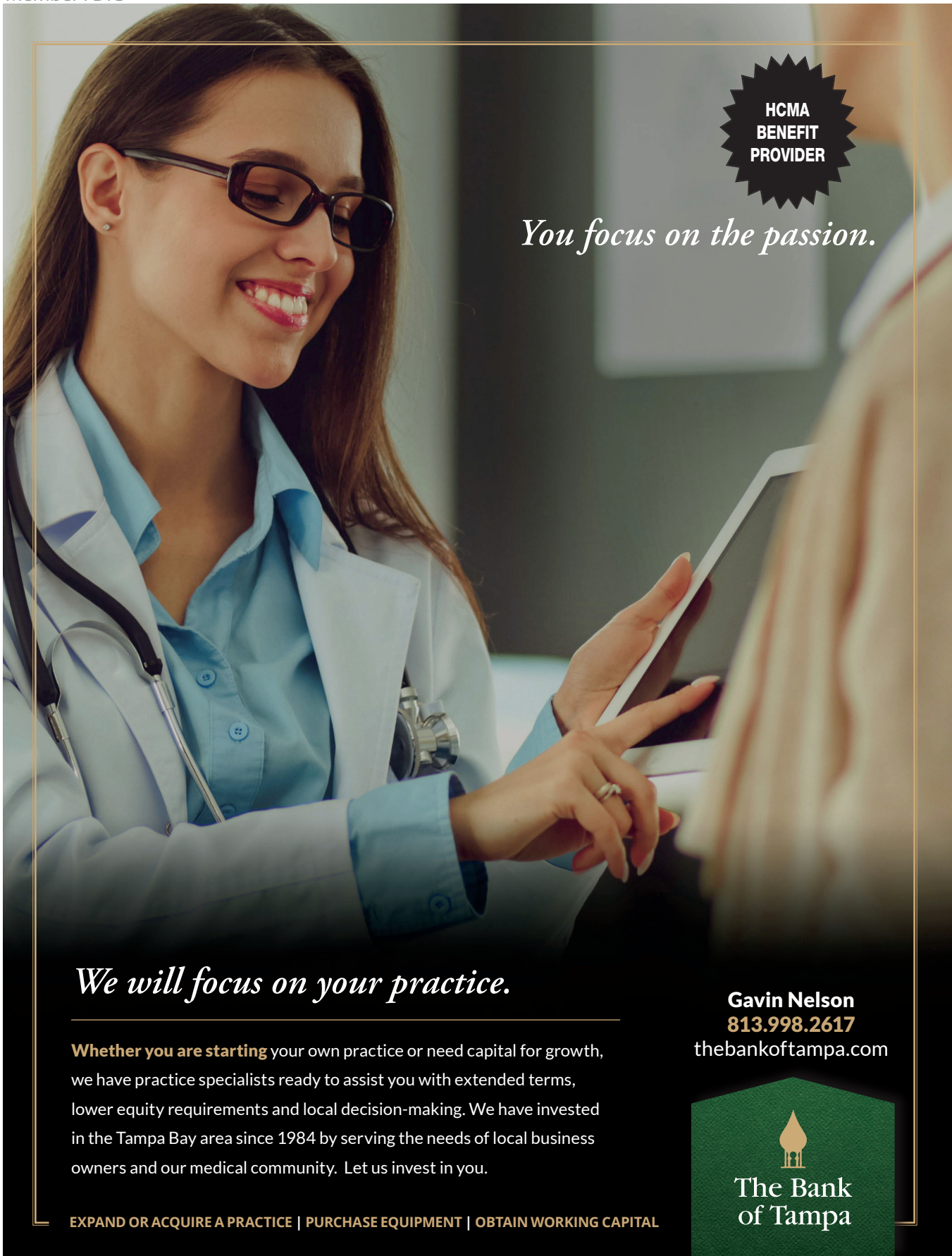




*The*  
***Bulletin***  
OF THE HILLSBOROUGH COUNTY MEDICAL ASSOCIATION  
*Spring 2023*





**HCMA  
BENEFIT  
PROVIDER**

*You focus on the passion.*

*We will focus on your practice.*

**Whether you are starting** your own practice or need capital for growth, we have practice specialists ready to assist you with extended terms, lower equity requirements and local decision-making. We have invested in the Tampa Bay area since 1984 by serving the needs of local business owners and our medical community. Let us invest in you.

**EXPAND OR ACQUIRE A PRACTICE | PURCHASE EQUIPMENT | OBTAIN WORKING CAPITAL**

**Gavin Nelson**  
**813.998.2617**  
thebankoftampa.com



# Benefit Providers

The Hillsborough County Medical Association's Benefit Provider Program provides value to physicians with products, programs, and services that far exceed the cost of annual dues. If you have any questions, please contact Debbie Zorian, HCMA Executive Director, at (813) 253-0471 or dzorian@hcma.net.



## The Bank of Tampa

The Bank of Tampa — Gavin Nelson, VP Private Relationship Manager, gnelson@bankoftampa.com, or (813) 998-2617.



Full Circle PR — Michele Krohn, michele@fullcircle-pr.com or (813) 887-FCPR (3277).



Shea Guercio Partners/SGP Advisors — professional liability and corporate insurance products. Patricia Thompson, Senior Sales Consultant, pthompson@sgpadv.com or (813) 404-7905.



Black Maple Group, Medline, and Provista offer discounted products on a multitude of products — Nili Gold, ngold@blackmaplegroup.com, or (866) 783-0033, ext: 710



A full service insurance brokerage specializing in employee benefits. Jeremy Enns, Advisor, at (813) 818-8805, ext: 232 or jeremy.enns@onedigital.com



TekCollect — Jeff Nolin, VP, jnolin@tekcollect.com or (813) 418-7910.



Favorite Healthcare Staffing — Alex Hills, ahills@favoritestaffing.com or (913) 800-5270.



A financial planning firm dedicated to serving physicians for over thirty years — Jennifer Joyce, Executive Assistant, jenniferjoyce@financialguide.com or (813) 287-8379.



Trenam Law — healthcare attorneys — Erin Smith Aebel, eaebel@trenam.com, (813) 227-7455, or Amanda Newlon, anewlon@trenam.com or (813) 202-7811.



Florida Healthcare Law Firm — Jeff Cohen, Esq. jcohen@floridahealthcarelawfirm.com, (888) 455-7702, or (561) 455-7700.



MCMS, Inc., Insurance Trust Fund — Providing Group Major Medical Insurance — Jeremy Enns, (813) 818-8805, ext: 232.



Winstar — merchant processing system and a fully compliant Cash Discount Program which includes a free Point-Of-Sale. Vinny Breault, at (813) 362-9051 or vbreault@winstarpayments.com



Florida Rx Card — Discounts on prescriptions. Timra Campbell, point of contact, info@floridarxcard.com or (850) 842-7577.



Rivero, Gordimer & Company, P.A. — CPAs. Exclusive benefits for HCMA members — Rene Zarate, CPA, ABV, rzarate@rgcocpa.com or (813) 875-7774.



# Upcoming Events

**HCMA Installation Dinner**  
**Dr. Michael Cromer will be installed**  
**as HCMA'S 120th President**  
**6:30pm at the Westshore Grand**  
 May 9, 2023

**2023 Florida Legislative Session**  
 Tallahassee  
 March 7 – May 5, 2023

**25th HCMA Foundation Charity Golf Classic**  
 Tournament Players Club – Tampa Bay  
 March 30, 2023

**AMA Annual Meeting**  
 Chicago, IL  
 June 10 – 14, 2023

**FMA Annual Meetings**  
 Orlando, FL  
 July 27-30, 2023  
 August 1-4, 2024  
 July 24-27, 2025

Call the HCMA for more information  
 about these events: 813.253.0471

# Advertisers

Please support YOUR advertisers!

Please tell our advertisers you saw their ad in *The Bulletin!*

★ indicates HCMA Benefit Provider!

	Kevin J. Napper, PA/Napper Law	20
	★ One Digital/Group Benefits	16
★ The Bank of Tampa	Inside Front Cover & Card Shop	★ Physicians Wealth Planning, LLC 14 & Card Shop
Ferman Automotive	19	★ Rivero Gordimer & Co., PA/CPAs Card Shop
★ Florida Healthcare Law Firm	9	★ SGP Advisors/Professional Liability & Commercial Insurance Card Shop & Back Cover
★ Full Circle PR	Card Shop	Sterling Ideas/Professional IT Services 19
★ HCMA Benefit Providers	3	Card Shop 31
★ HCMA Physician Wellness Program	25	Classified Ads 31
Librero's School & Dance Club	9	
★ MCMS Insurance Trust	23	

# Got Something To Say?

To submit an article, letter to the editor, or a photograph for *The Bulletin* cover, please contact Elke Lubin, Managing Editor, at the HCMA office. All submissions will be reviewed by *Bulletin* Editor, David Lubin, M.D. We encourage you to review *The Bulletin's* "Article Guidelines" which can be emailed to you.

*The Bulletin* is YOUR publication. You can express your views and creativity by participating.

