

Lafayette Parish Medical Society

Quarterly Newsletter

Healthcare Reform Updates

Does our Uncle suddenly think he's a doctor?



**Say NO to Government Take
Over of Healthcare.**

PAID FOR BY:
LAFAYETTE PARISH
MEDICAL SOCIETY

Call Mary Landrieu now. 225-389-0395

At our Fall General Membership meeting, it was unanimously agreed upon that we needed to voice our concerns about healthcare reform to our community. It was agreed upon to spend \$5000.00 on a newspaper ad. This was successfully implemented with the help of Holbrook Multimedia, Inc.

As the debate intensified in the Senate, we reached out to our members asking for personal donations so that we can continue the campaign. We would like to express a heartfelt thank you to all physicians who responded to this call. With an additional \$5000, we were able to circulate three ads on digital billboards around town and produced a radio spot, which aired on KPEL, KTDY, and KQIS from Dec 10th -24th. Due to the holiday season, the traffic for

shopping and traveling is magnified allowing us to capture a larger audience with our message.

A Healthcare Reform Taskforce has been formed to keep on top of this situation. Whatever the outcome of national legislation, there will be a monumental amount of work to do to properly influence the direction of health care reform in our state.

Our position paper can be found on our website (www.lpms.org). Feel free to print up this article and post in your office. We will occasionally send out email blast on pertinent news relating to this topic. Please make sure we have your updated email address.

If you are interested in joining our taskforce or updating your email address, please call **Kristi (337-232-2860)** or email us at staff@lpms.glacoxmail.com.

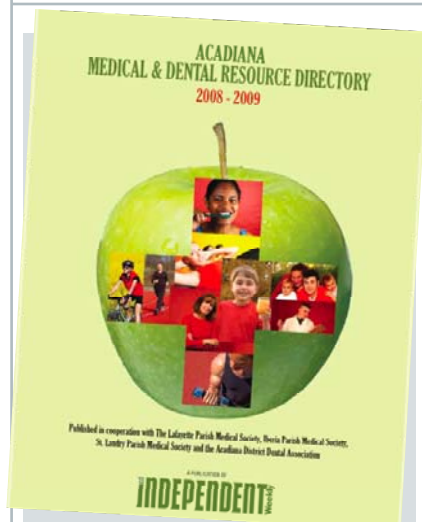
President's Corner



It is my honor and privilege to serve as your President for 2010.

There are many things going on that can dramatically affect the way we all practice medicine. For example, the challenge to our malpractice cap; President Obama's determination to reform our healthcare under the pretense of improving access to healthcare for all; and the possibility of reforming the flawed Medicare physician payment formula.

These events of last year demonstrate the need for us physicians to unite as a society so that our efforts are more effective. I would like to make a call out to my fellow physicians in the Acadiana region to join the executive committee. We currently have 5 positions open. We are always looking for passionate and enthusiastic individuals to help us shape some of the policies in Lafayette Parish and in our state. Please let us know if you are willing to donate one hour a month to this committee. It is the time to participate in organized medicine because united we stand and divided we fall.



The Independent is in the process of producing this year's Directory. If you have had a recent change of address and phone number, please send us this information via email

ASAP.

Website Improvements

Last year we made significant strides toward redesigning and upgrading our website. To further improve upon this process, would like to announce the current upgrades to our site (www.lpms.org):

1. Upgrade physician search engine tools.
2. Add new menu items:
 - **Classified ads** section to allow you to post any new job opportunities. You are welcome to advertise for new physicians or office staff. See website for details on rates.
 - **Advertising banners** to allow vendors and physicians to advertise on our website. See website for rates
 - **Advocacy/Legislative Affairs Updates** section to allow us to communicate activities from the state and national level. Healthcare reform information will also be posted here.
 - **New advances in medicine** section to highlight any medical advances in our community. It is a shame that the first time we hear about new advances is sometimes from our patients. Just email us a brief paragraph describing the benefits and risk associated with the new advances.
 - **New physicians** section to help us get to know our new doctors.
 - **Public Health Issues** section to allow us to easily update you on this topic.
3. Update **Members Only** section to allow you to update your profiles.

If you have any other recommendations, we would be glad to review it to determine feasibility. Please forward your recommendations it to us via email (staff@lpms.glacoxmail).

Lafayette Parish Medical Society

*Would like to invite you and your family to celebrate
Doctor's Day
 at Vermilionville
 on Saturday, March 27th, 2010
 11:00 am to 1:30 pm*

The following doctors will be honored for their years of practice.

