavens" of healthcare. Insist that improving health-care quality is our job, not someone else's, and then do it. We must be willing to collect our own data, analyze it honestly, share it with others, and make changes based on what we learn. We must define quality to mean care that is safe, timely, effective, patient-centered, and equitable, as well as cost-efficient. We must insist that true quality means all of these things, and not just cost containment.

We are dedicated professionals with an innate desire to help others above ourselves, and we must resist the simplistic, and somewhat insulting, carrot-and-stick approach to improving our performance. But if we don't willingly clean up our own act, we will be treated like stubborn pack mules. We need to take our own medicine, or someone else is going to give it to us in the form of an injection in a place we won't like. All of the healthcare reform proposals will be measured against three major goals, improved access, cost control, and quality improvement. We have the opportunity to step up and take the lead on quality improvement. Let's not let this opportunity slip by.

The annual meeting is coming up! This is going to be a good one. Three qualified candidates are running for President-elect, and their statements are included. The work of the Physicians Congress on Healthcare Reform will be presented, and delegates will learn about and vote on what they think the most important elements of reform ought to be. This will become CMS policy, and the marching orders for leadership. Want to have a say? Included are the names of your delegates so far, so feel free to corner them, bend their ear, and let them know where you stand. Even better, become a delegate yourself! We still have a few open slots, just contact our office for details. We'll even help out with some of the costs!

Robert Brockmann, MD

We Need YOU!

TO ATTEND THE COLORADO MEDICAL SOCIETY ANNUAL MEETING
AND HELP CHANGE THE FUTURE OF MEDICINE!

As an Arapahoe-Douglas-Elbert Medical Society (ADEMS) member
we need YOUR attendance as a voting DELEGATE at this meeting!

Friday, September 7th – Sunday, September 9th

Sheraton, Steamboat Springs

\$tipend available for all attendees - \$\$\$

Hear Governor Ritter's key note address

Socialize with your fellow physicians

Vote on issues of critical importance to the medical profession and the direction of CMS.

Help impact Colorado health care reform!

For more information, contact us ASAP!

Arapahoe-Douglas-Elbert Medical Society (ADEMS) 303-761-2887

Welcome New Society Members!

Neiel D. Baronberg, MD
The Eye Center
2480 S. Downing St. #100 Denver, CO
80210
P: 303-777-5455 F: 303-777-1175
MD: SUNY

Amy M. Broomer, DO
Castle Rock Dermatology
1001 S. Perry St. #101B
Castle Rock, CO 80104
P: 303-688-6355 F:
DO: Kirksville College of Osteo Med

Fernando S. Carreira, MD
South Denver Gastroenterology
10103 RidgeGate Pkwy. #312
Lone Tree, CO 80124
P: 303-788-8888 F: 303-790-2567
MD: University of Illinois

Michael J. Citrin, MD
Hilltop Family Physicians
19964 E. Hilltop Rd. #A
Parker, CO 80134
P: 303-841-2212 F: 303-841-4716
MD: Emory University

Jonathan E. Franco, MD
Solo Practice
6179 S. Balsam Wy. #200
Littleton, CO 80123
P: 303-948-3211
MD: University of Colorado

Kim S. Geoffrey, MD
Colorado Aesthetic Plastic
Surgery 5161 E. Arapahoe Rd. #350
Littleton, CO 80122
P: 303-741-3131 F: 303-741-3132
MD: Dartmouth

Lori A. Gerard, MD
Solo Practice
601 E. Hampden Ave. #560
Englewood, CO 80113
P: 303-349-6841
MD: University of Colorado

Bobby K. Kang, MD
Radiology Imaging Associates
10700 E. Geddes Ave. #200
Englewood, CO 80112
P: 303-761-9190 F: 303-761-6278
MD: Tufts University

Chia-Hui Lee, MD
Integrated OBGYN
9397 Crown Crest Blvd. #220
Parker, CO 80138
P: 303-721-1670 F: 303-721-8117
MD: John Hopkins

Jacquelyn M. Pariset, MD
Hilltop Family Physicians I
9964 E. Hilltop Rd. #A
Parker, CO 80134
P: 303-841-2212 F: 303-841-4716
MD: University of Washington

Sara VanAnrooy, MD
Solo Practice
1189 S. Perry St. #100
Castle Rock, CO 80104
P: 303-663-0360 F: 303-663-5512
MD: Michigan State University

Office Managers
ADEMMA Meeting

Thursday, September 6
Swedish Medical Center
Spruce C

Doctors Care

Presented by
Felix Ortiz

Topic:

To provide a brief overview
of the Doctors Care
program and information
on how to effectively
manage the health care
needs of the uninsured.

