



Founded 1872

BULLETIN

THE MAHONING COUNTY MEDICAL SOCIETY

Volume LIX

Number 2

February, 1989


**Refer Your
Patients to
the Gentle
Ones.**

**Breast Care
Centers**



**LOW DOSE MAMMOGRAPHY
BREAST SELF EXAM INSTRUCTION
NO APPOINTMENT NECESSARY
CARING PROFESSIONALS**

Lloyd E. Slusher, M.D. / Jon Molisky, D.O.

WEST BOARDMAN:
725 Boardman-Canfield Rd.
726-9000

EAST BOARDMAN:
819 McKay Court
726-9006

AUSTINTOWN:
45 N. Canfield-Niles Road
Suite 400
793-7770

YOUNGSTOWN:
510 Gypsy Lane
743-6444

Officers

Karl F. Wieneke, M.D.
President
James A. Lambert, M.D.
Vice President
Kimbroe J. Carter, M.D.
Secretary
Danny Chung, M.D.
Treasurer
Hai-Shiuh Wang, M.D.
Immediate Past President

Board of Censors

Karl F. Wieneke, M.D.
James A. Lambert, M.D.
Hai-Shiuh Wang, M.D.

OSMA 6th District Councilor

J.J. Anderson, M.D.

OSMA Delegates

J. James Anderson, M.D.
James A. Lambert, M.D.
Lloyd E. Slusher, M.D.
Hai-Shiuh Wang, M.D.
Karl F. Wieneke, M.D.

OSMA Alternate Delegates

A. Gary Bitonte, M.D.
Thomas N. Detesco, M.D.
Brian S. Gordon, M.D.
Prabhudas R. Lakhani, M.D.
Richard A. Memo, M.D.

Members At Large

Chester A. Amedia, M.D.
Glenn J. Baumblatt, M.D.
Jane F. Butterworth, M.D.
Salim El-Hayek, M.D.
James F. Ervin, M.D.
John G. Guju, M.D.
Murali Guthikonda, M.D.
Althanoios D. Kasamias, M.D.
Milton J. Lenhart, M.D.
Catherine E. Molloy, D.O.

Public Relations Director

Jane F. Butterworth, M.D.

Editor

Brian S. Gordon, M.D.

Table of Contents

President's Page	6
From the Desk of the Editor	8
Proceedings of Council	10
Society Installation	14
From the Bulletin	16
From the Physician's Advisory	20
Western Reserve Care System, CME ...	22
Comments	25
Classified	29
St. Elizabeth Hospital, CME	30
NEOUCOM News	30

**1989 MAHONING COUNTY
MEDICAL SOCIETY MEETINGS**

Tuesday - Jan. 21
Tuesday - March 21
Tuesday - May 16
Tuesday - September 19
Tuesday - November 21
Tuesday - December 19

The Bulletin is published nine times a year monthly with the exception of May, July & August, by the Mahoning County Medical Society, 5104 Market St., Youngstown, OH 44512. Ph. 216/788-4700. Eleanor Pershing, Executive Director

EDITOR

Brian S. Gordon, M.D.

EDITORIAL STAFF

Emil S. Dickstein, M.D.

Robert R. Fisher, M.D.

John R. LaManna Jr., M.D.

John C. Melnick, M.D.

MANAGING EDITOR

Eleanor Pershing

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.

Advertisements do not imply sponsorship or endorsement.

Professional Decisions.

It is an important decision as to who will administer your insurance needs. Let Stillson and Donahay make that decision easier for you to make.

We are professionals, locally owned and operated with over 60 years in the Mahoning Valley; endorsed by the Mahoning County Medical Society for over 40 years.



Call us... It could be the most important professional decision you make.

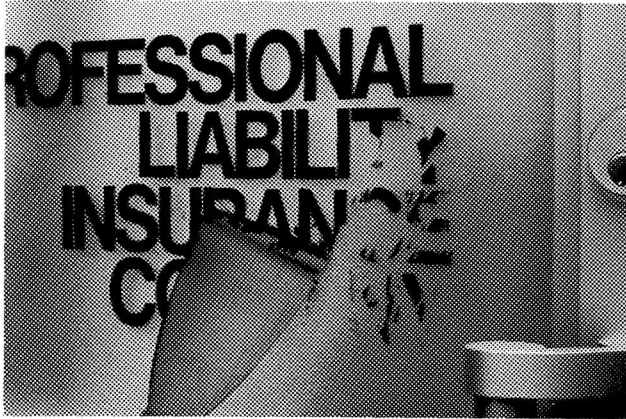
Life, Disability and other Health Insurance

**Stillson
& Donahay**
AGENCY, INC.

Ralph Amity • John Fouse • Reuel Peck

**Bank One Building • 30 North Main Street
Poland, OH 44514 • Phone: (216) 757-3726**

In ten years your
malpractice carrier may
be just a memory.



Unless it's Medical Protective.

The most important thing an insurance company sells is its promise to be here when you need help. Unfortunately, that's a promise that's easy to make, but hard to keep.

When you consider liability insurance, remember this. A company that's survived tough times before is more likely to come through a crisis period. And no company has weathered more of the industry's tough times than The Medical Protective Company because we pioneered professional liability coverage nearly a century ago.

For more information contact your Medical Protective Company general agent. He'll be here when you need him.

**THE
MEDICAL PROTECTIVE COMPANY**

FORT WAYNE, INDIANA

Robert Dowdy, Edward J. Kupcho
Suite 111, 1 Commerce Park Square, 23200 Chagrin Blvd.
Beachwood, OH 44122, (216) 464-9950



Karl F. Wieneke, M.D.

PRESIDENT'S PAGE

Because of its importance and timeliness, I would like to call to the attention of the membership the program of the March 21 meeting of the Mahoning County Medical Society, presented by the *AIDS Awareness Committee*.

