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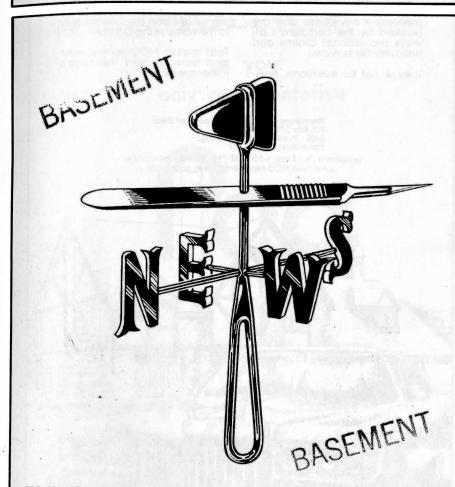
BULL PUBLIC LIBRA BULL PROPERTY AND MAHONING COL

of the MAHONING COUNTY MEDICAL SOCIETY

Volume XLVIII

FEBRUARY, 1978

Number 2



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Physician Advertising Defined

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Officers Delegates G. H. DIETZ, President I. C. MELNICK Y. T. CHIU, Vice President I. I. ANDERSON I. J. ANDERSON, Immediate Past President C. E. PICHETTE J. W. TANDATNICK, Secretary W. E. SOVIK J. A. LAMBERT, Treasurer Council Alternate Delegates S. G. ADORNATO R. M. KISKADDON RASHID ABDU W. L. CRAWFORD N. A. PAPPAS A. T. DERAMO I. S. GREGORI L. E. SLUSHER EARNEST PERRY W. F. STANFORD K. F. WIENEKE A. R. HOFFMASTER Representative to Blue Cross of Eastern Ohio: W. E. Sovik. Executive Secretary; H. C. Rempes, Jr. MAHONING COUNTY MEDICAL SOCIETY MEETINGS — 1978 Tuesday Tuesday **Tuesday** Tuesday Tuesday Tuesday Mar. 21 Nov. 21 Dec. 19 Jan. 17 May 16 Sept. 19 Table of Contents February, 1978 From the Desk of the President 30 OSMA Communications Seminars 34 Happy Birthday 34 From the Bulletin, 40, 30, 20, 10 Years Ago 40 Addresses for Ohio Legislators 42 Advertisers' List A. Anastasides & Associate 38 Mahoning National Bank 43 Blue Shield 35 Medical-Dental Bureau 46 Boardman Hearing Aid Services 47 Medical Protective Co. 47 Burroughs Wellcome 48 Patient Care Center 41 DeBald & Co. 45 PICO 26 Gluck Agency 27 Prof. Cardiac Rehabilitation 43 Lilly 32 Stillson & Donahay Agency, Inc. 47 Lester's 45 Youngstown Limb Co. 45

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From the Desk of the President



A SENSE OF RESPONSIBILITY AND DEDICATION

The current rash of crippling strikes, both nationally and locally, continues to have an adverse effect upon our country and community. Rich and poor alike can feel the devastating consequences generated by the inflation that spirals with each wage settlement, whether it be in the public sector (policemen, teachers, etc.) or in the private (coal miners, steelworkers, etc.). Of course each group seeking a wage increase does so to "catch up with inflation." Certainly a group that has settled the strike or arrived at a new wage contract cannot consider itself as responsible for inflation — after all, they are trying to catch up.

This spiral reminds me of the greyhound dog races. The mechanical rabbit (inflation) runs ahead of the dogs at a speed faster than the swiftest dog. This has the effect of making the dogs run. Obviously these dogs are running with the ultimate goal of catching the mechanical rabbit. The spectators know that the dogs will never catch the rabbit; but the dogs do not. It's merely a means to make the dogs run as fast as they can.

The mechanical rabbit of inflation is totally elusive. A dog without intellect cannot reflect and deduce that the rabbit is uncatchable. We of the human species, with an intellect, unfortunately have the same lack of reasoning when it comes to that elusive rabbit, inflation.

If we lack reason to know that the rabbit cannot be caught, we will continue to run until we are totally exhausted. Fortunately for the dumb animal (dog) there is a finish line and the rabbit no longer runs. Will we ever reach a finish line of price stability, or stability in general? Personally, I doubt it. Exhaustion, which can be metaphorically equated with "depression and collapse" seems to be the inevitable end result of our economy. It seems to me we are headed in one unrelenting direction. The only limiting factors in this "inclined plane" is how long is the plane, and how steep the angle.