Retired / Retiring
Physician Luncheon


Monday
September 10, 2007

Porter Hospital
NDR 5
12:00 pm to 1:00 pm

Speaker:
Robert S. Brittain, MD

Topic:
Experiences in
Vietnam





Doctors Care...*Accessible Care for the Underserved*

Twenty Years of Serving the Uninsured

As we approach the remaining portion of 2007, Doctors Care will begin to plan its 20th anniversary celebration, which would not be possible without the help of our volunteer physicians!

In 1988, the physicians of the Arapahoe Medical Society created Doctors Care to provide affordable medical care for the approximately 20,000 uninsured residents of south metro Denver. Through a network of volunteer physicians, Doctors Care began providing care on a sliding-fee scale, targeting the working poor whose earnings were above the criteria to qualify for Medicaid and other public assistance, but below the level necessary to pay for health care or private health insurance. After the successful establishment of this network, Doctors Care opened a clinic to treat medically-underserved children and young adults.

Since its founding, Doctors Care has served more than 16,500 low-income residents of South Metro Denver and provided more than \$35 million in medical services to individuals who often have had nowhere else to turn for medical help. The organization is focused on three strategic initiatives to maximize our ability to continue serving this population.

Medical Case Management – In 2007, our case management team refined and broadened its involvement within the integrated physical and mental health care model. Greater access to psychological, social and medical resources has been explored to connect patients to available community resources.

Greater Collaboration with Partner Hospitals – To curb the tide of unnecessary emergency room visits, Doctors Care will continue to review and improve our case management system to better control high dollar cases. In addition, open dialogue between partner hospitals and Doctors Care has improved our capacity to serve the uninsured.

Operation Quality and Efficiency – In keeping with the burgeoning development in the field of information technology, a redesigned website, new patient and donor databases and an improved phone system have increased organizational efficiency and maximized our record keeping capacity.

These initiatives are just a sample of the success that we have achieved this year. As we move toward our 20th anniversary, please stay tuned to for more ways that you can become involved with this milestone in Doctors Care's history!

Thank you,
Bebe Kleinman, MNM
Executive Director

All Hazards / Pan Flu Preparadness Update:

ADEMS Pandemic Influenza Physician Training project continues with the setting of the final pledged hospital based presentation at Porter Memorial Hospital on Thursday August 30, 2007 from 12:00 – 1:00pm. 1 CME and 1 COPIC ERS point will be given for physician attendance at this meeting. Dr. Daniel Perlman, Greater Denver Infectious Disease, will give the presentation.

A Personal/Family Pandemic Influenza planning meeting is set for Wednesday, August 22, 2007, 6:30 to 8:00pm at the Denver Marriott South (I-25 and Lincoln) 10345 Park Meadows Drive, Lone Tree, CO 80124. This presentation given by Dr. Stephen Cantrill, Denver Health Medical Center will be open to the public. A panel of area representatives from the school districts, law enforcement, hospitals, fire department, TriCounty Health Department, Red Cross and more will be available to answer questions. Light refreshments will be served.

A seminar to help physicians prepare their offices for a pandemic event is being developed through CMS and the Association of Contingency Planners (ACP). This offering is tentatively planned for mid September as a half day seminar and will enable the physician to come away with a working plan document for their office. Plans for the next grant period are ongoing and will include additional training meetings in various settings, the production and distribution of the CME DVD, participation in training exercises in conjunction with hospitals and health departments, and the exploration and implementation of setting up a Medical Reserve Corp (MRC) in our area. This will involve assisting with training programs associated with an MRC or volunteer system.

My Friends,

Health Care Reform is underway. A national priority, it will be implemented state by state. As Co-Chair of the CMS Physicians' Congress for Comprehensive Health Care Reform, I have had the privilege of working with Colorado physicians through consensus and best evidence, to produce our guiding principles for that reform. It is now polling all Colorado physicians and will roll out at our annual meeting in Steamboat Springs the first (ever) system for grading proposals for health care reform. The 208 Commission is analyzing four (or five) proposals to present to the 2008 legislative session for health care reform. The governor needs success in health care reform to fulfill his Colorado Promise.

The easy work has been done. Now we need to focus and deliver on some very thorny issues—benefits packages, delivery systems, governance and financing that works. I believe our CMS will prevail in helping reform the health care system so that you will wonder how you ever survived in the present system! Here is how we will do it, together.

