



Cap Scan

A PUBLICATION OF THE CAPITAL MEDICAL SOCIETY

James Geissinger, M.D. – Recipient of the 2012 I.B. Harrison, M.D. Humanitarian Award

By Shannon Boyle, CMS Communications & Marketing Coordinator

The Capital Medical Society is pleased to announce Dr. James Geissinger as the recipient of this year's I.B. Harrison, M.D. Humanitarian Award. Each year this award is presented to a physician who demonstrates dedication to the humanitarian values we associate with the late Dr. I.B. Harrison. These values include: compassion, service, respect, wisdom and integrity.

Dr. Geissinger is a retired neurosurgeon, originally from Pueblo, Colorado. He received his medical degree in 1963 from Northwestern University Medical School in Chicago, Illinois. He then completed a mixed medical internship followed by one-year of general surgery residency at Passavant Memorial Hospital in Chicago.

After completing his one-year of general surgery residency in 1965, Dr. Geissinger joined the United States Air Force. By that time, the Armed Forces Physicians' Appointment and Residency Program (Berry Plan) had been established. To prevent the interruption of specialty residency training in the middle of an academic year, the plan allowed the doctor temporary deferment from military service. Thereafter, he was given his choice of service, area in which to serve, and the opportunity to practice his medical specialty for the duration of his two-year military obligation. Having grown up in the cold and snow, Dr. Geissinger requested to be sent to the Southeast, a place of



James Geissinger, M.D.

warmer climate. He was sent to Turner Air Force Base, a component of the Strategic Air Command, in Albany, Georgia. He was to serve as a general surgeon with the rank of captain. Being one of two general surgeons at the base, he was responsible for 39,000 people,

Continued on page 3

Charles Williams, M.D. – Recipient of the 2012 Outstanding Physician Award

By Shannon Boyle, CMS Communications & Marketing Coordinator



Charles Williams, M.D.

The Capital Medical Society is pleased to announce Dr. Charles Williams as the recipient of this year's Outstanding Physician Award. This award honors a physician who has demonstrated leadership within the field of medicine and political activities, clinical excellence, and contributions to education, particularly concerning medical students.

Known to many as "Pedro" (pronounced Pee-dro), Dr. Williams is a respected and admired pediatric radiologist.

Originally from Moultrie, Georgia, Dr. Williams completed his undergraduate studies at Mercer University in Macon, Georgia. He earned his medical degree from the Medical College of Georgia in 1966. He completed a rotating internship and residency (General Practice) at the Medical Center of Central Georgia. From 1968 to 1970, Dr. Williams served as a Captain in the United States Air Force

Continued on page 4

In This Issue

What is Doctors Day?.....	5
Who was I.B. "Bud" Harrison?	6
Capital Medical Services Corporation 2012 Board of Directors	9
Capital Regional Medical Center Appoints New CEO	11
2012 CMS Presidential Installation....	12

Mark Your Calendars!
Celebration Awards Dinner
March 29, 2012
6:30 pm

FSU University Center Club

CMS Membership & CME Meeting
April 24, 2012 - 6:00 pm
Goodwood Conference Center
NCEP IV: What We Expect and How
We Will Need to Change
Speaker: J. Orson Smith, M.D.



Our Mission: To promote the practice of medicine for the ultimate benefit of the patient.

(850) 877-9018 | Fax (850) 878-0218

www.capmed.org

Board of Governors

Hugh VanLandingham, M.D.,
President

Sandeep Rahangdale, M.D.,
President-Elect

Nancy Loeffler, M.D.
Secretary/Treasurer

Tracey Hellgren, M.D.,
Immediate Past President

Robert Chapman, M.D.

Timothy Elder, M.D., *Resident*

Alberto Fernandez, M.D.

Tami Frankland,
CMS Alliance President

Marc Inglese, M.D.

Winston Ortiz, M.D.

Alfredo Paredes, M.D.

Nick Peterkin, M.D., *Resident*

J. Daniell Rackley, M.D.

Christie Sain, M.D.

Joshua Somerset, M.D.

Lorna Stewart, M.D.



Publications Committee

Charles E. Moore, M.D.,
Editor/Chairman

Shannon Boyle, *Managing Editor*

David Guttman, M.D.

Charles Manning, M.D.

Scott Sellinger, M.D.

Frank Skilling, M.D.

Ken Wasson, M.D.

Charles "Pedro" Williams, M.D.

Cap Scan is published during the first week of each month and is the official publication of the Capital Medical Society. Advertising in Cap Scan does not imply approval or endorsement by the Capital Medical Society. The opinions expressed are those of the individual authors and do not necessarily reflect the official policies of the Capital Medical Society. If you are a member of the Capital Medical Society and would like a copy of the Minutes from the Board of Governors Meeting, please call the CMS office. Thank you.

Why awards for our fellow physicians?

By John Bailey, D.O.

I hope that we can encourage CMS members to think about physicians who have served the community and the profession well. Why is it important to keep up awards? Because the physicians who are recognized are held up as an example to the community, and to their younger peers. Because there are so many counter-examples being held up to scrutiny every day

in the newspapers and television reports. Because medicine really is a good cause, a calling, and not a technology to be "managed." Because practicing medicine is a risky business that places doctors in harms way for the benefit of others. Because society, and especially the Capital Medical Society, needs to reward its heroes of today, and inspire its heroes of tomorrow.

Capital Medical Society 2012 Meetings Calendar

March 29, Thursday

Celebration Awards Dinner
6:30 pm
FSU University Center Club

April 24, Tuesday

CMS Membership & CME Meeting
"NCEP IV: What We Expect and How We Will Need to Change"
Speaker: J. Orson Smith, M.D.
6:00 pm
Goodwood Conference Center

May 15, Tuesday

CMS Membership & CME Meeting
"Addiction"
Speakers: Jeffrey Ferraro, M.D. and Daniel Logan, M.D.
6:00 pm
Goodwood Conference Center

June 7, Thursday

CMS Doctor/Daughter Banquet
For physicians and their daughters
6:30 pm
Golden Eagle Country Club

September 18, Tuesday

CMS Membership & CME Meeting
"Alcohol and the Heart"
Speaker: Bill Dixon, M.D.
6:00 pm
Goodwood Conference Center

October 16, Tuesday

CMS Membership & CME Meeting
"Medical Uses For Botox"
Speaker: Winston Ortiz, M.D.
6:00 pm
Goodwood Conference Center

November 13, Tuesday

CMS Membership & CME Meeting
"Domestic Violence"
Speaker: Suzanne Harrison, M.D.
6:00 pm
Goodwood Conference Center

December 6, Thursday

CMS Foundation Holiday Auction
6:30 pm
Capital City Country Club



James Geissinger, M.D.

