

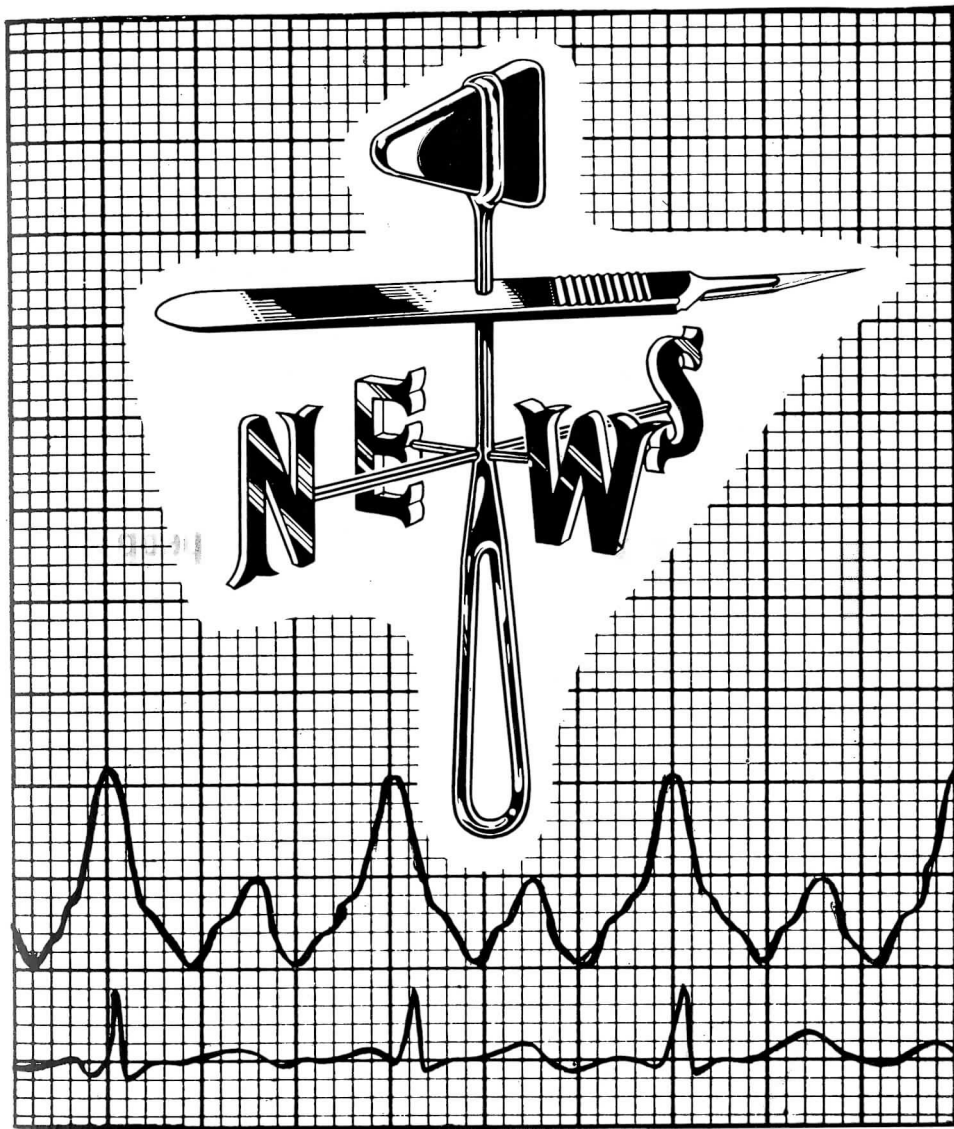
BULLETIN

of the
MAHONING COUNTY
MEDICAL SOCIETY

Volume XXXVI

Number Seven

JULY, 1966





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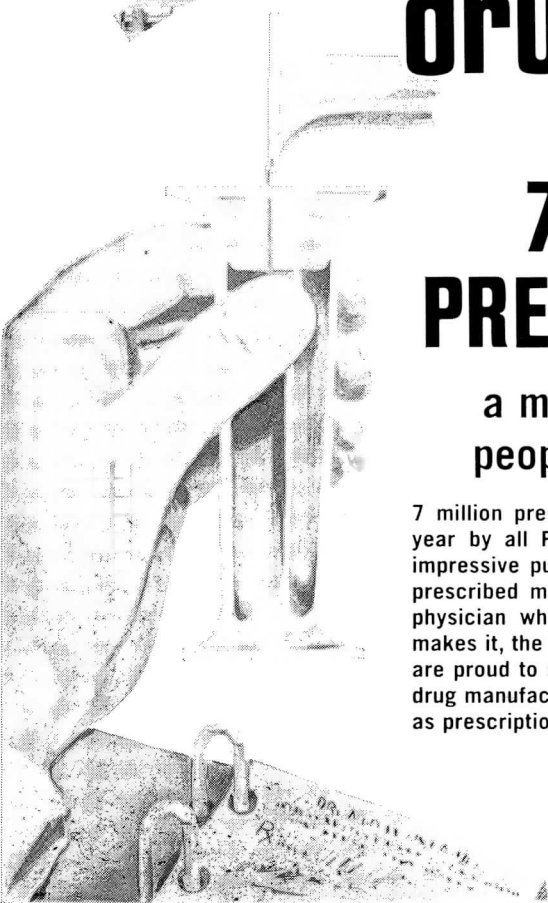
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From the Desk of the President

MASS EXAMINATIONS

Each year about this time I become contemptuous of mass physical examinations. As far as I am concerned participation in such activities is hazardous, and most inadequate. An endorsement of good health can only be accomplished after a private discussion and careful examination. This is impossible during mass examinations.

Numerous institutions and organizations seek such services of physicians. Too frequently the parents encourage this type of examination. A thorough and private examination may detect a dangerous physical impairment of which camps and institutions should be aware before accepting responsibility for the care of any individual. Further, after age five, most patients' immunizations are woefully inadequate. A private examination offers an opportunity to correct this situation.

I believe that as a medical society we should oppose mass physical examinations be they for school athletics, camp, preschool evaluation or otherwise. To sign a health certificate represents our endorsement of good health. It represents an assurance to the parent and institution. Only that individual whose history and careful physical examination has been carefully evaluated should be given a certification of good health. In most instances this can only be done in the physician's own office.

