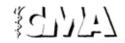


North Coast Physician (は)



3

In This Issue:

EDITORIAL & PUBLICATIONS	;
COMMITTEE	

Emily Dalton, M.D. George Ingraham, M.D. Stephen Kamelgarn, M.D. "Guru" Leo Leer, M.D. Scott Sattler, M.D. Erik Weibel, M.D. - Webmaster

EXECUTIVE DIRECTOR

Penny E. Figas

CONSORTIUM COORDINATOR

Terri Taylor

EXECUTIVE BOARD

John Nelson, M.D.. PRESIDENT Timothy Dalsaso, M.D. President-Elect Kelvin Vu, D.O. Secretary/Treasurer John Mastroni, M.D. PAST PRESIDENT Tin Botzler, M.D. DIRECTOR Jasen Christensen, D.O.. DIRECTOR Stephanie Dittmer, M.D. DIRECTOR Join Luh, M.D. DIRECTOR David Villasenor, M.D. DIRECTOR Donald Baird, M.D. Public Health Officer Warren Rehwaldt, M.D., Public Health Officer Alison Palacios, D.O. EASTERN DISTRICT Vacant. Northern District William Carlson, M.D. CMA DELEGATE Corinne Frugoni, M.D. CMA DELEGATE John Nelson, M.D. CMA DELEGATE Timothy Dalsaso, M.D. CMA ALT. DELE. Join Luh, M.D. CMA ALT. DELE Kate McCaffrey, D.O. CMA ALT. DELE Melvin Selinger, M.D. SSGPF

James Cotter, M.D. CMA DIST. X TRUSTEE

In My Opinion, Stephen Kamelgarn, MD	4
"Forward Into The Past"	
Open Forum, Jennifer Heidmann, M.D	5
"Music Has a Place in Health"	
Friday PM Round Socials	6
RX Safe Humboldt, Mary Meengs, M.D	7
"Top 10 Things You Can Do To Treat Pain"	
State Budget Includes \$ Expand GME	8
"Policy Concerning Texting - Are You Compliant?"	9
HDN Tattler	10
Coming, Going & Moving Around	10
Social Calendar / Friday PM Rounds	10
Welcome Medical Students	11
Public Health Update, Donald Baird, M.D	12
"STDs Continue to Rise"	
Save Lives California Campaign	15
Practice Management: Tip of the Month	18
Free On-Line Course - Reporting Child Abuse	19
What Can I Do About Negative Patient Reviews Online?	21
Continuing Medical Education/Grand Rounds Calendar	22
Classified Ads	23

Cover Photo "AUTUMN WALK IN THE REDWOODS" STEPHEN KAMELGARN, M.D.

The Editorial and Publications Committee encourages our member's comments for publication. Please submit electronically prior to the 15th of the month preceding publication. hdncms@sbcglobal.net

North Coast Physician is published monthly by the Humboldt-Del Norte County Medical Society, 3100 Edgewood P.O. Box 6457, Eureka, CA 95502. Telephone: (707) 442-2367; FAX: (707) 442-8134; E-Mail: hdncms@sbcglobal.net Web page: www.hdncms.org

North Coast Physician does not assume responsibility for author's statements or opinions; opinions expressed are not necessarily those of North Coast Physician or the Humboldt- Del Norte County Medical Society.

"Forward Into The Past"

Stephen Kamelgarn, M.D.

There's an old saying: "The more things change, the more they stay the same." Medical "fads" tend to come and go and come again. The latest "fad" making a comeback is the return of the house-call back into our medical milieu.

From the Eighteenth through the mid-Twentieth Centuries, the primary mode by which Western Physicians met their patients was the house-call. Many physicians did not maintain offices, but they met their patients in the patients' homes—on their home-turf, so to speak. I'm old enough to remember Old Dr. Goldberg making house-calls to see me when I was a small child back in the 1950's.

However, as medical care became more sophisticated and technologically oriented, the house-call fell out of favor, and became merely a nostalgic touchstone to the past. I remember my medical school professors telling me that there was little one could accomplish with a house-call—all the cool technology was in the hospital. In addition, by the 1970s, house-calls had become a money losing service.

