24% Dividend

1% Rate Reduction
Effective January 1, 2011

It’s Simple Math:
Less Premium = More For Your Practice

- Purchase new medical equipment
- Attend a CME conference
- Upgrade my EMR
- Volunteer at the local health clinic

What would you do with the money you save?

Details are available at http://www.tmlt.org/2011dividend

For more information or to apply, contact TMLT at 800-580-8658 or email sales@tmlt.org
12319 North Mopac  Austin, Texas  
New Offices For Sale

High Profile Medical/Professional Office Building

Coming Summer 2011

★ Own your new Office.  
Save and Invest for the Future!

★ Premier north Austin location with outstanding visibility and convenient access from North MoPac in the center of the Austin metro area.

★ Custom design 2,000 s/f to 12,000 s/f new office for your specific needs and style with reserved parking in the covered garage.

★ With the new toll road, Mopac Expressway is the preferred north/south highway for the Austin metro area.

★ Adjacent to St. David’s North Austin Medical Center ranked as one of the top 20 hospital systems in the nation, with the largest women’s health care facility in the region.

★ One exit north of the world-class Domain master planned development, dubbed the second downtown of Austin.

★ Call now to reserve your new north Austin office in the beautiful new Plaza North Office Building!

For more information, please contact

Scott Taylor  
Office 512.328.8154  
Fax 512.328.2122  
taylor@landcreek.com  
www.landcreek.com
Another pretty face on a tile in Deruta, Italy. Photo by Owen Winsett, MD.
On the Cover
C. Bruce Malone, MD, celebrating TMA's Sesquicentennial, 2003.

FEATURES AND ARTICLES

6 THE PRESIDENT'S MESSAGE
Change
C. Mark Chassay, MD

10 LIVESTRONG CANCER NAVIGATION CENTER
Katie Ford

12 2010 ELECTIONS ARE OVER: NOW WHAT?

14 IN THE NEWS

16 2010 PHYSICIAN OF THE YEAR
Merry Wheaton

20 TCM ALLIANCE
Vickie Blumhagen

24 TOOLS YOU CAN USE: DIABETES MANAGEMENT
Philip Huang, MD, MPH

28 CLASSIFIEDS

30 TAKE 5: CEREBRAL PALSY
The theme for each of my president’s articles this year has begun with the letter “C.” I have written on Challenge, Competition/Coaching, Congress, Community/Citizen Physician, and Collegiality. As we approach the end of 2010 and prepare to turn the reins of Society leadership over to the 2011 officers, it seems only fitting that my final article be about Change.

Last January, I challenged each of us – including myself – to reflect on lessons learned from our successes and failures in addition to their impact on our families, our work as physicians, and our beliefs. I challenged us to write out goals for 2010 and to ask ourselves at the end of the year how well we did on several levels personally and professionally: Was I a better spouse and parent? Was I a better physician? Was I a better neighbor? As I aged another year, was I a better son/daughter? Did I lose that weight I needed to? Did I finally clean out the garage? In other words, have I changed?

You’ve no doubt noticed how quickly this year has flown by despite the 8,760 hours that every year gives us to make those changes. However, since it is essentially the end of the year, we as a Society should also look back on the challenges we addressed and what we accomplished.

With a strong commitment to community – close to home and far away – TCMS physicians donated their time, medical supplies, and financial contributions to assist with relief efforts after the magnitude 7.0 earthquake rocked Haiti on January 12.

In January, TCMS hosted a physician-only forum on health system reform to hear concerns and opinions of physicians from a wide spectrum of medical practices and political views. Health system reform became a reality on March 30 with President Obama’s signature on the Patient Protection and Affordable Care Act (PPACA). With the passage of PPACA, TCMS continued to educate its membership with TMA’s Health Reform School, a presentation by William Sage, MD on legal aspects of PPACA, and a presentation on Accountable Care Organizations.

In addition to once again providing free athletic physicals to AISD middle and high school students who do not have affordable access to health care, TCMS and the Travis County Medical Alliance teamed up to pilot a successful immunization clinic in an effort to lower the AISD vaccine delinquency rate.

The Texas Medical Association’s House of Delegates convened in Fort Worth in May during TexMed 2010. In the annual elections process, TCMS was successful in winning the re-election of Clifford Moy, MD as Vice-Speaker of the TMA House of Delegates and David Fleeger, MD as a Delegate from Texas to the AMA House of Delegates. And for the first time since 1991, the House has elected a Travis County physician – Bruce Malone, MD – as President-Elect of the TMA. Bruce will lead the Association as its President in 2011-2012.

Also during TexMed 2010, the Travis, Dallas, El Paso, Harris, and McLennan County Medical Societies funded a TMA Minority Scholarship for $5000 that medical student Amanda Little received from the TMA Foundation. That is no chump change for an aspiring physician.

In August we kicked off the Citizen Physician theme with a great day of volunteering at the Capital Area Food Bank. TCMS physicians and their families helped process 7,020 pounds of food items and 5,990 pounds of non-food items.

Communication has been a big theme of 2010. More physicians have downloaded TCMS DocBook, an iPhone app that is changing the landscape of physician to physician communication. TCMS also made a leap into social networking and was the first county medical society in Texas to have a fan page on Facebook. In addition, TCMS went green by replacing the TCMS Newsletter with TCMS e-News, an electronic version which is sent to physicians and office staff.

Yes, time flies…. It has been an honor to have served you for 2010.

Now, it’s only fair that I report on some of my own answers to the questions I challenged all of us to ask ourselves at year end.

I made more trips to Houston to visit and spend quality time with my parents and brother. And to the subject of “time flies,” my father and I went to an Astros game together. I didn’t realize until he reminded me that it had been about five years since the last time we went to a game together.

My wife and I hosted my 86-year old grandmother for a week and then drove her back to Louisiana. Once again, I didn’t realize it had been six years since...
Balance the competing priorities in your practice with cost-effective tools that bring a delightful order to the occasional chaos.