Continued from page 1

which included both active and retired military personnel and their families. While in the service in Albany, he visited Tallahassee which, at that time, did not have a neurosurgeon.

After military service, Dr. Geissinger spent an elective residency year in clinical neurology at the University Hospitals in Iowa City, Iowa. From 1968 to 1971, he completed his neurological surgery residency at Northwestern University.

During the course of his residency training he learned that a neurosurgeon and neurologist had set up an office in Tallahassee. Upon contacting them, they indicated that they were looking for another partner because of the excessive workload. After a visit to Tallahassee, he was invited to join them.

In 1971, Dr. Geissinger moved to Tallahassee and joined the two founders of the Tallahassee Neurological Clinic (TNC): Dr. Frank Davis, a neurosurgeon and Dr. Bryan Robinson, a neurologist. There was a strong demand for neurosurgeons, as there were none in North Florida or South Georgia at the time. Dr. Davis and Dr. Geissinger brought neurosurgical services to the community well in advance of the sophisticated imaging tools and other marvelous innovations that physicians use today. The long, precision-oriented operations, the heavy patient load, and the continuous emergency coverage was very demanding of the two neurosurgeons for many years to come. Dr. Geissinger paid meticulous attention to detail and possessed a strong devotion to his patients and their families.

Since 1995, Dr. Geissinger has been on the Board of the Bryan W. Robinson Neurological Foundation, which has helped to advance education and research in the field of neuroscience.

In 1998, the Bryan W. Robinson Neurological Foundation merged with the TMH Foundation, becoming the Bryan W. Robinson Endowment for Neurosciences in his memory. Dr. Robinson had created the original Tallahassee Neurological Foundation. As a board member, Dr. Geissinger has reviewed research papers for grant applications. These grants are annually awarded to post-graduate students in neuroscience.

Dr. Geissinger, a member of the Capital Medical Society, is a Diplomate of the American Board of Neurological Surgery and a Fellow of the American College of Surgeons. He is also a retired member of the American Medical Association, Florida Medical Association, Florida Neurosurgical Society, Congress of Neurological Surgeons, American Association of Neurological Surgeons, American Society for Stereotactic and Functional Neurosurgery, and the World Society for Stereotactic and Functional Neurosurgery.

In 1992, Dr. Geissinger contracted Hepatitis B subsequent to an accidental needle puncture in the operating room. The Centers for Disease Control and Prevention (CDC) restricted healthcare professionals with Hepatitis B from performing invasive surgery. Accordingly, Dr. Geissinger voluntarily informed TNC and TMH that he could no longer perform surgery and, at that time, retired from clinical practice. Dr. Geissinger's colleague, Dr. Chuck Manning, said, "His medical career was cut short, but he has not allowed that circumstance to deter his enthusiasm for medicine and other interests; I think he is an example for us all."

Upon retirement from clinical practice, Dr. Geissinger realized a second childhood dream in becoming a professional cattleman. During his adulthood, he also mastered the artistry and skills for creating classic wood furniture, attributes he credits

to his grandfather. He is most visibly recognized for crafting beautiful Windsor chairs.

In 1998, Dr. Geissinger, in honor of his late wife, established the Valencia B. Geissinger Endowment for Behavioral Health through the TMH Foundation. TMH would later name the Center for Behavioral Health in her honor.

Dr. Geissinger is another physician who worked with, became friends with, and admired the late Dr. I.B. Harrison. Dr. Harrison's strong belief in educating young doctors was shared with Dr. Geissinger. Prior to his retirement, he had given annual lectures in neurological surgery to the residents in the TMH Family Medicine Residency Program. Since 2009, he has periodically delivered lectures on neurosurgical disorders to the medical students at the Florida State University College of Medicine.

Dr. Geissinger's work has been printed in 17 journal publications, including a 1993 article on healthcare reform that earned him the Best Guest Editorial by the Journal of the Florida Medical Association.

In 2011, Dr. Geissinger's book, *Memoirs of a Neurosurgeon – A Perspective from the "Lucky Few" Generation* was published.

Dr. Geissinger and his wife, Elaine, have been married for 13 years. They have seven children and seven grandchildren. Elaine is the Assistant Director and Regional Campus Administrator for the Tallahassee Regional Campus of the Florida State University College of Medicine.

In his spare time Dr. Geissinger enjoys boating, fishing and camping.

On behalf of all those associated with the Capital Medical Society, congratulations to Dr. James Geissinger. Thank you for your humanitarian spirit.

Charles Williams, M.D.

Continued from page 1

Corps at the Homestead Air Force Base. From 1970 to 1973, he completed an additional residency (Radiology) at Baylor College of Medicine in Houston, Texas. He served as Chief Resident from 1972 to 1973. Following this, he was a Clinical Fellow and Instructor in Pediatric Radiology at Shands Teaching Hospital at the University of Florida College of Medicine until he began practicing with Radiology Associates of Tallahassee in 1974, where he has previously served as President.

In 1974, Dr. Williams became board certified by the American Board of Radiology. He is also a Fellow of the American College of Radiology and the American Academy of Pediatrics.

Dr. Williams has devoted most of his professional career to making contributions to education. Since 1974, Dr. Williams has supervised more than 170 residents and students in their radiology rotation at the Tallahassee Memorial Healthcare Family Medicine Residency Program (TMHFMRP). In 1984, Dr. Williams was recognized with the Director's Award for establishing and sustaining the TMHFMRP. He served on the Advisory Board for the TMHFMRP from 1976 to 1995 during which he interviewed Dr. Don Zorn (Director of the TMHFMRP and last year's I.B. Harrison, M.D. Humanitarian Award winner) and was instrumental in getting him to move his family to Tallahassee and join the residency faculty.

Dr. Williams' talents aren't only in practicing radiology; he is also a gifted writer and storyteller. His work has been printed in 26 different publications ranging from the Journal of the American College of Radiology to *Chicken Soup for the Country Soul*, a *New York Times* Best Seller in 1998. His biggest accomplishments were writing his two well-known books, *Simpler Times*, which had five published editions, and the sequel, *More Simpler Times*. As written in the introduction of

More Simpler Times, these books are "a collection of stories about growing up in South Georgia in the 1940s during the time when life was less complicated – a time when people had to make over, make do, or do without". Dr. Williams pledged to donate the proceeds from the sales of *Simpler Times* and *More Simpler Times* to the Capital Medical Society Foundation's *We Care Network*. As of February 2012, book sales total more than \$24,300.