—F. A. Resch, M.D.
President

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Volume XXXVI**July, 1966****Number 7**

Published for and by the Members of the Mahoning County Medical Society

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Editorial**WHERE DO WE GET THE TIME?**

Editorial pages are featuring articles with predictions about how well and how poor the Medical Profession will do, with the advent of Medicare and its taxing of medical facilities. As all physicians know, this problem is only being aggravated. It has been in existence for quite some time. We are short of personnel. We are short of space. Efforts were being made to correct these shortages in an orderly fashion; but of course now this uncontrolled demand for services is going to make all the previous planning entirely inadequate.

Those who have given this thought always come back to one central theme. How are we going to make the best use of the time that is available for patient care? There is no short cut on history taking. There is very little short cut on physical examination. There is potentially considerable short cutting by using forms and dictating equipment in the office and in the hospital, to delegate the paper work to be done; but there is some paper work we just cannot seem to get around.

Most of this is related to reports, which agencies, companies and individuals insist that we give them; because these reports are necessary for them to grant a license, insure them, allow them to get married, etc. Some of these forms have been reduced to a minimum, so that the time spent is not taxing. However, some of the forms are not only taxing, but many patients have multiple forms, which take more time to fill out, than the original injury or illness required in the matter of the doctors time.

Across the nation this problem is being met in many ways. One of the ways which the Mahoning County Medical Society is exploring to meet this is the Individual Responsibility Program. The critics of the program will immediately say this is a way to collect fees. Quite right—it is. However, it is a way to collect fees, in which we are trying to be fair to everybody; and to cut down on the amount of paper work and the time that the paper work takes, so that the doctor can spend more time with his patients.

I would urge all members of the Medical Society to become thoroughly familiar with the workings of the Individual Responsibility Program. I am sure that not every physician will adopt this for his own office; but for those of us who have adopted it, and who will adopt it, we want to make the point that this is an effort to free-up our time, so that it can be devoted to patient care.

It is a solution which deserves a trial. I hope before my year as Editor is through, I can report that it is successful.

—R. L. Jenkins, M.D.
Editor

HOSPITALIZATION PAYMENT DUE

The Mahoning County Medical Society office is currently collecting payments for the Blue Cross—Blue Shield Group during the annual open date for the group.

Any physician who is not a group member and wishes to join, must do so at this time, or it will be necessary for him to wait until the same date in 1967.

The current group rates have been established in accordance with a merit rating formula by Associated Hospital Service. The rates are higher than last year. The Single rate for Blue Cross only is \$103.20. The Family rate is \$238.44. Blue Shield rates have not changed. The Single rate remains at \$16.80 and the Family rate is still \$47.40.

The merit rating formula could work in favor of the group. For instance, the Medical Assistants Group, also administered through the Mahoning County Medical Society office, will pay smaller Blue Cross payments than last year because of a more favorable rating experience during the past year. The Medical Assistants Group payments will be collected during July. Any member having assistants wishing to join should advise them to join at this time, or it will be necessary for them to wait until the same date 1967.

New this year, and affecting both groups, is Blue Cross 65, designed for Medicare recipients. Blue Cross 65 plus Medicare will result in the same coverage as offered to the rest of the Group, but the cost will be less—\$3.00 per month per person.

Medical Society members are urged to get their payments into the Medical Society office as soon as possible. Payment cannot be made to the Blue Cross—Blue Shield office until the entire group is collected.

DIRECT BILLING VS. ASSIGNMENT

Now that Medicare is here, the problem of "Direct Billing vs. Assignment" must be faced by all physicians. Some paragraphs from the AMA News story by that name in the May 30th issue are worthy of quote.

Speaking of direct billing, the story says: "If your medicare patient cannot pay your bill, you may accept a promissory note for the amount, and mark his bill 'paid'. He can then be reimbursed by the carrier."

Another paragraph states: "If the patient is unhappy with his reimbursement from the carrier he should communicate with his carrier and explain why he disagrees with the amount allowed. If he is still not satisfied he can request a hearing by the carrier. You don't have to take any part in this at all, but you are allowed to if you desire."

In accepting assignments, the following example was offered: "Assume that your usual and customary charge for certain services is \$150 but the carrier determines the 'reasonable charge' to be only \$100. In this case, you would be paid \$80 by the carrier on the assignment and you could collect the remaining \$20 from the patient. You cannot charge the patient \$70 (\$150 minus \$80 from the carrier.)"

The full story will be found in the AMA News, May 30, page 3.

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VISITING NURSES ASSOCIATION TO HANDLE HOME HEALTH SERVICE UNDER MEDICARE

How will the Visiting Nurses Association be involved in Medicare and what are they doing to prepare for their role?

Most of the publicity has been given to the hospital care portion of Medicare and the anticipated problems. Public health nursing is very much involved. Beginning July 1, 1966 Post-Hospital Home Health Services will be provided after at least three days in a hospital and when services begin within 14 days after discharge. These services include nursing, home aids, physical, occupational, or speech therapy, medical supplies, excluding drugs and biologicals and use of medical appliances. A patient over 65 may have 100 visits during a year after hospital discharge. Under Plan B he does not have to be hospitalized before becoming eligible for 100 visits during a calendar year. Under Plan B he pays the first \$50.00 and 20% of the rest of the cost. Thus it is possible for a patient under Plans A and B to receive 200 visits per year. The Visiting Nurses Association of Youngstown has been approved for certification as a Home Health Agency.

One section of the Medicare report presents the condition of participation related to the purpose and structure of the agency and organizational measures to assure patient care of high quality.

Some of these are:

1. Primary functions of the home health agency include the provision of skilled nursing services and other therapeutic services on a visiting basis in a place of residence used as the individual's home.

2. In addition to skilled nursing services, the agency provides at least one of the following: physical, speech, or occupational therapy, medical social services or home health aides. A local physical therapy program under the Visiting Nurses Association is currently operative and speech therapy is available via the Heart Association of Eastern Ohio cooperative program.

The residents in Youngstown are fortunate in having an agency that meets the conditions of participation and is willing to participate. So far as we know the Visiting Nurses Association is the only agency in Mahoning County which has applied for certification. In communities without Visiting Nurses Associations and health departments that have not provided bedside nursing, the problem is critical. If our 65 and over residents are going to receive home health services under Medicare, new services must be developed and existing ones expanded.