Elke Lubin  
 Managing Editor, *The Bulletin*  
 813.253.0471  
 ELubin@hcma.net

Executive Director  
Debbie Zorian

Editor  
David Lubin, MD

Managing Editor  
Elke Lubin

Editorial Board  
Erfan Albakri, MD  
William Davison, MD  
Michael Foley, MD  
Aaron Laden, MD  
Richard Lockey, MD  
Robert Norman, DO  
Barry Verkauf, MD

Patron  
Michael Foley, MD  
2020-2023



# Spring 2023

# CONTENTS

## About the Cover

Elke and Dr. Lubin were fortunate on their trip to Charleston to be in a group of about 30 people to raise the flag at Ft. Sumter. The cover photo by Dr. Lubin displays the 20 x 30-foot flag as well as an 8-inch (200-pounder) Parrott cannon designed by Robert Parker Parrott. The cannon's range was almost 5 miles.



## Departments

- 6 Executive Director's Desk
- 8 President's Message
- 10 Editor's Page
- 22 HCMA In Brief
- 23 New Members
- 30 Personal News

## Features

- Political Advocacy  
2023 HCMA Legislative Priorities 12  
The Key to Protecting the Practice of Medicine 13  
Michael Cromer, MD
- Benefit Provider 15  
Favorite Healthcare Staffing  
Does Your Practice Struggle with Staff Retention (Part One)  
Jeff Welch
- A Medical History 17  
Aspirin: From Willow Bark to Wonder Drug  
S. Aaron Laden, MD, MBA

## Photo Gallery

- Women in Medicine Social 26
- Lubin Vacation Photos 27
- February Membership Dinner 28
- Practice Administrator Reception 29



*The Bulletin* is the official publication of the Hillsborough County Medical Association, Inc., 3001 W. Azelee St, Tampa, Florida 33609, (813) 253-0471.

Advertising in *The Bulletin* does not imply approval or endorsement by the Hillsborough County Medical Association. *The Bulletin* assumes no responsibility for statements made by its contributors. For advertising rates and mechanical data, contact the HCMA.

Opinions expressed by the authors are their own, and not necessarily those of *The Bulletin* or the HCMA. *The Bulletin* reserves the right to edit all contributions for clarity and length as well as to reject any material submitted.

# Executive Director's Desk

## Once Again...

DZorian@hcma.net



When my oldest daughter was born in 1971, five generations were created. When her great-great-grandmother passed away at age 96 she was 12 and her sister was 5. Unfortunately, we never had a photo made because great-great-grandmother lived in Virginia and the rest of us were never able to visit her all at the same time. Back then, home computers didn't exist and photoshopping wasn't an option.

On October 12, 2022, my granddaughter gave birth to Addilyn Rose. Her grand entrance into the world has created five generations once again. At the time of this writing, "Addi" is 3 months old. Her great-great-grandmother is 92. We are so blessed to all live within 30 minutes of each other and we spend time together as much as possible. This past holiday season was hopefully one of several where we will be able to celebrate this amazing milestone. Photos below were taken on Christmas Eve.

At the beginning of each year, I admit to making the same resolution. I start in January with much enthusiasm, by February it begins to diminish, and by March it seems to disappear. The habitual resolution involves more effort to take better care of my health. I have yet another reason to do so as I certainly want the pleasure of being able to see my great-granddaughter celebrate as many birthdays as possible.

So...a healthier diet, regular exercise, and routine check-ups are on my agenda once again. As a lifelong workaholic who eats poorly and uses the "there's not enough time in the day to exercise" excuse, I know my agenda needs serious attention.

Not many people are as fortunate as my 92-year-old mother. She has never had surgery, is rarely sick (she did not get COVID although others living in the household did), and has yet to be on the first medication! She is mentally alert, loves to play poker, indulges on home shopping network channels, and is a devout Lightning fan. She is also engaged in a long-distance romantic friendship with someone she has known for over 70 years. They talk on the phone for extended periods sharing stories about the "good old days." She admits it makes her feel invigorated. There is no doubt, the matriarch of the family plans on sticking around for another great-great-grandchild!

As for me, I think it's time to stay the course. This is the year to focus on healthier lifestyle choices for hopeful future rewards.



Proud parents Amber & Bryce



Baby Addilyn (2022)  
Mother Amber (1997)  
Grandmother Charisse (1971)  
Great-grandmother Debbie (1954)  
Great-great-grandmother Rose (1930)



## Taking care of you!

In reflecting on the importance of health, I have learned over the years that although physicians dedicate their lives to worrying about and caring for the health of their patients, they don't always take care of their own health, specifically their mental well-being. Physicians are known to rarely discuss their experiences that cause them stress or focus on prioritizing self-care.

I read an article recently by Dr. Harry Severance, adjunct assistant professor in the department of medicine at Duke University. Dr. Severance discussed the accelerated feelings of frustration by a colleague in trying to keep up with the evolving changes that have destroyed the very reason he was drawn to healthcare. The facility where he works added *real-time* health portal messages which mandates him to answer calls as they come in, explaining lab and test results to patients. He finds this distracting, causing a lack of focus when he returns to the next on-site patient waiting for him. With an already overwhelmed patient schedule that he feels interferes with the quality of care his patients need and the increased supervision of mid-level personnel, he claims this is the last straw. He has come to a point where he is seriously considering leaving clinical practice.

He is not alone. Many physicians are exhausted with the burdens placed upon them to do more with less while inundated with extensive changes during periods of transformation. It is believed that physician burnout will continue to increase and dominate the profession of medicine.

### Another resource:

Physician Support Line is a free and confidential support line service made up of 800+ volunteer psychiatrists, joined together in the determined hope to provide peer support for physician colleagues. Physicians are encouraged to call for any issue, not just a crisis.

1-888-409-0141  
Monday – Friday  
8:00AM – 12:00AM ET  
[www.physiciansupportline.com](http://www.physiciansupportline.com)

Thankfully, physician wellness programs are abundant throughout our country. Hospitals, healthcare systems, and medical societies offer wellness programs and retreats to help physicians maintain a healthy work/life balance.

The HCMA has recently expanded its Physician Wellness Program to include coaching services that focus on professional and personal growth as well as financial guidance. A highly qualified psychologist has also been added to the current roster of counselors (see page 25). Recognizing that complete confidentiality is guaranteed, we are in hopes that members will not hesitate to utilize the program when needed.

While the HCMA continues advocating on your behalf, our wellness program is here to serve as your safe haven during 2023 and beyond.

Don't put off taking care of you while you are taking care of your patients!

## YOU ARE SAFE HERE...

- Self-initiated appointments
- Completely confidential
- No Medical diagnosis
- No insurance billed
- Complimentary

HCMA Foundation  
Physician Wellness Program



---

# President's Message

---

## *Moral Injury*

Eva Crooke, MD

eva.austin@gmail.com



I recently came across an opinion piece online (STAT news) and was introduced to the term “moral injury.” I was interested to learn more, and decided to spend time researching the topic. The information I found was thought-provoking and felt relevant to me, so I wanted to share it with our members to see if it, also, resonates with you.

Moral injury has been defined as the strong cognitive and emotional response that can occur following events where one engages in (commission), fails to prevent (omission), or witnesses acts that violate one’s moral or ethical code, or, when one experiences betrayal by trusted others. Journalist Diane Silver describes it as “a deep soul wound that pierces a person’s identity, sense of morality, and relationship to society.” I related it to an existential crisis after experiencing a morally distressing event. However, unlike PTSD, which can follow threat-based trauma, moral injuries usually do not involve threat to life or safety, instead they threaten one’s deeply held moral or ethical beliefs and trust.

Moral injury can cause profound feelings of shame, guilt, meaninglessness, and anger leading to alterations in cognition and beliefs (for example, thinking, “I am a failure” or “my colleagues don’t care about me”) and possibly maladaptive coping responses (overworking, substance misuse, social withdrawal, or self-destructive acts). It can also contribute to stress reactions such as changes in sleep, compulsive behavior, and weakened sense of empathy or compassion. This can then lead to depression and anxiety. Moral injury has also led to physicians leaving the field of medicine all together.

Moral injury was initially described in active military members and veterans, most frequently related to the killing of others in the context of war. Moral injury has also been described in healthcare, mostly frequently in relationship to the early days of the COVID pandemic. In healthcare, moral injury is uncommon in our usual difficult work situations given our training and preparation, healthcare cultural norms, and support of both peers and society. It becomes more likely during disasters, mass casualties, humanitarian crises, and pandemics. Ex-

amples of moral injury are having to make decisions that affect the health or lives of others where all options lead to a negative outcome, having to choose between two important sets of values (care for patients with contagious diseases vs keeping family safe from exposure), rationing care when the volume of patients to treat exceeds the available resources, or a workload so heavy that care delivered is substandard and below what one would usually consider good care.

With the potential to suffer moral injury in our profession, there was a need to establish risk factors, diagnostic criteria, and treatment recommendations. Researchers at Duke University adapted the ten-item MISS-M-SF (from the military) for healthcare professionals, specifically physicians and nurses, and psychometrically validated the measure in this population. Studies have shown several factors increase the rate of moral injury in healthcare workers: younger age, female gender, unmarried or divorced status, those with lower religiosity, and those in whom burnout has already been identified. While no current validated treatment for moral injury exists, several are being studied. Seeking support from peers as well as professional help are recommended.