Robert C. Gallo, M.D., AIDS Researcher at the National Cancer Institute in Washington, D.C. has written: "AIDS is the best and most dramatic example of the physician's lifelong need for continuous education in science and humanities. Never, at least not in modern times, has a disease had so much and varied impact on life. Medical, hospital conflicts, where to put patients, how much separation there should be, cost, the complexity of the disease, social problems, psychological, economic, legal, ethical, moral issues. Never was there such poor understanding...It is like plague in its horror and what it does to a person in its finality, in its seriousness. The good news is that unlike plague, it will never ravage a town, spreading rapidly through it, destroying everything in its path. The bad news is that although it doesn't do that, it doesn't go away, plague does. So this virus will be here for as long as anyone, and their children and their children's children will ever know, unless medical science solves the problem...Only rarely before have we seen health professionals decline to serve as has sometimes occurred with AIDS. Part of the problem has been an insufficiently prepared and insufficiently educated physician of our generation...'

The *AIDS Awareness Committee* of the Mahoning County Medical Society under the chairmanship of Chester A. Amedia, M.D., has organized a program with emphasis on the new regulations regarding disposal of medical waste in physicians' offices. As a result of the ever-increasing problems associated with AIDS, federal and state legislation has recently been enacted. Guest speakers from the Ohio Department of Health, OSHA, BFI Medical Waste Systems and Waste Management will present an informative program on how this legislation affects us as practicing physicians in the hospital environment as well as in our offices. This program is approved for 1-1/2 hours of CME credit.

Join us on March 21!!!

Only PICO continues to offer

OCCURRENCE COVERAGE

plus the new..

MERIT RATING PLAN AND THE FIVE STEP PLAN



All with loss-free premium
discounts and coverage limits
up to \$5 million.

The PICO/OSMA Group Program is flexible, with
options in coverage and pricing to meet
your specific protection needs.

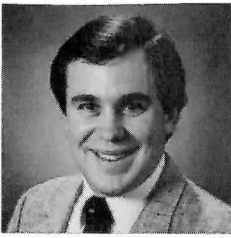
The independent insurance agent representing
PICO in your area can help you select the
professional liability plan that is best
for your medical practice.

Represented by:

THE GLUCK INSURANCE AGENCY

2901 Market Street, P.O. Box 8629
Youngstown, Ohio 44507





Brian S. Gordon, M.D.

From the Desk of the Editor

The Four Questions

After much debate by your representatives in organized medicine, the AMA with support from the OSMA and the Mahoning County Medical Society has adopted a policy of supporting the Harvard University resource based relative value system as the method of payment for medical care dispensed by physicians through the Medicare system. It is assumed that the Medicaid system and private carriers will follow the tide and that most physicians will be paid for their services through this system, the HMO system, or combinations of these.

Through the political process, the general public through consumer advocate groups and business organizations felt that the monopoly of medicine must come under restraints both fiscal as well as quality. The fee-for service method in the past was too expensive and didn't reflect realistic prices for the work or technology involved. Therefore, beyond the HMO system four basic alternatives were thought viable. First, was a DRG system. This could either manifest itself as a direct payment from Medicare to physicians for total care of a patient in and out of the hospital for specific diagnoses or by paying a hospital for specific DRG and have the hospital administrator dole out the cash as he sees fit. Problems with this were numerous but ultimately, were unfair to the physicians where payments often would not match the work put into a case.

The second, was an extension of the MAAC system. This was based on profiles of payments and would inherit all the problems of the fee-for service system and few of the benefits since cuts and payments would be across the board. This would make certain procedures or methods of care economically infeasible thus limiting patient care. The third is based on the Canadian system which in affect would completely socialize medicine and payments would be made at the whim of Medicare officials with ceilings on earnings to spread the money over the whole system. This provided poor incentives to physicians and also forced some patients to seek care from physicians who are not at the top of their profession.

Finally, the resourced based relative value system was considered. Unlike other RVS systems (especially the Florida RVS system) this method of payment was not based on previous prices which may or may not be realistic but rather on several factors which included training, cost of care, cost of technology, location, stress and other factors. It has been deemed the most equitable of systems except if you're in orthopedics or ophthalmology. The only thing remaining is a question of balanced billing. The AMA wants it, the Government doesn't. This should be worked out this year.

So dust off those antique ways of doing medicine, here comes "modernization".



**DeBald
and
Company, Inc.**
OFFICE SUPPLIES

1300 Wick Avenue
P.O. Box 6085
Youngstown, Ohio 44501
746-0597

BOARDMAN

HEARING AID SERVICES

Associated with Youngstown Hearing & Speech Center

*Let Our Professional Staff of Licensed Specialists with
Over 45 Years of Service Custom Fit You with a Hearing Aid
So You Can...*

HEAR THE LOVE AROUND YOU!

**Sales & Service
On All Major Brands**

758-7345

6251 Market St. • 2 Blocks North of Beeghly Medical Park
AT THE DOOR PARKING

Authorized Dealer



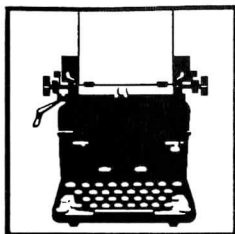
Those in the Medical Field Can't Spend All Day in the Waiting Room

Time is especially critical to those in the field of medicine. And this is one reason why Barrett Cadillac, located near all of Youngstown's major hospitals, is a logical choice for all your automotive needs.

Convenience, competitive pricing, unmatched service—all at Barrett.

The Class of the City 
BARRETT Cadillac Inc.
CADILLAC-JEEP-EAGLE

907 WICK AVE. YOUNGSTOWN OH PHONE 747-3521



Proceedings of Council

JANUARY 10, 1989

The monthly meeting of the Council of the Mahoning County Medical Society was held on Tuesday, January 10, 1989 at the Moonraker Restaurant.

The president, Dr. Wang, called the meeting to order at 7:00 p.m. and welcomed new Council members, Drs. Butterworth, Chung and Molloy.

Motion carried to dispense with the reading of the minutes of the December meeting which had been previously mailed to the members.

The treasurer's report was given and motion carried authorizing the payment of bills as listed with the agenda. The membership report noted as of January 9, 1989 there were 369 active members, 75 emeritus members and 17 non-resident members. A total of 240 members had paid 1989 dues. Of that number, 11 were non-resident members.

Suggestions were given on involvement of residents and of students from Northeastern Ohio Universities College of Medicine. Motion carried to appoint a committee to study student membership.

