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Effective Communication with your Legislator

CCMS President Dr. Jeffrey Roth gives tips on how to reach out to lawmakers to ensure physician's voices are heard.

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Clark County Medical Society and the Vegas Golden Knights honor first responders, nurses, and medical nonprofits

Nominations are open for the 2019 Winged Heart Awards, honoring outstanding service in the categories of first responder, nurse, and medical nonprofit.

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Physician's head to the Legislature

CCMS brings together medical residents, students at March mixer.

Physician, resident, and medical student members of the Clark County Medical Society mix and mingle at the first ever Resident/Medical Student Mixer at PKWY Tavern.

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The Nevada Legislature is currently in session, and many bills that may have great impact on our patients are being introduced and debated. We have seen time and again that what happens in the legislature on a federal and state level can greatly affect the practice of medicine, and patient care for years to come. We have the ability to help inform our legislators, and effect what many of these bills may finally look like.

Nevada truly has a citizen legislature. Most representatives are not professional politicians. Nevada is also unique as our legislature is accessible. Access is much harder in states like California or New York, where there are multiple layers of people in front of you before you can meet with your representative. This access affords a unique opportunity to educate and interact with lawmakers. Most people usually don’t think about medicine or health care until they need it, and this is even more true of the issues that physicians have daily. When we interview candidates during the election cycle, they are often surprised at the breadth and depth of our issues. We do not expect them to become experts overnight, but we ask them to call us when an issue that may affect our patients comes up. We can then talk about the consequences, (intended and otherwise), about the bill they are reviewing. It is important for us to be there—as the saying goes, “If you are not at the table, you are on the menu.”

When interacting with the world of politics, there are a few things that become apparent. Political strategists will tell you the top three things on the mind of a politician are; getting re-elected, getting re-elected, and getting re-elected. It is also an unfortunate reality that to do that, one needs the “Mother’s Milk” of politics, money. Money buys ads, hires staff, pays for gas, etc. Knowing this, many politicians may prioritize their time. Their priorities of people they will see are; constituents, supporters, and then others. We are fortunate to have a lobby team that builds relationships with our representatives and tracks the bills that may affect our patients.

Nevada physicians are ridiculously outspent by other groups (trial attorneys, insurance companies, drug companies, medical manufacturing companies, medical technology companies, etc.), by a 20 to one margin. What we still have is some respect for the profession, as we seek to help our patients. What we also have is the truth, and our “agenda” is to help our patients and improve the health of our fellow citizens. This can be a powerful tool when getting the message out to those who make decisions.
In the Nevada legislature this year there are over 1200 bills that started the process, and about 200 of them will get made into law. When we met with the Nevada representatives during Physician’s Day at the Legislature, they seemed to be generally interested in hearing from us, and how the bills they are seeing may affect our patients (their constituents). These are a few tips that will help the conversation with your legislator:

**Get to know them.**
Having coffee is a great idea—this may be harder to do right now as many will be up in Carson City or Washington, but they will come home for a few days now and then. Coordinate with other physicians and “adopt a legislator”, in order to ensure that these lawmakers are hearing from physicians as bills come up that can affect patient care.

**Get involved in their campaign.**
Support with time or financial contributions, or both! While you can't do this while the legislature is in session, you can coordinate with the efforts of the Clark County Medical Society’s Government Affairs Committee and the Nevada State Medical Associations Legislative Core Group to know the best times to approach lawmakers with support.

**Here are some more tips if you are going to communicate with your elected representative:**
- Be polite.
- Hand written notes are best.
- Stick to one subject per phone call, or email, or letter.
- Phone calls are okay, (if you have limited time).
- Write “Constituent” on the letter/ email, (if you are one). Identify yourself as a constituent if you call.
- Don’t send spam type of messages. This was brought up by one of the State Senators that we met. Another organization had their membership all send the same email message, inundating her office with the same email letter. They got the message, but the impression that it left could have been better.
- Testify if you can, even by video. Obviously be prepared but keep it short and respectful. It is okay to have a heartfelt or illustrative story but be succinct and stick to the pertinent facts as it pertains to the bill. Have your data and references ready.
- Let them know they can talk to our lobbyists/ leadership. We have a team in the building every day, so they are always available to speak with the legislator or their staff.
- As always, please feel free to run it past CCMS/NSMA leadership and/or lobbying team. They can often help focus the message, and/or put the words in a way that would be best received by our legislators. I have done this on multiple occasions.

We do have the ability to help medicine and our patients. We want to hear about your daily challenges. We want to her how proposed changes would affect our patients. If you have any spare time, please help us educate the legislators so that they have the proper facts to make decisions. Our involvement is paramount to protect the physician/patient relationship and the well-being of our patients.

Jeffrey Roth, M.D.
President
Clark County Medical Society
EXECUTIVE DIRECTOR'S MESSAGE
Strength in Unity.

By Alexandra P. Silver | Executive Director
Clark County Medical Society

I want to take a moment to thank you for reading this edition of the County Line. This magazine provides a broad overview of who we are and what we do. It is designed to give members, stakeholders and supporters an outline of our current CCMS events and a collection of stories that we hope gives you a glimpse of the full picture facing our physicians. What this magazine does not do is replace attending the events and programs we produce, so I ask that as you read through the articles, I hope you will be inspired to attend on of our upcoming events and support our sponsors. Allow me to spotlight a passion project of mine, The Resident/Fellow and Medical Student Mixer. Here are some of the behind-the-scenes details, not explicitly stated, but just as important to the story:

• The work that went into implementing a successful mixer for students and residents, involved coordination from students, residents, staff and sponsors. This particular event took months to plan just by the sheer challenge of selecting a date. Students and residents are busy preparing for their future as practicing physicians, and while they want to meet each other and our leadership, finding a good time to meet for appetizers and a drink is tough.