I absorbed these lessons, and during my first years in practice, I would rarely venture out to a patient's home. Usually, I would only go when a patient was bedridden, and possibly terminally ill. In contradistinction to my professors, I would find the house-call quite useful. Those few times I would go out, I could gain great insight into the lives of my patients: how they lived, what were the barriers that prevented them from complying with the therapeutic regimen, what were their support networks like. It allowed me to

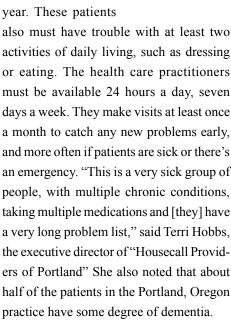
see who my patients actually were. It was fascinating and wonderful.

As the years went on, I found my self enjoying these house-calls more and more. However, they were quite time-intensive, and they were never cost-effective. I could generate much more practice income by bringing the patients in to me-the mountain coming to Mohammed, so to speak. Therefore, for many years, I kept my house-calls to a minimum. But, as I acquired more and more housebound patients who required more care, I found myself going out more and more. Finally, about seven or eight years ago, I began blocking out one afternoon a month, just for making house-calls. Often I would go out with one of my office nurses and the two of us could see five or six patients in the course of an afternoon. We could draw blood, and obtain other lab specimens, we could re-dress surgical wounds, we could often head off small problems before they became large problems, and mostly, we just showed the patients that we cared. Everybody came out ahead. The Hell with "productivity" (a four-letter word if there ever was one) for an afternoon.

Now, it turns out, that I may have been slightly ahead of the curve. Medicare is experimenting with reinstating and paying for house-calls. The new iteration toward the house-call is called "Independence at Home." This is the old-fashioned house-call paradigm, modernized and updated.

Under the law creating the program, practices could join only if they make house calls to at least 200 patients with traditional Medicare who have been hospitalized and

received rehab or other home health care within the past year. These patients



Even with the house-calls taking care of the sickest of the sick, Medicare is finding that having physicians making house-calls is a money saver. In the first year of the pilot experiment Medicare reported an overall savings of \$25 million. These savings were passed on to the groups that participated in the pilot study and they earned bonuses of almost \$12 million. This is serious money.

But the more important question is: are these patients being well-served by receiving their care at home? The answer seems to be a resounding, "Yes!" A key study, published in 2014, in the Journal of the American Geriatrics Society, found that primary care delivered at home to Medicare patients saved 17 percent in health spending by reducing their need to go to the hospital or nursing home.

Part of the reason for this is that not

"PAST", Continued on Pg 20

Something on your mind? Want to share your thoughts with your colleagues? Please send those thoughts for publication in the North Coast Physician or if you're insecure about your ability to write - let us help you.

"PAST", Continued From Pg 4

only do the home visiting physicians do the usual "medical stuff," but many of us also take a look around the home. We're changing the paradigm from a strictly medical model of patient care and interaction to a "medical-social model." This is what makes the difference. We're dealing with people holistically. We look into refrigerators to make sure that patients have enough to eat, we can actually look at the patients' medications and make sure that in-home conditions are conducive to taking the meds appropriately. Many of these "house-call practices" have easy accessibility to social workers and nurses to make sure that any necessary adaptive equipment: hospital beds, home oxygen, bedside commodes, shower chairs, etc., is available and in the home. Many programs also include visiting physical, occupational and speech therapists. It truly is becoming integrated home centered care

Up here in Humboldt County, Medicare has recently started a new program called PACE (Program of All-inclusive Care for the Elderly). The selection criteria for patient participants are the same as "Independence at Home." The patients are essentially the same type of patients that are in the other Medicare-funded home visit practices--the sickest of the sick. Therefore, a large part of this program involves the medical staff making a large number of house-calls. In fact, many of the patients only receive home care, and never come into the clinic, which is housed next to the Alzheimer's Resource Center of the Humboldt Senior Resource Center.

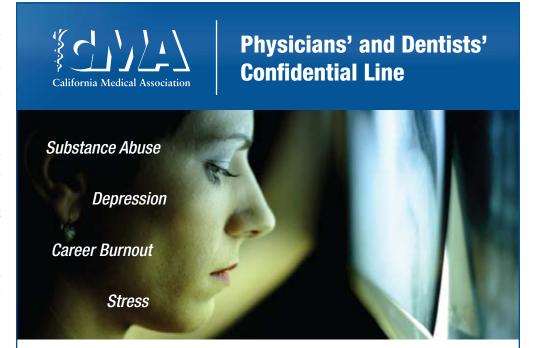
Also, like the other home care practices, the program also has a panoply of nurses, physical and occupational therapists and social workers to work closely with these patients at home. I have been reliably informed by the staff that this program has significantly reduced the number of hospitalizations and re-hospitalizations of our ninety-plus patients. Again, everybody

wins.