The local Visiting Nurses Association, no doubt must expand, and plans to do so, slowly as the need arises. They are alert and will watch developments closely. They will maintain a staff of skilled nurses and keep their qualified physical therapist. In addition to these new responsibilities, they will continue to provide the services so designated as public health nursing.

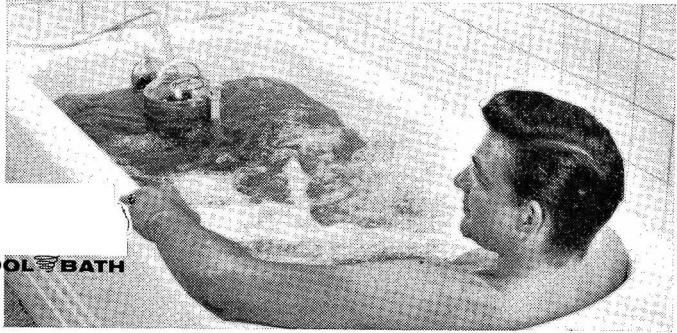
As physicians, we must see that out patients are evaluated as to needs and referred to a community nursing service if necessary. Requests for service must be based upon needs and not upon the fact that the service is paid for.

We must not overlook the fact that here we have a mechanism for better continuity of patient care. In addition to traditional services such as baths, hypos, dressings, treatments, etc., four other services will be provided upon request by the Visiting Nurses Association. These are: 1. a home call to evaluate the home and family prior to patient discharge from the hospital, 2. a hospital visit by the Visiting Nurses Association prior to patient discharge to learn a new and unfamiliar procedure, 3. home visits to supervise a patient re diet, medication and self care, 4. physical therapy service by a qualified physical therapist.

—W. H. Bunn, Jr., M.D.

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MEDICARE MUSINGS

Now that Medicare is law one of the first questions asked by physicians is—"what about forms?" Under part B of Medicare, (physician's services) a report form has been devised by government which may be used if desired. If the physician elects to accept assignments under Medicare, i.e. be paid directly by the fiscal intermediary, then Medicare requires that the physician's part of the form be completed. If, on the other hand, the physician desires to exercise the other option of Medicare, i.e., direct billing of his patients, then he may attach an itemized statement to the form. This statement should contain the necessary information of what services were rendered, the date, to who and the charge.

Many physicians will wish to use their own forms which will be acceptable under Medicare. Such a form has been devised and approved by the Mahoning County Medical Society and may be obtained by contacting the Keich Letter Shop, 4609 Simon Road, Youngstown, Ohio. These forms can be obtained at near cost and may be used as a standard claims for all third party claims.

There should be no other forms under Medicare. As of this writing, the exact method of certification for admission to the hospital has not yet been determined by either hospital. Medicare states that the physician shall certify, in writing, the medical necessity of a patient being in the hospital. AMA and the Ohio State Medical Association has adopted broad principles which state that the usual and customary practice of admitting a patient to the hospital should be continued under Medicare. At the present, and in the past, this customary procedure is the verbal order for a bed in one of our hospitals, plus the signing of the patients chart. Any new form, under Medicare, would be considered discriminatory and physicians are urged to decline signing such forms, which vary from the usual and customary practice.

The matter of time consuming forms and red tape has always been one of the major complaints of physicians in those countries where Socialized Medicine is in effect. At the beginning of the Medicare program every effort has been made to keep forms to a minimum. This is a laudable effort on the part of government, but the physician should not be deceived. If the Medicare program becomes more expensive, than was originally thought, then services will need to be curtailed. The physicians fees will come under closer scrutiny. In order, therefore, to justify services rendered, it will be necessary probably for government to introduce new and longer forms. The question of whether the physician signs his name to a federal form is one of principle. The decision made now at the inception of the program can have far reaching effects, one—two—or five years from now.

—Jack Schreiber, M.D.

PHYSICIAN POPULATION GROWS SLOWLY

A census of practicing physician members of the Mahoning County Medical Society shows a slight gain in the past seven years that these records have been kept at the Medical Society office:

1959 —	306
1960 —	312
1961 —	312
1962 —	311
1963 —	318
1964 —	321
1965 —	318 (current)

While there is a steady flow of new doctors coming into the community to practice, the fluctuating figures are caused by retirements, deaths, and those who move away.

MEDICAL-DENTAL BUREAU MOVES



(Top, left) Jim and Mary Herald. (Right) The Credit Department of the Medical Dental Bureau. (Bottom, left) Switchboard operators provide 24-hour answering service. (Right) Beautiful carpeted lobby entrance to the Medical Dental Bureau.



Mrs. Jean Carnie—the "bit of a Scotch brogue" will be missed.

The Medical-Dental Bureau, answering service and collection agency for a large number of physicians and dentists, has moved into beautiful new quarters on the renovated ninth floor of the Home Savings and Loan Building. Because of the vast amount of equipment belonging to both the Bureau and to the Credit Bureau, which made the change simultaneously, the costly move was made over the long Memorial Day week-end. Preparation for the movement of the complicated telephone switchboard system took more than a year.

Immediately following the move came the announcement of the retirement of Mrs. Jean Carnie, whose Scotch accent has meant a familiar voice to so many physicians over the years. Mrs. Carnie retired on June 10th, after 20 years of service. She is currently visiting Scotland with her husband.

The Medical-Dental Bureau was organized in 1934, under the chairmanship of Dr. R. B. Poling, with offices established in the Central Tower. Shortly after, a move was made to the Schween-Wagner Building, where the Bureau has continually expanded until the recent move to larger and more modern offices.

Mary Herald, Executive Director, has been with the Bureau for more than 22 years. James B. Herald, a son, is Assistant Executive Director.

Officers of the Bureau are: Raymond A. Hall, M.D., president, Vernon L. Goodwin, M.D., vice president, H. Bryan Hutt, M.D., secretary, Sidney L. Davidow, M.D., treasurer, and William T. James, D.D.S., assistant treasurer.

In addition to the officers, the Board of Directors includes: Robert C. Bitonte, D.D.S., Robert V. C. Carr, D.D.S., Frank K. Inui, M.D., Joseph J. Sofranec, Jr., M.D., and Carl M. Wolter.