Since its inception in 1992, Dr. Williams has been a loyal volunteer in our *We Care Network* by donating specialty medical care to low-income, uninsured patients in our community. He also volunteers with Big Bend Hospice.

Dr. Williams has held numerous executive positions at the American College of Radiology (ACR), including Vice President, Delegate to the American Medical Association, and served on the Board of Chancellors. He is the first radiologist from Florida to serve as a national officer for the ACR.

He also served as President of the Florida Radiological Society (FRS) and in 1999 was a recipient of the FRS Gold Medal, the highest honor given to Florida radiologists.

He has done almost 100 speaking engagements across the country, including presenting the first Florida Radiological Society "Legacy Lecture" on the past, present and future of radiology in Florida in 2005.

Dr. Williams has been recognized by many organizations and publications for his work in medicine, including Ladies' Home Journal and Redbook as a top specialist in breast cancer. In 1997, he was awarded the President's Award by the Journal of the Florida Medical Association for the best regular article by a physician. He was also selected as one of 2004's most influential among individuals, institutions, and organizations in radiology by RT

Image, a national, biweekly magazine for radiology professionals. He was selected because he was the driving force behind the establishment of a new advanced practice career for radiologic technologists, the radiologist assistant.

Not only is Dr. Williams involved in organizations across the country, he is involved in our local organizations. Since 2008, Dr. Williams has served on the Board of Directors for the Capital Medical Society Foundation. He also serves on the Publications Committee for the Capital Medical Society, which includes writing for the monthly newsletter, *Cap Scan*. In 1986, he served on the Board of Directors and as Chief of Staff at Tallahassee Memorial Healthcare.

Dr. Williams has many accomplishments, but he said, "Being the recipient of the Outstanding Physician Award is the greatest of all honors. I am humbled to be chosen for this award because we have many outstanding physicians in this medical community."

Dr. Williams' good friend and colleague, Dr. James Patty described him best by saying, "Behind that Southern drawl and homespun South Georgia humor is a brilliant mind, a knowledgeable physician, an accomplished radiologist, a leader of people, and a wonderful human being."

Dr. Williams and his wife, Pat have six children and fifteen grandchildren. In his spare time, Dr. Williams enjoys spending time with his family and gardening. Simply stated by the man of simpler times, "As much as I can tell and as much as things have changed, so much has stayed the same. The best things in life are still the best things in life."

On behalf of all those associated with the Capital Medical Society, congratulations to Dr. Charles Williams. He certainly exemplifies what we consider to be an outstanding physician.

What is Doctors Day? Why was it founded?

The first Doctors Day observance was held on March 30, 1933, by the Barrow County Alliance, in Winder, Georgia. The idea of setting aside a day to honor physicians was conceived by Eudora Brown Almond, wife of Dr. Charles B. Almond, and the recognition occurred on the anniversary of the first administration of anesthesia by Dr. Crawford W. Long in Barrow County, Georgia, in 1842. The Alliance immediately adopted the following resolution:

"WHEREAS the Alliance to the Barrow County Medical Society wishes to pay lasting tribute to the Doctors, therefore, be it RESOLVED by the Alliance of the Barrow County Medical Society that March 30, the day that famous Georgian Dr. Crawford W. Long first used ether anesthesia in surgery, be adopted as 'Doctors Day,' the object to be the well-being and honor of the profession, its observance demanding some act of kindness, gift or tribute in remembrance of the Doctors."

This first observance included the mailing of cards to physicians and their wives, flowers placed on graves of deceased doctors, including Dr. Long, and a formal dinner. After the Barrow County Alliance adopted its resolution to pay tribute to the doctors, the plan was presented and passed by the Georgia State Medical Alliance in 1934 in Augusta, Georgia. The resolution was introduced to the Women's Alliance of the Southern Medical Association at its 29th annual meeting held in St. Louis, Missouri in 1935. Since then, Doctors Day has become an integral part of and synonymous with, the Southern Medical Association Alliance. Through the years the red carnation has been used as the symbol of Doctors Day.

On March 30, 1958, the United States House of Representatives adopted a Resolution Commemorating Doctors Day. In 1990, Congressmen Mike Parker (D-Mississippi) and G. V. Montgomery (D-Mississippi) and Senator Thad Cochran (R-Mississippi) introduced legislation in the House and Senate to establish a national Doctors Day. Following overwhelming approval by the US Senate and the House, on October 30, 1990, President George Bush signed S.J. RES. #366 (which became Public Law 101-473) designating March 30 as "National Doctors Day":

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That –

1. March 30, 1991, is designated as "National Doctors Day"; and

2. The President is authorized and requested to issue a proclamation calling on the people of the United States to observe the day with appropriate programs, ceremonies and activities.

Doctors Day is the result of dedicated alliance members across the country. The enactment of this law enables the citizens of the United States to publicly show appreciation for the role of physicians in caring for the sick, advancing medical knowledge, and promoting good health.

How to buy Dr. Williams' *More Simpler Times*

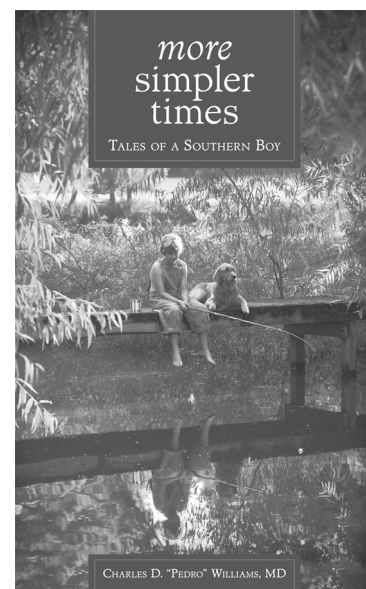
By Shannon Boyle

We are very grateful to Dr. Charles Williams that he has decided to donate to the *We Care Network*, proceeds from the sales of his new book and sequel, *More Simpler Times*.

The cost is \$20 per book.

You can buy copies of the book at:

- The CMS office – 1204 Miccosukee Road
- The Gift Shop at Capital Regional Medical Center
- The Gift Shop at Tallahassee Memorial Hospital
- Tallahassee Nurseries – 2911 Thomasville Road
- My Favorite Things – 1410 Market Street, B2



Checks should be made out to: CMS Foundation. This means you are making a tax-deductible donation to your CMS Foundation.