• Southwest Medical Associates provided the seed money to create the Student Mentorship Program and sponsored this event. Thank you to Southwest Medical Associates for their investment in the future of these up and coming physicians.

• Thank you to the leadership of CCMS and the Resident/Fellow & Medical Students Committee for their commitment and perseverance to make this event happen.

• We had nearly 50 attendees come out to network and mingle with fellow residents and students? This is the nexus, the nucleus that CCMS is all about. Building a cohesive community to be the voice of physicians here in our community. For today. And tomorrow.

• CCMS’ next generation of leaders attended this event. We hope you will be at our next one.

• We are currently creating programming specifically for residents and fellows, with more details to come. Stay tuned!

At CCMS, the staff and leadership are truly mission-driven. This past month we hosted the first Resident/Medical Student mixer, a successful Wear the White Coat internship for community leaders. We are gearing up for a busy spring and hope you will join us as we strive to do our best programming to meet and exceed your expectations. On April 3rd, there is a free CME for members at the CCMS Campus. In May, we will host the second Presidents Roundtable and on Saturday, June 1st we host the big-daddy-of-them-all with our 65th Installation Dinner and Awards Ceremony installing your 65th President Daniel Burkhead, M.D., celebrating outgoing President Jeffrey Roth, M.D. and recognizing George Alexander, M.D., Nathan Adelson Hospice, Congresswoman Susie Lee and our city’s beloved Vegas Golden Knights. Additionally, the Winged Heart Awards presented by the Vegas Golden Knights, and a special service award will also be presented to the Late Sandy Peltyn’s family in her honor. Come join us at the Bellagio and celebrate the success of CCMS and the bright future ahead as we install the 2019-20 CCMS Board of Trustees, you don’t want to miss it.

“It is not in numbers, but in unity, that our great strength lies.”

-Thomas Paine.

I look forward to seeing you at the next CCMS event.

With gratitude and respect,

Alexandra P. Silver
Executive Director
Clark County Medical Society

Alexandra P. Silver is the Executive Director of the Clark County Medical Society and can be reached at Alexandra.Silver@clarkcountymedical.org or 702-739-9989 ext. 101
The meeting was called to order by Dr. Roth at 6:15 p.m.

Action Items:

Minutes: by Dr. Roth
The minutes from the February 19, 2019 meeting were reviewed. The committee would like to revise the February 19, 2019 minutes to reflect Dr. Brill as a Past President, not guest.

Motion to approve the February 19, 2019 minutes with revisions (M/S Reeves/ Fiore - Approved)

Financial Report: by Dr. Kuhls (written report submitted with verbal additions)
Written Report:
Profit & Loss Budget Performance (Page 1)
Income Highlights (Round numbers)
- 3310 Dues from Active Members - $59,900, YTD $202,922.36
  Total budget is $230,000 for the year
- 3312 Dues from New Members - $192.50, YTD to $5,082.50.
  Annual budget is $8,000
- 3335 Newsletter Advertising - $8,337.45, YTD $30,658.75.
  Annual budget is $65,000
- 3338 Website Advertising - $2,400, YTD $3,600. Annual budget is $2,000
- 3345 Rental Income - $1,450, YTD $10,700. Annual budget is $17,800
- 3365 Pictorial Directory Ad Sales - $1,050, YTD $7,900.00.
  This year's budget is $20,000.00
- 3435 Installation Dinner Income - $0, YTD $2,000.
  We are trying to account for the dinner in the fiscal year of the event, rather than carrying over to the next year. This year's budget is $90,000
- 3451 General membership events income - $0, YTD $7,850, YTD budget is $25,000.00
- 3465 Mini-Internship Income - $0, YTD $1,000, annual budget is $6,000.00
- 3435 Installation Dinner. Annual budget $90,000

***Total Income this month is $67,401, YTD $278,719. Annual budget is $502,100

Expense Highlights (Round numbers)
- 4000 Operating expenses - $16,626.17, YTD $134,663, YTD budget is $187,266. Annual budget is $282,374
- 4200 General Office Expenses - $4, YTD $14,987, YTD budget is $19,066. Annual budget $29,350
- 4300 Meeting/Events - $890, YTD $17,619, YTD budget is $31,200. Annual budget is 92,700
- 4350 Newsletter & Directory - $9,997.40, YTD $22,552, YTD budget is $28,000. Annual budget $36,000
- 4400 Adv/Legal/Accounting - $1,812, YTD $6,322, YTD budget is $6,999. Annual budget is $10,500
- 5399 Other Building Expense - $2,547, YTD $16,272, YTD budget is $6,999. Annual budget is $10,500

***Total expenses this month were $25,367, YTD $245,437, YTD budget is $302,065. Annual budget is $497,974

NET INCOME: +$31,355 YTD +$33,281, YTD budget is +$31,427. Annual budget is +$4,125

- Annual Budget – see right column on Profit & Loss Budget Performance Reports
- Balance Sheet (Page 5-6). Total Current (liquid) Assets are $352,458 compared to $247,613 last year. Total Assets are $997,931 compared to $963,498 last year
- Profit & Loss Previous Year Comparison (Pages 7-10)
- Accounts Receivable Aging Summary will be included in next month's report.

Verbal Additions:
- Membership income is up, and could potentially beat budget this year.
- Advertising in the magazine and membership directory are down and may need to be re-evaluated in next year's budget. Website advertising is up, and staff will continue to look at new ways to advertise online.