The Medical-Dental Bureau has 24 employees, 16 of them on the switchboards and eight in the collection service department. It serves 308 physicians and dentists and has four switchboards which offer special telephone answering service to members.

All members of the Mahoning County Medical Society are welcome to visit the new offices.

◆

TWO PRE-SCHOOL PROGRAMS LAUNCHED

Physicians of the Mahoning County Medical Society are taking part in two pre-school programs this year. The county program is known as "Project Head Start," and is being administered through the Youngstown Area Community Action Council, 507 Oak Hill Ave. The city program is called "Project First Step," and is administered through the Youngstown Board of Education.

The primary purpose of the two programs is to give pre-kindergarten children of low-income families some of the educational opportunities and facilities that are normal to other family homes. The pediatricians have undertaken to man the county program for an estimated 300 children. The entire membership was given the opportunity to volunteer for examinations in the city program, with an expectation of 1100 youngsters.

Arrangements were made through the Pre-school Health Committee, Dr. R. A. Wiltsie, chairman, and final arrangements were cleared through the council of the Medical Society. Last year, members took part in the first of this type of program, which was conducted in the city schools under the name of "Head Start."

In all discussions of the current programs, the Pre-school Health Committee has insisted upon a thorough physical examination under good examining room conditions and a properly conducted follow-up.

Participation in the programs is limited to those coming under the category of poverty—\$3,000 or less income for a family of four. It is realized that there may be some exceptions, but these will be kept to a minimum.

J. Wesley Pollock, supervisor of health, safety and physical education for the Youngstown Board of Education, will coordinate the health services for the "First Step" program. Thomas Racich, Associate Director of the Youngstown Area Community Action Council, will arrange the medical examinations for the "Head Start" program.

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PROCEEDINGS OF COUNCIL

June 14, 1966

The regular meeting of the council of the Mahoning County Medical Society was held on Tuesday, June 14, 1966, at the Mural Room, Youngstown, Ohio.

The following physicians were present: F. A. Resch, president, presiding, F. A. Friedrich, Frank Gelbman, Bertram Katz, John J. McDonough, R. D. Murray, J. V. Newsome, M. C. Raupple, F. L. Schellhase, Jack Schreiber, C. W. Stertzbach, J. W. Tandatnick, Henry Holden and S. F. Petraglia. Also present was Dr. R. A. Wiltsie. Absent were: Drs. L. P. Caccamo, R. L. Jenkins, R. B. McConnell, C. E. Pichette, H. J. Reese, and C. K. Walter.

The meeting was called to order at 7:30 p.m. Dr. Resch welcomed new council members, Drs. Holden and Petraglia, and guest, Dr. Wiltsie.

The minutes of the previous meeting were read and approved.

Bills were read. The motion was made, seconded and duly passed that each bill be paid.

The Medical Dental Bureau report for May was passed around for council members to see.

Dr. Wiltsie, chairman of the Pre School Health Committee, outlined the "First Step" program being undertaken by the Youngstown city schools. Following discussion, the motion was made, seconded and duly passed that a reply be sent to Mr. Pollock that the usual and customary fee for the prescribed physical examination is \$5.00 per child and that it is justified. It was suggested that a letter be sent to Mr. Pollock informing him that it is desirable that the examination be done in the physician's office.

Dr. Newsome announced that the three resolutions from the Mahoning County Medical Society were passed at the OSMA Annual Meeting. He reported in general on the activities at the House of Delegates.

A letter from Sister Consolata concerning welfare patients in the hospital clinics was acknowledged.

A resolution was submitted by Dr. J. L. Fisher concerning a method of increasing attendance by making membership dependent upon it. The motion was made and seconded that the resolution be adopted. Following discussion, the motion was made, seconded and duly passed that the resolution be tabled.

Dr. Murray reported on a two county hospital planning meeting held in Trumbull County. Following discussion, the motion was made, seconded and duly passed that the Mahoning County Medical Society join with the Trumbull County Medical Society, the osteopathic physicians, and the hospitals to look into the possibilities of such a planning group. The secretary was instructed to write a letter to Mr. John F. Latcham and so advise him.

Dr. Gelbman called attention to the June 17 meeting of the Medical Dental Bureau and urged attendance.

Dr. Resch reported on a call from Dr. McGregor, who would like the Medical Society to approve and devise a sheet of information, and a card, explaining the Individual Responsibility Program to patients. Dr. Schreiber offered to write the form, which will be sent out to council members for approval. Dr. Stertzbach suggested that an ad be placed in the Vindicator explaining the policy of the Medical Society.

Dr. Resch introduced discussion concerning Dr. Martin. Following discussion, it was suggested that Dr. Martin be advised to apply for membership in the Mahoning County Medical Society.

Meeting was adjourned.

—Howard Rempes
Executive Secretary

*From
the
Bulletin*



THIRTY YEARS AGO — JULY 1936

The pattern of a doctor's personal, professional and public life thirty years ago was much the same as it is now. There were no Society meetings those hot summer months but many other activities of a lighter nature enlivened the humdrum of the daily grind. Golf days, picnics, vacations, class reunions and visits to medical centers gave recreation to mind and body. New internes fresh from the frenzy of commencement exercises poured into the hospitals creating chaos for the first month. Last year's internes and residents hopefully signed notes for new equipment and opened offices partially stocked with generous though involuntary donations from the hospitals they served and with samples from the drug house.

Night calls were promptly and gratefully answered by those eager young men not yet disillusioned by the inveterate dead beats, the alcoholics and the dope addicts. There was some difference in the diseases they met and the way they were treated. Instead of penicillin, diphtheria antitoxin and culture tubes were kept in readiness. Every GP carried an obstetrics bag in his car, stocked with forceps, cord ties and fluidextract of ergot for home deliveries. Hospitalization insurance was unknown and surgical benefits unheard of. Hospitals were for the desperately ill, the seriously injured and the abnormal parturient. Most hospitalized patients were cared for in open wards lined with rows of white iron beds around which screens were laboriously rolled for bedpan activities, intimate examinations and last rites.