Dedication and responsibility to preserve some resemblance of an orderly society seem to have been abrogated by our selfishness and materialistic cravings. There is no apparent end.

—George H. Dietz, M.D. President



BULLETIN of the Mahoning County Medical Society

Published Monthly for and by the Members

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July and August.

Volume XLVIII

FEBRUARY, 1978



Number 2

The opinions and conclusions expressed herein do not necessarily represent the views of the Editorial staff nor the official views of the Mahoning County Medical Society.

EDITOR

Dean J. Limbert, M.D.

EDITOR EMERITUS

James L. Fisher, M.D.

EDITORIAL STAFF

John C. Melnick, M.D. James A. Lambert, M.D. Jack Schreiber, M.D.

Editorial

There has been traditional antagonism between allopathic medicine and osteopathic medicine for the past 100 years, subsequent to the founding of osteopathy.

It should be recognized that as time passes the differences have diminished and that the distinction is one now of semantics. It is only fair and just that a physician should be judged by his individual qualities and performance rather than by his title i.e. M.D. or D.O. We are all concerned with the quality of care and this should be our primary objective.

Our responsibility is primarily to our patients. It is our duty as physicians to defend our patients from the encroachment of government regulations, hospital administration and labor interference in the practice of our professions. It is long past the time that all physicians join ranks in defending our patients from these intrusions. We should equally strive to improve the quality of medical care throughout this nation. These are common goals which require a common effort. Let us begin now here in our own county medical society.

"Each honest calling, each walk of life, has its own elite, its own aristocracy based on excellence of performance."

> —Dean J. Limbert Editor



JANUARY BANQUET HONORS DR. ANDERSON



LEFT: Attending the banquet to honor Dr. Anderson were (back row) daughters, Laura and Susan and wife, Mary Ann. (Front) Son, David and daughter, Heather.

RIGHT: Sis Soller and Dr. Dietz admire the appreciation plaque held by Dr. Anderson.

Dr. J. James Anderson, retiring as president, was presented an appreciation plaque at the Installation Banquet, Tuesday, Jan. 17th. More than 60 persons braved the worst snow storm of the year to honor Dr. Anderson and to welcome incoming president, Dr. George H. Dietz.

Dr. Anderson was also presented the past-president's pin and a bound volume of the 1977 Bulletin. Dr. Dietz received a new gavel, made by Dr. Pat Cestone. Dr. Hoffmaster, 1977 editor, was presented a bound volume of the Bulletin. Dr. Anderson presented a gift to the executive secretary,

Howard Rempes.

The installation ceremony was conducted by Dr. Anderson. In other business, the following were elected to Emeritus Membership: Dr. B. B. Burrowes, Dr. W. H. Evans, Dr. J. S. Goldcamp, Dr. M. B. Goldstein, Dr. M. E. Krupko, Dr. A. T. Laird and Dr. R. J. Scheetz. Mrs. Sally Melnick, Auxiliary president, was introduced and spoke concerning the relationship of the Auxiliary and the Medical Society.

Past presidents of both the Medical Society and the Auxiliary were asked to stand and be acknowledged.

Dr. Dietz introduced Sis Soller, who regaled the audience with com-

ments and quotations from the writings of Erma Bombeck.

In a solemn moment prior to dinner, Dr. Anderson asked for a moment of silence in memory of those who passed away during the past year: Dr. J. M. Benko, Dr. W. S. Curtis, Dr. H. E. Fusselman, Dr. C. A. Gustaíson, Dr. H. H. Ipp, Dr. G. T. Szabocky and Dr. C. J. Fisher. The invocation was given by Father Lucas.

OSMA COMMUNICATIONS SEMINARS

What is the future of medicine? Will it continue to be provided by private physicians or will it be government-controlled and operated? The answers to these questions may ultimately depend upon the public's understanding of the critical issues facing medicine and their impact on the individual's health care.

These and other crucial questions will be discussed during four regional Communications Seminars to be sponsored by the Ohio State Medical Asso-

ciation.

Specifically, the seminars will discuss public and press relations, how the local county society can begin its own public relations programs, how to work with the local media, how to identify the attitude and opinion leaders in a community and when to approach them. The seminars will also deal with the individual physician and how he or she can develop better patient relations within the office.