The options currently available for the treatment of moral injury include acceptance and commitment therapy (ACT), adaptive disclosure therapy (ADT), and cognitive processing therapy (CPT). ACT is a group treatment focusing on helping patients live in accordance with values. The 6 core therapeutic processes involved are clarification, committed action, acceptance, defusion, present moment, and self-as-context. ADT is an individual treatment that helps patients process moral injury through imaginary dialogue with a compassionate moral authority, by apportioning blame, making amends and in some versions, self-compassion and mindfulness meditations. CPT focuses on processing negative thoughts related to moral transgression and challenging them in order to achieve more adaptive thinking and accompanying behavior. Attention is paid to addressing the symptoms of moral injury including guilt, difficulty forgiving self and others, and resolving religious struggles. In addition, there are spiritual or pastoral interventions known as Building Spiritual Strengths, spiritually integrated CPT, and religiously integrated cognitive behavioral therapy.

After reading about moral injury and its effects, I think we

*(continued)*



## President's Message (continued)

need to add this to our discussion about physician wellness. Physicians are burning out because of moral injury, not because we aren't resilient. The moral injury we all suffer to some degree is our inability to provide high quality care in the context of our current healthcare system. It's the inability to establish reliable follow up or ancillary services such as physical therapy for patients without insurance. It's the inability to connect with patients while our noses are buried in the EMR or because the appointment slot is only 15 minutes to ensure we bring in enough money to keep the lights on as reimbursements plummet. It's the inability to prescribe appropriate medications due to their cost. It's the inability to order tests/imaging/procedures because the insurance company has placed so many hurdles in our way. It's the inability to provide appropriate care because legislators have crafted bills to restrict how we practice medicine. We are all at risk of suffering moral injury in this environment, and we need to support both clinical and policy-based efforts to identify, prevent, and intervene on moral injury to help maintain a healthy system that is able to meet the needs of both our patients as well as our physicians.

*References available upon request.*

See page 21 for an excerpt from one of the available references.

### Add Fun, Romance & Excitement To Your Life...DANCE!



**It's Easy. We'll Show You How!**

#### Try Our Fun Beginners Course

2 Private Lessons and 1 Group Class  
Special Offer **\$79**

**Call Now (813) 253-0644**  
Gift Certificates Available

*Librer's* **School & Dance Club**  
FL Reg. 007 Since 1979 ...Your Place to Learn  
...Your Place to Dance

Davis Islands, Tampa ♦ [LibrerDanceStudio.com](http://LibrerDanceStudio.com)

## The first & only boutique full service law firm


- Buy/Sell a Healthcare Business
- HR Issues & Employment Contracting
- Compliant Practice Expansion
- Licensure Defense
- Payor Disputes

(561) 455-7700  
FLORIDAHEALTHCARELAWFIRM.COM











FLORIDA HEALTHCARE  
LAW FIRM



HCMA  
BENEFIT  
PROVIDER



**Serving you in-person & virtually.**  
**Complimentary 15 min consultation  
for HCMA members!** HCMA Benefit Provider

Please tell the advertiser you saw their ad in the HCMA Bulletin!

---

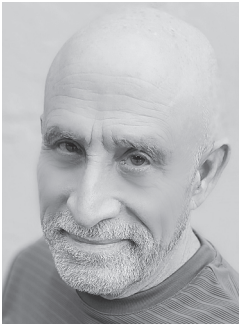
# Editor's Page

---

## *Did you know this about pineapples?*

David Lubin, MD

dajalu@aol.com



Spring is in the air. Well, maybe here in Tampa, but much of the US has been hit with winter storms, the likes not seen in many years. Rain, flooding, blizzards...you've seen it all. But by *The Bulletin* publication date in March, most of this should be behind us.

Another thing, seemingly behind us, is COVID-19. It's still out there, but most people are back to leading relatively normal lives, and that includes Elke and me. For years Elke would host Thanksgiving dinner for about 20 family and friends, usually on our pool deck, weather permitting. But we had to cancel the gobbler event, as many of you might have, because of COVID. But we celebrated in 2022 with 14 of us gathered around the unpardoned turkey. Elke loves to prepare TG dinner and gets help from her daughter, Samantha, and sister, Kendra; I pretty much stay out of the way. This year we all had a lot to give thanks for.



Elke had vacation time coming so we decided to take off the week after Thanksgiving and drove to Savannah, Georgia, on Monday and stayed two nights, and then headed to Charleston, South Carolina, for three. We had never been to either city so this was a new adventure. Both cities were wonderful short-term vacation spots but I have to say, I think we liked Charleston a bit more. Both places can be very touristy, and both have excellent places to eat, drink, and eat some more. Next door to our hotel in Savannah was the Repeal 33 Bar & Restaurant where, during happy hour, oysters were \$1 each. Two dozen oysters for \$24. Not too shabby, and they were actually tasty.

Our other dining experience was dinner at The Olde Pink House, a mansion built in 1771 and still existing as a fine dining establishment. The ambiance was wonderful and paintings of real people who were part of it back then made it feel as if there was a ghostly presence while dining. Service was good, but I have to say, the food did not impress me, but in all fairness, reviewers usually eat somewhere more than once before giving out a final grade. The downstairs cellar tavern was a fun place for appetizers and a drink or two.

We took a bus tour of Savannah and of course, loved its southern charm, as we did in Charleston on our horse-drawn carriage tour. We also took a short cruise along the Savannah River on the Georgia Queen riverboat where we received a cannon salute at Old Fort Jackson.

A short 2-hour ride up the coast the next morning, and we were in Charleston, where the Civil War started on April 12, 1861, when the Confederacy shelled Ft. Sumter before dawn. Our hotel, The Saint, was downtown and in an excellent location for us to walk wherever we had to go. We visited the Market area with dozens of shops and artists selling their wares. We took the horse-drawn carriage around town and saw the old churches, graveyards, pirate house, and statues dedicated to those who were part of the history of Charleston. Notably in Charleston were earthquake bolts, long pieces of iron, several inches thick through the walls of structures. These were used to reinforce the buildings after the great Charleston earthquake of 1886 but were also used before then as protection from damage from gales and hurricanes.

We thought the best part of our visit was our trip out to Ft. Sumter. Having forgotten most of my American history, it was fascinating to hear the story of how the Civil War started and Charleston's involvement in it. Elke and I were on the first ferry out to the fort so we were fortunate to be able to help raise the 20 x 30-foot flag. The ceremony was quite an experience, and imagining what occurred back then with some of the artillery still in place, made us feel a part of history.

Dining...and drinking...in Charleston is also something that can't be avoided, so don't come in the middle of a diet. On our first night, we ate at Magnolia's, across from the hotel. The food and service were good, although they overcooked my seared tuna, and unfortunately, it was the last of it available, so I or-

*(continued)*

## Editor's Page (continued)

dered something else, seafood and grits, which was very good, and better yet, they comped it. The next night we ate at SNOB, Slightly North of Broad, which was literally 25 steps from the hotel's front door. The food, service, and ambiance were the best of anywhere we ate on the trip. We also managed to find a tequila bar and right across from the hotel was Carmella's Café and Dessert Bar. Let me just say this about Carmella's...OMG! Charleston is also home to America's Oldest Liquor Store, established in 1686. You can buy overpriced wine, and expensive t-shirts, but they weren't allowed to sell shot glasses. Go figure.

Another site to see is the Pineapple Fountain on the waterfront. Built in 1990, the pineapple represents hospitality and legend has it that sea captains coming home from their voyages would impale a pineapple on the gate of their home which would signify to all their neighbors that they had returned from sea, and they were welcome to come into their home for a drink or a meal and exchange stories of travel. Pineapples also came to represent luxury because they were so difficult to come by, took years to grow, and often went bad before arriving on the SC coast.

A month after our southeastern trip, we made our biennial, plus one year, trip back to Key West for New Year's. It's a great time to visit, the weather is in the mid-70s, crowded on New Year's Eve on Duval Street, but otherwise, the crowds are manageable, and just a great time to go there. Our trip included eating and drinks at Sloppy Joe's, a sunset cruise, lobster rolls at Schooner Wharf, dinner and show at La-Te-Da, a fun stroll through the Butterfly Museum, a visit to the oldest house in Key West, built in 1829, and drinks at one of the world's tiniest bars. Don't drive though; flying is the way to go. It takes about an hour and gives you much more time to visit. If you go, make sure to make, or try to make, a reservation at Latitudes on Sunset Key off Mallory Square. If you can make a reservation at sunset and eat outside, you won't be disappointed.

And when you return, come by and look for the 18-foot-high cactus in front of our house. Pineapples just don't last very long. We'll have a drink and swap stories.

See page 27 for some photos of our trips.

Oh, and one last tidbit...on January 2, 2023, my Tulane Green Wave defeated the USC Trojans and Heisman award winner QB Caleb Williams in the Cotton Bowl with an unbelievable comeback, 46-45! A one, a two, a HELLUVA HULLABALOO!