In the Youngstown Hospital, John Renner and John Rogers stayed on as residents. New interns were Barclay Brandmiller and Gabriel DeCicco from Jefferson Medical College, Rollis Miller from Western Reserve and Milton Yarmy from Wayne University. At St. Elizabeth's Dr. Murrill Szucs was appointed medical resident and James K. Herald surgical resident. Dr. Michael Sunday, Stephen Ondash and Andanto D'Amore were new interns. S. D. Goldberg, J. J. Wasilko and L. S. Shensa finished their internships and opened offices for private practice.

Dr. J. B. Kupec, R. W. Rummell, E. J. Wenaas and V. A. Neel became new members of the Society. Council met and heard a report from E. J. Reilly that the Mahoning County Relief had paid the doctors \$2,516.75 for treating 4,102 indigent patients in May. President Coe and M. J. Kocialek of the attendance committee were worried about the attendance at the meetings.

TWENTY YEARS AGO — JULY 1946

Life for the doctors, at least for the returned veterans, was pretty confusing twenty years ago. All of them who wished to or were able to, had come home by then although the Bulletin was still printing a list of returned veterans and their service records. Back from the routine of military life they were trying to catch up with the changes in civil practice and get adjusted to the competition, the unusual demands on time and energy and the new interests of the post-war social scene.

There were new faces, new names and new drugs to learn and remember. Hospitals had blood banks which made transfusions much simpler, but getting patients admitted was not so simple and they learned about waiting lists. Every doctor's mail was flooded with brochures on new drugs with fancy names with which everyone else seemed to be familiar.

Patients were demanding to go to the hospital to be x-rayed "from top to bottom". "After all, I have the insurance and I paid for it and I want my money's worth."

"Have you read about the new treatment for arthritis with prostigmine, Doctor? It was in the Reader's Digest."

The Medical Society was interested in Public Relations. There was to be a big exhibit at the Canfield Fair. Doctors were urged to tell the story of American Medicine to their patients. They were asked to work with Rehabilitation Centers. They put their names on the list with the Veteran's Bureau with its forms in quadruplicate.

It was very confusing. Some of them thought with nostalgia about the good days on Leyte Gulf.

TEN YEARS AGO — JULY 1956

President DeCicco wrote about what to tell the patient with incurable or fatal disease. He recommended treating the patient as well as the disease. Each patient presents a different problem and the decision whether to tell the harsh truth or a "white lie" is a difficult one but the physician must decide.

Myron Steinberg was elected a Fellow of the American College of Angiology.

Henri Schmid attended the conference of the World Health Organization in Washington. Sidney Franklin addressed the American Board of Legal Medicine in Chicago on "The Medicolegal Aspects of Public Health".

Edward C. Goldcamp died. He was an outstanding specialist in nose and throat. New members that month were Joseph Vincent Newsome, Robert A. Wiltsie and Bertram Katz.

—J. L. F.

I.R.P. LETTERS TO ALL MEMBERS

Members have been receiving a series of "I.R.P." letters, so identified by the I.R.P. stamp on both the envelope and the inside letter, from Dr. Jack Schreiber, I.R.P. Quality Care Chairman. The purpose of the letters is to explain the workings of the Individual Responsibility Program to those who choose to establish it in their offices.

Although the Mahoning County Medical Society did approve the Individual Responsibility Program by way of a resolution at the May meeting, it is not mandatory that all members abide by it. The choice remains with the individual physician.

It is suggested that each member watch for future I.R.P. letters and that he keep them all together in a file for ready information on the Individual Responsibility Program.

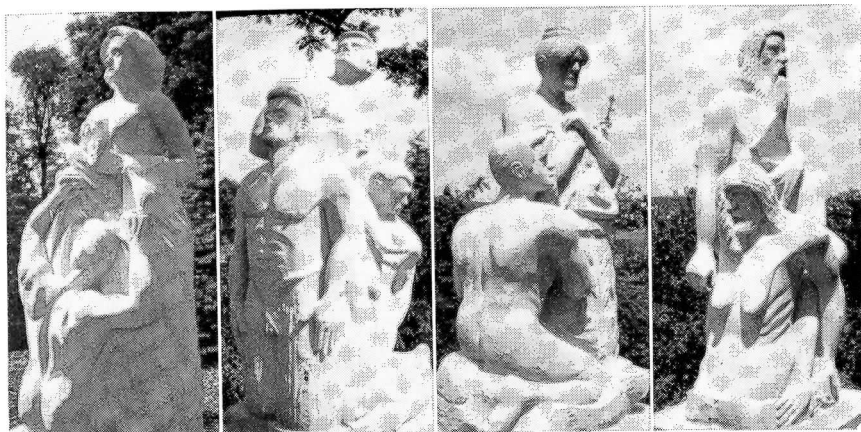
CANFIELD FAIR VOLUNTEERS WANTED

The Canfield Fair Committee, Dr. C. K. Walter, chairman, is calling for volunteers once again to work at the Red Cross First Aid Station at the Fairgrounds during the five days of the Fair.

Ten shifts are necessary to cover the Fair, two each day. The early shift is from 11:00 a.m. to 5:00 p.m., and the late shift is 5:00 p.m. until 11:00 p.m. Payment is made by the Canfield Fair Board.

The dates of the Fair are Thursday, Sept. 1, through Monday, Sept. 5, Labor Day. Anyone wishing to sign up for a shift should call the Medical Society office, RI 6-8431.

DR. MURRAY'S STATUES ADORN PARK



Depicting the four seasons, Dr. Murray's statues are named (left to right): "Spring," "Summer," "Autumn," "Winter."



Dr. Murray with Joseph Ronci (left) spent year completing statues.

James E. Bennett Jr. was master of ceremonies, and Bob White, another rose gardens.

In making the presentation, Dr. Murray explained the relationship of the figures to the seasons of the year and seasons of life. He stated that he and Joseph Ronci had worked on the carvings for over a year and that the ceremony fulfilled a long-time plan of his to make such a contribution to the gardens.

Shrubs and plants used as a background for each statue is appropriate to the season depicted.

Another set of three statues executed by Dr. Murray comprise a fountain group in the front lawn of his medical office building at 2125 Glenwood Ave.

Beautiful Fellows Riverside Gardens in Mill Creek Park has been enhanced by the addition of four statues, designed and carved by Dr. Richard D. Murray and presented by him to the Park.