We must Build. We must build upon the remarkable success we have had to date in the health care reform arena. We must build membership in CMS. We must build COMPAC membership and flex a little COMPAC muscle. That will help build our already significant political influence. We must build a stronger alliance with hospitals and public health departments. We must build consensus, trust and confidence among ourselves to deliver the next health care system.

To build we must Evolve. Health care reform means that things will change. Our medical society, its alliance, and COMPAC must evolve to grow membership. We must evolve information technology that supports our clinical decisions, records our work, and challenges libelous contentions of insurers. We need to explore how CMS and its component societies can better support each other.

To evolve we must Nurture. Living through the trying, changing times ahead will require that we reflect some of our nurturing, care-giving back upon ourselves. The new system will not be right on the first attempt, and we will need to listen carefully, and support each other as we work toward improved practice viability for all Colorado physicians.

The coming health care reform can be a remarkable improvement for the viability of medical practices in Colorado. It will not come easily. Without our involvement it may not be an improvement at all. I expect that you, too, see its value in leading through vigorous dialogue, developing consensus, and preparing to change for the better. I look forward to Building, Evolving, and Nurturing if elected your president.

In Colorado we physicians have an unrivalled opportunity to predict our future practice environment by helping to create it. For the past three years, the CMS leadership has strategically positioned the physicians of Colorado (1) to have a seat at every health care reform discussion, (2) to inform the debate, and (3) to succeed through cooperation with others at the table. If elected your president I will lead CMS to be the change we wish to see—the organization that delivers improved practice viability in the reformed health care system. If you have questions, or if I can help in any way, please to not hesitate to contact me, Ben Vernon, wbver-



Ben Vernon, MD

“To build we must Evolve. Health care reform means that things will change”.



The time is ripe

You don't have to be a weatherman to know which way the wind is blowing. There is a "perfect storm" brewing on the health care horizon. Our government, our patients, the insurance industry, the purchasers and all of our colleagues are clamoring for real change in the health care delivery system.

In the past two years the Physicians' Congress and the Governor's 208 Commission have been working diligently to create a template for change. We constantly are being told what is being "brought to the table" in terms of ideas, proposals, experience and compassion. While this is occurring physicians continue to close their practices, retire or take salaried positions because they are not being paid for performance. The "revenue neutral" stance of the Centers for Medicare and Medicaid Services translates into more work for the same money – a clearly unsustainable economic reality. There is money that can be infused into the system.

If you choose to elect me your president, I will meet with every insurance carrier that does business in the state of Colorado and negotiate a return to our colleagues of a substantial portion of the "overhead" which is now being retained by the carriers as profit. The time is ripe, as they understand that it is either come to terms with the physicians or watch the state and/or federal governments "nationalize" health care and set arbitrary guidelines for how much "profit" is tolerable. All of the above must proceed concurrently. If not, we will watch the process engulf us in a morass of bureaucratic details.

Medicine in the United States is the best in the world, what is lacking is adequate access to all and reasonable remuneration to its practitioners. The changes will have to be brought about incrementally. We cannot expect any massive overhaul to be installed in one piece, as there are practical constraints on what government, industry, patients and practitioners are prepared to accept. We must, however, not allow the process to supersede the necessary progress.

Ira S. Jaffrey MD, F.A.C.P.



Ira Jaffrey, MD, FACP

“There is a perfect storm brewing on the health care horizon”.

This is a tremendously important time to be involved in organized medicine. Crucial issues face us – a broken physician payment system, the unprecedented power of consolidating health plans and many uninsured people in our state.

But – in Colorado, we have a real chance for reforms. CMS leadership and the Physicians’ Congress have positioned us for the next, decisive phase on health system reform — the legislative phase – that will play out over the next couple of years. This is a prime reason for my seeking the CMS Presidency and why I hope to bring my skills to this critical next stage.

Legislation and Politics. I’ve had a broad experience in legislation and politics – many years on the COMPAC Board, CMS’s Council on Legislation, Chair of AMPAC (the AMA’s national political action committee, ranked #3 Most Influential PAC) and Chief Government Relations Officer at the American Cancer Society.

I’ve successfully led two major legislative campaigns – nationally, as AMA-YPS Chair to correct young physicians’ pay disparity, and in Colorado to require health plans to disclose cancer-screening coverage. My experiences have taught me how to be adroit, savvy and bring together diverse – sometimes divergent – interests to successfully navigate the complex political process.