Motion to approve the February Financial Report (M/S Burkhead/Adashek* - Approved)

Applicants to go before the BOT:
New Physicians: Michael Gardner MD, Zoltan Mari MD, Raanan Pokroy MD
Returning Physicians: James Plaire MD, Ashley Sikand MD
Motion to approve the February Member Applicants (M/S Reeves/Kuhls- Approved)

Presentation: CCMS Association Healthcare Package by David Dahan
David, CEO of Orgill Singer presented a high-level overview of the option before the society. The first thing we need to do is change the bylaws, file with insurance company and David and organization will handle on our behalf.

Medical School Reports:
Touro University: by Dr. Gilliar (verbal report)
- Touro’s match day was a success.
- Dr. Gilliar thanked the CCMS Board of Trustees for their assistance in his research into the correlation between increased GME opportunities and the amount of residents who chose to stay in Southern Nevada to practice medicine.
UNLV School of Medicine: by Dr. Feikes (written report submitted with verbal additions)

Written Report:
- Record Number of Applications – We received 1,946 applications for 60 spots in the class of 2023. We interviewed more than 300 applicants.
- Accreditation Survey – The LCME provisional accreditation survey, proceeded according to schedule Feb 24-27. We look forward to hearing the committee’s feedback.
- Clinic Move – As of 3/11/19, UNLV Medicine’s Internal Medicine Resident and Fellows Clinic is in a new location. Formerly at 2231 W. Charleston, it’s now located at 1707 W. Charleston Suite 100. This is part of a consolidation plan that will result in a more efficient operation, and by bringing more services under one roof, it offers additional convenience for patients.
- School of Medicine Honored by UNLV – Nine members of the UNLV School of Medicine are being honored by UNLV’s Office of Community Engagement for exemplary work in the community. Ginger Christian (class of 2021) won the Student Service Award for her significant efforts teaching “Stop the Bleed.” Dr. Laura Culley and Dr. Paul Chestovich received honorable mention awards for their Faculty Service Learning/Community Outreach. Medical students Donnis Davis, Carmen Hollifield, Kelsey Kincaid, Isami Lines, Mason Montano, and Cole Crosby received honorable mention awards for Student Service. As of March 1, 2019, UNLV School of Medicine students have performed more than 1200 of community service.

Verbal Additions:
- This summer a search will begin for a new Dean within 12 months to as part of a succession plan after the announcement that Dean Atkinson will be transitioning out of leadership at UNLVSoM. Dean Atkinson will stay on through the graduation of the first UNLVSoM class.

Roseman University: by Dr. Penn (written report submitted)

Written Report:
- Dr. Tom Hunt (Program Director, Valley Health System Family Medicine Residency Program and the College of Medicine’s Chair of the Department of Medicine and Dr. Chrissy Quartuccio-Carran (Associate Program Director of the Valley Family Medicine Residency Program and faculty member in the College of Medicine) received Match results for the residency program, matching all 10 available slots for the 10/10/10 program – a great accomplishment in a year in which the program was approved by the ACGME after the recruiting season had already begun.
- RMG, Roseman Medical Group, the faculty practice for the College of Medicine at Roseman University held its Open House of its first clinical site, on February 28, 2019. Many community partners joined us for the celebration. RMG received congratulations from Mayor Carolyn Goodman, Congresswoman Dina Titus, Congresswoman Susie Lee, Congresswoman Steven Horsford, and County Commissioner Michael Naft.
- RMG now has 6 physicians practicing at its site next to Spring Valley Hospital on Rainbow. Two neurologists, one pediatric nephrologist, and three family physicians. The practice will have a fourth family physician join in July 2019.
- RMG is evaluating future sites for expansion of its patient care services. RMG will continue to expand with current and other needed specialties for our community.

SNHD: by Dr. Isler (written report submitted)

Written Report:
- Influenza Update - Influenza surveillance for Clark County, Nevada includes data collected from local acute care hospitals and other health care providers. During week 9 (Feb. 24-Mar. 2), influenza activity remained elevated at the local and national level. In Nevada, the geographic spread of influenza was widespread, and influenza-like illness activity (ILI) was high. In Clark County, 611 influenza-associated hospitalizations have been reported, with 61 percent being people 50 years of age or older. There have been 20 influenza-associated deaths reported, including four deaths in children under the age of 18. The proportion of emergency room and urgent care clinic visits for ILI was 6.2 percent in week 5 which was lower than week 8 (7.3 percent). Approximately 61 percent of area emergency room and urgent care clinic visits for ILI were made by children under 18 years of age. Influenza A was the dominant type circulating. The Southern Nevada Health District will continue to update the public on the flu season and encourage people to get vaccinated. Health District influenza surveillance updates are available at www.southernnevadahealthdistrict.org/news-info/statistics-surveillance-reports/influenza-surveillance/.
- 2019 County Health Rankings -- The Health District will host the 2019 Nevada County Health Rankings on Tuesday, March 19, from 11 a.m. to 1 p.m. at its main location at 280 S. Decatur Blvd., Las Vegas, NV 89107. The County Health Rankings are released by the Robert Wood Johnson Foundation (RWJF) and the University of Wisconsin Population Health Institute (UWPHI). The County Health Rankings measure the health of nearly all counties in the nation and rank them within states. They are compiled using county-level measures from a variety of national and state data sources and then standardized using scientifically-informed weights. The Rankings serve as a call to action by allowing communities to better understand the health issues in their respective counties and by mobilizing stakeholders to improve the health of their communities. The 2019 County Health Rankings will be available on its website. Information will include measures, descriptions, and data sources. Reports will be available for download, and information for counties can be compared using available tools. Health District presentations from the briefing will also be available on its website at www.SNHD.info.
- Celebrating Your Health/Celebrando tu Salud -- The Health
District, the Alliance Against Diabetes/Unión Contra la Diabetes, Visión y Compromiso, and community partners are hosting the annual Celebrating Your Health/Celebrando Tu Salud health fair from 10 a.m.–2 p.m. on Saturday, March 23 at the Alliance Against Diabetes, 3930 E. Patrick Lane, Las Vegas, NV 89120. The event will feature free blood glucose screenings as well as other health screenings, diabetes and health resources, social services referrals, entertainment, and more. Celebrating Your Health is a tobacco-free event, and free resources will be available to assist community members to quit smoking. Celebrating Your Health is an opportunity to provide prediabetes and diabetes education screenings to Southern Nevadans, especially in the Hispanic/Latino community. The Centers for Disease Control and Prevention (CDC) estimates that approximately 50 percent of Hispanics will develop type 2 diabetes in their lifetime and that approximately 40 percent of all adults are at risk of developing the disease. The Health District’s Office of Chronic Disease Prevention and Health Promotion offers free, online diabetes prevention resources at www.GetHealthyClarkCounty.org. For more information on the Celebrating Your Health event go to the Health District’s Spanish-language website at www.VivaSaludable.org.