The statues, of Indiana limestone, represent the four seasons, and are grouped in chronological order in a semicircle surrounding a turf corridor at the north end of the gardens.

Dr. Murray made the presentation in a ceremony that had to be held inside due to a sudden rain. However, the weather cleared later the same day and many hundreds of visitors viewed the artwork. Accepting the gift for the Park was Michael J. Roberts, a member of the Mill Creek Park Commission. Atty.

Public Relations

PR BEGINS AT HOME

You're the doctor—

You're the tireless MD who ushers babies into the world, walks to the edge of death with the aged, and crawls out of a warm bed at 4 a.m. in answer to an urgent "emergency" call.

You're the fellow so busy caring for the aches and pains of the human race that you have little time for your family and never get quite enough sleep.

You're an important man in your community—your professional ability is recognized, your word is respected, you're a leader in health matters, and your patients think you're wonderful.

Then why all this talk about Public Relations?

Because, unfortunately, not all of the general public feels this way . . . about the profession as a whole.

There's the *businessman* who complains that he had to wait two hours past his appointment time to see the doctor.

There's the *young mother* who accuses physicians of overcharging and maintaining high fees.

There's the *taxidriver* who charges physicians with refusing to respond to emergency calls.

There's the *middle-aged housewife* who claims that doctors are too know-it-all, talk in "high-falutin' terms" and are cold and impersonal.

In print and in person people do voice their complaints about medicine and the men who practice it. In most cases, patients with complaints hasten to say their criticisms are not directed at you—their family doctor—but at all other doctors!

Every complaint is a danger signal—a symptom of the public ill will, justified or unjustified, harbored against some physicians and some aspects of medical care.

"Well," you say, "why should this concern me? I have plenty of patients and they don't complain about the way I treat them."

But doctor, as a physician in Mahoning County, you are dedicated to delivering the best medical care possible to the people in your area.

It is impossible to do so—unless you and *all* physicians win and retain the good will of the community, not only for yourself but for the entire medical profession.

Public Relations is every physician's responsibility—his personal responsibility. Like charity, it begins at home.

Last year, the Mahoning County Medical Society took steps to expand its Public Relations program and to make it more effective, but the best Public Relations program still originates in the individual doctor's office.

The Public Relations Committee asks you to look at your own office with a critical eye. Start thinking "Public Relations." How long do your patients have to wait in your waiting room. Is their wait a pleasant one with comfortable chairs, plenty of magazines and plenty of room? How does your receptionist greet your patients? How about her telephone manner?

How about you? Do you explain your services and your fees to doubtful patients? The Public Relations Committee has made available a fee plaque for your office at no charge. Have you called in your order yet?

If your office is a friendly comfortable place to visit, and if you have gained the confidence of all your patients, you're doing A-OK in the PR department.

FEE PLAQUE OFFER REPEATED



A phone call to the Medical Society office will be sufficient to order a fee plaque for your office. The public relations committee encourages every physician's office to display one. An invitation to discuss fees will avoid later misunderstandings that lead to unjust criticisms of the entire medical profession.

The plaque, supplied by the American Medical Association, reads: "TO ALL MY PATIENTS. I invite you to discuss frankly with me any questions regarding my services or my fees. The best medical service is based on a friendly, mutual understanding between doctor and patient."

Once again, the public relations committee offers the plaque to each member at no cost. Simply phone the Medical Society office, RI 6-8431, and ask that a plaque be sent to your office. Allow time for the plaque to be shipped from Chicago.

MCMS ENCOURAGES MEDICAL CAREERS

The Public Relations Committee of the Mahoning County Medical Society, continuing to work with this year's "Youth Program," has arranged to supply medical career guidance material to the guidance counselors in all the schools in Mahoning County.

Delivered in time for use in September will be a paper-back size book entitled, "Horizons Unlimited," a medical careers handbook published by the American Medical Association.

DIAGNOSIS

Taking part on the Diagnosis radio program during the month of June were:

- June 7: Constipation—Drs. John J. McDonough, H. L. Shorr, E. A. Shorten.
- June 14: Fatigue—Drs. John J. McDonough, A. W. Miglets, C. Waltner.
- June 21: Headache—Drs. John J. McDonough, M. C. Raupple.
- June 28: Poison Ivy, Poison Sumac—Drs. John J. McDonough, M. B. Goldstein.

All programs are heard over WFMJ at 8:05 p.m. each Tuesday. They are recorded at 9:15 a.m. of the same day. Any physician interested in presenting a topic on Diagnosis should contact the Medical Society office or Dr. McDonough, chairman.

TRIBUTE TO A PHYSICIAN

There has been a lot said in recent years about "the doctor's image," and there are those who think that it is not as good as it was in the good old days of the country doctor. However, the average doctor, working day in and day out with his patients, has managed pretty well to maintain a good image. Evidence of what one doctor has done came by way of a letter to the Medical Society office which is here reproduced. The name of the physician has been deleted.

Mahoning County Medical Society
Belmont Ave.
Youngstown, Ohio
Gentlemen:

Is there a Doctor's "Hall of Fame?" If not, let me be the first to make a nomination for it. Plaudits and tributes are sometimes too long in appearing and, in a sense, too late. This is written with the realization that many doctors are knowledgeable and possibly outstanding people.

Our Doctor's (which does sound possessive, nevertheless he renders this feeling with his very individual attention) intellect is well recognized among his colleagues. But the attitude of his patients toward him is a topic worthy of special note.

In our family, the illnesses inevitably occur on Thursday, week-ends and holidays. No matter when, nor what time we have a need for Doctor's keen diagnosis, he is there. He is there with the sense and deep meaning of the word dedication. This word is well worn, but one that unreservedly belongs to him. One knows somehow after his seemingly easy flowing recommendation, all will now be well. Not meaning to sound trite, this is a gift few possess. It is well known that his office hours are long and busy, not to mention "after hours." However, he is never abrupt or hasty, only comforting and helpful.

Medicine can be dispensed by any knowledgeable accredited person, but peace of mind can be given only by a very special person. That's our Doctor, _____, M.D., A VERY SPECIAL PERSON.

Sincerely,
Mrs. G. Carfano

S. Q. LAYPIUS OBSERVES:

Medical Tribune can be added to Morris Fishbein's list of throw-away magazines. It is just words to fill the space between the ads.