### Letters to the Editor can be submitted to:

David Lubin, MD  
Dajalu@aol.com

Letter to the Editor  
December 18, 2022

Dear David,

I thought the last issue of *The Bulletin* was particularly good (Vol. 68, No.3, Winter 2022). I felt that was true of your article, that of Dr. Crooke and Dr. Lockey. I hope you will tell them that for me or share a copy of this letter. Best personal wishes.

Sincerely,

Barry Verkauf, MD

A study of more than 4,000 Swedish 60-year-olds showed that high consumption of full-fat cheese, yogurt, and milk was linked to a lower risk of cardiovascular disease. They followed participants for an average of 17 years and found that those with the highest levels of dairy fatty acids in their blood had the lowest risk for cardiovascular disease and no increased risk of death from all causes, leading researchers to believe that the type of dietary fat is more important than the amount.  
—*The Week*.



# 2023 HCMA

## LEGISLATIVE PRIORITIES

Hillsborough County Medical Association

3001 W. Azeele St., Tampa, 33609

www.HCMA.net

813.253.0471

### SCOPE OF PRACTICE

The HCMA promotes quality of healthcare by requiring medical school training and licensure to practice medicine in FL. A physician-led healthcare team is vital to safe and quality care. The amount of clinical training hours is very different between a nurse practitioner (500), vs. a physician assistant (2,000) vs. a medical student by the end of 4th year (6,000), vs. a physician with three years of residency (15,000).

We strongly believe that reducing physician oversight is not in the best interest of Floridians, there must be clear boundaries on the scope of practice for physicians, ARNPs, PAs, and CRNAs as well as other areas including psychology, optometry, and pharmacy.

### MEDICAL STUDENT LOAN FORGIVENESS

The HCMA supports the continuation of this program which will help alleviate physician shortages in underserved communities, encourage more physicians to enter primary care specialties, and promote team-based medicine in rural areas, which will help safeguard patient safety and quality of care.

### PHYSICIAN PAYMENT REFORM

A national issue the HCMA feels should remain at the forefront of all legislative discussions. Continued cuts to the Medicare Physician Fee Schedule conversion factor will not only affect the business of medicine but access to healthcare for our patients.

Find your legislator:

<https://www.hillsboroughcounty.org/en/government/departments/government-relations-strategic-services/hillsborough-legislative-delegation-state>

### PRIOR AUTHORIZATION

Health plans require time-consuming prior authorization requirements to control patient access to certain treatments. To reduce the burdensome impact that prior authorization requirements have on patients, physicians, and the healthcare system, the HCMA believes that reforms are needed including, but not limited to, requiring electronic prior authorization requests, procedural transparency, reducing the medically unnecessary and duplicative information plans currently require, and implementing time limits for approval or denial.

### RETROACTIVE DENIALS

The HCMA supports reform related to the payment of healthcare claims, in particular requiring health insurers/HMOs should not be able to retroactively deny a claim because of insured ineligibility if the health insurer has confirmed the insured's eligibility at the time of treatment or granted prior authorization for the treatment. The costs of retroactive denials to the administrative burden that physicians face significantly impede their ability to deliver medically necessary care.

---

# Political Advocacy

## *The Key to Protecting the Practice of Medicine*

Michael Cromer, MD  
drmcromer@gmail.com



If you would have told me seven years ago that I would be significantly involved in political advocacy for organized medicine I probably would have recommended that you go on medicine for your delusional state. However, here I am, significantly involved in political advocacy for organized medicine...and I enjoy it. Just seven years ago I joined the HCMA and determined right away that I wanted to be involved. As I was entering the twilight

of my professional years I didn't want to look back and wish that I had done something sooner to help strengthen the profession that had been so good to me. I essentially thought to myself...if not now – when? and if not me – who? I don't regret a single decision I made.

You might be wondering as an HCMA member, “What can I do in the realm of political advocacy to help strengthen and protect my profession?” I would like to suggest thinking of the three T's of giving – Treasures, Talents, and Time – as ways of giving back to your profession.

Just by joining as a member of the HCMA you are contributing dues to an organization that is working daily to serve you as a physician. It was Theodore Roosevelt, who I think said it best, when he stated, “Every man owes a part of his time and money to the business or industry to which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.” One can also donate money to our political action committee – HILLPAC. Every donation is appreciated and used to support legislators who align with HCMA's legislative goals and objectives. They remember who gave money to support them and who didn't. Donating to the appropriate candidates at the appropriate times gives us a seat at the table instead of just a ticket into the stadium.

Many physicians don't think they have the Talent to contribute to the political process. I am here to tell you, one doesn't have to be an expert in politics; you are an expert in medicine. Legislators appreciate our expertise on how their bills would impact their constituents and our day-to-day practice. Physicians excel in establishing rapport and speaking from a place of genuine concern and compassion. We inherently possess, as

physicians, an amount of political power in society. I encourage you to use this influence, not just in your practice, but at multiple aspects and levels.

Perhaps the most visible – and valuable – of the three T's is Time. One thing we can all do in a brief time is contact our legislators by email concerning important issues such as the recent bill for Medicare payment reform. We can call our local legislators and ask to set up a meeting with them. Many of the members of the HCMA Government Affairs Committee are already doing this. We can go to Tallahassee as a member of the HCMA contingent that will be going at some point in this legislative cycle. You can also get some recognition and face time by volunteering to be the Florida Legislature's Doctor of the Day. Please contact the HCMA office (813.253.0471 or [ELubin@hcma.net](mailto:ELubin@hcma.net)) if you are interested in any of these opportunities.

No matter what your present involvement is, keep the three Ts of involvement – Treasures, Talents, and Time – in mind as ways that you can contribute that will make a difference.

### **HCMA GOVERNMENT AFFAIRS COMMITTEE**

The HCMA's Government Affairs Committee (GAC) is gearing up for another busy legislative season. The GAC, in conjunction with the FMA, has compiled a list of 2023 Legislative Priorities, that will be presented to our legislators locally, through our Key Contact program, and in Tallahassee. The GAC is coordinating a contingency of members to visit Tallahassee on April 18th. This one-day event includes a meeting with FMA legislative experts to brief attendees on the important issues of the day and appointments will be secured for our contingency to meet with legislators and/or their administrative staff. Members often arrive in Tallahassee the evening prior to the scheduled day at the Capitol. If you are interested in learning more about serving on the GAC, joining the GAC contingency in their visit to Tallahassee, or how you can serve as a Key Contact to our legislators, contact Elke Lubin, [ELubin@hcma.net](mailto:ELubin@hcma.net) or call the HCMA office: 813.253.0471.



Mike Jensen  
MSFS, CFP®, CFBS, AEP  
Adjunct Faculty Member  
USF School of Medicine



Jeff Anderson  
CFP®  
Adjunct Faculty Member  
USF School of Medicine

Jensen Anderson/Physicians Wealth Planning, LLC is a Financial Planning firm dedicated to serving physicians for over 30 years. HCMA members receive a Comprehensive Financial Plan at a discounted rate of \$500.00 (a \$1,500 value).

This opportunity will give any HCMA member who may already be working with a planner to have someone look over their plan. If you have not created a plan, this is a great opportunity to do so.

For additional information, please call us at 813-287-8379 or email [jmjensen@financialguide.com](mailto:jmjensen@financialguide.com) to request a meeting.  
[www.Physicianswealthplanning.com](http://www.Physicianswealthplanning.com)

### MISSION STATEMENT

*It is our mission to make a material difference in our clients' lives by joining in partnership to proactively focus on the critical financial issues that present themselves on a regular basis. We strive to assist our clients by bringing together research, perspective, experience, planning, and products so that sound financial decisions can be made. This focus is to foster the creation and preservation of wealth to establish financial independence today and maximize the perpetuation of the wealth for the benefit of generations to come.*

□ ————— □  
J. Michael Jensen & Jeffrey Anderson are registered representatives of and offers securities, investment advisory and financial planning services through MML Investors Services, LLC, Member SIPC. Supervisory Office: 4830 W. Kennedy Blvd. Suite 800 Tampa, FL 33609. (813) 286-2280. Jensen Anderson Wealth Management, LLC is not a subsidiary or affiliate of MML Investors Services, LLC.



Please tell the advertiser you saw their ad in the HCMA Bulletin!

---

# Benefit Provider

---

## *Favorite Healthcare Staffing* *Does Your Practice Struggle with Staff Retention? (Part One)*

Jeff Welch

jwelch5@favoritestaffing.com



Is your office's idea of onboarding a one-time event or an ongoing process that truly integrates new employees?

One of the most stressful things in the lifecycle of an employee is the first day on the job. We've all been there. The first day on a new job evokes a range of emotions from excitement to nervousness. To help calm the nerves and acclimate new employees, high-

performing practices and companies make it a priority to offer a robust onboarding experience.

But even for smaller independent practices effective onboarding not only welcomes new employees into the organization but can also lead to higher rates of employee retention. Research conducted by the job search and review company Glassdoor found that organizations with strong onboarding processes improved new hire retention by 82%. Ideally, the onboarding experience should begin the moment the new employee walks through the door. They should receive tools, resources, and networking opportunities that help them navigate their new role.