Who was I.B. “Bud” Harrison, M.D.?

By Orson Smith, M.D.

Again this year we will honor a recipient of the I.B. Harrison, M.D. Humanitarian Award. I was asked to tell the many new doctors in this community who Dr. I.B. “Bud” Harrison was. He remains the icon in this community for an intelligent, competent, and compassionate physician. He was also a leader and role model to many family practice physicians.

Bud was 8 years older than I, but we were both Cardiology Fellows under Dr. Bruce Logue at Emory. Dr. Logue was our role model. In 1961, while serving in the army at Fort McPherson and attending a Cardiology conference at Grady Hospital, Bud approached Bruce to ask if he knew anyone that might join him and Fred Butler in medical practice. Bruce pointed to me and said, “Orson will”. I always did what Dr. Logue told me to do.

In 1962, we became Butler, Harrison and Smith, P.A., which after a number of additions and mergers became Southern Medical Group. Bud taught me about dealing with people, just as he later taught his residents. He always said that if you do a good job practicing medicine, the financial portion would fall in to place. However, he hated to charge patients. It seemed that everyone had “professional courtesy” or were “no charge”. This was before Medicare and many of his patients were poor. He treated everyone the same.

Bud drove an old car that was always dirty and full of old papers. In 1964, I had saved enough money to put a down payment on a Comet Convertible and was in the Mercury dealership to have a check-up. Bud’s old beat up Mercury was there for repairs. I heard two mechanics discussing the car. One said, “I hear this is a doctor’s car.” The

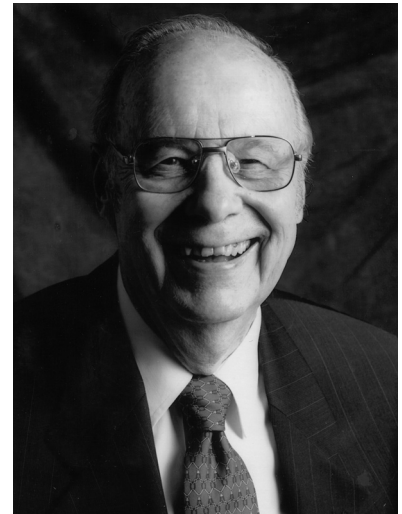
other mechanic said, “Well if it is, he ain’t no good.” Time certainly proved this to be wrong!

In the early 1970s, Bud had a catfish fin him in the knee and he developed a pseudomonas infection, which led to the need for a Charnley fusion. This made night call very difficult and he took a position as Chief of Medical Affairs at Tallahassee Memorial Hospital. This led to the most important contribution of his life, namely becoming a teacher in the Residency Program.

The following is an excerpt from Dr. Whit Oliver’s acceptance speech as he was awarded the 2010 I.B. Harrison, M.D. Humanitarian Award. He shared wonderful insight into Bud’s “make-up”.

“Dr. Harrison was loved by most and respected by all who knew him. When dealing with patients he was compassionate, caring and totally focused on the patient regardless of their life circumstances. He had a marvelous bedside manner. He always tried to sit on the patient’s bed, touch the patients and listen to them, letting them describe their plight, being supportive of their problems. He was an excellent clinician who could synthesize the data and zero in on the diagnosis and management, directing us toward the most efficient way to achieve the best outcome for a particular patient, including the most appropriate consultation or referral for specialty input. He approached problems with commonsense and was pragmatic and practical.”

Tallahassee is blessed with an excellent Family Practice community, and I think that will always remain Bud Harrison’s legacy.



Dr. I.B. “Bud” Harrison

**For sale by physician owners
1632 Riggins Road
Eastwood Plaza**



**Former office of:
Hematology Oncology Associates**

**5250 sq. feet
corner lot, parking 3 sides
space for 2-4 providers**

**6 bathrooms
brick over masonry construction
new HVAC 2001
new roof 2011**

**Available in May
Call Dr. Mabry at 566-8694
Own for less than rent**



Well-deserved: James D. Geissinger, M.D., the "I.B. Harrison Award" winner

By Dr. Charles Moore

There are physicians who should not be forgotten, perhaps particularly when their retirement was forced upon them at the height of their excellence. Dr. Jim Geissinger, a founding practitioner of neurosurgery in our area, deserves more; and though the honor may be rather overdue, Jim deserves our medical community's recognition for his extraordinary accomplishments as both a brilliant surgeon and, to use the word precisely, a gentleman. For those in our medical community who may not know, this summary of the outstanding nature of his achievements may be helpful.

Necessarily foremost is the fact that, along with Drs. Frank Davis and Bryan Robinson, he brought the neurological/neurosurgical specialties to the Panhandle. Prior to 1971 when Jim joined that group, working out of a tiny, basement (!) office across the street from TMH, with only one desk that he and Dr. Davis shared, neurosurgery was represented by Dr. Frank Holland, a self-trained orthopedic surgeon who was boldly willing to perform an occasional emergency craniotomy when presented with a post-traumatic cerebral bleed. Drs. Geissinger and Davis changed all of that, and at a time before CT scans, MRIs, and the precise instrumentation and technology now available, they performed the most difficult, demanding, and delicate surgeries with a deftness that resounded throughout the Big Bend. Then, tragically, at the very pinnacle of his expertise in 1992, Jim was found to have contracted Hepatitis B from one of his patients. What a loss!

And so he turned his talents elsewhere, staying busy. Utilizing that consummate manual dexterity which we enjoy thinking the neurosurgeon so marvelously possesses, in his workshop he turned to the fabrication of what are essentially museum quality items

of furniture. When not making that most difficult and challenging item, a Windsor chair, he poured his mind and muscles into the raising of a pure line of Beefmaster cattle. There was, after all, nothing he did that he did not do with all the intensity of true love.

And so, when his wife Valencia tragically died at such a young age, his love for her was given expression by his very generous endowment towards the creation, in 1998, of the Tallahassee Memorial Behavioral Center. Standing behind TMH, a modest plaque on its front wall states: "The Valencia B. Geissinger Center for Behavioral Health: Dedicated in loving memory by James D. Geissinger, M.D., December 2, 1998." If it is in honor of Valencia, it also defines the outstanding generosity and humanity that makes Jim so appropriate a winner of this year's "I.B. Harrison Award."