**Phone Services During Office Hours**
Scheduling, patient triage and more, per your protocols.

**Phone Services After Hours**
From basic paging to complex call schedules, answered with your practice name on the first ring.

**Patient Test Results**
Eliminate unnecessary office calls and allow patients private access to results.

**Medical Records Concierge Service**
Secure, convenient storage and retrieval.

**Analytics**
Track and manage call performance and call type with our web-based tools.

If you need a business partner to support your office while saving you money, let’s have a conversation today.

**(512) 483-9041**
www.MedicalServiceBureau.com
I last spent that much time with her…until she reminded me.

I cleaned the garage a couple of times but it keeps mysteriously filling back up. I have to admit I didn't lose the weight I wanted to but I did start running (if you can call it that) again after about six years of relative inactivity. Time flew by me on that one too.

Finally, in the “Was I a better husband?” category – my wife Kimberly is due to deliver our first child in May. So 2011 will definitely be about change for me, even if it’s only about changing diapers!

Travis County Medical Society
Blood and Tissue Center of Central Texas
invite you and your spouse or guest to attend the

Annual Business Meeting
and
Recognition of Physician of the Year
C. Bruce Malone, MD

Tuesday, December 7, 2010

6:30 pm - Reception • 7:30 pm - Dinner

Hyatt Regency - 208 Barton Springs Rd

To RSVP, contact the Society at
(512) 206-1146 or tcms@tcms.com.

Sponsored in part by these Friends of the Society: Medical Service Bureau; Texas Medical Association Insurance Trust; Texas Medical Liability Trust; Cedar Park Regional Medical Center; Broadway Bank; Independent Bank; and Laura M. Stephens and Associates.
At Concentra, one of the largest providers of health care services in the nation, we’re reinventing the health care experience, reshaping it, and making it what it should be for our patients and our physicians. Concentra is increasing its presence in the Urgent Care arena by extending the Austin medical centers hours as well as offering flexible hours for its physicians. If you possess strong leadership ability and share our passion for treating every patient well, you will find Concentra's clinics a welcoming and respectful team environment where your dedication and positive impact will be recognized. We are seeking BC physicians, preferably with Occupational Medicine and/or Urgent Care experience to join our team.

To learn more about Concentra and to apply online.

www.concentra.com/careers

Contact Caroline Witt at (800) 232-3550, ext. 6485 or email: caroline_witt@concentra.com
The rewards of practicing medicine are many, but the chosen profession of medicine doesn’t come without its challenges. Specifically, there are moments when doctors must face their patients and bear unwelcome news, and increasingly that news is cancer.

Though the final numbers have yet to be tallied, the Texas Cancer Registry estimates that this year alone in Travis County, 3,391 people will hear the words: “You have cancer.”

These three simple words invite an often overwhelming stream of questions some of which physicians are trained and well equipped to address. However, what do you do about the myriad other questions that arise when a patient learns he or she has cancer? Questions like: “How do I break the news to my children or my boss?” “Will insurance cover my treatment?” “Are there support groups in my area of town?” “How will my treatment impact my ability to have kids?”

As of this fall, Travis County is home to a first-of-its-kind resource center that can address these questions and much more. Located in East Austin, the LIVESTRONG Cancer Navigation Center helps people find their way when cancer threatens to derail their lives. The Center, which operates Monday through Friday, from 9 am to 5 pm, provides support in four main areas of cancer care:

- Accessing fertility options and assistance;
- Addressing insurance, employment and financial concerns;
- Providing emotional support;
- Understanding diagnosis, treatment and post treatment concerns; and
- Accessing local resources.

“For six years, LIVESTRONG has provided this kind of support over the phone and online; this year, we’re on course to assist more than 10,000 people across the nation who have been affected by cancer,” says Chris Dammert, the Director of Navigation Services at the LIVESTRONG Foundation. “The LIVESTRONG Cancer Navigation Center is the physical incarnation of this service offering and it’s right here in Travis County. We welcome referrals from health care providers, as well as walk-ins. Our doors are open to anyone affected by cancer and our services are free.”

The Navigation Center, which sits adjacent to the Foundation’s headquarters at 2201 E. Sixth St., is staffed by LIVESTRONG personnel, including intake specialists, a licensed professional counselor, and a licensed master social worker. All navigation staff members are fluent in Spanish and English.

Through internal resources, as well as through close partnerships with reputable local and national organizations, the Center connects clients to a wide range of services, from resolving insurance concerns to assistance with fertility preservation, individual and group counseling to clinical trial matching and patient advocacy. There also are support services tailored specifically for family, friends, and health care providers who care for or work with cancer patients and survivors.

Mr. Dammert says that a primary goal of the newly founded Center is to answer as many needs as possible that fall outside the periphery of direct medical care, so that physicians and their staffs can focus on what they’re specifically trained to do.

“We are here to provide the right information and the right resources at the right time,” Dammert says. “At LIVESTRONG, we believe that knowledge is power. We want to elevate the conversation about cancer with better informed patients and a well-supported community of health care providers, right here in Central Texas.”

To learn more about the LIVESTRONG Cancer Navigation Center or to refer patients or staff call: (512) 220-7777 email: cancer.navigation@livestrong.org visit: www.livestrong.org
Treating cancer by enhancing our care.

Standing, left to right: Dr. Shannon D. Cox, Dr. John J. Costanzi, Dr. Stephen L. Brown, Dr. George R. Brown. Sitting, left to right: Dr. Douglas J. Rivera, Dr. Kirsten A. Warhoe, Dr. Brian J. Shimkus.