In his president's report Dr. Wang thanked the Council members for their cooperation during his term of office and in passing the gavel to Dr. Wieneke, 1989 president, commented on the exciting year ahead for the Mahoning County Medical Society.

Communications included a letter from Northeast Ohio Legal Services announcing expanded Medicaid coverage for pregnant women and children; a copy of a letter, from the State Medical Board, sent to a non member physician; and appreciation letters from Dr. DeCicco, Katherine Wisse, OSMA, and Jean Kelso Mahoning County Medical Society volunteer.

COMMITTEE REPORTS

Youngstown Area Health Care Benefit Partnership Project

An overview of various plans was given.

Aids Awareness

Representatives from B.F.I. and Waste Management have accepted invitations to participate in the March 31, 1989 program.

Health-O-Rama

Dr. Schreiber has agreed to chair the planning committee.

SIXTH DISTRICT COUNCILOR

Dr. Anderson reminded members of the 6th District Caucus meeting on February 16, 1989 and of the OSMA Annual Meeting, May 4, 1989. He commented on the upcoming AMA Leadership Conference and the importance of involvement. Motion carried to send the executive director to the Conference.

UNFINISHED BUSINESS

Premium sent to Community Mutual Blue Cross/Blue Shield for both active and retired groups.

Professional Liability Insurance - a representative from the insurance agency will be asked to attend the February 14, 1989 Council meeting

Cooperative Committee between Mahoning County Medical Society, Osteopathic Society, Dental Society and Pharmacy Society. A planning session will be held the end of January.

NEW BUSINESS

Motion carried naming the Mahoning National Bank, Dollar Savings and Trust Co. and the Bank of New York as depositories of Society funds.

Section 89 of the Internal Revenue Code and how it relates to the Mahoning County Medical Society was reviewed.

ANNOUNCEMENTS

President's Ball/Installation of Officers - Saturday, January 21, 1989, Wick Pollock Inn

Council meeting - Tuesday, February 14, 1989 - Youngstown Club

ADJOURNMENT

The meeting was adjourned at 9:45 p.m.

Osteoporosis diagnosis and monitoring of treatment by Dual Photo Densitometer

This equipment is the state of the art and the current medical practice in our area.

Some indications for doing bone density measurement at the femoral neck and lumbar spine as per Annals of Internal Medicine 1987 are...

Post Menopausal, Chronic Glucocorticoid/Alcohol/Anticonvulsive drugs and Thyroid Intake, Pathological fractures, Post bowel resection, poor Calcium intake, and Follow up treatment for Osteoporosis.

We accept all major private insurance companies
& Medicare.

Patients are seen only by referral and appointment.

Call for appointment 757-3744/757-8900

Suman K. Mishr M.D.

**Osteoporosis Diagnostic Center of N.E. Ohio
287 W. McKinley Way, Poland 44514**

Time is Money.



In the time you spend waiting for your patients to pay you, your money could be working for you.

Let **Patient Billing Service Inc.** manage your accounts receivable for rapid turnaround, while you put your hard-earned dollars to work.

With PBS, you pay only on the amount we collect. That's an incentive you can appreciate, because it means we'll pull out the stops to assure maximum payment.

Our physician billing services include:

- The same responsive attention to patients that you provide, including WATS line access.
- An account manager for each client.
- Effective follow-up. Less than 2 percent of our accounts go to collection agencies.
- Excellent receivables management, with average billing days significantly under industry standards.
- Collected billings deposited directly to your account daily.
- Physician/office staff consultation, vigorous insurance follow-up and aggressive coding to maximize reimbursement.
- Customized marketing data to help you track patients for sophisticated practice management.

Satisfied clients tell us the dollars we generated from previously uncollected billings paid for our services. For references from satisfied physicians or for more information, call us today. Time is money.

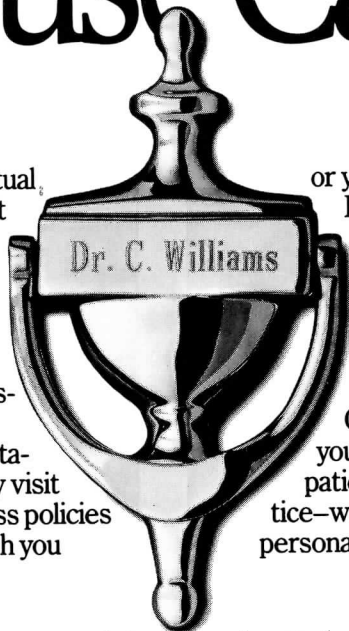


**Patient
Billing
Service Inc.**

4673 Winterset Drive
Columbus, Ohio 43220
1-800-421-7728

We Still Make House Calls.

Community Mutual feels the best, most up-to-date service isn't *always* at the other end of a phone line. That's why, at your request, our Professional & Provider Relations representatives will personally visit your office to discuss policies and procedures with you



or your office staff. If you prefer calling us, we do our best to answer your question or solve your problem in that first single telephone call. Our goal is to help you provide all of your patients—and your practice—with the very best of personalized service.

Professional & Provider Relations— Your Partners In Service

For medical claims or payment questions, call 1-800-282-1016.

For dental claims or payment questions, call 1-800-282-1730.

For information on policies or procedures, contact our representative in your area:

*Canton Area
(216) 492-2151*

*Cleveland Area
(216) 642-0955*

*Dayton Area
(513) 228-8710*

*Toledo Area
(419) 249-7400*

*Cincinnati Area
(513) 872-8381*

*Columbus Area
(614) 433-8686*

*Lima Area
(419) 228-3457*

*Youngstown Area
(216) 783-9800*

COMMUNITY MUTUAL



**Blue Cross.
Blue Shield.**

Ask us about Community Preferred, the new benefits option Ohio employers have been asking for.

® Registered Marks Blue Cross and Blue Shield Association.

Society Installation Held



(L to R) Dr. K. Wieneke, Dr. H.S. Wang

Dr. Karl F. Wieneke was installed as president of the Mahoning County Medical Society and Dr. Hai Shiu Wang was honored as outgoing president at the annual installation and President's Ball held Saturday, January 21, 1989 at the Wick Pollock Inn. Chairmen for the event were Dr. and Mrs. Antonio Gestosani.