Now, further defining the deserving quality of his achievements, Jim has this past month just published his fascinating autobiography, *"Memoirs of a Neurosurgeon: A Perspective from the 'Lucky Few' Generation."* Read it, and you will delight in sharing with Jim what neurosurgery in Tallahassee was all about between 1971 and 1992. You may even find in it a case you may have shared with him. For this work, too, on which he lavished so much care, documenting so well what had been his practice and from whence we came, Jim has added another star to his crown.

Though his consummate skill was lost to us through no fault of his own, he should not be forgotten, and more than deserves our applause and acknowledgement by this well-earned honor.

The Awards Committee has done themselves proud.



We're Redefining Senior Moments

Stop by and see for yourself why Broadview is the best choice for you and your family!

Professionally managed
On-site Rehabilitation Center
Daily life enrichment activities
24-hour licensed nurse
Pets welcome

Compassionate Solutions for long term care and respite stays. **Call us! We're here for you.**

(850) 329-4704

BROADVIEW
ASSISTED LIVING

AT TALLAHASSEE

2110 Fleischmann Road | Tallahassee, FL 32308

www.broadview-tallahassee.com

Assisted Living Facility License #9700

A Senior Services of America Managed Community

3077 O'BRIEN DRIVE

**TOM ERTL 3260 SQ. FT.
4 BR + STUDY / 3 BA
POOL, ON GOLF COURSE
SECURITY & SPRINKLER
\$5,000 TO BROKERS**

\$465,000

CALL (850) 766-0008





Colquitt County boy named “Outstanding Physician”

By Dr. Charles Moore

Even if you know Charlie “Pedro” Williams, M.D. as a superb radiologist, delegate to the AMA, former Chairman of This and That, past President of Here and There, nationally known speaker and raconteur, voted everywhere by everyone as being “most outstanding,” (even by folks who seem to know what they’re talkin’ about), and furthermore as a delightful proponent of *Simpler Times*, rockin’ chair memories, bare feet and blueberries, you only know a part of it. The depth and breadth of his accomplishments throughout the wider field of medicine makes you marvel that he ever had time to practice radiology and/or have 15 grandchildren. His C.V., which in an idle moment I recently weighed, fractured the capacity of my “up to two pounds” postal scale, and it was all in fine print at that.

Barefoot born, he remained so pretty much until he went off to Mercer College to get a “dilemma,” and from that point soared. He even got to marry his beautiful wife Pat, who knows a good blueberry when she sees one, and whose discerning good judgment in being Pedro’s bride done him perhaps more honor than all else.

That there said, and for all that it may impress even the unimpressible, it is somehow only half the story, the other “half” being not only how he has done it, but that he has done it at all. Consider that the stereotypical radiologist works in a dark closet, usually hidden in the depths of some lost corridor, surrounded by nothing but Roentgens. He is rarely let out into the sun. They dwell submerged, living in a uniquely specialized, highly technical, and even abstracted atmosphere. Despite being trained to pick cotton in the broad light of a southern sun, Charlie has performed within that hermetic environment to the highest standard of quality. That,


of course, might be no more than what one would expect; the unexpected, for which a very particular credit is due him, derives from his having contrived to endow the practice of this dark specialty with so much sunlight, warmth, humor, and humanity. I know: I have seen him do it. And so do the 175 or so Family Practice residents who have electively been exposed to a period of training with him.

Charlie is a man who quintessentially brings art to life, who in a complex world teaches us how to see it “simple,” and to do so with an unfailing good humor. Read, if you have not, *Simpler Times*, and you will find that by its end you are something of a better person. He has made us all better by example, beginning from those simpler times

when his Granny taught him not to throw hot grits at the cabin wall, right up to right now.

As a physician, Osler would be proud. As a radiologist, Roentgen would have cheered, in German. As Mark Twain, regarding whom Charlie is our local version, said, “Cauliflower is nothing but a cabbage with a college education.” Well, if Charlie certainly began as a fine head of cabbage, he has become a 4-H award-winning cauliflower; indeed, he borders on a Brussels sprout.

It is for these reasons that we, along with Granny, Ma and Pa, Millard, Dillard, and Willard wherever they are, and all the folks up in Colquitt County, and everywhere else, applaud him for being all that is so outstanding.



The healthcare professional's prescription for a stress-free relocation from moving to storage anywhere in the world.

AMWAT
MOVING & WAREHOUSING
SERVICE IS OUR BUSINESS
850.877.7131
Florida Mover Reg. IM1026

YOUR Healthcare Credit Union

MARCH 30th Doctor's Day

One day is not enough recognition for the life of a physician.



Win* a Night Out on the Town!

\$25 Gift Card to Wine Loft
\$75 Gift Card to Cypress

Only Licensed Physicians are Eligible for Drawing
Drawing starts March 1st and ends close of business March 30th

Main Office 850.402.5301 NE Branch 850.894.1011
Hospital Branch 850.431.5325
www.tmhfcu.org

NCUA
National Credit Union Administration, a U.S. Government Agency

Your savings federally insured to at least \$250,000 and backed by full faith and credit of the United States Government, National Credit Union Administration, A U.S. Government Agency

EQUAL HOUSING LENDER
We Do Business in Accordance With the Federal Housing Law and the Equal Credit Opportunity Act

(* - Entry can be made at any TMH FCU location, odds of winning depend on number of eligible entries received, value of deposit in TMH FCU account does not increase chances of winning. One entry per person.)

Capital Medical Services Corporation 2012 Board of Directors

Francis C. Skilling, Jr., M.D.



President
Ophthalmology
Eye Associates of
Tallahassee
Married to Karen Skilling
University of Alabama

Armand B. Cognetta, Jr., M.D.



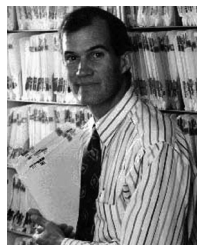
Dermatology
Dermatology Associates
of Tallahassee
Married to Suzanne
Cognetta
University of Connecticut

Sandeep Rahangdale, M.D.



CMS President-Elect
Internal Medicine
Married to Anamika
Rahangdale
University of North
Carolina at Chapel Hill

Karl F. Hempel, M.D.



Vice President
Family Medicine
Tallahassee Primary Care
Associates
Married to Mackie
Hempel
University of Kentucky

Brian Wilson, M.D.



Allergy, Asthma,
Immunology
Tallahassee Allergy,
Asthma & Immunology
Married to Meredith
Wilson
University of Florida

Terence N. Reisman, M.D.