AUSTIN CANCER CENTERS

NORTH AUSTIN
12221 Mo-Pac Expressway North
inside North Austin Medical Center
512.901.1180
Call our appointment line at 512.623.5269 or visit www.AustinCancerCenters.com

CENTRAL AUSTIN
2800 E. Martin Luther King Jr. (I-35)
512.505.5500

NORTHWEST AUSTIN
11111 Research Blvd.
inside Setter Northwest Hospital
512.531.5200

GEORGETOWN CANCER CENTER

GEORGETOWN
2000 Scenic Drive, Suite 2002
Located in St. David's Georgetown Hospital
512.763.3850
Call our appointment line at 512.763.3851 or visit www.GeorgetownCancerCenter.com

DIAGNOSIS & STAGING
RADIATION THERAPY
CHEMOTHERAPY
HEMATOLOGY
LDR & HDR BRACHYTHERAPY
RADIOSURGERY
IMMUNOTHERAPY
INTERVENTIONAL PROCEDURES
ACUPUNCTURE
LYMPHATIC MASSAGE
MASSAGE THERAPY
SUPPORT SERVICES
The 2010 Elections are Over: Now What?

The elections are over and there will be some new faces in the Texas House of Representatives. The Patient Protection and Affordable Care Act is law, but regulations still need to be put in place at the state and federal level. Don’t sit on the sidelines – be a part of the legislative process. Here are five easy things you can do for your practice starting today - right at your desk.

Sign up for First Tuesdays at the Capitol: Join hundreds of your colleagues at the Capitol the first Tuesday of the month (Feb. 1, March 1, April 5, May 3). Legislators take note when doctors in white coats walk the halls of the Capitol each session.

Join TEXPAC: The Texas Medical Association Political Action Committee (TEXPAC) is the political arm of TMA. It’s the largest bipartisan political action committee in the state and ranks first in size among other state medical association PACs. If you haven’t joined TEXPAC, it’s not too late to get involved. A small contribution to TMA’s political action committee can make a huge difference.

Become a Key Contact: Let TCMS know if you have a personal or professional relationship with a state or federal legislator and are willing to contact him or her about medical issues – especially during the 82nd Texas Legislative Session.

TCMS gives you all the information you need to make contact. A simple phone call, email, or fax can make all the difference! Contact Stephanie Triggs, Director of Community and Government Relations at (512) 206-1124 or striggs@tcms.com for more information.

Sign up for TMA Legislative News Hotline: Keep track of medicine’s top priority issues throughout the session by subscribing to the daily or weekly e-newsletter.

Use TMA’s Grassroots Action Center: Write, e-mail, or call your legislator when critical issues arise. TMA makes it easy. All you have to do is respond to a TMA Action Alert using the message provided. It only takes a minute.

Get more information or register for any and all of the above by visiting www.texmed.org and www.texpac.org. Or contact Stephanie Triggs at (512) 206-1124 or striggs@tcms.com.

Don’t know who represents you?
www.fyi.legis.state.tx.us

Be A Legislative Key Contact
Let TCMS know if you have a personal or professional relationship with a state or federal legislator and are willing to contact him or her about medical issues – especially during the 82nd Texas Legislative Session.

Governor
Rick Perry (R)

Lieutenant Governor
David Dewhurst (R)

State Senators
Steve Ogden (R – District 5)
Kirk Watson (D – District 14)
Jeff Wentworth (R – District 25)

State Representatives
Charles Schwertner, MD (R – District 20)
Jason Isaac (R – District 45)
Dawnna Dukes (D – District 46)
Paul Workman (R – District 47)
*Donna Howard (D – District 48)
Elliott Naishtat (D – District 49)
Mark Strama (D – District 50)
Eddie Rodriguez (D – District 51)
Larry Gonzales (R – District 52)

US Senators
Kay Bailey Hutchison (R)
John Cornyn (R)

US Representatives
Michael McCaul (R – District 10)
Lamar Smith (R – District 21)
Lloyd Doggett (D – District 25)
John Carter (R – District 31)

*Incumbent vote count not finalized.
Epilepsy disrupts lives inside and out.

When suffering from epilepsy, life is ruled by seizure crises and medication intake. Getting patients back to living fully is our goal. We offer expertise in diagnosis, medical treatment, and surgical solutions for epilepsy and seizure disorders.

At Neuro Texas Institute at St. David’s HealthCare, our patient focused approach incorporates physician expertise with access to the latest technologies. It’s where collaboration between multidisciplinary specialists meets cutting-edge clinical research — the result is exceptional care right here in Austin.
Life Membership is granted to those physicians who have been a dues paying member of organized medicine for 35 years, of which 25 years must have been dues paying years in the Texas Medical Association and its component county medical societies, and who have reached a point of comparative inactivity in the practice of medicine, as determined by the Society. Upon nomination from the Board of Ethics, the TCMS Executive Board elected the following to Life Membership:

Beverly J. Sutton, MD

Retired Membership is granted to those physicians who have retired from the active practice of medicine. Upon nomination from the Board of Ethics, the TCMS Executive Board elected the following to Retired Membership:

Bernard L. Crosby, MD
James E. Hansen, MD

The Retired Physicians’ Organization (RPO) luncheon program in September featured Thomas Hatfield, PhD, Director of Military History at the Dolph Brisco Center at UT. He gave a detailed illustrated history of the D-Day invasion of France. He mentioned the Battle of the Bulge, and I immediately remember the story Charlie Darnell told me when he was a doctor in the Army Medical Corps at Bastogne.

They were short of personnel and supplies and overwhelmed with horrific casualties. Stopping bleeding and saving lives resulted in many amputations. He said his nickname was “The Bloody Butcher of Bastogne”!

By December of 1958, the Capital Medical Clinic he started consisted of Drs. Darnell, Cromer, Pierce, and Bynum.

Charlie’s father practiced in Llano years before and a folder he had framed listed charges: Office visit, 50 cents.

Atlantic Health Partners (AHP), a physician buying group, helps TCMS members save money on vaccine purchases by working directly with Sanofi Pasteur and Merck to obtain the most favorable pricing and purchasing terms for a wide variety of pediatric, adolescent, adult, flu, and travel vaccines.

Members of the AHP program make purchases directly from Sanofi and Merck (as you may do now) but typically receive lower prices. AHP also offers savings on medical supplies and injectibles, and there is NO COST to join!