However, if that onboarding experience is not provided, "it's like blindfolding someone, throwing them into the middle of the ocean, then telling them to swim back to shore," says Kristel Haynes, director of human resources at Favorite Healthcare Staffing. Effective onboarding ensures the new employee will be set up for success. Ineffective onboarding, however, leaves them feeling alone and vulnerable. And if these negative feelings occur early in the employee experience, the new employee will likely become disengaged. Disengagement can then lead to an employee who seriously considers leaving the job.

### **So, what does an effective onboarding experience look like?**

According to Dr. Talya Bauer from the Society of Human Resources Management (SHRM), successful onboarding addresses the four C's: compliance, clarification, culture, and connection.

In part two we will discuss the four C's and how practices of any size can implement them into an effective employee onboarding program.

Many HR and organizational development experts recommend that companies assess their current onboarding efforts. The results might surprise you.

Is your organization's idea of onboarding a one-time event where new employees simply complete necessary paperwork? Or is it a holistic experience that addresses compliance, clarification, culture and connection? If it's the latter, congratulations! Your organization has a process in place to help successfully retain new employees by making them feel like a member of the team. If not, Part two provides practical advice on how to improve your employee onboarding.

Jeff Welch serves as director of learning and development as well as director of diversity and inclusion for Favorite Healthcare Staffing. He holds a Bachelor of Arts degree in broadcast journalism and speech communications from Western Kentucky University. Welch currently resides in Atlanta, GA.

*HCMA members receive preferred pricing for staffing and personnel services, including short-term coverage as well as temp-to-perm and permanent placement solutions, from Favorite Healthcare Staffing. If you have staffing needs, mention your HCMA membership when you contact Favorite's staffing experts via email at [medicalstaffing@FavoriteStaffing.com](mailto:medicalstaffing@FavoriteStaffing.com) or 813-327-5500. You can learn more about Favorite Healthcare Staffing by visiting [www.FavoriteStaffing.com](http://www.FavoriteStaffing.com).*

References available upon request.

**Part 2 will be printed in the Summer 2023 edition – scheduled to be published in mid-June.**

Please review our list of Benefit Providers and the values they provide, on page 3 of this issue of *The Bulletin* or by visiting <https://hcma.net/Benefit-Provider-Program>. If there is a benefit or service you feel is missing, one that would make your or your practice administrator's job easier, let us know. We will do our best to find a provider, vet prospective partners, and then our Board of Trustees will meet, interview, and select a provider worthy of our endorsement. Send your suggestions to HCMA Executive Director, Debbie Zorian, [DZorian@hcma.net](mailto:DZorian@hcma.net).



# Your Partner for Success



**OneDigital** is a full-service group benefits agency that represents medical practices of all sizes.

*“OneDigital found ways for my practice to save money that my current broker hadn’t considered. I consider my OneDigital advisor to be a trusted business partner!”*

OneDigital offers a broad base of knowledge in the areas of employee benefits, payroll and human resources.

- Employee Benefit Consulting
- Group Health Insurance
- Dental & Vision Insurance
- Life & Disability Insurance
- On-Line Enrollment
- Free HR Consultations
- ERISA & COBRA Compliance



Please call for a free consultation ▶ ▶ ▶

7416 Monika Manor Dr.  
Tampa, FL 33625  
(813) 818-8805, x-232

Please tell the advertiser you saw their ad in the HCMA Bulletin!



# A Medical History

## *Aspirin: From Willow Bark to Wonder Drug*

S. Aaron Laden, MD, MBA

nedalleumas@yahoo.com



Before plastic pill bottles. Before child-proof caps. Before Tylenol or Motrin. Before tamper-proof seals. There was aspirin.

During my childhood in the 1950's, I knew of only one pain reliever and fever reducer. It came in a narrow-neck glass bottle or in a flat rectangular tin box, and

it was present in almost every medicine cabinet in America. It was aspirin. Most commonly, it was Bayer aspirin.

Before aspirin? In the dim mists of history, as much as 3500 years ago, there were herbal remedies including a preparation of the bark of the willow tree that was used for pain and fever. This was documented in the famous Ebers Papyrus dating back to about 1500 B.C. that described more than 150 vegetable-based treatments. Willow bark was recorded in ancient Sumeria and Egypt and later in Greece and Rome. Willow bark was famously prescribed by Hippocrates for pain relief during childbirth. In 1763, the Reverend Edward Stone of Oxfordshire, England studied the effects of willow bark on patients suffering from "aguish," a febrile illness possibly related to malaria, and found it to be "efficacious in curing aguish and intermitting disorders."

In 1828, Johann Buchner extracted the active ingredient of willow bark, which he called Salicin. Raffaele Piria then further refined Salicin in 1838 resulting in a more concentrated chemical which he called salicylic acid.

Salicin and salicylic acid had some of the beneficial effects now associated with aspirin such as alleviation of fever and pain and reduction of inflammation, but there were also serious side effects mainly in the form of severe gastric irritation and ulcer formation. Salicylic acid continues to be used, not internally for fever and pain, but as a topical wart remover.

Aspirin (acetylsalicylic acid) does not occur in nature. It is a laboratory synthesized product created by acetylation of salicylic acid. It was first produced in 1897 by Felix Hoffman working for Bayer, a German dye manufacturer turned pharmaceutical company. Aspirin is one of the earliest and most successful examples of laboratory synthesis of pharmaceuticals. The name aspirin is a concocted word derived from the genus for the willow plant: *Spyraea* modified with the prefix "a" for the added acetyl group.



Heaven knows willow bark tea is disgusting, but someday there will be a pill you can take instead.

Initially, aspirin was sold to pharmacists, doctors, and hospitals as a powder and distributed only by prescription. When confronted by competition, Bayer began producing aspirin in pill form with the iconic Bayer "cross" logo.

Aspirin proved to be at least as efficacious as its precursors but with a much more favorable safety profile. Gastric upset was far less pronounced, leading to sensational commercial success. Aspirin became the most widely used drug in the world.

During the worldwide Spanish Flu pandemic of 1918, aspirin was one of the few effective and readily available

antipyretics and may have played a role in saving thousands of lives.

Beyond the traditional uses of fever reduction and alleviation of pain and inflammation, aspirin came to be recognized as valuable in prevention of platelet clumping and was prescribed for prevention of heart attacks and strokes in appropriate individuals.

It was not until 1971 that Dr. John Vane, working at the University of London, published the report of his demonstration that aspirin worked by inhibiting the synthesis of prosta-

*(continued)*

## A Medical History Page (continued)

glandins. This work laid the groundwork for the subsequent research leading to development of other nonsteroidal anti-inflammatory drugs (NSAIDs). Ibuprofen was FDA approved in 1974 and naproxen has been available in the United States since 1976.

Vane was awarded the Nobel Prize for Physiology or Medicine in 1982 jointly with Sune Bergstrom and Bengt Samuelsson. Bergstrom was the first researcher to demonstrate the existence of prostaglandins. Vane was knighted by Queen Elizabeth II two years later.

Why is the story of aspirin of interest today?

Aspirin stands as an illustration of how pharmaceutical development has changed over time. It is an early example of the power of the then new science of organic chemistry. The story of aspirin draws attention to the three overlapping phases of pharmaceutical development through the ages as follows:

**Phase One: the period of DISCOVERY/IDENTIFICATION (From antiquity to Nineteenth Century):** During this period, the task of pharmaceutical research was to discover the medicinal uses of naturally occurring compounds. An example is the discovery that willow bark extract contained constituents that had useful antipyretic and analgesic properties. Another example is echinacea tea, a Native American herbal remedy used to treat the common cold and to soothe sore throats and coughs. Still another example is the miracle drug penicillin discovered by Alexander Fleming in 1928.

**Phase Two: the period of MODIFICATION/SYNTHESIS (Late nineteenth to late twentieth century):** The ability to modify known compounds to make them more effective resulted in a surge of new medications. Aspirin is the most obvious example. The modification of a known compound to produce aspirin contrasts with earlier practice of discovery and identification and with the later deliberate design model of drug production. Extending the example of penicillin is the development of synthetic penicillins to combat penicillin-resistant bacterial strains by retention of the beta-lactam core and the laboratory introduction of altered side chains.

**Phase Three: the period of DELIBERATE DESIGN (Twenty-first century):** It has become possible to target a known pathologic condition – a genomic mutation or an abnormal protein product – and design a specific molecule to block or bind the pathogenic element. Building on more than a century of advancement in understanding of biochemistry, physiology, and molecular biology, pharmaceutical manufacturers can design drugs to address known pathologic conditions. An example of a now well-tested anti-cancer medication is rituximab, a monoclonal antibody specifically designed to target the CD20 antigen on B-lymphocytes for treatment of B-cell lymphomas and leukemias. Other examples include immune checkpoint

inhibitors, effective in the treatment of several solid tumors, and Herceptin, a drug that has been useful in treatment of breast cancers, particularly those with strong Her2/neu expression.

Moderna and Pfizer were able to design from scratch a messenger RNA (mRNA) molecule to lead human cells in vivo to produce the spike protein of SARS-CoV-2, stimulating an antibody response to protect against severe infection.