Secretary/Treasurer
Gastroenterology
Retired
Married to Marilyn
Reisman
Duke University

Hugh VanLandingham, M.D.



CMS President
Family Medicine
Tallahassee Primary Care
Associates
Married to Mary
VanLandingham
University of Florida



Donate to the CMS Foundation

The mission of the Capital Medical Society Foundation is to support the charitable efforts of physicians and others, increase access to healthcare, promote education and serve the community's health needs through innovative projects that are exemplary, affordable and dignified.

Reasons to Donate

You can make a donation to the CMS Foundation in memory of someone who has passed away or you can make a donation in honor of someone, such as a fellow physician you hold in high esteem or has taken care of you or your family. CMS will send a letter to those you honor.

Endowment Funds

CMS Foundation has created three endowment funds in order to establish long-term financial stability to meet our mission. You can donate at any time to one of the CMS

Foundation's Endowment Funds.

1. The General Endowment Fund
2. The *We Care Network* Endowment Fund
3. The Scholarship Endowment Fund

Checks should be made out to the CMS Foundation and indicate on the "For line" which Fund you are donating to. Bring your check to the CMS Office or mail it: Capital Medical Society ~ 1204 Miccosukee Road ~ Tallahassee, FL 32308.





Lunch & Learn

A service for all CMS member offices!

On February 15th, Angela Strain, Organizational Advancement Director with Community Health Centers Alliance, Inc. gave an excellent program on "Navigating Meaningful Use". Community Health Centers Alliance, Inc. houses The Center for The Advancement of Health IT (AHIT), which serves as a regional extension center for Northern and Southwestern Florida. Also in attendance from AHIT was Dana McCalley, Practice Advisor. The seminar was held at Capital Health Plan on Governor's Square Blvd. - and we thank them for providing this lovely venue.

Ms. Strain presented information on how meaningful use can improve a physician's practice, the Stage 1 Adoption Criteria, and the EHR Adoption Incentive Program through the Centers for Medicare and Medicaid Services (CMS).



Pictured here (l-r) Dana McCalley, Practice Advisor for The Center for The Advancement of Health IT; Morgan Maclean, Government Sales Consultant and Trainer for CopyFax, Inc.; Angela Strain, Organizational Advancement Director for Community Health Centers Alliance, Inc.; and Debra Summers, Account Executive for CopyFax, Inc.

CopyFax, Inc. sponsored the February 15th Lunch and Learn. CopyFax provides service, sales, and support for office equipment. They are an authorized Konica Minolta dealer. Debra Summers and Morgan Maclean

were in attendance as representatives of CopyFax. You can reach Ms. Summers at (850) 671-6663 or debra@copyfax2000.com. You can reach Ms. Maclean at (850) 671-6663 or mmaclean@copyfax2000.com.

Mark your calendar for the remaining Lunch and Learn seminars for Spring 2012

March 21: Social Media

How your practice can utilize the various aspects of social media to promote itself and increase patient satisfaction and service.

Speaker: Jim Moore, Vice President, Moore Consulting Group
Sponsor: Gilmore Services - Justin Hunkins

April 18: Heart Math for Stress Management

Feeling stressed on a daily basis is something we take for granted. But that doesn't stop the long term negative effects it takes on our health, vitality, or relationships. While we may not be able to stop the things that stress us, we can change the way it affects us. New research shows

the importance of having specific strategies to counteract the negative effects of chronic stress. Using research proven techniques and the power of positive emotions, you will learn how to control your responses to stress and negate its negative effects.

Speaker: Kenneth Brummel-Smith, M.D., FSU College of Medicine
Sponsor: Office Environments - Marietta Graham

May 23: Customer Service and Generational Differences

A successful business depends on employees of all ages to provide quality services to customers of all ages. Valuable information will be shared on how to address generational differences and generational management in the workplace. Mr. Osteryoung has

written many books over the years and is a columnist for the Tallahassee Democrat. You will benefit from key points he discusses on guiding work, avoiding conflict and improving customer service and productivity.

Speaker: Jerry Osteryoung, Director of Outreach Services of the Jim Moran Institute, Jim Moran Professor of Entrepreneurship FSU (Emeritus), and Professor of Finance FSU (Emeritus)
Sponsor: PSS - Steve Williams, Medical Sales Consultant

Time: 12 pm to 1:30 pm (seminars start at 12:30 pm)

Place: CHP Auditorium, 2nd Floor - 1491 Governors Square Boulevard

\$10 per seminar, per person. For more information or to RSVP for the Lunch & Learn, call Rosalie at 877-9018.

Reprinted from Capital Regional Medical Center's Website:

Capital Regional Medical Center appoints new CEO

Capital Regional Medical Center is pleased to announce the appointment of Brian T. Cook, FACHE, as its new Chief Executive Officer.

Cook brings several years of healthcare experience to this role, most recently as the Chief Executive Officer of HCA's Parkridge East Hospital in Chattanooga, TN. Prior to that he served as the Chief Operating Officer of Hendersonville Medical Center in Hendersonville, TN.

Cook obtained his Master's Degree in Business Administration from the Crummer Graduate School of Business at Rollins College in Winter Park, FL, and his Bachelor of Science Degree in Accounting and Finance at Florida State University. He is a Fellow in the American College of Healthcare Executives (ACHE), a healthcare industry professional organization that

also recognized him with the ACHE Early Career Regents Award.

"We are pleased to have Brian join Capital Regional. I believe his past experience and community focus will be tremendous assets to both Capital Regional and the Big Bend Region," said Michael Joyce, President of HCA's North Florida Division.

Cook's first day at Capital Regional was March 1st. Joining him to establish their home in Tallahassee is his wife of 13 years, Natalie, whom he met while attending FSU, and their three children, Timothy, Emma, and Jack.

"My family and I are very much looking forward to moving to Tallahassee," said Cook. "Capital Regional has a tremendous future ahead, and I look forward to working with the physicians, employees, and volunteers to continue



Brian T. Cook

the hospital's tradition of providing outstanding patient care and serving its community. Having lived in Tallahassee before, I know what a great place it is to raise a family. I'm eager to get settled and become a part of the hospital family as well as the community."

Cook has always believed in community service. He has been actively involved in the March of Dimes and the American Cancer Society, as well as several other local civic organizations throughout his career. Most recently, he served as a Board Member of the Tennessee State Board of Respiratory Care. An avid golfer, he was a member of the FSU Varsity Golf Team, and enjoys spending time with his family.