World TB Day – This year World TB is commemorated on March 24. It is a day to educate the public about the impact of the disease and to share the progress that has been made to prevent and control TB in our community. There have been 59 cases of active TB in Clark County reported to the Health District for 2019. Many more people have latent TB infection, and without treatment they are at risk of developing disease in the future. Elimination of TB will require a comprehensive approach by the Health District and its health care partners that includes testing and treatment of high-risk populations and a robust program to treat active cases. The theme of World TB Day 2019 is “It’s Time.” It is designed to capture the elements needed to eliminate TB as a global threat. Campaign components include:

• It’s Time to test and treat latent TB infection.
• It’s Time to strengthen TB education and awareness among health care providers.
• It’s Time to speak up.
• It’s Time to end Stigma.

The Health District’s TB Treatment and Control Clinic staff members work with community partners to provide coordinated treatment and integrated services to patients throughout Clark County that align with the overarching goals of this campaign. For more information on Health District TB Treatment and Control services go to www.southernnevadahealthdistrict.org/clinic/tuberculosis-treatment-control-clinic/.

CCMS Alliance: (written report submitted Estela Hansen)
Written Report:
• This morning we had our 18th Annual Fashion Show Luncheon, thank you to Dr. Roth, Dr. Burkhead, and other board members present for attending.
• Attended Mark 10:14 Bar B Q Fund Raiser at Faith Lutheran High School.
• 5 Alliance Members attended the Physician Legislative Day in Carson City
• Attended Touro University Gala at the Four Seasons.

NSBOM: by Dr. Hedger (written report submitted)
Written Report:
• As of 03/08/19, the Nevada State Board of Osteopathic Medicine has the following number of licensees for 2019 (July-June): Total=1774; Current breakdown is as follows: Doctors of Osteopath (DOs): 1,235; Active Physicians Assistants (PAs) 117; Special Licenses: 259; Other Special: 2; Inactive DOs: 95; Active Not Working PAs: 36; Interstate Medical Licensure Compact Licenses: 29.
• Complaint statistics as of 03/08/19: Number of New Complaints for 2019: 27; Current open complaints from 2018 to present: 30; Dismissed Complaints: 26; Letters of Caution/Concern (including those without formal complaints): 18; New Settlement Agreements: 0; and, Fulfilled Settlement Agreements: 0.
• BOM Winter Newsletter was published and placed on Board’s Website and distributed to licensees and other interested parties in February (see attached newsletter).

Committee Reports:

NSMA: by Dr. Howard Baron (verbal report)
• The Physicians’ Day at the Legislature was a success, with approximately 75 members in attendance.
• NSMA received good feedback about the event from both attendees and the legislators.
• Assemblyman Mike Sprinkle’s resignation from the Nevada Assembly leaves NSMA and it’s efforts in slightly worse shape, Cat and the Perkins Group will be working to come up with a new plan in his absence.
• 3 PA bills are being presented at the legislature that could significantly affect NSMA & CCMS, for more information please attend the Legislative Core Group calls Monday evenings.
• Dr. Baron asks that NSMA be kept informed of discussions about association health care plans following the presentation by David Dahan. Alexandra Silver noted that the CCMS Board of Trustees had already voted to explore association health care plan options, but that no specific style or provider had been agreed upon. The Board noted that moving forward, they would be looking at plans more closely modeled after Chamber of Commerce association plans, and more information and research will be forthcoming.

Building Committee: by Dr. Adashek (verbal report)
Fence due to be completed by April 2019, the first deposit has been made.
Bylaws Committee: by Dr. McHale (verbal report)

- The Bylaws Committee will be meeting to determine the membership bylaws of the insurance changes that would need to occur if the society wants to move forward exploring this option.
- The Bylaws Committee will explore changes that allow for both electronic distribution of proposed changes, but also electronic voting to save time and money on postage due to low numbers of returned ballots. A secure system would need to be found and evaluated before changes are made.
- The Bylaws Committee will present the final proposed changes to the Board of Trustees at the April BOT meeting before sending out the changes to the membership for approval.