He said that about Medical Economics one time years back. Now they have come out with a new size and are getting important. Besides, they publish P.D.R. which is a real help. They don't like Dr. Fishbein.

He is the Editor of Medical World News. I have been a great admirer of Dr. Fishbein for the last hundred years and I think anything he edits has the magic touch. He is a wonderful person.

Modern Medicine is another throw-away. You can't find the articles for the advertisements so don't bother.

First things first. A doctor has only so much reading time and too much to read. First comes the A.M.A. Journal, then the Ohio State Medical Journal, then your specialty journal, then news, fiction, history or hobbies.

I don't believe in reading fast or skimming. I like to savor what I read and think about it. Fast reading is like wolfing down your food. It nourishes you but gives you indigestion and you can't remember what you ate.

A busy doctor has to practice discrimination. He needs relaxation and recreation but cannot waste his time in frivolity. He needs to keep up with the new discoveries but not be misled by false claims. He should not be the first to try the new drugs, nor the last to use the good ones.

He should leave a little time for "pleasure" reading and "improvement" reading. Medicine is the greatest thing in his life but there should be room for the other things which make him widely educated, knowledgeable and a wise man.

MEDICAL ASSISTANTS INSTALL OFFICERS



(Front row, l. to r.) June Kyle, Nena LaBarbera, Candy Shufflebarger, Josephine Sammartino, Carmel Coradetti, Peggy Drabison. (Back row) Laura Marinelli, Joan Schuchler, Lou LaCivita, Carrie Bledsoe, Mary Yuhus, Aurelia Sheridan.

The Medical Assistants Society of Mahoning County met in The Jade Room at 6:00 P.M. on Thursday, June 16th for dinner and installation of officers. Invocation was given by Dorothy Klein, and Josephine Sammartino gave the welcome address and introduced the guests. The Docs of Dixieland entertained the group with several lively numbers and a few vocal numbers were sung by Dr. Hein.

Dr. Henry Shorr, advisor of the Medical Assistants Society of Mahoning County, held the recognition of retiring officers—Josephine Sammartino, Candy Shufflebarger, Dorothy Klein, Alice Larson, Nena LaBarbera, Julia Gura and councilors Mildred Butcher and Dorothy Pyatch. Dr. Shorr and Jo Sammartino performed the ceremony of installing the new officers for the year 1966-1967, who are Candy Shufflebarger, President; Nena LaBarbera, President Elect; Peggy Drabison, Corresponding Secretary; Carmel Coradetti, Recording Secretary; Teresa Griner, Treasurer; and the councilors Carrie Bledsoe, Laura Marinelli, Joan Schuchler, Aurelia Sheridan, Lucille LaCivita and Mary Yuhus.

Candy Shufflebarger gave the recognition of the immediate Past President, Jo Sammartino, and presented her with a gift from the Board and Committee Chairman.

Ginny Lewis was chairman for the installation dinner and her committee included Eleanor Dial, Dorothy Bosch, Estelle Poschner, and Jean Quinn.

The annual summer picnic will be held in July at Dr. Marinelli's farm.

—June Kyle, Reporter

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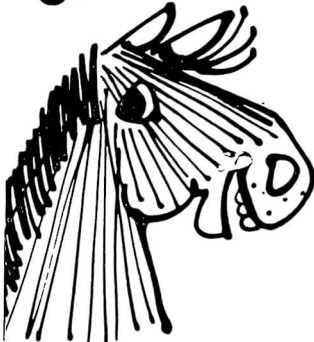
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DR. HUDSON IS AMA PRESIDENT

An Ohio physician now heads the American Medical Association. Dr. Charles L. Hudson, Cleveland internist, became the 121st president at the June meeting. He has been a member of the AMA's Board of Trustees since 1961.

Born in Merrill, Michigan in 1904, Dr. Hudson received his M.D. degree from the medical school of the University of Michigan in 1930. After his internship and residency at University Hospitals, Cleveland, he accepted a two-year research fellowship in pharmacology at the University of Pennsylvania. He returned to University Hospitals as chief resident physician in Medical Services for 1934-35.

A diplomate of the American Board of Internal Medicine, Dr. Hudson has specialized in that field for 32 years. In addition to his practice as a member of the department of internal medicine of the Cleveland Clinic, he is an associate clinical professor in medicine at Western Reserve University.

Dr. Hudson is a past president of both the Academy of Medicine of Cleveland and the Ohio State Medical Association.

He is a past president and former Chairman of the Board of Trustees of the Cleveland Medical Library Association which owns one of the largest privately sponsored medical libraries in the nation.

Dr. Hudson was married in 1937 to the former Ruth Stong. They have three children, Judith, 22; Charles Jr., 19, and Mary 16.

In World War II he held the rank of lieutenant colonel during his three years of hospital service in North Africa, Italy and France. He is a past president of the Constantinian Society, a group of medical officer veterans of the Mediterranean theater.

Dr. Hudson is a trustee of the Cleveland Welfare Federation, and a member of various committees of the Federation dealing with health, notably at present an ad hoc committee studying health goals for Cleveland and the nearby community.

The Mahoning County Medical Society joins the rest of Ohio in wishing Dr. Hudson a successful year as president of the American Medical Association.

July 17

E. J. Wenaas

July 18

J. L. Finley
G. H. Dietz

July 20

M. L. Porter

July 23

B. S. Brown

July 24

C. C. Chen
V. T. Wrobel

July 25

P. J. Mahar
J. L. Scarnecchia

July 27

N. D. Belinky
M. M. Yarmy



Get Your Annual Check-up

July 28

W. B. Hardin

July 29

S. M. Zervos

July 30

F. L. Schellhase
J. H. Fulks

August 3

I. Werbner

August 4

W. K. Allsop

August 6

R. S. Boniface

August 8

J. N. Gordon

August 9

R. B. McConnell

August 11

I. N. Dombczewsky

August 14

D. A. Belinky
J. L. Fisher

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BULLETIN BOARD

Dr. John C. Harvey has been named Professor of Medicine at Johns Hopkins Medical School. He is the son of our own Dr. J. P. Harvey. John worked at the Laboratory at South Side Hospital while in medical school. His brother, Dr. J. P. Harvey, Jr., is Professor of Orthopedics at the University of Southern California, in Los Angeles.