The future of pharmaceutical research and development is bright and growing brighter as every success engenders the potential for further success. Many challenges remain, of course, not least of which is the high cost of drug development, the thorny problem of third-party payment, and issues of patient access. These problems were never an issue with the affordable, available twentieth-century wonder drug aspirin.

### MARK YOUR CALENDAR May 9, 2023 Annual Installation Dinner



Michael Cromer, MD  
Will be installed as  
HCMA's 120th President

New officers and representatives  
will be announced.

Social hour begins at 6:30pm  
Dinner & Installation at 7:30pm

Westshore Grand Hotel  
4860 W. Kennedy Blvd.

RSVPs will be required.  
Complimentary for HCMA members.  
\$50 per person for guests.  
Watch your email for  
the official invitation!



## OUR MISSION

We curate, deploy, and manage technology with wisdom, integrity, and diligence to prosper local businesses, the people they serve, and our communities.

## OUR VISION

Our clients thrive.  
The world becomes a better place.

**We're here to help.  
Contact us today.**



**(813) 229-1700  
www.sterlingideas.com**



**Serving Tampa's Medical Community Since 1895.**



For a personal VIP car-buying experience, please contact:  
John Rebello, Director | Personal Automotive Management Services  
john.rebello@ferman.com

**Ferman.com**



Please tell the advertiser you saw their ad in the HCMA Bulletin!



## PUT EXPERIENCE ON YOUR SIDE.

With over 32 years' experience, Kevin J. Napper has been recognized in *Best Lawyers in America* for Healthcare Litigation, "White Collar" Defense, and "Bet the Company" Litigation for 12 consecutive years.

Our services include legal representation for:

- Physicians
- Healthcare executives
- Hospitals
- Healthcare networks
- CEOs
- Business owners ...

and other entities in a broad array of civil and criminal matters including professional liability (medical malpractice), inquiries from the Department of Justice, United States Attorney's Office and the Florida Attorney General's Office.

Whatever your situation, we've been there before and can help protect your interests. Call today for an appointment.



If you are facing legal questions and are unsure where to turn ... put experience on your side and contact Kevin J. Napper P.A.

**KEVIN J.  
NAPPER P.A.**

604 S. Boulevard • Tampa, FL 33606

813.443.8432

[www.KevinNapperLaw.com](http://www.KevinNapperLaw.com)

The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.

Please tell the advertiser you saw their ad in the HCMA Bulletin!

## *President's Message (continued from page 9)*

Most physicians enter medicine following a calling rather than a career path. They go into the field with a desire to help people. Many approach it with almost religious zeal, enduring lost sleep, lost years of young adulthood, huge opportunity costs, family strain, financial instability, disregard for personal health, and a multitude of other challenges. Each hurdle offers a lesson in endurance in the service of one's goal which, starting in the third year of medical school, is sharply focused on ensuring the best care for one's patients. Failing to consistently meet patients' needs has a profound impact on physician wellbeing — this is the crux of consequent moral injury.

In an increasingly business-oriented and profit-driven health care environment, physicians must consider a multitude of factors other than their patients' best interests when deciding on treatment. Financial considerations — of hospitals, health care systems, insurers, patients, and sometimes of the physician himself or herself — lead to conflicts of interest. Electronic health records, which distract from patient encounters and fragment care but which are extraordinarily effective at tracking productivity and other business metrics, overwhelm busy physicians with tasks unrelated to providing outstanding face-to-face interactions. The constant specter of litigation drives physicians to over-test, over-read, and over-react to results — at times actively harming patients to avoid lawsuits.

Patient satisfaction scores and provider rating and review sites can give patients more information about choosing a physician, a hospital, or a health care system. But they can also silence physicians from providing necessary but unwelcome advice to patients, and can lead to over-treatment to keep some patients satisfied. Business practices may drive providers to refer patients within their own systems, even knowing that doing so will delay care or that their equipment or staffing is sub-optimal.

Navigating an ethical path among such intensely competing drivers is emotionally and morally exhausting. Continually being caught between the Hippocratic oath, a decade of training, and the realities of making a profit from people at their sickest and most vulnerable is an untenable and unreasonable demand. Routinely experiencing the suffering, anguish, and loss of being unable to deliver the care that patients need is deeply painful. These routine, incessant betrayals of patient care and trust are examples of “death by a thousand cuts.” Any one of them, delivered alone, might heal. But repeated on a daily basis, they coalesce into the moral injury of health care.

Physicians are smart, tough, durable, resourceful people. If there was a way to MacGyver themselves out of this situation by working harder, smarter, or differently, they would have done it already. Many physicians contemplate leaving health care altogether, but most do not for a variety of reasons: little cross-training for alternative careers, debt, and a commitment to their call-

ing. And so they stay — wounded, disengaged, and increasingly hopeless.

In order to ensure that compassionate, engaged, highly skilled physicians are leading patient care, executives in the health care system must recognize and then acknowledge that this is not physician burnout. Physicians are the canaries in the health care coalmine, and they are killing themselves at alarming rates (twice that of active duty military members) signaling something is desperately wrong with the system.

The simple solution of establishing physician wellness programs or hiring corporate wellness officers won't solve the problem. Nor will pushing the solution onto providers by switching them to team-based care; creating flexible schedules and float pools for provider emergencies; getting physicians to practice mindfulness, meditation, and relaxation techniques or participate in cognitive-behavior therapy and resilience training. None of these measures is geared to change the institutional patterns that inflict moral injuries.

What we need is leadership willing to acknowledge the human costs and moral injury of multiple competing allegiances. We need leadership that has the courage to confront and minimize those competing demands. Physicians must be treated with respect, autonomy, and the authority to make rational, safe, evidence-based, and financially responsible decisions. Top-down authoritarian mandates on medical practice are degrading and ultimately ineffective.

We need leaders who recognize that caring for their physicians results in thoughtful, compassionate care for patients, which ultimately is good business. Senior doctors whose knowledge and skills transcend the next business cycle should be treated with loyalty and not as a replaceable, depreciating asset.

We also need patients to ask what is best for their care and then to demand that their insurer or hospital or health care system provide it — the digital mammogram, the experienced surgeon, the timely transfer, the visit without the distraction of the electronic health record — without the best interest of the business entity (insurer, hospital, health care system, or physician) overriding what is best for the patient.

A truly free market of insurers and providers, one without financial obligations being pushed to providers, would allow for self-regulation and patient-driven care. These goals should be aimed at creating a win-win where the wellness of patients correlates with the wellness of providers. In this way we can avoid the ongoing moral injury associated with the business of health care.

---

# HCMA In Brief

---

## HCMA ANNUAL MEMBERSHIP DIRECTORY - NOW ACCEPTING ADS

Promote your practice to your colleagues and to the public. The HCMA Annual Membership Directory, published each summer, lists all members alphabetically and practicing physicians are listed by primary specialty. The Directory is printed and mailed to all Active HCMA members and is also posted on the HCMA website. Physicians can enhance their listing and/or secure additional advertising space. Members receive a discounted rate to advertise. Contact Elke Lubin, ELubin@hcma.net, for details.

## HCMA MEMBERSHIP SAVES YOU MONEY

Membership in the HCMA entitles you, regardless of membership category, of all offers and discounts given by our Benefit Providers and the services of the HCMA Foundation Life Bridge Physician Wellness Program. Professional liability insurance may be discounted an additional 10% for qualifying members, legal documents, forms, and medical practice checklists are a click away, marketing and access to a contactless patient check-in program, and up to six complimentary wellness sessions (counseling, personal coaching, and/or financial coaching) are available to you right now. Visit [www.HCMA.net](http://www.HCMA.net) for more information or call the HCMA office: 813.253.0471.

## NEW BENEFITS

Effective March 1, 2023 the MCMS, Inc. Insurance Trust added group dental, vision, life & disability to the portfolio of exclusive benefits available to HCMA members and their employees! Contact [Ocala.GBS.TrustBenefits@ajg.com](mailto:Ocala.GBS.TrustBenefits@ajg.com) to learn more.

## ATTENTION PRACTICE MANAGERS AND ADMINISTRATORS - HOW CAN WE HELP YOU?

As the practice manager or administrator, you are saddled with a lot of responsibilities. The HCMA Benefit Provider Program has been developed to assist members with tangible benefits that can help the practice's bottom line and ease some of the burdens from you. Benefits include discounted office and surgical supplies, HR services, marketing specialists, CPAs, healthcare law professionals, and professional liability resources, to name a few.

But we want to help more! At your convenience, please review our list of Benefit Providers and the values they provide, by visiting <https://hcma.net/Benefit-Provider-Program>. If there is a benefit or service you feel is missing, one that would make

your job easier, let us know. We will do our best to find a provider, vet prospective partners, and then our Board of Trustees will meet, interview, and select a provider worthy of our endorsement.

## MISSED THE MONTHLY ENEWS?

HCMA's monthly electronic publication, Enews, is sent the first week of each month. Included is pertinent information, new members, a spotlight on savings, and more... Enews is also posted on the HCMA website for those who suffer from an overloaded email inbox: [www.HCMA.net/Latest-News](http://www.HCMA.net/Latest-News).