We defend.

THERE'S A GUIDING PHILOSOPHY TO MAG MUTUAL'S EFFORTS to defend your reputation: *Whatever it takes.* Claims committees staffed 100% by physicians. An exhaustive review and medical opinion for every claim filed. Outside help, when needed, to prepare a physician for deposition. Deep exploration of the best available expert witnesses. A detailed game plan weeks before trial. Testing the defense with focus groups. Mock trials. Continuous involvement of MAG Mutual's claims specialists.

Much of the above represents an "expense" to other carriers – an expense they often don't want to pay. ***We invest in the best interest of the physician, whose reputation, life and livelihood are at stake.***

MAG Mutual... a clear advantage.

A.M. Best A (Excellent) rating

Call MAG Mutual's Staige Hoffman at 1-800-741-0611 or Rob Remig, Fisher-Brown Inc., at 1-800-487-2973 or visit us at www.magmutual.com.

Insurance Products and Services are issued and underwritten by MAG Mutual Insurance Company and its affiliates.



INSURANCE • FINANCIAL SERVICES
OFFICE SOLUTIONS • PRACTICE MANAGEMENT

2012 CMS Presidential Installation

By Shannon Boyle, CMS Communications and Marketing Coordinator

On January 24, the Capital Medical Society installed our new President, Dr. Hugh VanLandingham. The event was held at a new venue – the Augustus B. Turnbull III Florida State Conference Center. We thank Mrs. Jean McCully, wife of Dr. Al McCully, for decorating the tables with beautiful, fresh camellias from her garden. We had 135 guests in attendance.

We thank our sponsors for their support:

Title Sponsor:



Presenting Sponsor:

Tallahassee Memorial HealthCare

Meeting Sponsor:

Merck

General Sponsors:

Tallahassee Primary Care Associates

Technology Services Group

United Member Business Services,
LLC

Dr. Hellgren recognized past CMS Presidents who attended the event:

- Al McCully, M.D., 1977 CMS President
- David Miles, M.D., 1986 CMS President
- John Mahoney, M.D., 1989 CMS President

- Karl Hempel, M.D., 1995 CMS President
- Alma Littles, M.D., 1996 CMS President
- Tony Weaver, M.D., 1999 CMS President
- Tom Hicks, M.D., 2002 CMS President
- Bill Kepper, M.D., 2004 CMS President
- Jerry Ford, M.D., 2010 CMS President

We were honored to have two special guests attend the event, Governor Rick Scott and Dr. Miguel Machado, FMA President. Dr. Hellgren gave a brief introduction of Governor Scott, 45th Governor of Florida. Governor Scott spoke about his experiences in health care and then asked for questions from the audience.

Dr. John Katopodis, FMA PAC President, gave a great introduction for Dr. Miguel Machado, 135th President of the Florida Medical Association. Dr. Machado spoke about the FMA and the importance of physician leadership. He then invited the new CMS Officers and Board Members to the podium for their installation: Dr. Hugh VanLandingham, President; Dr. Sandeep Rahangdale, President-Elect; Dr. Nancy Loeffler, Secretary/Treasurer; and new Board Members, Dr. Marc Inglese and Dr. Joshua Somerset. As Dr. Machado said, "They were chosen because of their ability, their willingness to serve, and their dedication to this profession." At that time, Dr. Machado asked Dr. VanLandingham to remain on stage. Dr. Machado read the Oath of Office while Dr. VanLandingham recited and officially became the 67th President of



Special Guest, Dr. Miguel Machado, 135th President of the Florida Medical Association delivers the Oath of Office to new CMS President, Dr. Hugh VanLandingham.

the Capital Medical Society.

Dr. Hellgren gave a brief introduction of Dr. VanLandingham and then invited Dr. Cody VanLandingham and Dr. Gary Winchester to give a few remarks about Dr. VanLandingham. They were humorous, sincere, and congratulatory.

Dr. VanLandingham thanked the outgoing CMS Board members, Dr. Jerry Ford, CMS Immediate Past-President, and Dr. Richard Thacker, for their service to CMS. He presented them with a bottle of CMS wine as a small token of appreciation.

Dr. VanLandingham thanked Dr. Hellgren for her outstanding service as the 2011 CMS President. He presented Dr. Hellgren with a plaque thanking her for her leadership, hard work, and service. Dr. Hellgren gave a short speech reflecting on her busy year as President and thanking her colleagues and the CMS staff for their understanding and support.

Congratulations to our new CMS President, Dr. Hugh VanLandingham, and the new Officers and Board Members. We look forward to a productive year!

Continued on page 13



Tallahassee Primary Care Associates was one of our General Sponsors for the event. Pictured: (l-r) Dr. Karl Hempel; Mackie Hempel; (kneeling) Polly Evans; Samantha Harrison; Tom Harrison; Carol Winchester; Somer VanLandingham; Dr. Gary Winchester; Dr. Mervin Wallace; Dr. Cody VanLandingham; Dr. Hugh VanLandingham; Hal VanLandingham; Ellie VanLandingham; Mary VanLandingham; Dr. Susan Cross; Chris Gerz; Amy Johnson; and Troy Johnson.



Tallahassee Memorial HealthCare was our Presenting Sponsor for the event. Pictured: Mark O'Bryant, President/CEO for TMH and Dr. Christie Sain, CMS Board of Governors.



Dr. Miguel Machado, FMA President; Dr. Hugh VanLandingham, CMS President; and Dr. John Katopodis, FMA PAC President.



Technology Services Group was one of our General Sponsors for the event. Pictured: (l-r) Trey Beard, Elizabeth Smith, and Sean Reilly.



Dr. Miguel Machado installing the new CMS Officers and Board Members: (l-r) Dr. Hugh VanLandingham, President; Dr. Sandeep Rahangdale, President-Elect; Dr. Nancy Loeffler, Secretary/Treasurer; Dr. Joshua Somerset, Board Member; and Dr. Marc Inglese, Board Member.



Prime Meridian was our Title Sponsor for the event. Pictured: Katie Proctor and Chris Jensen.



Merck was our Meeting Sponsor for the event. Pictured: (l-r) Jessica McCormick, Dr. Kerry Edwards, and Kristina Peebles.



Guests enjoy the Presidential Installation event: (l-r) Brian Webb, Mollie Hill, and Dr. John Fogarty.