Seminars are scheduled as follows:

Athens, University Inn:

Dayton, Sheraton:
Cleveland, Marriott Inn:
March 22-23
March 29-30
March 29-30
April 12-13

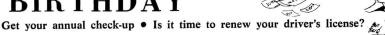
Toledo, Perrysburg Holiday Inn: April 12-13
All seminars are accredited for six (6) hours of Category I CME and meet the requirements for the State Medical Board's relicensure program and the OSMA/AMA Physician's Recognition Award in Category I.

CME REMINDER

The legal requirement for 150 hours of continuing medical education is now in effect, and all physicians must complete their 150 hours between now and Dec. 31, 1979 in order to reregister their medical license in 1980.

The article "Ohio State Medical Board Physician Relicensure Program," page 724 of the December, 1976 issue of the Ohio State Medical Journal gives extensive information. Reprints of the article are available from the Mahoning County Medical Society and the Ohio State Medical Association.

HAPPY BIRTHDAY



Feb. 19 A. Hafiz

Feb. 21 N. B. Salistean

Feb. 22 A. Riberi

Feb. 26

J. R. Sofranec E. M. Thomas

Feb. 27 L. P. Alexander

Feb. 28
I. S. Goldcamp

March 1 L. M. Farolan

March 3 F. C. Lin

March 4

H. L. Queen

March 5

F. J. Gambrel

March 6

J. P. Harvey D. Chung

March 9

A. N. Pannozzo March 10

March 10 R. A. Brown

> M. Szauter N. G. Kastellorios

March 12

S. F. Petraglia March 13

H. W. Haverland

March 15 J. Mersol N. Afrooz

FEBRUARY



A word to your patients about Pre-Admission Testing, Same-Day Surgery and Home Health Care Programs could help us to slow the rising cost of hospital services. Through advertising, we're urging Blue Cross & Blue Shield subscribers to ask their doctors about these cost-containing programs. Some of them

TOGETHER. We Can Help Hold Down The Rate Of Increase In Health Care

have. But your recommendation to use these programs, where medically indicated, would mean so much more. Please help.





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in Eastern Ohio

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Athletic Injury

Vuksta—Chairman
Aiello
Cuttica
Dockry
Levy
Prochnow
Raghavan
Sonntag

Wieneke Blood Bank

Pass—Chairman Garg Rappoport Squicquero Taylor Wiltsie

Budget

Dietz—Chairman Chiu Lambert Limbert Perry Tandatnick

Cancer

Wieneke—Chairman Altman Banez Binder Detesco, A. A. Fok Garcia Garg, S. K. Lenhart Lupse Pass Roth Stechschulte

Canfield Fair

Schreiber—Chairman Friedrich Resch

Child Learning

Brucoli—Chairman Bloomberg Brandmiller Galose Klodell Mahar, Jr. Wegner

Civil Defense & Disaster

Squicquero—Co-Chairman
Wiltsie—Co-Chairman
Banninga
Camp
Cossette
Ca
Finley
Gonzalez
Might
Care

Renner Constitution

Tandatnick—Chairman Friedrich McConnell Ondash Szauter Weiss

Continuing Med. Ed.

Caccamo—Chairman
Afrooz
Binder
Bloomberg
Detesco, T. N.
Klebanoff
Kohli
Mishr
Squicquero
Wang
Wiltsie

Diabetes

McGowen—Chairman
Cleary
Gaylord
Hoffmaster
Hong
Jung
Latorre
Mishr
Rabinowitz
Rosenblum
Slabochoya

Drug Abuse

Stechschulte

Gelbman—Chairman Jenkins Prochnow Sethi Szauter

Geriatrics

Kiskaddon—Chairman Banninga Fok Kohli Kravec McCann McConnell Rabinowitz

Government Medical

Mahar, Jr.—Chairman Anderson Boening Caccamo Chiu Deramo Riberi Ruiz

Grievance

Ruth

Schreiber

Anderson—Chairman
Baumblatt
Chiu
Dietz
Gonzalez
Gregori
Khanni
Kohli
Levy
Lupse
Roland
Sovik
Stanford
Wasilko
Wieneke

Health Screening

Deramo—Chairman Detesco, T. N. Mahar, Jr. Tandatnick

History

Melnick—*Chairman* Brandmiller Fisher, J. L. Moskalik

Hospital Relations

Detesco, A.A.—Chairm
Dallis
DeCicco
Hritzo
McConnell
Ondash
Shorten
Squicquero
Wiltsie