## ATTENTION STUDENTS, RESIDENTS, FELLOWS INTERESTED IN HELPING POLITICAL CAMPAIGNS...

Dr. Alexander Lake (PGY-5 Gastroenterology) helped Karen Gonzalez Pittman's race for the Florida House, leading him to realize the importance of young physicians as a valuable resource for politicians in their races, not just once they are in office. Therefore, he is hoping to establish a group consisting of medical students, residents, fellows, and any attendings that would be interested in doing the hard work that will help win future elections in Tampa Bay. Examples of duties would include canvassing, making phone calls from your home, and holding/waving signs at the voting precincts. This is an easy way to start developing long-lasting relationships with our lawmakers which in turn is vital to the future of medicine. If interested, please email Dr. Lake at [alexanderlake@gmail.com](mailto:alexanderlake@gmail.com) or text/call 813-527-4110.

## ANOTHER BENEFIT OF HCMA MEMBERSHIP

On January 4th HCMA staff downloaded a list from the Board of Medicine of the Hillsborough County MDs who had not renewed their medical licenses, which were due to expire on the 31st. There were 1,267 on the list and of those, 204 were HCMA members. Each member received an email from the HCMA reminding them of the renewal deadline. Many emails that were in the BOM database were no longer valid. Please update your BOM profile – you may miss important information and reminders from the BOM if your contact email with them is a former staff member or an old personal email.



**MCMS**  
**INSURANCE**  
**TRUST**

## Helping physician owned practices provide employee benefits for over four decades!

Established in Marion County in 1981 by physician employers in the private practice of medicine, the Marion County Medical Society, Inc. Insurance Trust provides organizations with comprehensive insurance coverage for employees and their families.

### Program Highlights

- Dedicated Service & Support
- State-wide Market Presence
- Stabilized Healthcare Costs
- Customizable Benefits Portfolio
- Over \$5 Million in Reserves
- Simplified Plan Administration

For more information and to request a proposal, scan the QR Code below to contact the MCMS, Inc. - Insurance Trust or e-mail [Ocala.GBS.TrustBenefits@AJG.com](mailto:Ocala.GBS.TrustBenefits@AJG.com)



# New Members

## Active Members

Matthew Berrios, DO  
Gregory Black, MD  
Lotifa Colibao, MD  
Thomas Cristoforo, DO  
Andrew Gasca, DO  
Jake Gold, MD  
Adam Koby, MD  
Rodolfo Loureiro, MD  
Yakisha Partee, MD  
Nicholena Richardson, MD  
Meagan Walsh, DO  
Emergency Medicine  
Excelis Medical Associates  
2502 W. St. Isabel St.  
Tampa, 33607  
813.874.5707

Timothy Nobles, DO  
Deborah St. Clair, MD  
Family Medicine  
Griffin Concierge Medical  
2420 Mississippi Ave.  
Tampa, 33629  
813.350.9090

Theresa Dam Lohmiller, MD  
Family Medicine  
Bay Care Medical Group/S. Tampa  
4541 S. Dale Mabry Hwy, #100  
Tampa, 33611  
813.533.7030

Bassem Hanella, DO  
Physical Medicine & Rehabilitation  
Rehabilitation & Electrodiagnostics  
625 E. Twiggs St., #103  
Tampa, 33602  
813.228.7696

Yamil Miranda-Usua, MD  
Family Medicine

Tampa General Medical Group  
2106 S. Lois Ave.,  
Tampa, 33609  
813.844.4200

Kasey Palm, MD  
Female Pelvic Medicine &  
Reconstructive Surgery  
Women's Care Florida  
5002 W. Lemon St.  
Tampa, 33609  
727.376.7734

Nicholas Pritchard, MD  
Florida ENT & Allergy  
Otolaryngology  
511 W. Alexander St., #1  
Plant City, 33563  
813.879.8045

Ryan Thorwarth, MD  
Florida ENT & Allergy  
Otolaryngology  
8105 State Road 54, #2  
New Port Richey, 34655  
813.879.8045

## Affiliate Members

Jasmine Reese, MD  
Adolescent Medicine  
Johns Hopkins All Children's Hospital  
Adolescent & Young Adult  
Specialty Clinic  
601 5th Street S., #711  
St. Petersburg  
727.767.8336

Kerry Reller, MD  
Family Medicine  
Clearwater Family  
Medicine & Allergy  
708 Druid Rd., E  
Clearwater, 33756  
727.446.1097

**JOINING  
IS EASY!  
VISIT  
HCMA.NET**

## TID BITS

According to *AnytimeEstimate.com*, Tampa is rated 12th out of the top 15 pizza cities in the US. New York didn't even make the top 15, probably because of its low share of independent pizzerias. According to the survey, Tampa has 8 pizza joints for every 100,000 residents, who spend a higher percentage of annual income on pizza than any other city in the top 15, with a pizza restaurant every 1.75 miles and 4.3 independent pizza parlors per 100,000 residents, seventh-most of the included cities.

In a study published in *Nature Medicine*, researchers from Imperial College London found that psilocybin, a hallucinogenic compound in magic mushrooms, helped "open up" and improve communication within the brain for up to three weeks. The WHO estimates that up to 5 percent of adults worldwide suffer from depression and as many as 1 in 3 patients don't achieve a full recovery with existing first-line drugs. When compared to the anti-depressant Lexapro, researchers found that psilocybin made the brain "more flexible and fluid, and less entrenched in the negative thinking patterns associated with depression."

A San Leandro, California man has filed a lawsuit claiming that consuming Skittles could cause brain damage, liver lesions, and harm to DNA. He claims that the Mars candy company broke a 2016 promise to stop using titanium dioxide, a food additive and colored dye, which is also used in paint, adhesives, plastics, and roofing materials and has been banned from food by the European Union. Mars did not comment because of pending litigation. *Tampa Bay Times*.

A Ugandan farmer who's fathered 102 children said he's done having kids because they're too expensive. Musa Hasahya, 67, said he asked his 12 wives to go on birth control pills because he's having a hard time feeding his massive family, which includes 568 grandchildren. *The Week*.

*Editor's note: Where's Dr. Douglas Stein when you need him?*





### EXCITING ANNOUNCEMENT NEW BENEFITS OF THE PHYSICIAN WELLNESS PROGRAM

The HCMA Foundation's LifeBridge (TM) Physician Wellness Program (PWP) was developed to assist HCMA members in achieving work/life balance. The fully-funded program offers confidential counseling sessions, up to six within twelve months, which are available to each member.

The HCMA Physician Wellness Committee has recently added a new counselor and two additional wellness components: personal coaching and financial coaching. Also complimentary and completely confidential.

Visit the PWP page at HCMA.net for more information.

## SELF CARE

## IS NOT SELFISH



Jennifer Fulcher, PhD  
813-461-5955  
www.Elevatepsy.com  
4100 W. Kennedy Blvd.  
Ste. 226  
Tampa, 33609

The HCMA Physician Wellness Committee is proud to announce the addition of Dr. Jennifer Fulcher to the roster of the Physician Wellness Program's counselors.

Dr. Jennifer Fulcher is a licensed Psychologist providing evaluation and therapy. Prior to starting her private practice, she spent 14 years working at Tampa General Hospital providing services to individuals in the community and healthcare providers.

Dr. Fulcher believes in using evidence-based therapeutic approaches. She is certified in Eye Movement Desensitization and Reprocessing Therapy (EMDR) and utilizes Acceptance and Commitment therapy to target any maladaptive behaviors, thoughts, emotions, or traumas.

Specialty areas include perinatal mood disorders, infertility, anxiety, adjustment concerns, trauma, career transition and burnout, and coping with chronic illness.

## PERSONAL COACHING

Dian Ginsberg, EdD, currently serves as the president/CEO of The Career Consultant, LLC where she works with high-performing individuals to facilitate career transitions and/or find well-being and meaning in their work and personal lives. Each coaching session will be designed to focus on professional and wellness growth by incorporating best practices and evidence-based protocols for facilitating long-term wellness. Coaching may take place in person in her New Tampa office or via Zoom or MS Teams.



Visit the Physician Wellness Program provider page for a calendar link: to schedule your 15-minute consultation call to determine if coaching is the best option for you. After the consultation call, you will receive a link for a 50-minute coaching session.

## FINANCIAL COACHING



Mike Jensen



Jeff Anderson

Common concerns that can be addressed:

- I am getting divorced, how do I split assets?
- I am getting sued, what is protected?
- Am I saving enough to retire?
- What happens if I become disabled or die?
- How do I get out of extensive debt?
- I am having cash flow problems, what should I do?
- I am concerned about my portfolio, am I doing the right thing?



We celebrated Women in Medicine on November 29th! September is Women in Medicine month, but thanks to Hurricane Ian our September celebration had to be rescheduled. We had over 100 female physicians celebrating at the Palma Ceia Country Club, kicking off the Holiday Season. CHEERS!