CHPR & Subcommittees: by Dr. Hunt (written report submitted)

Written Report:

Physician Education Subcommittee
- We currently have 15 registrations for our April 3 Disclosure CME.
- The CHPR Committee is planning CME activities for Opioid Legislation updates and what physicians need to know about legalized marijuana.

Wear the White Coat Internship Subcommittee
- The Wear the White Coat Adult Internship has concluded, we had 17 physician volunteers and 14 adult interns. Thank you to everyone who participated and attended the Recognition Dinner.

Speaker’s Bureau
- Plans for the revived CCMS Speaker’s Bureau are still underway, Maran will be meeting with CCMS staff to go over next steps and the procedure for application.

Updates
- The 2019 Winged Heart Awards are sponsored by the Las Vegas Golden Knights.
- The first CCMS Resident/Medical Student Mixer will take place Saturday, March 23 at PKWY Tavern on Flamingo.
- National Doctor’s Day is March 30th, CCMS is collecting thank-you notes from the community.
- The CHPR Committee is looking for BOT members who have not yet been assigned to a committee to help with planning membership events for FY2019-2020.

Resident/Fellow and Medical Student Subcommittee: Claire Chen (written report submitted with verbal presentation)

Written Report:
- Mentorship Program – Claire has presented the outline for the CCMS Mentorship Program to the CHPR Committee, who agreed to bring it to a vote at the March BOT meeting.
- Touro/UNLV social mixer – CCMS has confirmed PKWY Flamingo venue for 3/23/19 at 6 to 8p. CCMS will send out invitation to members.
- BOT Nomination – Nominations have been named, CCMS will reach out to the chosen candidates.

MedPAC/Government Affairs Committee: by Dr. Lehrner (written report submitted)

Written Report:
- The GAC activities are blended into the Legislative Core Group (LCG) during the legislative session which meets from 4 Feb 2019 thru 3 Jun 2019.
- Our priorities remain focused on fixing the Opioid law and preventing any changes to the malpractice law.
- The LCG holds a weekly conference call on Monday at 6 PM. If you would like to join the call please let Dr. Lehrner know.

Membership Committee: (written report submitted by Sarina Rohrig with verbal additions by Dr. Reeves)

Written Report:
- HCPNV Meeting March 1st
- Weblink database is up and running CCMS/NSMA/WCMS
- Committee agreed to the following:
  - Eliminate ½ off membership dues for 1st year applicants
  - Membership coordinator to continue conducting board research on returning members, submit for BOT approval
  - Propose the criteria for a large group discount: 50 providers, 3-year agreement with auto-renew allowing for 10 percent overall discount
- Membership Bylaws being revisited for Bylaw Committee Review
- 48 New CCMS Members through March 2019
- 556 Renewed CCMS Members through March 2019
- March 1, 2019 56 Members Officially Lapsed
- Membership reviewing lapsed list for continued engagement
- CCMS Constant Contact email forthcoming about renewal
- Ongoing VA and Nellis AFB engagement
Verbal Additions:
Dr. Reeves noted that upcoming membership engagement will be focused on face-to-face conversations with potential new members.

Nominating Committee: by Dr. Adashek
- The 2019-2020 slate of candidates has been emailed to the membership.
- Write-in nominations are due 4/15/19.
- This year the official ballot will be mailed to the membership, however the BOT and Bylaws committee would like to explore options for secure digital voting for next year.

Installation Planning Committee: by Dr. Burkhead (written report submitted by Alexandra Silver)
- Venue is confirmed via contract. Deposit has been made.
- Date: Saturday, June 1st at the Bellagio, Tower Ballroom
- Vegas Golden Knights is Presenting sponsor for the Winged Heart Awards. Dr. Alexander is underwriting the 2nd table of nominees. Thank you to both.
- National Anthem will be sung by Dr. Hunt's daughter, Annabella, a graduating senior from LVA
- Tables: We have 6 tables sold
- Website on GiveSmart with link for registration and online payment is forthcoming.
- Tricia Kean, (KTNV – Channel 13) is confirmed as Emcee.
Honorees:
- Nathan Adelson Hospice, Recipient Presidents Award
- Representative Susie Lee, Recipient, Presidents Award
- George Alexander, MD 2019 Feikes Award Winner
- Vegas Golden Knights, 2019 Community Service Award
- The late Sandy Peltyn, 2019 CCMS Distinguished Service Award (posthumously)
- Winged Heart Award Recipients, Presented by The Vegas Golden Knights

President’s Report: by Dr. Roth (verbal report)
- Dr. Roth recently attended the UNR School of Medicine's Golden Gala marking their 50th anniversary.
- Dr. Roth thanked members of CCMS who attended the Las Vegas Medical District's Town Hall on new technology, at which he was the emcee.
- Dr. Roth thanked those who attended the Wear the White Coat Recognition Dinner, and to the physicians who volunteered their time to be shadowed by members of the community.
- Dr. Roth congratulated the Alliance on a successful fashion show.
- Dr. Roth also attended the Touro Gala and congratulates Touro University on their fantastic work.