Indoctrination

Melnick—Chairman McConnell Ondash Schreiber Sovik

Industrial Health

Dockry—Chairman
Beynon
Catoline
Fagnano
Fry
Juvancic
Klodell
Levy

Shorten Insurance

Pugh

Schellhase

Abdu—Chairman Guju Hafiz Melnick Pichette

Legislative

Caccamo—Chairman Chiasson Hernandez Holden McCann Ruth Solyn

Maternal Health

Chiasson—Chairman
Alexander
Bernstine
Buckley
Colla
Lenhart
Lepore
Roth
Silverstein
Solyn

Medical Assistants

Evans—Chairman Brandmiller Ruiz Sethi

Medical Legal

Reed—Chairman Adornato Brown, R. A. Chevlen Katz, B. Marcella Sevachko Wieneke

Medical School

Caccamo—Chairman Chevlen Squicquero Wiltsie Zeller

Medicine & Religion

Rosenblum—*Chairman*Colla
DeCicco
Kohli

Mental Health

Boniface—Chairman Constantinidi Gelbman Kachmer Prochnow Solana Szauter Waltner

Prisons & Jails

Levy—Chairman
Belinky
Bernstine
Catoline
Perry
Szauter
Wasilko

Public Health

Goldberg—Chairman Deramo Ellison Fok LaManna, Jr. Mahar, Jr.

Public Relations

Pichette, D.—Chairman Adornato Brown, D. B. Fisher, R. R. Gregg Klebanoff Schreiber Shorten

Radio and TV

Schreiber—Chairman Adornato Galanternick Kachmer Klebanoff McGowen Melnick Riberi

Rehabilitation

Gonzalez—Chairman
Cuttica
Jacobson
Jenkins
Kalfas
Pannozzo
Parris
Saadi

Rural Health

Fok—Chairman Friedrich Petreglia Resch

School Health

Wegner—Chairman
Brucoli
Bleacher
Colla
Hazelbaker
Klahr
LaManna, Jr.
Levy
Sethi
Wang

Social and Program

Perry—Chairman Barton Butcher Crawford Rich

Socio-economic

Sovik—Chairman Butcher Klodell Perry

Speakers Bureau

Banez—Chairman
Binder
Katz, W.
Melnick
Murray
Schreiber
Solyn
Wieneke

TB. Control

Kravec—Chairman Fulks Massullo Torok Turner, J. J. Saadi

Trauma

Cuttica—Chairman
Chiu
Cuddapah
Dockry
Garcia
Klebanoff
Kohli
Raghavan
Vuksta

Welfare Advisory

Perry—Chairman Belinky Deramo Levy Ruth

NON-RESIDENT MEMBERS

Baumgaertel, K. T. Hamlisch, R. E. Rosenblum, A. M. Corredor, D. G. Hill, J. R. Salistean, N. B. Cukerbaum, A. R. Madison, J. R. Schlecht, F. Finn, J. W. Malkoff, J. Soares, M. A. Firestone, B. I. Mermis, W. L. Tochtenhagen, S. E.

Giber, P. G. Reesey, W. C. Trace, I. E. Gordon, J. N. River, G. L. Zeller, L. C.

LILLY TOUR SET FOR MAY

A tour of the Eli Lilly plant at Indianapolis is planned for May 14-16

for Mahoning County physicians and spouses.

Those attending may expect to arrive on Sunday, May 14, and check in at the headquarters hotel, the Rodeway Inn-Airport. Lilly will host a dinner that evening, with tours and discussions on Monday and Tuesday, with the departure set for 4-5 p.m. on Tuesday, May 16.

with the departure set for 4-5 p.m. on Tuesday, May 16.

Arrangements have been made by Robert E. McGivern, Lilly representative in this area. Reservations may be made with Mr. McGivern or the

Medical Society Office.

For those interested, the Indianapolis Speedway time trials are being held on Saturday and Sunday. This is not part of the Lilly tour and arrangements to visit the Speedway must be made individually. Trials are scheduled between 11:00 a.m. and dark on those days.



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___In Memoriam **=**

CURTIS J. FISHER, M.D. 1926 - 1978

Dr. Curtis J. Fisher, 51, died on Tuesday, Jan. 3, of a heart ailment at

Youngstown Hospital Association North Unit.
Dr. Fisher was born in New York City. He earned his undergraduate degree at Moravian College, Bethlehem, Penna., in 1945, and received his M.D. degree at Hahnemann Medical College in 1953.