House-calls. An institution whose time has come again.

Addendum: I have been contracted to substitute for Dr. Heidmann, the medical director, for a couple of weeks in late June and early July, while she takes a well-deserved vacation. And I'm really looking forward to it.

Comments or letters, which may be published in a future issue, should be sent to hdncms@sbcglobal.net



About the hotline: We are a confidential service dedicated to assisting physicians and dentists who may feel overwhelmed by aspects of their personal or professional lives. Our goal is to help our colleagues before their lives and practices are in jeopardy.

How it works: All calls are completely confidential. Callers are quickly connected to a physician or dentist with extensive experience in helping health professionals having problems with stress, substance abuse or mental health issues. Callers receive the support and referrals needed to better manage whatever issues with which they may be struggling.

Who should call: If you're a physician or dentist looking for help with substance abuse or a psychological or emotional problem, we're here to help. If you're a colleague, family member or friend of a physician or dentist in need of assistance, please don't hesitate to call.

While you'll be there for your patients, we'll be here for you.

Northern California: 650,756,7787 • Southern California: 213,383,2691

The Physicians' and Dentists' Confidential Line is a project of the California Medical Association and the CMA Alliance, with additional support from the California Dental Association.

TUMOR BOARD CALENDAR:

<u>JULY</u>			AUGUST		
7/6 (Wed)	TUMOR BOARD	SJH	8/3 (Wed)	TUMOR BOARD	SJH
7/13 (Wed)	TUMOR BOARD	SJH	8/10 (Wed)	TUMOR BOARD	SJH
7/19 (Tues)	TUMOR BOARD	RMH	8/16 (Tues)	TUMOR BOARD	RMH
7/20 (Wed)	TUMOR BOARD	SJH	8/17 (Wed)	TUMOR BOARD	SJH
7/27 (Wed)	TUMOR BOARD	SJH	8/24 (Wed)	TUMOR BOARD	SJH
			8/31 (Wed)	TUMOR BOARD	SJH

CLASSIFIED ADVERTISEMENTS

PRACTICE OPPORTUNITIES

Refer to Practice Opportunities on our website for a list of Practice
Opportunities for Physicians. Separate listing for Advanced Practice Clinicians is also posted. Recruitment Brochure & Video; Links to Local Recreation; Links to Loan Repayment Programs; Norcal Medical Partners Facebook, and more....

www.hdncms.org

PRACTICE OPPORTUNITIES POSTED FOR:

PRIMARY CARE:

Family Medicine; Internal Medicine; Pediatrics;

ENT

GASTROENTEROLOGY

HEMATOLOGY/ONCOLOGY

Hospitalists

Nephrology

NEUROLOGY

OB-GYN

OPHTHALMOLOGY

ORTHOPAEDICS

PALLIATIVE CARE

PLASTIC & RECONSTRUCTIVE SURGERY

PSYCHIATRY

EQUIPMENT FOR SALE

EXAM TABLE. Ritter 104 with stirrups and a light. Very good condition. Mauve top. Asking \$200.00. Contact Kate, 443-3557 OR northcoastwomenshealth@yahoo.com

OFFICE EQUIPMENT AND SUPPLIES FOR SALE. Contact Karen Davis to inquire - karendaviskcd@gmail.com

OFFICE SPACE

 ${\bf OFFICE\ BUILDING\ FOR\ SALE-CRESCENT\ CITY.\ 1485}$

Parkway Drive, Crescent City. Contact: Karen Davis - karendavisKCD@gmail.com.

MISCELLANEOUS

MEDICAL STUDENT HOUSING available for all rotating students. Affordable. Furnished. Eureka. Call or text Dr. Mc-Caffrey at (707) 599-7832

FIREWOOD for Sale. Contact Lee: (707) 499-2805

Display
Advertising
Rate
Schedule

MONTHLY 1/4 Page 7.45" x 2.61" 1/2 Page 7.45" x 5.23" \$160.00 1/3 Page Vertical 2.37" x 9.95" \$150.00 Full Page \$200.00 7.45" x 9.95" Inside Cover/Full Page \$275.00 7.90" x 10.40" Business Card Ad \$65.00 Copy Ready 2" x 3.5" Classified Ads \$5.25 per line

DEADLINE: 15th day of the preceding month to be published