Executive Director’s Report: by Alexandra Silver (written report submitted)
Written Report:
- CCMS Staff Update: Still searching for a new Executive Assistant/Office Manager. In person interviews to be taking place this week and next. Looking to a first week of March as start date.
- We are in the process of finalizing the evaluation of Bookkeeping companies who are experienced and bonded to outsource this important function of CCMS.
- UPDATE on IRS FINE: Official Letter from IRS in writing confirming waived fees arrived since last BOT meeting.
- Building Update/Fencing Update: Contract has been signed, Materials have been ordered and the fence is expected to be completed by April
- Attended the Touro Gala at the Four Seasons on Sunday, March 10th
- D & O Directors Insurance has been paid and confirmed.
- We are currently seeking new MBA's, Sponsors and advertisers. Please let us know if your practice, your vendors or any contacts or friends you think might be interested in reaching our membership
- Installation Dinner Plans are underway: we are selling sponsorships, tables and tickets currently for the Installation Dinner and need your help to make the 65th Installation Dinner the best and most lucrative yet. Please sell or fill a table. Every Board member should be a table captain and sponsor/purchase or fill a table. If we all pitch in, we will make a significant impact on the success of our event and budget. Sponsorships are available, and we are seeking auction items to benefit our scholarship fund. Thank you to Dr. Burkhead and his wife Lisa for really jumping in and assisting in a hands-on manner. Your participation at this level will help to ensure the success of this important event.
- Bylaw Committee will present the final bylaw changes to the Board for approval before sending to the membership for ratification at the April 2019 meeting.
- Thank you to Josh and Dr. Hunt for the Wear the White Coat internship.
- Please RSVP to meetings, events, and indicate if you will be attending in person or via call in so the staff can be effective and efficient and prepare print materials accordingly and be good stewards of not wasting dollars or food.
- Note: ALL BOT reports are due the Thursday prior to the BOT meeting at 3pm. Please send them via email in a PDF format in time to be sent with the packet so ALL BOT members have ample time to review these documents.
- If you are not following us and engaging with CCMS you should be. We are on Facebook, Twitter, Instagram, and LinkedIn. Please take 2 minutes and follow CCMS on all social media outlets. Please follow us personally and have your practices do the same.

Future Board of Trustees Meeting – April 16, 2019 6 p.m.

Adjournment: 8:37 p.m.
We welcomed Spring with our biggest fundraiser of the year: our 18th Annual Fashion Show Luncheon. We would not have been able to do it without the help of our community supporters, sponsors, donors, volunteers and guests. We are so grateful to all of our sponsors that have for years stand with us in our medically related cause each year. Our hats off to our incredible Fashion Show Chairs, Ginger Allen, Michele Volker and their subcommittees for the time and effort spent on the fashion show preparations. Michele and Ginger are also our president-elects and we are thankful to both of them for their leadership and hard work in making this fashion show a success. Together with our members and board of directors, we feel that we have achieved goals and our focus this year in bridging the Medical community with the local Autism community to make a difference in the lives of individuals with Autism Syndrome Disorder (ASD).

UPCOMING EVENTS:

**CCMS & NSMA**

April 3
CME: Disclosing Unanticipated Outcomes
6:00 p.m. | CCMS Office

April 8
NSMA Legislative Core Group Meeting
6:00 p.m. | Las Vegas & Reno

April 9
Membership Committee Meeting
6:00 p.m. | CCMS Office

April 10
Community Health & Public Relations Committee Meeting
6:00 p.m. | Las Vegas & Reno

April 11
CCMS Internal Affairs Meeting
6:00 p.m. | CCMS Office

April 15
NSMA Legislative Core Group Meeting
6:00 p.m. | Las Vegas & Reno

April 16
CCMS Board of Trustees Meeting
6:00 p.m. | CCMS Office
CCMS Delegate Meeting
7:15 p.m. | CCMS Office

April 17
NSMA Public Health Commission Meeting
6:00 p.m. | Las Vegas & Reno

April 22
NSMA Legislative Core Group Meeting
6:00 p.m. | Las Vegas & Reno

April 24
NSMA Finance Commission Meeting
6:00 p.m. | Las Vegas & Reno

April 25
NSMA Internal Affairs Commission Meeting
6:00 p.m. | Las Vegas & Reno

**April 29**
NSMA Legislative Core Group Meeting
6:00 p.m. | Las Vegas & Reno

**May 1**
CCMS President’s Roundtable
6:30 p.m. | Spiedini Ristorante at the JW Marriott

**June 1**
65th Installation Dinner & Awards Ceremony
6:00 p.m. | Bellagio Hotel

For a full list of upcoming CCMS Events and committee meetings, go to www.clarkcountymedical.org/calendar

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**CCMS ALLIANCE**

2018-2019 CCMSA Co-Presidents

[Images of Estella Hansen, Kim Fonte, Sharlin Ahmed]

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The Clark County Medical Society (CCMS) is now accepting nominations for its seventh annual Winged Heart Awards. Established in 2013 by former CCMS President Dr. George Alexander to honor nurses, health-focused nonprofit organizations, and first responders in Clark County. The public can submit nominations through April 27 at www.wingedheartawards.org.

“The Winged Heart Awards are an opportunity for us to come together as a community and recognize the incredible dedication of our local nurses, nonprofits, and first responders,” said Dr. Alexander. “We encourage residents of Southern Nevada to submit a nomination for someone who has made an impact on their life.”

This year’s Winged Heart Awards are proudly presented by the Vegas Golden Knights Foundation, who regularly demonstrate their commitment to our community both on and off the ice.

Criteria to be nominated are: nurses must be currently affiliated with local practice or hospital and must provide a necessary service to patients on an inpatient or outpatient basis. A nonprofit nominee must be a registered 501(c)(3) whose mission is to provide outstanding medical/healthcare work and promotes wellness within Clark County. First responders must be currently working in Clark County.

“Our goal is to recognize people who are driven by a passion to serve the community and who go above and beyond the parameters of their job to make our community a better place,” said current CCMS President Dr. Jeffrey Roth. “This is a chance for the community to come together and extend our gratitude for the hard work of these selfless individuals.”