Dr. Hugh VanLandingham and Dr. Tracey Hellgren with our special guest for the event, Governor Rick Scott, 45th Governor of Florida.

System Statistics

System Metric	Value
Connected Offices and Facilities	67
Production Data Feeds	13
Data Feeds in Development	3
Physician Portal Users	601
Patient Portal Users	156
Total Patients in RHIN (approximate)*	536,384



** Big Bend RHIO is in the process of cleaning our Master Patient Index (MPI) and anticipate that the total "unique" patients will go down to about 500,000. (i.e. combine duplicate or remove incomplete records that have been processed over the last year). This process does not change records in any way and simply "links" previously orphaned records.*

Monthly Usage Metrics

Monthly Usage Metric	June 11	July 11	August 11	Sept 11	Oct 11	Nov 11	Dec 11	Jan 12
Messages Processed (Data feed volume)	612,519	574,040	669,859	643,939	653,718	738,321	704,431	678,358
User Access (Count of auditable user log events and data queries)	34,519	26,498	35,225	34,207	33,409	34,342	38,719	38,578
Electronic Referrals (Sent via RHIN)	1,522	1,368	1,457	1,272	1,229	1,311	1,157	1,265
Secure Messages (Sent via RHIN)	170	125	144	198	358	371	187	119
Documents Published (Uploaded/printed via RHIN)	2,710	2,269	2,521	2,748	2,744	3,039	2,508	2,171



Change Your Landscape!

Let our design specialists create a tranquil paradise at your home or business.

March New Client Special:
Free Aerations up to 1/4 acre lawn
(\$185 value) with the signing of a new
one year lawn maintenance agreement.



Dickerson
LANDSCAPING

850-422-3001
Dickersonlandscaping.com



During the month of January, the *We Care Network*
 - Received 92 referrals for new patients
 - Scheduled 178 appointments with volunteer physicians and dentists
 - \$98,000 in donated care has been reported by *We Care* volunteers

Thank You!

To our CMS members and *We Care* partners who saw **new** patients for the *We Care Network* in January 2012.

Physicians

Greg Albright, D.O.
 Marie Becker, M.D.
 Robert Bradford, M.D.
 Robert Brumberg, D.O.
 Viet Bui, M.D.
 David Burday, M.D.
 Joseph Camps, M.D.
 Stephen Carr, M.D.
 Michael Cavallaro, M.D.
 Armand Cognetta, Jr., M.D.
 Raymond Cottrell, M.D.
 David Durden, M.D.
 Marc Fisher, M.D.
 Sergio Ginaldi, M.D.
 Celeste Hart, M.D.
 Paul Johnson, M.D.
 Dan Kaelin, M.D.
 Arjun Kaji, M.D.
 Farhat Khairallah, M.D.
 James Killius, M.D.
 Hari Kolli, M.D.
 Maribel Lockwood, M.D.
 Kurt Luhmann, M.D.
 Michael Mangan, M.D.
 Mitchell Massie, M.D.
 Margaret Havens Neal, M.D.
 Steven Ostrov, M.D.
 Kaushal Patel, M.D.
 Praful Patel, M.D.
 Duncan Postma, M.D.
 J. Daniell Rackley, M.D.
 James Renahan, M.D.
 Andres Rodriguez, M.D.
 Paul Sawyer, M.D.
 Scott Sellinger, M.D.
 Hardeep Singh, M.D.
 Frank Skilling, M.D.
 Robert Snyder, M.D.
 Angela Spencer, M.D.

Robert Steinmetz, M.D.
 Mary Swain, M.D.
 Timothy Sweeney, M.D.
 Larry Taylor, M.D.
 John Thabes, M.D.
 Jean Paul Tran, M.D.
 Kenneth Wallace, M.D.
 Tony Weaver, M.D.
 William Yaakob, M.D.
 Daniel Yang, M.D.

Dentists

Eric Amundson, D.D.S.
 Jean-Pierre Bastien, D.M.D.
 Steven Bryan, D.M.D.
 M. Darrh Bryant, D.M.D.
 Susan Byrne, D.M.D.
 Walter Colón, D.M.D.
 Barbara Leadbeater, D.M.D.
 William McFatter, D.D.S.
 E. Lynn McLarty, D.D.S.
 Jim McSoley, D.M.D.
 Lawrence Pijut, D.M.D.
 Frank Swerdzewski, D.D.S.
 James Sykes, D.M.D.
 Leonard Tolley, D.D.S.
 Quill Turk, D.D.S.
 Jay Walton, D.D.S.
 Lawrence Weaver, D.D.S.
 Ronald Willis, D.M.D.
 Ed Zapert, D.M.D.

Facilities

Affordable Dentures
 Anesthesiology Associates
 Beachton Denture Clinic

Capital Regional Medical Center
 Leon County Dental Clinic
 Pathology Associates
 Radiology Associates
 Seven Hills Surgery Center
 Southeastern Surgery Center
 Tallahassee Diagnostic Imaging
 Tallahassee Endoscopy Center

Tallahassee Health Imaging
 Tallahassee Memorial HealthCare
 Tallahassee Orthopedic and Sports Physical Therapy
 Tallahassee Outpatient Surgery Center
 TMH Family Medicine Residency Program
 Women's Imaging Center



"In healthcare, the security of patient information is critical. Shred-it gets it."

Shred-it document destruction services can help you meet your compliance obligations. We can help you prevent identity theft and security breaches, and safeguard your patients' privacy.

Schedule your Free Security Assessment
Call Shred-it today.
850.309.1996
shredit.com



Making sure it's secure.™

*Limited time offer. Call for details.



Cap Scan Newsletter
1204 Miccosukee Road
Tallahassee, FL 32308

PRST STD
U.S. Postage
PAID
Tallahassee, FL
Permit NO. 551

Return Service Requested

We hate lawsuits. We loathe litigation. We help doctors head off claims at the pass. We track new treatments and analyze medical advances. We are the eyes in the back of your head. We make CME easy, free, and online. We do extra homework. We protect good medicine. We are your guardian angels. We are The Doctors Company.

The Doctors Company is devoted to helping doctors avoid potential lawsuits. For us, this starts with patient safety. In fact, we have the largest Department of Patient Safety/Risk Management of any medical malpractice insurer. And, local physician advisory boards across the country. Why do we go this far? Because sometimes the best way to look out for the doctor is to start with the patient. To learn more about our medical professional liability program, call us at (800) 352-0320 or visit www.thedoctors.com.



www.thedoctors.com