To learn more about this TCMS member benefit and to join the program: call (800) 741-2044, email info@atlantichealthpartners.com, or visit www.atlantichealthpartners.com.

David Weeks, MD and Robert Cantu, MD were awarded the 2010 Teacher of Distinction (Top Doc) Award by the University of Texas Medical Branch at Galveston in recognition of the contributions of community-based physicians who have unselfishly given their time and effort for the education of the next generation of health care professionals.

Carlos V. Brown, MD was recognized as the Austin Educator of the Year. This award recognizes a UTMB/AMEP faculty educator in Austin for the highest level of achievement in education of UTMB School of Medicine students.

Roger Pruitt, DO; Mrudula Deshpande, MD; Hans Haydon, MD; David Bushore, MD; and Cecilia Cervantes, MD received the Capital AHEC All-Star Preceptor Award. This award recognizes outstanding dedication to teaching and mentoring health profession students. This year’s recipients dedicated more than 3,200 combined hours to teaching during the academic year.

Colby Evans, MD was recently named to the Board of Trustees National Psoriasis Foundation.
The Austin Diagnostic Clinic Nephrology Department
(front row l to r): Maria Luisa Trivagoff, MD, Eileen Cook, MD, Sonali Birewar, MD, Ellen Grimm, MD
(back row l to r): Edka Sandel, MD, Vincent Tjia, MD, Harry Goss, MD, Robert Hoetkins, MD

Why Choose an Austin Diagnostic Clinic Nephrologist?

The Austin Diagnostic Clinic has cared for patients since 1952 and pioneered the use of dialysis treatment in Central Texas. We continue to provide quality, comprehensive care for patients at every stage of kidney disease, including dialysis and transplantation. Our board certified nephrologists have privileges at hospitals in Austin and surrounding communities. An affiliation with Fresenius Medical Care allows us to administer state-of-the-art dialysis to patients close to home.

We offer same-day or next-day appointments at multiple locations including North Austin, South Austin, Round Rock, San Marcos, Marble Falls, Luling, Georgetown and Cedar Park.

Call 512/901-4310 for referrals or more information
This year when TCMS asked member physicians to name a peer who embodied integrity, knowledge, humility, compassion, and service to medicine in Austin and beyond, the name most frequently given was C. Bruce Malone, MD. Ironically, Dr. Malone was on the TCMS board in 1989 when the award was created and he wasn’t so sure it was a good idea. “There are so many doctors doing great things here, in the state, and in the world, that it didn’t seem reasonable to pick just one,” he says, acknowledging that his opinion changed over the years as he saw some of his heroes − among them Ruth Bain, MD and Earl Grant, MD − being recognized.

He says Dr. Bain was an early mentor in organized medicine, and Dr. Grant encouraged his involvement in the Texas Medical Association, which he’ll serve as President beginning in May 2011. Of him, Dr. Grant says, “It was obvious to me years ago that he was a leader and had the potential to be even more so. He exceeded all our expectations, becoming one of the most well-informed, effective, and dynamic leaders at the city, county, state, and national levels that we’ve ever been privileged to have.”

The son of an aerospace construction engineer, young Bruce Malone moved a few times during elementary school, an experience which taught him flexibility. He grew up in Arlington, Texas, and says math and science were always his strongest areas. A summer in high school spent as an exchange student in Germany, gave him a sense of just how much he didn’t know about history and current affairs. “It was really a shock for a young American in 1960. That was just 15 years after the end of the war and the German students I met had lived that,” he says. Always a serious student and a thoughtful listener, he learned enough German to get by that summer and he also learned what plans the other American students were making for college. He came home with his sights set on Harvard, where in 1965 he earned an A.B. in Biochemical Sciences.

An uncle who practiced internal medicine in Bluefield, West Virginia, helped him imagine a career in medicine and he was ingenious about getting hands-on experience. The summer after he graduated from high school, he worked as a steel heat treater, hardening metal for a manufacturer of infrared gun-sights and large hooks for airplanes. “Nobody in the department had all ten fingers, and there I was planning to be a surgeon. I was VERY careful that summer,” he smiles wryly. Still, he was earning a good wage — three times that of orderlies at All Saints Hospital. He offered to work three or four hours a night for free if they would let him decide where he would be assigned. Soon he was in the ER, and eventually developing electrophoresis of blood components at the Amon Carter Blood Center.

He originally planned to be a neurosurgeon, but found it depressing: “I felt like I couldn’t help that many people . . . and then I discovered orthopedics.” That, he says, meshes with his temperament and general approach: “Identify the problem, solve the problem, and go on.”

His chosen field held some surprises and he says they have all been pleasant: “There have been such wonderful developments in technology and we have so many more abilities than when I
It wasn't a foregone conclusion that he would return to Texas after his military service. In 1977, when he and Libby were looking to settle in a university community in the south with a population under 350,000, he found Austin's medical community impressive. "It was very sophisticated even then, with a high representation of doctors from the Mayo Clinic, and a lot of older doctors who had specialized," he explains. Charlotte, Charleston, and Orlando were all under consideration until the couple met the partners of Austin Bone and Joint Clinic.

While in medical school at Duke University, a blind date with Libby Snyder was to add a whole new dimension to his life. For the introduction, he thanks Stu Masters, who had dated Libby and happened to use the locker next to his. "Libby was a government major and a great student," Dr. Malone says with restrained but obvious respect. His junior year at Duke they tied the knot and moved into married student housing.

In 1969, the couple moved to Cleveland, Ohio, where he completed his surgical internship and orthopedic residency at Case Western Reserve University Hospitals. His hero there was King Heiple, MD, whom he calls "the best surgeon I've ever worked with." He remembers asking him one day if it didn't bother him to be working with a novice, and Dr. Heiple answered, "I'm so good that I can get you out of any situation you can get yourself into." A confident reply — startling and reassuring at the same time.