A moment of silent prayer was observed for the Society members who had passed away during 1988: Dr. L. Bernstein, Dr. J.B. Birch, Dr. A.R. Cukerbaum, Dr. S.G. Patton and Dr. B. Taylor.

Dr. Wang recognized the following past presidents in attendance for their contributions to the Society: Drs. Abdu, Anderson, Barton, Barton, Chiu, Detesco, Dietz, Jenkins, Memo, Ondash and Pichette and special acknowledgement was given by Dr. Wang to the outgoing members of Council: Drs. Angtuaco, Barton, Gregori, LaManna Jr. Levy, Mishr, & Palmer. A bound volume of the *Bulletin* was presented to Dr. LaManna Jr., 1988 Editor.

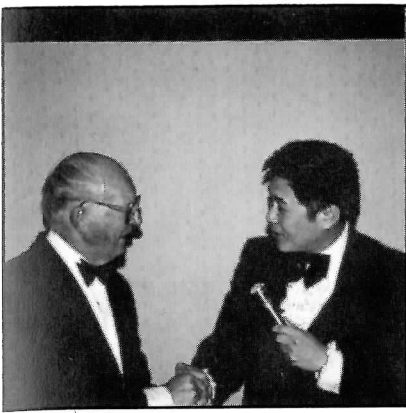
Dr. Stephen W. Ondash, who was introduced by Dr. Rashid Abdu, was presented his "Doctor of the Year" plaque by Dr. Wang.

The following members of Council were called forward and Dr. Wang administered the oath of office: Drs. Wieneke, Anderson, Amedia, Baumblatt, El-Hayek, Ervin, Gordon, Guju, Guthikonda, Kasamias, and Memo.

Following the installation ceremony Dr. Wang presented an engraved gavel, made by Dr. Anderson, 6th Ward District, to Dr. Wieneke. In turn Dr. Wieneke presented the traditional past president's plaque and pin to Dr. Wang on behalf of the members of the Society. A bound volume of the *Bulletin* was also presented to Mrs. Wang.

Dr. Wang introduced Mrs. Carol Kalavsky, president of the Mahoning County Medical Society Auxiliary, who commented on the cooperation of the Society and on the various projects of the Auxiliary. He also introduced Eleanor Pershing, executive director of the Society, and presented her with an engraved attache case from him in appreciation of her work during his term.

A social period followed the conclusion of the meeting.



(L to R) Dr. Ondash, Dr. Wang.



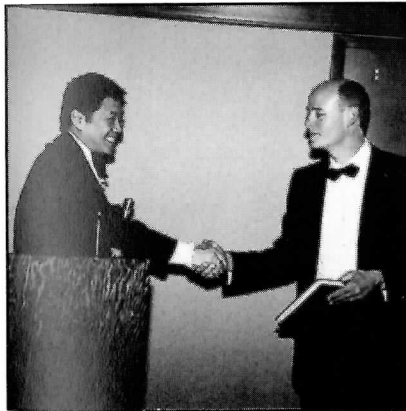
(L to R) Dr. Wieneke, Mrs. Wang.



(L to R) Drs. Guthikonda, Guju, Kasamias, Memo, Amedia.



(L to R) Drs. Baumblatt, Ervin, Gordon, El-Hayek, Wieneke, Anderson.



(L to R) Dr. Wang, Dr. LaManna, Jr.



(L to R) Front Row: Mrs. Wieneke, Dr. Wieneke, Dr. Wang, Mrs. Wang. Second Row: Dr. Anderson, Mrs. Anderson, Mrs. Kalavsky, Dr. Kalavsky, Mrs. Gestonsani, Dr. Gestonsani.

Photos courtesy of Dr. & Mrs. R.L. Jenkins.



Robert R. Fisher, M.D.

From the Bulletin

FIFTY YEARS AGO FEBRUARY 1939

D.A. Gross had a leading article on "The Origin and Fate of Bile Pigment" and Louis Deitchman wrote up the last illness of George Washington in the form of a case report in the modern manner. Both articles were highly informative.

Joe Hall was recovering from injuries received in a traffic accident. Paul Mahar was just back to work after a serious illness. J.K. Herald was appointed to the Surgical Service and M.M. Szucs to the Medical Service at St. Elizabeth's Hospital. Nate Belinky was a new interne there.

New members of the Society that month were: Michael J. Sunday, James Herald, Asher Randell, Stanley Myers, John A. Rogers and Howard Mathay.

FORTY YEARS AGO FEBRUARY 1949

There was a great excitement about a bill in Congress to set up the machinery for National Health Insurance. This County Medical Society went to work as if the fate of the Nation depended on it.

A joint committee was formed to weld the Society into an efficient striking organization to put our view before the public. It consisted of the *Bulletin* Editor (Gustafson), the Program Chmn. (Coombs) the Public Relations Chmn. (Reilly), the Lay Education Chmn. (Ondash), and the Legislative Chmn. (Skipp).

It was an ambitious effort and the compulsory health insurance was defeated, not by what was done but because the same thing was going on all over the Country. You can thank the A.M.A. for many years of freedom from socialized medicine.

THIRTY YEARS AGO FEBRUARY 1959

Gabriel DeCicco was honored by the St. John's Episcopal Church for outstanding community service. His work in establishing the Academy of General Practice and the Cancer Society was cited as well as his service as vestryman at St. John's. He was President of the Medical Society in 1956.

Richard J. Jarvis became a member of the Society. Frank Tiberio was interning at St. Elizabeth's Hospital.

TWENTY YEARS AGO FEBRUARY 1969

Dr. Leonard Caccamo announced the successful conclusion of the \$30,000 Fund-Raising Drive to provide a feasibility study for a medical school in the Youngstown area.

Outgoing President Dr. Robert Fisher presented the OSMA 50-Year Pin to his father, Dr. James L. Fisher. "J.L." was the creator and original editor of the *Bulletin* and the creator of this column.

Dr. H. Bryan Hutt was named Chief of Pediatrics at Youngstown Hospital. The "President's Ball" was held February 22nd at Fonderlac Country Club.