Dr. M. S. Rosenblum has been elected to a five year term on the Alumni Advisory Board of Ohio State University as medical alumni representative for the College of Medicine. He succeeds Dr. Edwin H. Ellison, Professor of Surgery and Chairman of the Department of Surgery of Marquette University School of Medicine.

Dr. D. J. Dallis is a new father. It's a girl, Kelly Denise, born June 14th.

If Dr. Bernstein seems to be standing a little more erect or his chest is sticking out, it is because of the fine deeds of his son Lt. Peter Bernstein in Viet Nam. Lt. Peter collected clothes and gifts and gave them to the needy of the village of Thu Thua. Congratulations Leon! Ohev Tzedek has two medicos on its board; Drs. Louis Bloomberg and Harold Segall. Dr. Alfred Cuckerbaum was elected president of the Jewish Community Center and Dr. Bill Loeser second vice-president. Dr. S. R. Zoss made the news last month when he was pecked by an angry Blue Jay. Dr. and Mrs. Herman Ipp were in New Orleans attending the graduation of their daughter from Newcomb College of Tulane University.

—G. E. DeCicco, M.D., Reporter

MEMBERS ELECTED AT MAY MEETINGS

Two Mahoning County Medical Society members were elected to offices at the annual meetings in association with the Ohio State Medical Association. Dr. Leonard P. Caccamo was elected president of the Ohio Society of Internal Medicine. Dr. William E. Sovik was elected Vice President of the Cleveland Ophthalmological Society and Secretary of the Ophthalmology Section of the Ohio State Medical Association.

MEMBERS HEAD HEART ASSOCIATION

Mahoning County Medical Society members were elected to offices in the Heart Association of Eastern Ohio at a recent meeting. Dr. William H. Bunn, Jr. was elected president and Dr. James L. Smeltzer, vice president.

Elected Trustees were: Dr. James L. Calvin, Dr. Edward Kessler, Dr. John McCann, Dr. H. N. Bennett, Dr. Frank Inui, and Dr. Bunn. Dr. Bunn and Dr. Bennett were named to the Ohio State Heart Association Board of Trustees.

WARNING

Physicians continue to receive "forms" in the mail which resemble a renewal or invoice for an advertisement in a "classified directory." This is not an invoice, but a solicitation for advertising. Doctors should alert their medical assistants to be watching for this form, so that they will not inadvertently pay the fee thinking that they are paying a bill. Any directory listing for the public outside the immediate vicinity of a doctor's practice would be considered unethical.

FOR SALE

One examining table and office scales

Call Mrs. Welsh — 758-1144

PARKE DAVIS TOUR IN OCTOBER

More than 80 physicians, along with their wives, have signed up for the Parke Davis tour, scheduled for Oct. 13-15 at Detroit. Through ticket arrangements made by Dr. Harold Reese, a number of those attending the tour will go on to Ann Arbor on Saturday, Oct. 15, for the Michigan-Purdue football game.

Dick Hewes, Parke Davis representative, is estimating that there will be 100 physicians go on the tour. If you have not yet made your reservation, see Mr. Hewes, or call the Medical Society office.

LAST CHANCE FOR INSURANCE BROCHURE

The brochure, "Your Health Insurance Check-up," printed in 1964 by the Mahoning County Medical Society, is still available, but not for long. The supply at the Medical Society office is running low and it is not planned that the brochure be reprinted.

Every doctor would do well to have copies available in his waiting room for patients to pick up. This will be your last chance to order a supply. Phone the Medical Society office (RI 6-8431) if you want them.

ST. E'S PUBLISHES "NEWS LETTER"

A new medical publication has come into being at St. Elizabeth Hospital. Entitled, "News Letter," the mimeograph sheet will be published bi-weekly and will offer general news of the hospital and the medical profession to all those employed and associated with the Hospital. "News Letter", edited by John Gillespie, Public Relations Director, will supplement the regular quarterly publication, "We People." Volume one, number one rolled off the press (mimeograph machine) on June 3rd.

HEALTH DEPARTMENT BULLETIN

MAY, 1966

	Resident		Non-Resident		Total
	M.	F.	M.	F.	
Births	93	88	112	106	399
Deaths	70	71	72	50	263
Infant Deaths	1	1	3	0	5

MAY, 1965

Births	88	97	112	103	400
Deaths	65	56	76	57	254
Infant Deaths	1	3	1	1	6

COMMUNICABLE DISEASES

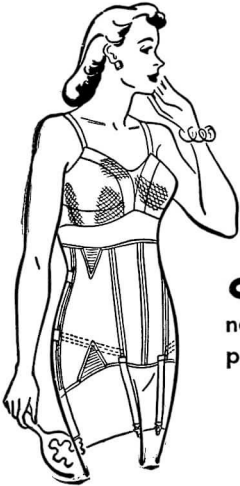
	1966		1965	
	Cases	Deaths	Cases	Deaths
Tuberculosis	4	1	2	1
Gonorrhea	11	0	14	0
Syphilis	21	0	8	0
Rheumatic Fever	2	0	2	0
Salmonella	1	0	1	0

VENEREAL DISEASES

	Male	Female	
New Cases			
Syphilis	3	2	
Gonorrhea	13	4	
Total patients			22
Total visits (patients)			110

Sidney Franklin, M.D., M.S.P.H.
Health Commissioner
City of Youngstown

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These ingredients act quickly to relieve the congestion and discomfort of pollinosis, the burning and weeping of ocular allergies, the itch and swelling of urticaria and minor drug reactions. For secondary symptoms concurrent with these allergies, Co-Pyronil also helps to give more complete relief.

Contraindications and Precautions: Hypersensitivity to antihistamines, though rare, is a contraindication to their use. Co-Pyronil should be used with caution in the presence of hypertension, cardiovascular-renal disease, and hyperthyroid-

ism. As with any preparation containing antihistamines and sympathomimetics, overdosage may produce excessive depression or stimulation of the central nervous system.

Side-Effects: Drowsiness is sometimes reported at the beginning of treatment but is usually transient. In rare instances, symptoms of sympathetic overstimulation may be noted from the vasoconstrictor ingredient in Co-Pyronil.

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Additional information available to physicians upon request. Eli Lilly and Company, Indianapolis, Indiana.