He served a residency at State University of New York from 1953 to 1957 and taught there from 1957 to 1958, after which he came to Youngstown and opened a practice in internal medicine. At his death he was in association with Dr. Hugh Bennett and Dr. E. R. McNeal at 5437 Mahoning Ave.

PICO ANNOUNCES NEW RATING SYSTEM

COLUMBUS, OHIO - The Physicians Insurance Company of Ohio has eliminated its premium charges to medical partnerships or corporations for medical professional liability primary coverage, provided that all members of the partnership or corporation have individual primary policies with the company.

Joseph K. Gilmore, president of PICO, said the rate reduction is effective immediately on new policies written and on the respective renewal

dates of policies in effect.

Explaining PICO's action, Gilmore stated: "It has been standard procedure in the insurance industry to extend medical professional liability primary coverage to a partnership or corporation for a premium charge equal to 20 percent of the aggregate annual premiums of its members for their individual policies. We believe, based on a careful and extensive analysis, that we can extend this coverage for the premiums generated by the individual policies only."

Gilmore said that PICO's action will result in significant savings to the growing numbers of physicians and surgeons who are members of medi-

cal partnerships or corporations.

PICO provides medical professional liability insurance to more than 2,500 Ohio physicians. The company also offers physicians a complete line of property and casualty insurance products, including a Physician's Office Protection Policy, Homeowners insurance and Family Automobile insurance.

PSRO GROUP ORGANIZED

Physicians Peer Review Association filed articles of incorporation with the State of Ohio on Dec. 30, 1977, for the purpose of assuming duties and responsibilities of a Professional Standards Review Organization for Ohio PSRO Area XIII.

Trustees named in the articles are: James A. Lambert, M.D.; Edward A. Shorten, M.D.; Raymond J. Cannane, D.O., Massillon; James Fraser Jackson, M.D., East Liverpool; and John R. Phillips, M.D., Warren

PSRO Area XIII consists of Mahoning, Stark, Columbiana and Trumbull counties.

EMERITUS MEMBERSHIP

Dr. Marie B. Krupko was elected to Emeritus Membership in the Mahoning County Medical Society at the January meeting. Her name was inadvertantly omitted from the Emeritus List in the January Bulletin.

From the Bulletin

FORTY YEARS AGO — FEBRUARY, 1938

During the great Depression of the 1930's the hospital dispensaries had been closed due to lack of funds. The indigent had been cared for by the Emergency Relief which paid doctors \$1.00 for an office call and \$2.00 for a house call. Now they were planning to reopen and there was much discussion about their function in the medical scene. It was agreed that they were needed for teaching purposes and the Society approved the acceptance of patients on a subsistence level whose medical care was not provided by any other agency. The same arrangements exist today.

THIRTY YEARS AGO — FEBRUARY, 1948

The latest thing in medicine was the Papanicolaou detection test for Cancer of the Uterus.

A. R. Cukerbaum wrote about the antihistamine drugs. He mentioned Torantil and Antergan which first appeared in Europe in 1942. Benadryl and Pyribenzamine were produced in our country in 1946.

W. J. Tims as Health Commissioner reported that Influenza due to type A virus was on the increase.

New members were: Clyde K. Walter, Kenneth E. Camp, Rollis R. Miller, and Anthony J. Bayuk.

Harold Reese topped the doctor's bowling league with a score of 263.

Gabriel DeCicco was appointed Chairman of the Membership Committee of The American Academy of General Practice in Cleveland and was assigned to organize a chapter in Mahoning County.

TWENTY YEARS AGO — FEBRUARY, 1958

President Detesco wrote: "The modern physician should develop three qualities: He should be a cultured man, he should be capable of compassionate and perceptive responses, and above all he should be a scientist."

Editor Morris Rosenbaum wrote: "The advance in the treatment of heart disease has been phenomenal. What will it be 300 years from now?"

Kurt Wegner had an important article on "The Infant With Congenital Heart Disease."

The annual banquet in January was held at the Youngstown Country Club. It was the first time that wives were invited. There was an informal cocktail hour and the main course was Cornish hen stuffed with wild rice. It was a gala affair.

New members were: Kurt Wegner, Elsa Shapira, Harry Holden and John (Jake) Turner.

TEN YEARS AGO — FEBRUARY, 1968

Thirteen new members were inducted that month. They were Doctors: Abdu, Bleacher, Carbonell, Cinelli, Einfalt, Fry, Garcia, Gilliland, Gonzalez, Kopinski, McKenzie, Moskalik, and Vette.