Communication. Representing CMS in the media and the legislature is a key role for CMS President. I’ve worked as a television reporter for Channel 9 and wrote a nationally syndicated medical column published locally in the Rocky Mountain News. These have proven very valuable as a spokesperson and advocate for CMS, AMA and other organizations.

Commitment to CMS. I came to Colorado in 1987, immediately joined CMS and began actively contributing – I was elected Chair of the Young Physicians Section the following year. I’ve worked actively in many parts of CMS — I’m proud to be Chair of CMS’s AMA delegation and a member of the COMPAC Board and Council on Legislation. My previous work includes the CMS Board of Directors and Chairing the CMS Health Care Reform Committee during the Clinton proposal.

I have an active pulmonary practice at Denver Health. Electronic tools, like our EHR, help us to take better care of our patients. Despite these tools, we struggle with proving ourselves on different definitions of quality and getting fair payment from third parties. I work nationally with the Markle Foundation, forming policy recommendations on Health IT. Physician input is critical so that these systems are private and secure and enhance -- not hinder -- our workflow and patient care.

Fair payment, fair treatment from payers, and proving and improving quality – these are the keys to keeping our practices viable. Health care in Colorado is a paradox: We give patients high quality care, but do so in a deeply flawed system. I know that working together, we can bring the system of care up to our high standards of patient care. My national and state experiences have thoroughly prepared me for this challenge. I’m enthusiastic at the prospect of engaging this as your President, and I respectfully ask for your vote.



Rob Bogin, MD

“We give patients high quality care, but do so in a deeply flawed system”.

ADEMS Rx Discount Program

NEW CARDS ARE IN!


The ADEMS Physician's Rx Care program has been available to all area physicians and hospitals for almost a year now. We thank all the offices that have shared these cards with their uninsured patients to help reduce their bills at the pharmacy counters at participating pharmacies in Colorado and throughout the US. To kick off our second year, the card has been redesigned with you in mind! It is now being offered in a 5x10 glossy card stock with printed instructions and helpful "how-to's" right on the front of these flyers (including Spanish directions on the back) with the patient's card as a tear off on the bottom.

In addition to pharmacy benefits, there are other discount health products and services available to your patients on the card. It is our hope that offering of these services may assist your patients to further comply with the treatment plans you prescribe.

Your patients have saved thousands of dollars since we introduced the cards in 2006 and we want to make it easier for you and your staff to offer this as a value added community benefit.

If you are in need of more prescription discount cards for your patients, call ADEMS at 303-761-2887 and let us know how many you need. ADEMS staff will be happy to accommodate your order. For larger quantities, we recommend that you pick up your order at our office.

Parker Healthcare Plaza




MEDICAL OFFICE SPACE AVAILABLE!

**Monument signage on Parker Road
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Patricia Wassik, CCIM 
303.233.1444 phone
pwassik@healthconnectproperties.com
www.healthconnectproperties.com

Location:
10371 Parkglenn Way
Parker, Colorado 80138


- Located one mile south of Parker Adventist Hospital
- Ideal Build Location near door to new Urgent Care Center
- Excellent Access off of Parker Road
- Only 4 1/2 miles from new 5,500-home project, Anthology

Health Service Opportunities:

- An established referral network of colleagues immediately available within the building
- Create, Well Established Pediatric Medical Practice

Demographics:

- High Average Household Income, Above \$145K
- Young, Growing Population, 20% under age 14



Map labels include: Centura Health Parker Adventist Hospital, Parker, Parker Healthcare Plaza, Anthology, and 10371 Parkglenn Way.

Classifieds

Lone Tree, CO

Medical Receptionist - full time for a Dermatology Practice located adjacent to Sky Ridge Hospital. Experience needed. Strong work ethic and very positive attitude. Please e-mail resumes to siglerb@livewirenet.com

Lone Tree, CO

Space available to sub-let on Mondays and alternate Wednesdays in the Aspen Building of the Sky Ridge Medical Center. 1700 sq. ft. office with 3 exam rooms and a consultation room. Suitable for a specialist seeking a satellite office attached to hospital. Contact: Niki Ericson @ 303-535-5350 or by email at: crsurg@hotmail.com

Highlands Ranch, CO Sub-lease space available. 1200 sq. feet. Wildcat Parkway Medical Dental building, 4185 E Wildcat Reserve Pkwy. This first floor office is empty 3 days per week - Tues/Wed/Thurs.