New member that month was Jan. P. Vette, M.D.

TEN YEARS AGO FEBRUARY 1979

Dr. J.K. Herald died of a heart attack, just forty years after he became a new member. He was 69. He had served as Chief of Surgery and a member of the Executive Board at St. Elizabeth Hospital.

New members that month were: ACTIVE: Nadar Afrooz, M.D., Tijinder Singh Bal, M.D., Richard L. Bernstine, M.D., Pang-Hsiung Huang, M.D., Tae R. Rhee, M.D., George J. Prochnow, M.D., Suman K. Mishr, M.D. ASSOCIATE MEMBERS: Consuelo C. Albarran, M.D. and Richard Allen Memo, M.D.



...and call us in the morning.

To most physicians, marketing and public relations are real headaches. They can even keep you awake at night. But we have a plan for fast relief.

Over the last three years, we've helped many private-practice physicians eliminate their marketing migraines. And we've prescribed successful public relations programs for several local specialty groups.

So the next time a marketing migraine keeps you awake at night, take two minutes to find this ad--and call us in the morning.

FARRIS
ADVERTISING • MARKETING
PUBLIC RELATIONS

**Shops on the Glen Suite 3
4845 Market Street
Youngstown, Ohio 44512
Phone: (216)782-8061**

**Youngstown
Hearing &
Speech
Center**

6505 MARKET STREET
YOUNGSTOWN, OHIO 44512



*We Help Children and Adults
Who Have Difficulty
Hearing, Speaking and Learning.*

CALL US IF WE CAN BE OF SERVICE.

6505 Market Street, Beeghly Medical Park

726-8855



**Examine
Mahoning Bank
for Your
Equipment
Needs**

For professional financial
service, call
Mr. Richard E. Davis
Vice President
742-7000



MAHONING BANK



...your financial center

Member FDIC

NOW, PHYSICIANS HAVE A CHOICE



**THE
OCCURRENCE
PLAN**

**THE
MERIT RATING
PLAN**

**THE
FIVE STEP
PLAN**

Three distinctive coverage and pricing concepts, each with loss-free premium discounts and coverage limits up to \$5 million.

**The PICO/OSMA Medical Professional
Liability Insurance Group Program**

Home Offices: Bates Drive, P.O. Box 281
Pickerington, Ohio 43147 (614) 864-7100
In Ohio 1-800-282-7515





Physician's Advisory

How much buy-in detail should you give a newly employed doctor?

Too much detail about becoming a co-owner several years later complicates your new-doctor recruitment effort. Our "Dr. New Letter" gives enough information in simple style.

If you want a bright young physician to join your practice, you will almost surely have to spell out the arrangements for him or her to become your "partner." You must, of course, be free to decide later on whether or not to offer partnership, but you cannot ignore the details until then.

This is especially true if you are insisting on a restrictive covenant prohibiting him or her from practicing in your area except with you. You would then have the negotiating power to impose an unfair buy-in or else to require your associate to leave town.

Your Immediate Goal

And yet we have seen new doctor recruitments become so complicated by the buy-in details that the talks simply collapsed. The young physicians decided to accept other offers whose terms seemed more favorable, though sometimes the differences were more a matter of perception than of economic reality.

So it's important to "package" the buy-in details in a way that will help accomplish your primary goal. That goal is signing up the young doctor you want the most, not to negotiating all the details of a future partnership agreement.

What is the proper "mix" between specific details and simplicity? We prefer describing the guts of the future arrangement in one section of the contract employing your new doctor. That contract may simply be a legally binding letter of agreement, which we prefer over a more formal, legalistic document.

Here is the selected section from what we call our "Dr. New Letter" as it applies to the future buy-in details:

"Co-ownership – If you and we specifically agree in writing to proceed in practice together after December 31, 1991, we will sell you sufficient shares in our corporation for you to become our fourth equal shareholder. The price for those shares will be based upon the corporation's "net book value" (which would not include accounts receivable or goodwill) as of the date, such figure to be modified so that depreciation on all equipment, furnishings and fixtures (except for any automobiles) will be restated by using straightline depreciation over a twelve year

useful life. As of last December 31, that figure was about \$26,000, so your price would have been about \$6,500; we do not foresee any major change in the price.

Upon becoming a co-owner, you will participate in our regular income sharing arrangement (presently based mostly on productivity), except that your calculated share of the income (which would include salary, any bonuses and retirement plan contributions) will be multiplied by the following percentages to determine your "discounted" share:

During 1992	=	60%
During 1993	=	70%
During 1994	=	80%
During 1995	=	90%
On and after January 1, 1996	=	100%

If your format instead reduces the new partner's income shares on the basis of the specific dollar value of accounts receivable and/or goodwill, the last part of the second paragraph may instead read along these lines:

"...except that your share of such income (...) will be reduced in each of the first four years of co-ownership by amounts totalling one-fourth of the sum of: (i) the practice's outstanding accounts receivable value (as uniformly determined by our accountant) as of 12/31/91, plus (ii) 35% of the practice's gross income actually received in 1991."

One of the reasons we prefer the former approach—discounting the new partner's income shares by percentages—is that it avoids questions about goodwill values. It's easier to close the deal without getting into that subject. Nevertheless, the quoted language presents both approaches in a straightforward manner and will help you end up with a signed-up recruit.

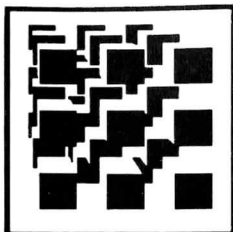
Excerpted with permission from
The Physician's Advisory, Leif C. Beck, LL.B., C.P.B.C., Publisher

James D. Culcasi C.P.A.