In 1975, fully trained as an orthopedic surgeon, Dr. Malone entered the military through the Berry Plan. Commissioned as a Major in the US Air Force Medical Corps, he was stationed at Andrews Air Force Base in Maryland where he worked in a fairly sophisticated hospital with five other orthopedic surgeons (two of them career doctors), doing joint replacements, trauma, even taking care of children — not so different from what he does now. He was on his own, though, for the first time, and says it was a maturing process.

"Libby is a good judge of people and she thought this practice in Austin would be the best choice," he says.

It's a choice he has not regretted. "We are a very collegial group of six and we learn from each other continuously," he says, quipping that no patient gets by without a second opinion. He says that because orthopedic surgery has evolved to more subspecialized care, the new physicians who have joined the practice have come with a year of subspecialty fellowship behind them, but the basic character of the practice has not changed. "We have remained a general orthopedic surgery group with special training," he says, adding that physicians in the practice have always been committed to taking ER calls and providing care to everyone. L. Don Greenway, MD describes his partner of 33 years as efficient and calm, cites his excellent rapport with patients, and says he has never known him to lose his equanimity when dealing with hospital surgical staff.

Joe Annis, MD an anesthesiologist who has worked with Dr. Malone frequently in the operating room, says, "He can be easygoing but he pays attention to detail and he wants everything to be well organized — just so. He always has the patient's safety in mind."

"Bruce is patient and he's a good teacher, taking time to let me know why he does things," says Ryan Tibbets, MD, the newest member of Austin Bone and Joint Clinic, adding, “Recently I was working late one Friday and when he saw me, he stopped and came in to see how a case had gone. I’m sure his wife was waiting for him, but he stopped and gave me his full attention, and I think he probably treats his patients the same way. He’s the epitome of a patient advocate.”

Organized medicine is one way Dr. Malone advocates for patients. He served on the TCMS Board of Ethics for nine years, chairing it for five, and has been a member of the Brackenridge Hospital Medical Executive Committee, President of St. David’s Medical Staff, a member of St. David’s HealthCare Partnership’s Board of Governors, and President of the Austin Orthopedic Association.

continued on page 22.
Thanks to the generosity of the Friends of the Society, TCMS members enjoyed a fun-filled evening at the Salt Lick.

**Stay Connected:**
2011 events will be announced via e-mail; e-News; Facebook; and www.tcms.com.
The Travis County Medical Society appreciates the generosity of the following organizations in underwriting TCMS events.

**Diamond Level Sponsors**

Medical Service Bureau  
Texas Medical Association Insurance Trust  
Texas Medical Liability Trust

**Platinum Level Sponsors**

Austin Radiological Association  
Cedar Park Regional Medical Center

**Gold Level Sponsors**

Austin Brokerage Company  
Clinical Pathology Laboratories  
Laura M. Stephens & Associates  
Broadway Bank  
Independent Bank  
The Brian Novy Company

**Silver Level Sponsors**

Contego HIM  
ONAIR Development  
Physician’s Resource Services  
Stanberry & Associates Realtors
Grant Recipients
The Travis County Medical Alliance is excited to announce its 2010-2011 grant recipients. Many worthwhile causes were reviewed with only the organizations that best fit the TCMA mission chosen to receive support. This year’s recipients are:

**Austin State Hospital’s Volunteer Services Council** – works to enhance the quality of life for patients facing obstacles with mental illness.

**BookSpring** – works to put books into the hands and homes of our community’s most vulnerable children.

**Family Eldercare** – provides essential services to elders, adults with disabilities, and those who care for them.

**Hospice Austin’s Camp Braveheart** – a therapeutic retreat for children who have lost a loved one.

**Lifeworks** – transitions youth and families from crisis to safety and success.

**People’s Community Clinic** – its mission is to improve the health of medically underserved and uninsured Central Texans by providing high quality, affordable health care and wellness education.

**St. Louise House** – provides affordable housing and essential services to mothers and children experiencing homelessness in Central Texas.

**Volunteer Healthcare Clinic** – provides free health care and health care related services to people in our community who are low-income and medically uninsured.

Remember to mark your calendar now for the “Mad Men” Gala - February 26, 2011. All the proceeds from this event will be awarded to these organizations.

**Austin Fun Runs**
Join the Travis County Medical Alliance Fun Run Group at 5:00 pm on Friday, December 3, as we walk a 5K that benefits the Ronald McDonald House. Held at the Mueller Hangar, this 5K starts off the holiday season with snow, Santa Claus, Ronald McDonald, music, hot chocolate, and festive lights. This year you can even bring Fido.

For more information please contact Lydia Soldano at 422-5009.

**Member Spotlight: Lara Norris**
Lara Norris joined the Alliance less than a year ago, and has already made a significant impact. She is the chair of Outreach and Support, and recently served as chair and host of the Annual Toast to Doctors at Abel’s on Lake Austin. She also volunteers for the Ronald McDonald House, and looks forward to working on the upcoming Holiday Luncheon and Gala.

Lara grew up in Michigan where she attended Michigan State University majoring in Merchandising Management. After college, she moved to Dallas to pursue a career in the cosmetic and fashion industry.

Lara and her husband, Robert Norris, MD, married in 2008 on the shores of Lake Michigan. They have a daughter, Larisa (12) and son Logan (19). While not working with the Alliance, Lara enjoys volunteering at her daughter’s school, and going to their ranch in Gonzales County. She also recently started her own Arbonne Cosmetics business. Lara says that being new to Austin, “The Alliance has been a fun and rewarding experience, and I look forward to building lasting friendships.”
Now are you ready to decide on your EHR?

There are hundreds of EHR and practice management systems out there, each with dozens of features. So how can you find the one that’s right for your practice? Start by looking at a leader.

Our EHR has received the top overall score in all three of the user satisfaction surveys conducted by the American Academy of Family Physicians (AAFP). This affordable EHR is part of our Solution Series™ which seamlessly integrates EHR and practice management components to improve care, reduce errors and simplify business. The result? Time spent with patients is quality time, automatically billed and coded properly.