President Bob Fisher described the new Regional Medical Program as "unique in that it represents the first Federal aid directed exclusively to the Medical Profession." Dr. Ed. Pichette warned concerning the dangers of the Federal proposal for re-examination of physicians.

When the government gives something, it always exacts a price.

-Robert R. Fisher, M.D.



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- Oxygen cylinders and portable units.
- Expert service and repair.

- · Ostomy supplies.
- 24-hour emergency phone line thru Medical-Dental Bureau.
- Delivery anywhere.
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PHYSICIAN ADVERTISING DEFINED

It has been established by custom that newspaper advertising by physicians shall be of a specific size, which is 2 columns wide by 2 inches high. The size has been approved by the council of the Mahoning County Medical Society.

SAMPLE AD SHOWING THE APPROVED SIZE

JOHN Q. MEDSOC, M.D.

Announces the Opening of His Office

1234 CENTRAL AVE.

For the Practice of

GENERAL MEDICINE

Phone 747-4956 Office Hours by Apt.

2 inches

- 2 columns -

Advertising may be placed for the opening of an office, for a change in office location, for the formation of an association or partnership, for the termination of an association or partnership, and for the termination of practice.

It is customary and approved for ads to run three successive days in the

newspaper.

MCMS RECEIVES MUSEUM ITEM

Another historical donation has been received by the Mahoning County Medical Society. Dr. Sovik gave to the Society a case of lenses used by Dr. Herbert Bennett, who was in the practice of EENT in Lisbon for many years. Dr. Bennett was a 1911 graduate of Western Reserve Medical School and a Spanish-American War veteran. He died in 1969. The donation was made by Mrs. Bennett, who still resides in Lisbon.

The Medical Society is actively seeking old medical material and is running an ad in the classified section of each Bulletin asking members to "not throw it away." Call the Medical Society first.

ADDRESSES FOR OHIO LEGISLATORS

To write to your Ohio State legislators, address your letter to the senator or representative, c/o State House, Columbus, Ohio 43215 Senators from Mahoning County are:

(District 32) Thomas E. Carney (District 33) Harry Meshel

Representatives from Mahoning County are:
(District 51) Thomas P. Gilmartin
(District 52) George D. Tablack
(District 71) Thomas J. Carney

The addresses of Ohio's United States legislators are:

Sen. John H. Glenn, Senate Office Bldg., Washington, D.C. 20510 Sen. Howard Metzenbaum, (same Senate address)

Rep. Charles J. Carney, House Office Bldg., Washington, D.C. 20515

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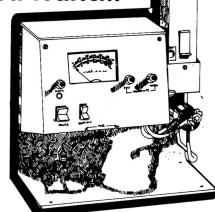
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MATIONAL BANK

PROCEEDINGS OF COUNCIL Jan. 10, 1978

The regular meeting of the Council of the Mahoning County Medical

Society was held on Tuesday, Jan 10, at the Youngstown Club.

Dr. Pichette, Sixth District Councilor, reported on the special meeting of the OSMA House of Delegates, held Sunday, Dec. 18, and attended by our delegates. The House passed a resolution which stated that it could no longer support H.R. 1818, the AMA's national health insurance bill, as it is now constituted.

The following applications for membership were presented by the Censors:

ACTIVE: Thomas N. Detesco, M.D.

Michael I. Jacobson, M.D.

Steven M. Kalavsky, M.D. Chong M. Lee, M.D.

H. M. Wang, M.D.

The applications were approved. Applicants will become members of the Mahoning County Medical Society 15 days after publication in the *Bulletin*, unless objection is filed in writing with the secretary before that time. It was noted that the Records Dept. of the AMA had not yet received records on Dr. T. E. Ragland.

Dr. Anderson reported that a planning grant for an Area XIII PSRO

has been filed by a local group.

The HSA Liaison Committee meeting with the HSA Committee and a group of attorneys was reported by Dr. Kiskaddon and Dr. Sovik. The meeting held was to discuss Dr. Kiskaddon's proposal to have plaintiffs and their attorneys pay some portion of the physician's expense in the event that they should lose a malpractice suit.

The Geriatrics Committee reported that their work with the Mahoning

County Health Department is completed.

A letter from Dr. Reed to Atty. Eugene Fox concerning meetings of the medical-legal committee with the attorneys was read.

Dr. Anderson noted that the deadline for resolutions to the Ohio State Medical Association is March 8th.

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