*Announces the Establishment of
His Accounting Office at*

*725 Boardman-Carfield Rd. M-2
P.O. Box 3393
Youngstown, Ohio 44512
Phone (216) 726-2532*

*Offering Professional, Personalized Services
Income Tax • Accounting • Auditing • Business Planning and Consulting*



Western Reserve Care System-CME

- March 2, 1989 - Internal Medicine Grand Rounds. "Diagnostic and Therapeutic Uses of Hypothalamic Hormones" Lawrence A. Frohman, M.D., Professor of Internal Medicine, University of Cincinnati College of Medicine, Director, Division of Endocrinology and metabolism, University of Cincinnati Medical Center, Cincinnati, Ohio.
- March 2, 1989 - Pediatric Grand Rounds, "RSV: New Approaches and Treatment", Lawrence R. Stanberry, M.D., Ph.D., Associate Professor of Pediatrics, University of Cincinnati College of Medicine, Pediatric Infectious Disease Specialist, Children's Hospital Medical Center, Cincinnati, Ohio.
- March 4, 1989 - Anesthesiology Lecture Series, "Update on Neuroanesthesia", John B. Werning, M.D., Assistant Professor of Anesthesiology, NEOUCOM, Anesthesiologist, Western Reserve Care System.
- March 4, 1989 - Tumor Conference, Richard J. Marina, M.D., Moderator, Assistant Professor of Internal Medicine, NEOUCOM, Director, Gastroenterology Service, Western Reserve Care System.
- March 7, 1989 - Emergency Medicine Lecture Series, "The Red and Painful Eye" Keith Wilson, M.D., Ophthalmologist, Western Reserve Care System.
- March 8, 1989 - Pathology Grand Rounds, "Interstitial Pneumonitis", Richard K. Cochran, M.D., Assistant Professor of Pathology, NEOUCOM, Pathologist, Western Reserve Care System.
- March 9, 1989 - All Divisions - Pediatrics, "Autism: From Childhood through Adulthood", Nancy J. Minshew, M.D., Assistant Professor of Psychiatry and Neurology, University of Pittsburgh School of Medicine,

M. Maurine Fogarty, M.S., C.C.C.

Joy W. Elder, M.A.

Speech Pathology Associates

Licensed Speech-Language Voice Pathologists
Certified Myofunction Therapists

We accept medicare / medicaid / GM insurance / most other insurance

Office: (216) 759-3636
Hosp. Off: (216) 744-9224
Res.: (216) 747-2683

32 Goldie Road
Suite #5
Youngstown, Ohio 44503

- Director, Autism Research Project, Child Neurologist, Western Psychiatric Institute Clinic.
- March 11, 1989 - Anesthesiology Lecture Series, "Anesthesia and Hepatic Toxicity", Ramiro M. Albarran-Sotelo, M.D., Assistant Professor of Anesthesiology, NEOUCOM, National Faculty for the American Heart Association, Vice Chairman, Department of Anesthesiology, Western Reserve Care System.
- March 11, 1989 - Tumor Conference, Tom E. Campbell, M.D., Moderator, Associate Professor of Pathology, NEOUCOM, Vice Chairman, Department of Pathology and Laboratory Medicine, Western Reserve Care System.
- March 14, 1989 - Sports Medicine Lecture Series, "Eye Injuries to the Athlete", Keith Wilson, M.D., Ophthalmologist, Western Reserve Care System.
- March 14, 1989 - Emergency Medicine Lecture Series, "Traumatic Tracheobronchial Rupture and Laceration Lung Parenchyma", John H. Agnone, M.D., Instructor in Thoracic Surgery, NEOUCOM, Cardiothoracic Surgeon, Western Reserve Care System.
- March 16, 1989 - Internal Medicine Grand Rounds, "Practical Consideration in the Differential Diagnosis and Treatment of Arthritis in the Elderly Patient", Fredrick M. Wigley, M.D., Associate Professor of Internal Medicine, Internist, John Hopkins University School of Medicine, Baltimore, Maryland.
- March 16, 1989 - Pediatric Grand Rounds, "Liver Transplant in Children", Basil J. Zitelli, M.D., Associate Professor of Pediatrics, University of Pittsburgh School of Medicine, Pediatrician, Children's Hospital of Pittsburgh, Pittsburgh, Pennsylvania.
- March 18, 1989 - Anesthesiology Lecture Series, "Endocrine Abnormalities and Anesthesia", Veeraiah C. Perni, M.D., Assistant Professor of Anesthesiology, NEOUCOM, Chairman, Department of Anesthesiology, Western Reserve Care System.
- March 18, 1989 - Tumor Conference, Charles H. McGowen, M.D., Moderator, Assistant Professor of Internal Medicine, NEOUCOM, Internist, Western Reserve Care System.
- March 18, 1989 - Surgical Visiting Professor, "Thrombolytic Therapy in Carotid and Venous Disease", Morris D. Kerstein, M.D. Professor of Surgery, Tulane University School of Medicine, Surgeon, Mercy Hospital, New Orleans, Louisiana.

This area's leading healthcare providers:

**Western Reserve Care System,
Warren General Hospital,
St. Joseph Riverside,
St. Elizabeth Hospital Medical Center,
and Youngstown Osteopathic Hospital**

in cooperation with their clinical staffs
have come together in a joint effort
to bring the people of our communities
the most advanced diagnostic tool available today . . .

Magnetic Resonance Imaging

4964 Belmont Avenue
Youngstown, Ohio

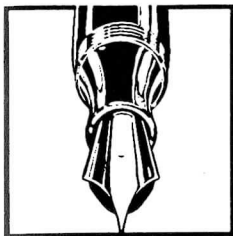
Please Call: (216) 759-9922

- Directed by a Board Certified Radiologist with a fellowship from Mount Sinai in MRI and Nuclear Radiology
- Immediate turnaround time on reports
- Fast and convenient service in a modern facility

The MRI is now scheduling appointments .
Patients are accepted on a referral basis only.

MRI

Cooperative



Comments

Dear Colleagues,

Thank you so very much for the honor you bestowed upon me at the December meeting of the Society. When I first joined MCMS in 1938 the Society was mostly an educational and social organization. Over the last ten years much has changed. Medicine is no longer being practiced by the physician but by third party carriers, Medicare, Medicaid and insurance companies.

No longer, except in an emergency, can a physician admit a patient to a hospital without getting permission from someone else who has not seen or examined the patient. Unless physicians take an active part in the business side of medicine through medical societies further inroads into medical practice will occur.

I firmly believe that every physician should become a member of the Society. "Together we shall stand, divided we shall fall" and then we no longer will be able to do what is best for the patient.