*Photos by Debbie Zorian*



**FOLLOW US!**



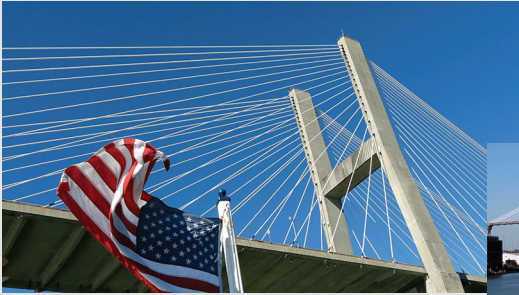
LUBIN  
VACATION  
PHOTOS



Old Fort Jackson, Savannah



Olde Pink House, Savannah



Talmadge Bridge, Savannah



Fort Sumter, Charleston



Charleston Pineapple Fountain



Charleston



KEY WEST



Arthur Ravenel Bridge, Charleston



**HCMA's February 7th Membership Dinner's** theme was "Horns Up!" Celebrating the HCMA's partnership with the University of South Florida was the theme of the Membership Dinner. The evening's guest speaker was Rhea Law, USF President. Dr. Charles Lockwood, Dean, USF Morsani College of Medicine was also present. The HCMA Foundation and HCMA/Rivero, Gordimer, & Co., CPAs scholarships were presented to two USF Medical Students. USF Health hosted an alumni cocktail reception prior to the dinner program. Unable to attend was Rocky the Bull. Many thanks to our sponsors: First Horizon Bank, TGH Imaging Powered by Tower, Trenam Law, and USF Health. To see all of the photos from the evening, please visit the HCMA's Facebook page, [HCMADocs](#).



Dr. Michael Albrink, Amruta Potdar (medical student), Dr. Kaaron Benson, Linda Schiller (medical student), and



Dr. Michael Cromer and Carol Cromer and Dr. Joel Silverfield.



Dinner sponsors First Horizon Bank and Trenam Law.



Dr. Charles Lockwood (Dean, USF Morsani College of Medicine), Dr. Eva Crooke (HCMA President), Rhea Law (USF President), Dr. Michael Cromer (HCMA President Elect), & Dr. Damian Caraballo (HCMA Vice President).



Drs. Luis Menendez, Jairo Parada, Esfandiar Shafii, Michael Yarnoz, and Hernan Leon.



Dr. Ed Homan, Dr. Carol Hodges-Homan, Becky Eubanks, Dr. Hunter Eubanks, and Dr. John Sinnott.



Drs. Russell and Kasey Palm and Dr. Nam Tran.



Dr. Malcolm Root with medical students Andrew Clifford, Amruta Potdar, and Linda Schiller..

## February 7th Membership Dinner (continued)



Medical student scholarship recipient, Monica Stevens, and Rivero, Gordimer, & Co., CPAs, representative, Stephen Douglas.



Medical student scholarship recipient, Daniela Moino and HCMA Foundation President, Dr. Bruce Shephard.



Drs. Valerie Riddle and Patricia Emmanuel.



USF PROUD!!

Photos by Dr. David Lubin



Medical Practice Administrators & Practice Managers were honored at a reception held on February 9th at the Palma Ceia Country Club. HCMA Benefit Providers, Shea Guercio Partners and The Bank of Tampa hosted the event along with the HCMA. We appreciate how hard administrative staff works to make sure medical practices run smoothly and efficiently. We toasted them and thanked them for helping to keep our communities healthy...See all of the photos on the HCMA's Facebook page: [HCMADocs](#)

Photos by Elke Lubin

# Personal News

## In Memoriam



Dr. Joe Diaco passed away peacefully on December 19th surrounded by his family. He is survived by his sister, his three sons and their mother, his daughters-in-law, nephews, nieces, his beloved grandchildren, other family, friends, and colleagues. Dr. Joe Diaco lived the most extraordinary life and left a great legacy for his family. Like his identical twin, Nick, Dr.

Joe Diaco brought new technologies into the operating room and invented or improved surgical procedures, including laparoscopic hernia repair. Dr. Diaco's excellence as a doctor got the attention of the Tampa Bay Buccaneers organization and Hugh Culverhouse in 1976. He was soon named the head doctor for the Bucs, a position that he enjoyed for 33 years. The most important thing to Dr. Diaco was his family and his service to the Tampa Bay Area will continue through his children and grandchildren who proudly serve this community. He has left a legacy that will survive generations in the Tampa Bay Area, and his family will continue to honor his legacy by serving everyone equally and to the best of their abilities. He will be sorely missed by those who knew him or were touched by his gifted hands.

## Baby Madelyn has arrived!



Congratulations to Dr. Madelyn (HCMA Past President) & Bill Butler on the arrival of their first grandbaby! Daughter and son-in-law, Olivia & Tyler Jacoby, welcomed Madelyn Kate on January 26th, weighing in at 7bs. 12oz! Dr. Madelyn proudly welcomes her namesake into the world... Happy birth-day to all!



## Annual Legislative Luncheon



The HCMA's 29th Legislative Luncheon, honoring the Hillsborough Legislative Delegation and their district staff members, was held on January 31st. Regarded as one of the best HCMA events, it serves as a forum for HCMA leaders to connect with newly elected legislators and seasoned representatives to discuss issues important to physicians and their patients. Topics included prior authorization/retroactive denials, physician payment reform, the loan repayment program, and scope of practice. In attendance were eight legislators, sixteen district staff members, fourteen HCMA representatives, Dr. Joshua Lenchus, FMA President, and Chris Clark, FMA CEO. See all of the photos on the HCMA's Facebook page: HCMADocs.

## HCMA Staff Alter-Egos



HCMA staff dressed to impress for their "alternate careers" - Chef Asta and her Sous Chef, Jean, Private Investigator, Debbie, Nurse Anni, and Marine Biologist, Elke. They may be novices in their dream jobs, but as the HCMA administrative team, they have amassed over 80 years of combined experience serving physicians and our communities. Whether Debbie is a private investigator or your Executive Director, the next time you see her, congratulate her on her 37th HCMA anniversary!

# The Card Shop

Service Ads - Business Cards size...The perfect advertising opportunity for companies such as your favorite electrician, plumber, A/C repairman, automotive repair shop, lawn maintenance business,

restaurant, or office cleaning crew. Contact Elke Lubin, Managing Editor, at 813/253-0471, to learn how to place a business card ad.




**Kyle Keith**  
SENIOR VICE PRESIDENT  
MARKET DIRECTOR

The Bank of Tampa  
4600 WEST CYPRESS STREET  
SUITE 100  
TAMPA, FLORIDA 33607

813-998-2765  
CELL 813-546-3727  
KKEITH@BANKOFTAMPA.COM  
WWW.THEBANKOFTAMPA.COM





**Michele Krohn**  
President

**National Headquarters**  
8370 W. Hillsborough Ave.  
Suite 208  
Tampa, FL 33615

t 813-887-FCPR (3277)  
e michele@fullcircle-pr.com  
FullCircle-PR.com



**Public Relations | Marketing | Community Networking**

**PHYSICIANS WEALTH PLANNING, LLC**  
A Jensen Anderson Company

**J. MICHAEL JENSEN, MSFS, CFP®, CFBS, AEP**

Master of Science in Financial Services  
Certified Financial Planner Professional™  
Certified Family Business Specialist  
Accredited Estate Planner




**Rene J. Zarate | CPA • ABV**

✉ rzarate@rgcocpa.com  
☎ Office 813-875-7774  
📱 Mobile 813-917-6927

CPAS AND ADVISORS

Rivero, Gordimer & Company, P.A.  
One Tampa City Center  
201 N. Franklin St., Suite 2600  
Tampa, Florida 33602

www.rgcocpa.com





**Patricia K. Thompson,**  
AAI, CIC | Senior Advisor

501 East Kennedy Blvd Suite 1000  
Tampa, FL 33602  
Tel: (813) 418-4492  
Cell: (813) 404-7905  
Fax: (813) 251-2585  
pthompson@sgpadv.com  
www.Sgpadv.com

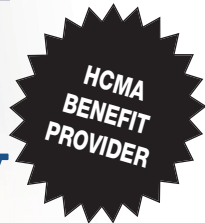
**Reasons to Belong**

- **Political & Professional Advocacy**
- **Networking with Colleagues**
- **An Enhanced Benefit Provider Program Offering Tangible Practice Benefits**



Hillsborough County Medical Association, Inc.  
813-253-0471 ~ www.HCMA.net

Classified ad opportunities in  
*The Bulletin* and the monthly *Enews*.  
Call or email Elke for more information;  
813.253.0471 or ELubin@hcma.net



# Shea Barclay Group is now SGP Advisors

Tampa's premier specialty insurance firm.

Exclusively endorsed by HCMA

## Client Focused, Experienced, and Professional Brokers

- Healthcare Professional Liability
- Network Security/Privacy Liability (Cyber)
- Property/Business Owner Policy
- General Liability
- Workers' Compensation
- Employment Practices Liability
- Directors and Officers Liability
- Commercial Automotive Coverage
- Flood Coverage
- Commercial Umbrella
- Managed Care E&O
- Medefense/Medical Billing Defense

Patricia K. Thompson, AAI, CIC | Advisor – Practice Leader - Healthcare Practice Group  
Ph: 813-418-4492 | Mobile: 813-404-7905 | Email: pthompson@sgpadv.com  
501 East Kennedy Blvd • Suite 1000 • Tampa, FL 33602