Winged Heart Award nominees will be honored during the CCMS 65th annual Presidential Installation Dinner & Awards Ceremony Saturday, June 1, 2019, at the Bellagio.

According to the 2019 County Health Rankings, Clark County is the 8th healthiest county in Nevada, up from 10th in last year’s ranking. Each year, the Robert Wood Johnson Foundation (RWJF) and the University of Wisconsin Population Health Institute (UWPHI) release the County Health Rankings, an easy-to-use snapshot of local health data that demonstrates where you live influences how well and how long you live. The Rankings allow each state to see how its counties compare on a range of factors that influence health including education, housing, jobs, smoking, access to healthy foods, and more.

The Southern Nevada Health District held a briefing on March 19, 2019, to share this county-specific data with community partners. The program provided an opportunity to review the indicators for Clark County and further assess how they may impact identified public health priority areas. Health outcomes in the Rankings model represent how healthy a county is and were measured by two types of health outcomes: how long people live (length of life) and how healthy people feel (quality of life).

2019 Clark County Health Outcomes
- Overall Rank: 8 (up from 10 in 2018)
- Length of Life: 5 (down from 3 in 2018)
- Quality of Life: 11 (up from 12 in 2018)

According to the Rankings, the five healthiest counties in Nevada are Lincoln, followed by Douglas, Pershing, Elko, and Storey counties. The five counties ranked as least healthy are Lyon, White Pine, Carson City, Mineral, and Nye. Eureka and Esmeralda counties were not ranked.

Health factors are the second aspect of the model and represent what influences the health of a county, and they include five factors: health behaviors, clinical care, social, economic, and physical environment factors. Each of these factors includes its own set of measures.

Clark County Health Factors
- Overall Rank: 11 (up from 12 in 2018)
- Health Behaviors: 3 (up from 12 in 2018)
- Clinical Care: 7 (no change from 2018)
- Social & Economic Factors: 11 (no change from 2018)
- Physical Environment: 16 (ranked last at 16 in 2018)

When rated for health factors, Douglas, Eureka, Washoe, Elko, and Lincoln counties ranked highest in Nevada. Clark, Pershing, Lyon, Nye, and Mineral counties ranked last in the state. Esmeralda County was not included in the health factors ranking.

The Health District briefing included a summary of the 2019 Rankings, an update on community health improvement efforts in Southern Nevada, a statewide update, a workforce development survey, and a brief welcome and perspective from Representative Susie Lee.

The Rankings provide us an opportunity to engage with our partners about the many factors that impact health in Southern Nevada. They are also an opportunity to work towards solutions and to highlight the important work and accomplishments that have already been achieved. The Health District and its partners have built a foundation to improve the health of Southern Nevada and many of the health disparities identified in the Rankings through the development of its Community Health Improvement Plan. This plan addresses health disparities by focusing on three key areas:

1. Ensuring access to health care and human services for all residents.
2. Promoting health by addressing healthy behaviors that can impact chronic diseases.
3. Promoting health through informed policy making and appropriate funding for local public health.

Data from the 2019 County Health Rankings provide us with insight into these focus areas. When addressing health behaviors, the report found that 13 percent of Clark County’s population is uninsured. This is a decrease from the 2018 findings, but there is still room for improvement, and policy shifts at the federal level may threaten people’s access to care in the future.

This information is also meant to serve as a call-to-action by mobilizing stakeholders to identify resources and target policies to address areas of need. The Health District has worked with its rural partners this past year to expand its services to provide primary care and dental care to its clients and to provide services in rural areas of Nevada. It is continuing to work with partners to identify funding, so these services can continue in areas of Nevada where access to care is limited.

The County Health Rankings can provide additional support for programs, policy initiatives, and new-found momentum for stakeholders that are vital to the process. The County Health Rankings are available on its website. Available information includes measures, descriptions, and data sources. Reports can be downloaded, and information for counties can be compared using available tools. The Health District briefing and presentations are available on its website at www.SNHD.info.
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Throughout the patient stay, however, rehab employees are ultimately preparing their patients for discharge to home. The rehab department has a full-time social worker to identify many resources for patients. On the day of discharge, patients receive a graduation t-shirt and pose with staff for their official graduation photo, which is presented to the patient. “What we considered a fun celebration ultimately becomes a motivating factor for other patients,” said Hutchison. “They are determined they will have their own graduation celebration.”

“We are honored to be identified as one of the best inpatient rehabilitation facilities in the United States,” said Claude Wise, CEO/Managing Director of Valley Hospital. “It underscores our tireless commitment to helping our patients return to their greatest level of independence and daily living activities. Our team is devoted to the patients in their care, work hard to create a family-like atmosphere, and create a personalized approach to helping each person throughout their recovery.”

“We use a 24/7 approach with our therapy services,” explained Anna Hutchison, PT, DPT, GCS, CEEAA, program manager for the inpatient rehabilitation program at Valley Hospital. “Our patients incorporate what they’ve learned during therapy sessions and apply it to activities they do with the nursing staff. For example, they practice walking to the bathroom or the dining room or getting dressed with nursing assistance. The entire staff is extensively trained on safe patient handling techniques and understanding patient precautions like weight-bearing restrictions. This 24/7 attitude has improved the length of stay efficiency for our patients and the interdisciplinary team process.”

The rehabilitation team also develops activities tailored to patients’ particular interests and home activities. “We practice a lot of cooking in occupational therapy,” explained Hutchison. “Our therapists will bring in specific food so patients can create a familiar meal, which is a closer simulation to what they will do at home.”