Again I thank you for the honor bestowed upon me as the "Doctor of the Year."

Sincerely,
G.E. DeCicco, M.D.

Fellow Colleagues:

This is to thank you, members of Council and Society membership, for my recent recognition as it related to the Doctor of the Year award for 1988.

Sabina and I were touched by the remarks of Drs. Wang and Wieneke and especially the introductory by Dr. Abdu, far too generous in scope but none-the-less pleasingly receptive to this emeritus colleague. Be assured, it was a great pleasure for us to share in the memorable evening planned by our wonderful Auxiliary!

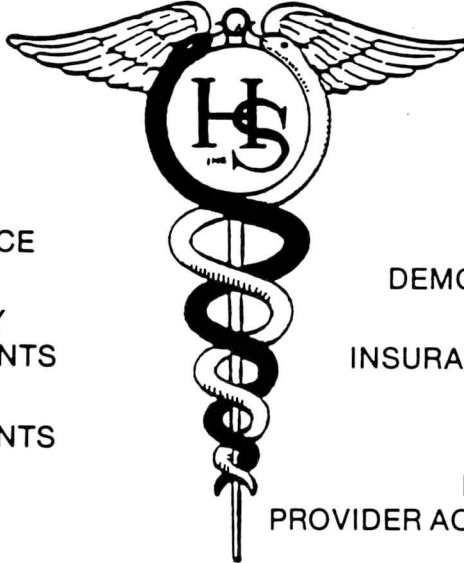
Like others, I take an especial pride in our Medical Society, 116 years young, as it continues to keep pace in excellent hands. Leadership, such as yours and particularly, greater membership participation, will preserve its rich tradition in our community. God-speed!

With every best wish and warmest regards, I remain,

Fraternally,
Stephen W. Ondash, M.D.

COMPLETE OFFICE MANAGEMENT SYSTEMS

from **\$4495⁰⁰***



INSURANCE
FORMS
MONTHLY
STATEMENTS
DEMAND
STATEMENTS
SUPER
BILLS

PATIENT
DEMOGRAPHICS
MULTIPLE
INSURANCE PLANS
DAY
SHEETS
INDIVIDUAL
PROVIDER ACCOUNTING

HEALTH SOFTWARE, INC.

4440 LOGAN WAY
YOUNGSTOWN, OHIO 44505
(216) 759-2103

*System includes: AT Style Machine, 20 MB Hard Disk,
Monitor, Printer, Program, 30-Day Free Support

Are Your Malpractice Premiums Too High?

A Spath & Zimmerman policy review could update your current policy for primary and excess coverage up to maximum limits and save considerable premium dollars in the process. More than 25 years experience provides Ohio physicians higher limit professional protection at the lowest possible rates. Call Spath & Zimmerman now for a no-obligation competitive quotation. You'll like what you hear.



SPATH & ZIMMERMAN
Agency, Inc.

**2 Summit Park Drive
Suite 350
Independence, Ohio 44131**

216/642-9191

S. L. PERNI, M.D.

Board Certified Radiologist

5TH AVENUE
Radiology & Ultrasound, Inc.

Complete Diagnostic Radiological Services

X-Rays, Arthrograms, Intravenous Pyelograms
Venograms and Voiding Cysto-urethrograms

NUCLEAR MEDICINE

One of the only out-patient facilities in the area
to offer this needed service

Breast Screening Center

Low dose mammography
ultrasound, self breast examinations

ULTRA SOUND

ABDOMEN, PELVIS, PREGNANCY,
CAROTIDS, CARDIACS, AND SMALL PARTS



1350 Fifth Avenue, Suite 100
Youngstown, Ohio 44504

**Phone (216) 746-1777
746-1770**

Hours: Mon., Tues., Wed., Fri. 8:00-4:30 p.m.
Thurs. Sat. 8:00-12:00 p.m.

Treating Patients Isn't Systematic, So Your Supply Management Has To Be.

Every patient needs unique and personal attention. But helping patients is just one of the many jobs you do. Some days, you have to spend as much time on supplies as on people. ■ General Medical's VIP—Value In Purchasing—program keeps you out of the stockroom. Your GM representative will help you establish maximum and minimum inventory levels. You'll get monthly usage reports to help predict demand cycles. Back orders will be virtually eliminated. ■ With VIP's Extra Services, you'll enjoy special treatment that makes your job a little easier: free loans of equipment, interior design services, and exclusive product promotions. ■ Call your GM rep for details on VIP. When patient care is your first concern, tracking supplies should be your last.

 **General Medical
Corporation**

Akron Office:
701 South Broadway
Akron, OH 44311
(216) 762-9141



Classified Advertising

NEW OFFICE SPACE AVAILABLE

Boardman-Southbridge West on Rt. 224. 1200 - 2400 sq. ft. Will finish to suit. Prime location. Very reasonable rates. David E. Pichette, M.D., 758-6666 or 758-2804. tf

INVESTMENT PORTFOLIO...

Compliment yours with this brick 12 Plex. 8 - 2 bedroom units, 4 - 1 bedroom units, air conditioned, appliances, over \$3,135 monthly income, excellent condition, garages, close to hospital, plaza on quiet street, always full. Call for details: Bruce Capel Agency, 337-3347 or 533-4206.

THE SENSE OF INVESTMENT

Investors give us a call. We have several commercial investments. Plazas, Apartments, Banks, etc. These deals await your discovery. Over 25 years of Real Estate experience in the Mahoning and Columbiana counties. Give us a call today and let us know of your real needs. Call 337-3347. Bruce Capel Agency.

EXPERIENCED L.P.N. - SECRETARY

Experienced L.P.N. seeking part-time or full-time employment in Poland or Boardman area. Complete knowledge of office skills. Steady and dependable. Call 549-2587.

FOR SALE

Collection of Fine Antique Weapons. Call 758-6845

SECRETARY - ASSISTANT

30 years plus experience as Secretary-Assistant to Physician Surgeon. Mature individual would like to work vacations, part-time or even full-time if needed. Is familiar with medical terminology, most major insurance forms, Medicare, etc. Likes people and is good with children. Has been in a one-girl office for over thirty years and had assumed all responsibilities during that time. References upon request. Jenny Repasky, 788-8695.