With 28,000 users, we’re one of the fastest growing EHRs. Plus, our 14 years of experience means you can count on us to be around when you need us. Take a look at the e-MDs Solution Series — then you’ll know.

Prepare yourself for Meaningful Use success and learn how to qualify for government incentives that can help pay for your EHR. Download e-MDs’ Meaningful Use White Paper and sign up for our free webinar at go-emds.com.
He has been active in TCMS and TMA since 1977 and AMA since 1978, and he says Dr. Annis nominated him for just about every position he has ever been elected to. Dr. Annis explains the reason for that: “He listens to people and values their opinions, and he's very good at trying to accommodate all sides of an issue. He is the classic example of a servant-leader.”

It hasn't always been easy. In 1992, as he was about to assume the Presidency of TCMS, he and Libby lost their 20-year old son Michael. “There I was a grieving father and I didn't think I could do it, but Tom Young, the Executive Vice President at the time, said, ‘You can do it, because we'll help you,’ and they did. Tom, Belinda Clare, and Marshall Cothran have always been wonderfully helpful.”

The times themselves have been challenging, of course. In his first column as TCMS President, Dr. Malone referred to managed care, controlling policies developed with inadequate representation, and stringent cost-controls, and wrote, “The critical element in the next decade will be how we react to these pressures and maintain our place as patient advocates. We must take the high ground. No matter what the plan, our obligation is to provide a complete evaluation, to communicate this information to the patients and to their other doctor, and always to act as an advocate for our patients’ health and well being, including their financial well being.”

Calling health system reform “a sea change,” Dr. Malone says, “The thing that worries me is that the financial foundation for reform is shaky, and if that falls apart, it will be bad for patients.” He says one of his children lived in the UK, had dual citizenship and could never access care through the National Health Service, so she had to pay privately outside the system. He hopes that a private insurance option is always available here.

Asked what his years of work in organized medicine have accomplished, he replies, “There are not that many clear and concise victories. You work primarily to keep doctors represented in state and national legislatures, and it's work that prevents a lot of mischief.” As major accomplishments -- not his own, but the TMA's -- he points to the passing of tort reform legislation in Texas in 2003, and the reform of the Texas Workers’ Compensation System: “Twenty years of involvement managed to eliminate lawyers from that system except in egregious cases.”

Working the democratic process is a never-ending job. “In 2005, TMA developed a strategic plan for 2010,” he says, “and, look, here it is 2010!” Already, as he prepares to assume the TMA Presidency, the organization has refocused its goals in a strategic plan for 2015.

Another challenge has been his involvement since 2003 with the Texas Medical Foundation (TMF) Quality Improvement Organization. “It represents 3.2 million Medicare recipients with the goal of improving patient care, but we're talking about a very large bureaucratic federal contract and it is frustrating dealing with Centers for Medicare & Medicaid Services at that level,” he says. He thinks many of the measures of quality used are not clinically relevant and hopes that with clinical effectiveness research, the situation will improve.

Taking a long view, he began serving on the Blue Cross Blue Shield of Texas Physicians’ Advisory Committee in 2001 and in 2004 added service on the Texas Affiliate Corporate Board, which discusses strategies, coverage, payment, how plans function, and how doctors work in the system. “I did that somewhat reluctantly, knowing that some doctors might think I’d gone over to the dark side, but there was no doctor on the Affiliate Board and we need representation there in order to know what they’re thinking,” he explains.

In addition to leading TMA next year, he plans to keep working and covering ERs, do a little bird hunting, golfing, hiking, and skiing — something the whole family enjoys. His family has been growing. Younger daughter Katie just married Nick Weiss, and graduated from the UCLA Anderson School of Business. Older daughter Ellen and her husband James Hourigan recently visited from Australia with their two children, Annabel and Charlotte. Dr. Malone says locum tenens work in Australia or New Zealand for several months at a time, is a tempting way to keep practicing while creating the opportunity for him and Libby to build a relationship with their grandchildren.

He says retirement is not in the picture: “I want to get daily exercise, but I don't have a consuming hobby — just organized medicine.”

“He shouldn't retire,” says Dr. Grant. “He's young by a lot of standards. And he has a wonderful, supportive wife in Libby, who has made large contributions to Austin in her own right. Together they make a terrific team and there's a lot more they can do.”
API’s customers in Texas now have access to up to $1 million in R.A.C. Plus coverage, including optional Cyber Shield coverage.

With more than 30 years of writing medical professional liability insurance policies tailored for practices like yours, API is unrelentingly committed to you and guarding your professional investment.

To learn more details on R.A.C. Plus and Cyber Shield coverage, visit www.api-c.com/racplus, call 877-API-7007, e-mail info@api-c.com

Join your friends and colleagues, enjoy a sumptuous dinner, dance the night away, outbid your friends at the auctions, and more!

Friday, May 13, 2011  6:00-11:00 p.m.
Held in conjunction with TexMed, TMA’s Annual Meeting
Hyatt Regency Houston  1200 Louisiana Street
Diabetes affects many Travis County residents. Fortunately, the Texas Department of State Health Services, Texas Diabetes Council, and the Central Texas Diabetes Coalition have developed resources to assist health care providers in providing optimal care for individuals with diabetes.

The *Diabetes Tool Kit: A Practitioner’s Reference, 5th Edition* was created by endocrinologists, physicians, nurses, dietitians, pharmacists, and other professionals appointed to the Medical Professionals Advisory Subcommittee of the Texas Diabetes Council. This comprehensive manual contains over 200 pages of reference information in the following areas:

- Self-management training content based on the National Standards for Diabetes Education
- Minimum standards of care and evidence-based treatment algorithms; and
- Patient education handouts in English and Spanish.

Evidence-based treatment algorithms in the *Diabetes Tool Kit* are updated frequently. To download the most up-to-date version of the *Tool Kit* or to request a free hard copy, please visit: http://www.tdctoolkit.org.