Littleton, CO

Approximately 2700sq feet of medical office space on the Littleton Hospital campus available for sublease. Please call: 303-414-2303 for more information. Deborah Goodyear OBGYN
Castle Rock, CO

The Point at Metzler Ranch—New Class A Medical Office Building on Founders Parkway for Lease. Come join Acute Injury and Illness Center new Urgent Care location! Ideal space for primary care group or specialists, generous tenant finish allowance, opportunity to serve fast-growing population of Castle Rock. Call 303-725-6019

5290 Estes Medical Office For Lease— Great location near new Swedish Emergency Care. Generous tenant finish allowance. Join thriving Pediatrician and Physical Therapy groups. Call 303-725-6019

Littleton, CO South Broadway Medical Center - 7261 South Broadway Space; 2900 sq. ft. North of Littleton Hospital Atrium, lunchroom, gym furnished. 4 yr old bldg., grd flr. Contact: Toulou @ 303-794-6290

Denver, CO

Porter Hospital Campus Office for Sublease/ Sharing Windows/Windows/Windows 1700 Sqft, 4 exam rooms and well designed business office. Available Now. Will accommodate your terms. Call 303-722-0221, email jdsok@AOL.com or drop by

South Denver: Office Condo: Available for sale or lease 7120 E. Hampden Ave. Suite @1900-2100 Sq/ft. Call Ben 303-520-6232 or email: Coopersmith1@msn.com

Castle Rock, CO

Medical Office Space available, 930 sq. ft., in Castle Rock. Growing area with rapidly growing population, excellent opportunity for expansion, new practice or relocation. Please contact Rick Stucy @ 303-378-1592 or e-mail: rick@thestucycompany.com

Sublease space available in pediatric and multispecialty clinic in Castle Rock. Exam rooms and/or office space available. Half-days, full-days, one to five days per week available. Please contact Rick Stucy at above numbers.

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Some are too big.



Some are too small.



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www.cms.org or www.copicfsg.com

METROWIDE PROPERTIES



LONE TREE

9695 South Yosemite Street
Just north of Lincoln and Super Target

- Covered Parking
- Covered Patient Drop-Off
- Journey-sized Elevators
- Lab—Quest Diagnostics
- Monument Signage
- Deli with Outside Seating
- On-site Management
- Buy or Lease any size



HIGHLANDS RANCH

4165 East Wildcat Reserve Parkway
1 mile south of University
3rd floor deck with views. Join the many busy practices in this high profile, professional bldg. *Various sizes available.*



CASTLE ROCK

1 Oakwood Park
1/2 mile east of downtown Castle Rock
Part of Oakwood Park Professional Center
Various sizes available



CASTLE ROCK

2 Oakwood Park
1/2 mile east of downtown Castle Rock
Part of Oakwood Park Professional Center
Building for Sale or Lease



SUBLEASE AVAILABLE

ENGLEWOOD

125 Inverness Drive East
Just off Dry Creek, east of I25
Class A medical office bldg. On-site medical imaging facility. Surface & garage parking. 2,034 sf sublease, divisible



LITTLETON

11 West Dry Creek Circle
Near South Broadway & County Line Road
Join Highline South Ambulatory Surgical Center & Women's Imaging Center. Covered patient drop-off, signage. 5,495 sf available.



THORNTON

9025 North Grant Street
East of I25/south of Thornton Parkway
High profile, professional office building. Visible from I25!
Various sizes available.



LAKWOOD

3405 South Yarrow Street
Near NW corner of Hampden & Wadsworth
Great for medical, dental, veterinarian or general office. End-cap space with lots of windows. 1,960 sf available.



LAKWOOD

7373 West Jefferson Street
Near SE corner of Hampden & Wadsworth
Academy Park Professional Building
1,164 sf condo available for sale or lease.



**PHOTO
COMING
SOON!**

BRIGHTON

176 & Bromley Lane
State-of-the-Art Professional Office Building. Near Platte Valley Medical Center, major highways and DIA.

For more information on these or other Metrowide Properties contact:

Jan Friedlander, CCIM, Friedlander Commercial Real Estate, LLC

303-885-9200 janfriedlander@comcast.net www.healthcarepropertyolutions.com

**Arapahoe-Douglas-Elbert
Medical Society**

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www.ademedicalsociety.org

September Calendar

September 6	Noon to 1:00 pm	ADEMMA Swedish - Spruce C
September 10	Noon to 1:00 pm	Retired/Retiring Physician Lunch Porter -- NDR 5
September 6	1:00 pm	CMS Board of Directors (Steamboat)
September 7-9		CMS Annual Meeting (Steamboat)
September 9	7:00 am	ADEMS Board Meeting (abbreviated)