EXPERIENCED R.N.

Experienced R.N. seeking part-time employment in physician's office in Boardman or Poland area, call 757-4475.

MEDICAL TRANSCRIPTION & WORD PROCESSING SERVICE

Pick-up & Delivery - 482-5474
 Prompt...Documented...Quality
 S&C Enterprises, 87 South Shore Dr.,
 Youngstown, Ohio 44512

OFFICE SPACE AVAILABLE

Medical or Dental office space available for rent. 624 Youngstown-Poland Rd., Struthers, OH. Call: (216) 755-1495.

RECEPTIONIST - MEDICAL SECRETARY

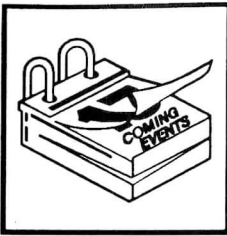
Schooling plus experience, honest, steady, dependable and willing to work. Want full-time, permanent position. Call anytime 759-0115

PHYSICIAN

Seeking part-time to full-time consulting physician. Days only. Flexible hours. Responsibilities include: general physicals and donor suitability. For more information please call Kathy at Automated Plasma Center (216) 743-4122

- Advertisers List -

Barrett Cadillac	9	Kubina X-Ray	31
Boardman Hearing	9	Mahoning Bank	18
Breast Care Centers	2	Medical Protective	5
Community Mutual	13	Medical Services Bureau	32
Culcasi	21	MRI	24
DeBald & Co. Inc.	9	Osteoporosis	11
5th Avenue Radilogists	27	Patient Billing Service	12
Farris	17	P.I.C.O.	19
General Medical Corporation	28	Stillson & Donahay	4
Gluck Agency	7	Spath & Zimmerman	27
Health Software	26	Speech Pathologists	22
		Youngstown Hearing and Speech	18



St. Elizabeth Hospital - CME

- March 3, 1989** ENDOCRINOLOGY
SAAD SAKKAL, M.D. Assistant Clinical Professor of Internal Medicine, Northeastern Ohio Universities, College of Medicine, Director, Metabolic Care Center, Greenville, Pennsylvania, a BOOTS Visiting Fellow, *"The Many Faces of Hypothyroidism"*
- March 10, 1989** RHEUMATOLOGY
GARY KAMMER, M.D., Associate Professor of Medicine, Rheumatic Diseases, Case Western Reserve University, Attending Physician, University Hospitals, Cleveland, Ohio, *"Pathophysiology and Management of Osteoarthritis"*
- March 17, 1989** RHEUMATOLOGY
FRED WIGLEY, M.D., Associate Professor of Medicine, John Hopkins University School of Medicine, Chief of Rheumatology, Francis Scott Key Medical Center, Baltimore Maryland, a PFIZER Visiting Fellow, *"Practical Considerations in the Diagnosis and Management of Arthritis in the Elderly"*

NEOUCOM NEWS

The Northeastern Ohio Universities College of Medicine (NEOUCOM) chapter of the International Health Task Force is participating in a national Heart to Heart Stethoscope Drive.

The stethoscope drive involves collecting old stethoscopes from physicians, nurses, medical students and medical faculty and sending them to third world medical schools. The collection is part of a national campaign by the American Medical Students Association (AMSA).

Last year, 400 stethoscopes were collected in the national campaign. The stethoscopes were sent to the National University of Nicaragua's medical school and the medical school of the University of El Salvador.

Collection boxes have been placed in these NEOUCOM consortium teaching hospitals: Akron City Hospital, Akron General Medical Center, Children's Hospital Medical Center of Akron, St. Thomas Medical Center, Timken Mercy Medical Center, Aultman Hospital, ST. ELIZABETH HOSPITAL MEDICAL CENTER and WESTERN RESERVE CARE CENTER. Anyone wishing to contribute an old stethoscope to the campaign can utilize the collection box.

Those who do not have access to the collection boxes should contact the office of the associate dean of student affairs at the College, 325-2511, ext. 353.

Mahoning County Medical Society Auxiliary

cordially invites you to attend an

Art Expo & Auction

Friday Evening, April 7, 1989

Preview: 6:00 - 7:00 p.m. • Dinner: 7:00 - 8:00 p.m. • Auction: 8:00 p.m.

To Be Held At

Mr. Anthony's

7440 South Avenue, Boardman, Ohio

Admission \$30.00 per person

Cocktails & Hors d'oeuvres served during Preview

Door Prize, Raffle Prize, Cash Bar

Master, Visa & American Express Charges accepted

Make checks payable to:

Mahoning County Medical Society Auxiliary

Please bring a friend for an enjoyable evening

Please return by March 27, 1989 - Limited seating available

MENU:

French Onion Soup, Spinach Salad, Filet Shish Kabob, Shrimp Scampi, Garden Riice Pilaff, Amaretto Torte Cake

Another Fine Auction By:

Marlin Art Inc., 920 Grand Blvd., Deer Park, N.Y. 11729 (516) 242-3344

KUBINA X-RAY COMPANY

Celebrating Our 10 Year Anniversary

X-Ray Film, Equipment, Accessories

and X-Ray Protection Products.

5328 Youngstown-Poland Road
Youngstown, Ohio 44514

Call (216) 757-8006
AAMI Certified



The Medical-Dental Bureau. A service entity that caters to the additional office needs of Physicians and Dentists. Its divisions; now streamlined to Telephone Answering, and Collections, are an important part of the emergency, public relations, and business segments of the Medical Community.

Telephone Answering:

Oriented specifically to the needs of the Medical Community. Numerous different line services available to suit each office requirement.

Collections:

Tailored to collect past due patient accounts. Each account evaluated individually to collect the maximum amount of dollars. Fee contingent on what we collect.

These two Service Divisions offer the best quality to price value in the tri-county area. Your involvement with the Bureau will further enhance an already efficient organization to continue its dedicated service. ▶

For complete details please telephone your

Medical-Dental Bureau, Inc.

901 Home Savings & Loan Bldg.
275 Federal Plaza West
Youngstown, Ohio 44503

(216) 744-4040

Judy Bloomberg, Manager