The Central Texas Diabetes Coalition has created *My Personal Diabetes Guide*, a pocket-sized patient education tool that empowers patients to keep track of their diabetes-related exams and tests, medications, and blood glucose monitoring results. *My Personal Diabetes Guide* is available in English and Spanish.

To request free copies, contact Stephanie Helfman, Diabetes Program Coordinator, Austin/Travis County Health and Human Services Dept. at stephanie.helfman@ci.austin.tx.us or (512) 972-6764.

Quantities are limited.
MICHAEL J. KHOURI
ATTORNEY AT LAW

FEDERAL CRIMINAL DEFENSE
♦

MEDI-CARE AUDIT DEFENSE
♦

MEDI-CARE FRAUD DEFENSE
♦

Former Deputy District Attorney
Over 29 Years Experience
Member of the Bars of the United States District Courts
Western and Northern Districts of Texas

Telephone: (949) 336-2433
Cell: (949) 680-6332
4040 BARRANCA PARKWAY, SUITE 200
IRVINE, CALIFORNIA 92604

www.khourilaw.com
Kenneth J. Blair, MD passed away on October 31, 2010. Dr. Blair was born in Martinsville, Virginia and came to Texas on an academic scholarship to the University of Dallas. He graduated from Johns Hopkins Medical School and returned to Austin for his residency and internship at Brackenridge Hospital.

Dr. Blair served as Medical Director of the Peoples Community Clinic and co-founded Fifth Street Family Practice. As he became aware of the HIV epidemic, he was instrumental in founding Christopher House in 1993 to provide hospice care for AIDS patients.

Dr. Blair became active in AIDS education and advocacy, speaking at professional meetings and testifying before the Texas Legislature on public health issues. He joined the David Powell Clinic and at times managed up to one-third of HIV cases in Travis County.

Robert M. Walters, MD died on November 9, 2010. He grew up in St. Louis and attended Washington University, receiving his BA degree. He graduated from Rush Medical College in Chicago in 1974 as valedictorian and trained at Rush-Presbyterian-St. Luke’s Medical Center for General Surgery.

He completed his orthopedic residency at the Harvard Combined Program in Orthopedic Surgery in Boston, MA. His thesis received The Hip Society Award which was presented at the annual meeting of the American Association of Orthopedic Surgeons. His Hand Surgery training was at the Christine Kleinert Program in Louisville, Kentucky.

He practiced both general and hand orthopedic surgery in Wichita, Kansas before bringing his family to Austin in 1983. For the last 27 years Dr. Walters has cared for patients in and around the Austin area.

Bernard A. Weinstein, MD passed away on September 24, 2010. Dr. Weinstein graduated medical school from McGill University in Montreal, Canada and completed residency training at Tulane University in New Orleans.

We believe quality care begins with you.

Texas MedClinic has opportunities for board-certified or board-eligible Family Medicine Physicians. Texas MedClinic is an Urgent Care and Occupational Medicine Practice located in Austin, Texas.

We are known for:
- Providing excellent medical care
- Our high quality customer service
- Providing a highly desirable workplace for physicians

To learn more about the benefits we offer:
Contact Kristie Kocurek, M.D.
kocurek@texasmedclinic.com
Clinic: (512) 291-5577

Texas MedClinic
For Life’s Little Emergencies
www.texasmedclinic.com
**The Center for Wound Care and Hyperbaric Medicine**

We specialize in the management of all wounds, lymphedema care and hyperbaric medicine. We have the solution!

### HYPERBARIC OXYGEN THERAPY
- Diabetic wounds of the lower extremities
- Soft tissue radiocerosis
- Osteoradionecrosis
- Chronic refractory osteomyelitis
- Preparation and preservation of compromised skin grafts, excluding artificial skin graft
- Including other diagnoses

### WOUND MANAGEMENT:
- Acute Wounds
- Non-healing Wounds
- Leg Ulcers
- Post Surgical Wounds
- Diabetic Foot Ulcers
- Decubitis Ulcers

### LYMPHEDEMA TREATMENT:
- Post Operative Lymphedema
  - Breast Cancer – Lymph Node Dissection
  - Cosmetic Surgery
  - Knee and Hip Replacement
- Post Traumatic Lymphedema
- Lympho-Venous Insufficiency
- Pregnancy – Swelling and Leg Pain

#### HEALTH SOUTH REHABILITATION HOSPITAL
1215 Red River
(next to Brackenridge Hospital)

(512) 479-3846
fax (512) 479-3770
www.woundandlymphedemacare.com

---

**THE 141-YEAR-OLD NEW KID ON THE BLOCK.**

We might be a fresh face, but we’re no stranger to Texas. So come by our new Mueller Community location and say hello. We’ll gladly visit with you about our full range of personal and business products and services. And hopefully you’ll become a regular. [FROSTBANK.COM](http://www.FROSTBANK.COM)

Located in the Mueller Community at I-35 and 51st
OFFICE SPACE

For information on the following two properties below contact Brian Novy at (512) 327-7613 or visit www.briannovy.com.


For Lease: 8105 Shoal Creek. Free standing building with great signage, 3,388 sq/ft.

For Lease or Sale: Dr. John McCormick, owner of Arbor Building A in Dripping Springs, has 6,000 sq/ft for Sale or Lease. Perfect for Medical user. Just sold Arbor B to medical user. Frontage on Hwy 290. Call Neill McClung (512) 785-6810.

Office Space: Cedar Park - 1935 sf - Medical office complex w/dedicated monument and great exposure to Cypress Creek. $15/sf. Contact Steven at (512) 335-8121.

Sublease Available: Round Rock sublease available, flexible days, $150/half day. Four exam rooms plus 2 larger procedure areas. Fully furnished, computers, phones, fax and copier. Two miles west of Round Rock Medical Center. Contact Joel Haro joelharo@pmgmt.com or (512) 406-0158.

For Lease: Medical office space for lease in the Lakeway Village Square. 1350 sq/ft with 5 exam rooms, reception, waiting, office. All build out in place with sinks in each exam room. Rent negotiable. Established center. Contact Tom at (512) 374-1633.