Barrett Alldredge, MD Paul J Azar, MD William Bernard, MD James Blackburn, MD
 Robert Tarp, MD Joseph Brierre, Jr, MD John Cobb, MD Shirley Covington, MD
 Luiz deAraujo, MD Victor Gunderson, MD Andrew Harwood, MD Powlin Manuel, MD
 Sangeeta Shah, MD

To celebrate the LPMS's 80th anniversary, all past presidents will also be honored.

*Please **RSVP** by March 22nd on our website (www.LPMS.org).
 Children are invited. Please indicate your meal preferences between
 crawfish, jambalaya, and kids meal.*

QuickTime™ and a decompressor are needed to see this picture.



Dr. Ducote Honored into LSMS Hall of Fame

Dr. Blalock Elected Vice-President of LSMS



LSMS 2010 House of Delegates Updates

The 2010 annual meeting of the House of Delegates was held at the L'auberge du Lac in Lake Charles. The House of Delegates is the legislative and policy-making body of the LSMS and is composed of elected delegates and others as provided in the LSMS Bylaws. The House of Delegates transacts all business of the Society not otherwise specifically provided for in the LSMS Charter and Bylaws, elects general officers, adopts an annual budget and establishes the official policies of the Society.

LPMS Physician Inducted into the Hall of Fame

At the LSMS's House of Delegates Meeting held in Lake Charles on Jan 29-30th, **Dr Martin "Zeke" Ducote** was inducted into the Society's Hall of Fame for his many contributions to the Medical Society. He was also honored for his 50 years of practicing medicine. He has served as a delegate to the LSMS since 1964. During this time he was active as Councilor to the Board of Governors, member of the Public Relation Committee, and member of the Budget and Finance Committee.

Resolution 211 Passed

Unanimously

Dr Louis Mes presented Resolution 211. This resolution called for assistance from the LBME to enforce the proper use of the term "Board Certified" in marketing services. He received numerous supports and the resolution passed unanimously. The entire resolution can be viewed on our website.

Physicians Elected to Key Positions

Dr Andy Blalock was unanimously elected to Vice-President of the LSMS. He is one of the youngest physicians ever elected to this position. **Dr Roderick Clark** was elected to represent district IX as Councilor to the Board of Governors. **Dr Lonn Guidry** was elected to the Council on Legislation. **Dr Debra Johnson** was elected to the Council on Socio-economics. **Dr Uyen Chu** was elected to the Council on Member Services and an alternate to the Board of Governors. These officers will keep us updated throughout the year on our website.

For more details about resolutions passed at this meeting, refer to our website (www.lpms.org).

Calling all Past Presidents to celebrate this occasion with us at Doctor's day.

LPMS Going Green

In the spirit of being fiscally responsible, we will transition all communications to electronic mail. All future newsletters and meeting notices will be on our website and emailed to you. We will however respect the wishes of any physician who prefer regular mail. Please update your email address and indicate your preference for communication on our website under the "Membership" tab.

Benefits of Membership

PROFESSIONAL ADVOCACY

The political events of the past year have highlighted the great need for physicians to be involved in the LSMS and to have their voices heard in the public arena.

PUBLIC AFFAIRS

The Department of Public Affairs provides media relations and communications on behalf of physicians and patients, presents a positive image of the profession with the media and the public, and works with statewide media to address healthcare issues from the physician's perspective. It also produces the publications listed below:

- The Journal of the LSMS
- Capsules newsletter
- LSMS eAlerts and legislative bulletins
- LSMS Direct -- an online member directory
- Listing in Independent's Acadiana Medical and Dental Directory annually.

Please consider joining us. Let us know how we can help you practice medicine.

Upcoming Events

HEALTHCARE Classic Golf Tournament

- Benefit the Community Healthcare Clinic
- May 17th at The Farm D'Allie Golf Club
- Four person Scramble starting at 1:15 pm
- Registration starts at 11:00-1:00 pm

DOCTOR'S Day

- March 27th at Vermillionville from 11:00 am – 1:30 pm.
- All family members invited with activities planned for children.

SUMMER General Membership Meeting

- August 17 at Petroleum Club at 6:30 pm
- Topic will be "Updates on the current state of Louisiana's Malpractice Cap" by Dr Vince Cullota.

WINTER General Membership Meeting

- October 26 at Petroleum Club at 6:30 pm



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New Doc?

Are you new in town? We would love to feature you on our website. Send us a brief biography and picture.

Welcome to Lafayette!