Medical Facility Available in Lakeway: Fully equipped medical offices for lease near Lakeway Reg Medical Center site. 2400 sq/ft free standing bldg. w/parking. Great visibility w/signage on RR 620. 6 fully equipped exam rooms + 2 offices. X-Ray and lab. 1411 RR 620 South, Lakeway. Call (512) 413-1903.

For Lease: Northfield Professional Building, 101 W Koenig. 4000 or 8500 sq/ft of shell space. Free parking. Contact Joel Haro, joelharo@pmgmt.com for rates and terms.

For Sale: Medical office equipment for sale. Exam tables, autoclave, copier, fax machine, furniture. Contact Al Gros (512) 294-7064.


Physician Opportunity: A very desirable pediatric job opportunity in a well-established clinic serving the Austin area is now available. This popular practice nestled in the scenic hill country continues to expand and is in need of another doctor. We offer a competitive salary, benefits, and very flexible hours with part-time or full-time positions available. This is a purely out-patient clinic with no hospital responsibilities. We are seeking experienced board-certified pediatricians who are looking to build a long-term patient practice. If you are interested in this opportunity please call Steve at (512) 328-7666, email your CV to steve8374@gmail.com, or fax to (512) 306-8658.

Physician Opportunity: South Austin clinic in need of part time MD to work 6-8 hours a week to eval MVA patients. Contact rwright922@yahoo.com.

Physician Opportunity: North Central Austin Pain Management clinic in need of part time MD for patient follow up. Comprehensive treatment plans are in place. Hours are flexible. Contact Joel Haro at joel@pmgmt.com.

South Austin Community Acupuncture

$15-$40 sliding scale

acupunctureworldheadquarters.com
321 W. BEN WHITE BLVD.
(512)707-8330
TX #AC00796

Accounting/Practice Management: CPA, MBA, and CFP’s with extensive practice management experience providing an all-encompassing financial management system to provide a work/life balance. Do not hire another employee when, for a fraction of the cost of a part-time employee, you can have our services provided at a flat monthly fee with no long term requirements. If you would like to explore the options, please give us a call at (512) 809-4837.
Sleep 360 Sleep Diagnostic Center
Pecan Park Professional Plaza
10601 Pecan Park Blvd. Suite 203
Austin 78750
Ph: 810-0360  Fax: 918-0361
www.sleep360md.com

Our services include:
• Physician Consultation with follow-up care
• Physician supervised sleep studies
• Interpretation of sleep studies with quick turn-around time
• CPAP/ BiPAP Management with Compliance Program
• Cognitive Behavioral Therapy (CBT) for Insomnia Management
CEREBRAL PALSY

Cerebral palsy is a term that describes nonprogressive but sometimes changing disorders of movement and posture. These movement problems are due to problems in brain function that occur early in development. Cerebral palsy affects motion, muscle strength, balance, and coordination. These problems are first noted in infancy and continue into adult life. The muscles of speech, swallowing, and breathing may be involved. Intellectual disabilities (mental retardation) and seizures can also occur, but these problems are not always present.

TYPES OF CEREBRAL PALSY

- Spastic – Muscles of the body are stiff and tight and do not allow normal movement.
- Dyskinetic (athetoid) – Muscles stiffen when activated to cause abnormal postures of the arms or legs; may also have writhing movements.
- Ataxic – Balance and coordination are poor.

RISK FACTORS FOR DEVELOPING CEREBRAL PALSY

- Infection of the mother, including rubella (German measles) or cytomegalovirus, during pregnancy.
- Premature birth – Premature babies have immature brain tissue that is susceptible to injury from low oxygen or low blood sugar.
- Inadequate oxygen or blood flow to the brain in the mother’s womb.
- Rh disease – Mother and fetus have incompatible blood proteins; Rh disease can be prevented by immunization of the mother at appropriate times.
- Congenital (birth) defects and genetic (inherited) factors.
- Head trauma (including shaken baby syndrome).
- Severe jaundice (yellowing) in the newborn baby – a buildup of chemicals that may harm an infant’s developing brain.

DIAGNOSIS OF CEREBRAL PALSY

Babies with cerebral palsy are slow to reach motor developmental milestones. They may not smile, roll over, sit up, crawl, or walk at the expected times. Doctors use physical examination, medical history of the child and the mother, simple tests, and more complex tests to diagnose cerebral palsy.

TREATING CEREBRAL PALSY

Cerebral palsy cannot be cured. However, quality of life can be improved for most children if they receive support and coordinated care, which may involve a variety of experts. Different kinds of therapy (physical therapy, occupational therapy, speech therapy) help children to maximize their potential activities at various stages of development. Coordinated treatment of disorders such as seizures and spasticity are crucial in helping children with cerebral palsy lead a healthier life. Medical research is working toward improving diagnosis, treatment, and prevention of cerebral palsy.

For More Information

- National Institute of Neurological Disorders and Stroke www.ninds.nih.gov
- March of Dimes www.marchofdimes.com
- United Cerebral Palsy www.ucp.org

Make copies of this article to share with your patients
WHEN YOUR PATIENTS NEED DIAGNOSTIC IMAGING SERVICES,

ARA

has the quality and expertise you can count on!

15 MULTI-MODALITY LOCATIONS SERVING CENTRAL TEXAS

For information about services and locations, visit www.ausrad.com

SCHEDULING (512) 458-9098  FAX REFERRALS: (512) 836-8869  www.ausrad.com
TMAIT offers medical, life, income protection, office overhead, and ancillary insurance to TMA member physicians and their group managers. Each plan type meets a specific need, and you do not need every type at each stage of your career.

We work with you online, on the phone, or in person to determine which combination of plan types best meets your needs now and in the future. We will not sell you coverage you do not need or do not want.

That’s coverage you can count on.

Contact us anytime with questions or with ideas about how we can better meet your needs.

www.tmait.org
1.800.880.8181

Texas Medical Association Insurance Trust
Your Trusted Advisor Since 1955