Valley Hospital Recognized as One of the Top 10 Percent of Inpatient Rehabilitation Facilities in the United States

Cited for care that is effective, efficient, timely and patient-centered

Valley Hospital’s acute inpatient rehabilitation unit has been recognized as one of the top 10 percent inpatient rehabilitation facilities (IRFs) in the United States. It is one of 868 facilities to be ranked in the IRF database of Uniform Data System for Medical Rehabilitation (UDSMR) in 2018.

“To recognize the efficient and effective care the hospital provides to its patients, we are pleased to present this award to Valley Hospital,” said Troy Hillman, Manager of the Analytical Services Group at UDSMR. “As the creator and caretaker of the nation’s largest database of rehabilitation outcomes, and with over 30 years of experience and data, UDSMR continues working with the industry to establish best practices. Development of the PEM Report Card has served as a tool to identify and recognize high-performing facilities, to work with them to learn how they provide efficient and effective care, and to share what we learn with others to elevate the performance of all. We look forward to working with Valley Hospital and the other top performing facilities across the country that rank in the top 10 percent to improve care in all inpatient rehabilitation facilities.”

We’re online!

Check out the new Clark County Medical Society website to renew your membership, read the latest news, and receive notice of upcoming CCMS events.

www.clarkcountymedical.org
In the United States, hypertension occurs far more frequently in African-American adults than in any other country in the world. High blood pressure (BP) affects more than 40 percent of African-American men and women, according to the American Heart Association. High BP is also usually more severe for this segment of the population and starts earlier in life.

Of African-Americans with hypertension, men are at greater risk for premature disability and death. The leading cause of these outcomes is uncontrolled high blood pressure coupled with the fact that African-American men are less likely to have a usual source of care than their female counterparts.

One of the best ways to reduce the risk of heart disease and chronic diseases like type 2 diabetes is to improve blood pressure control. However, this can be difficult when African-American men are unaware that they may have uncontrolled high BP.

April is National Minority Health Month, and this year’s theme is partnering for health equity. A recent study published in The New England Journal of Medicine (NEJM) explores a unique and potentially replicable community outreach approach that makes great strides in improving BP control among African-American men.

Barbershops, physicians and pharmacists teamed up to identify African-American men with uncontrolled hypertension and worked with them to get it under control.

“When we provide convenient and rigorous medical care to African-American men by coming to them—in this case having pharmacists deliver that care in barbershops—blood pressure can be controlled and lives can be saved,” said Ronald G. Victor, M.D., the study’s lead author.

Barbershop method trims a little off the top
As part of the study, 52 Los Angeles-based barbershops recruited 319 African-American men who were patrons. The participants had a systolic BP reading of more than 140 mmHg, putting them at increased risk for heart attack and stroke. According to the most recent guidelines, blood pressure below 130/80 mmHg is considered normal.

Participants, randomly split into two groups, received two types of intervention aimed at lowering blood pressure. In one group, barbers encouraged patrons to meet with specially trained pharmacists who met the men monthly in the barbershop. During these meetings, they prescribed BP medication, monitored blood tests and then sent progress notes to each patron’s primary care provider.

In the other group, barbers encouraged their patrons to follow up with a primary care provider for treatment and make lifestyle changes, such as increasing exercise and decreasing salt consumption.

The study revealed that nearly two-thirds of the patrons working with their barbers and pharmacist brought their BP into the healthy range after six months. Participants lowered their systolic number from 153 mmHg at the start of the study to 126 mmHg and lowered their diastolic number by 18 mmHg.

At the six-month mark, 11.7 percent of participants who only met with their barbers brought their BP into the healthy range. Participants lowered their systolic BP from 155 mmHg at the start of the study to 145 mmHg and lowered diastolic BP by 4 mmHg.

“This is a very significant effect for a hypertension trial of any kind,” said Victor. “Once you have hypertension, it requires a lifetime commitment to taking medications and making lifestyle changes. It is often challenging to get people who need blood pressure medication to take them, even as costs and side effects have gone down over the years. With this program, we have been able to overcome that barrier.”

Trust makes a difference
A large reason the study approach was so effective was the ability of the medical community to engage with patients and earn their trust. Finding ways to connect with patients in their communities and partner with them can help increase the likelihood that patients become active participants in their own health.

“There is a different level of trust and respect that’s earned when you meet people where they are, instead of a hospital or clinic,” said Ciantel Blyler, a pharmacist who treated patrons in barbershops.

“The rapport I’ve been able to establish with this group of patients has been unlike any other I’ve had in my professional career,” she said.

That level of trust and rapport is essential in treating hypertension, because it’s a chronic condition that requires ongoing care and lifestyle changes, Victor added.

Location matters
Another way to partner with patients and help them improve their hypertension control is participation in the Target: BP improvement program. The program focuses on three areas:
1. Measure BP accurately.
2. Act rapidly with a clear treatment plan.
3. Partner with patients to help them with on-going self-management.

The self-management component includes self-measured blood pressure (SMBP) monitoring, which can help improve diagnosis and management of high BP. As the NEJM study revealed, location can be key in reducing BP.

White coat hypertension may cause patients to have elevated blood pressure when in the physician’s office. However, when patients are outside of the office, BP is normal. If patients receive clinical support and can measure their BP themselves inside their home or elsewhere outside of a clinical setting, research shows that BP control is more effective and improves more often for patients.

Research also reveals that patients who do SMBP monitoring are more likely to take action in support of their health in other ways.

By employing nontraditional methods and tools to partner with patients and combat their fears, physicians can help improve health in diverse communities and make gains in the fight against chronic disease nationwide.
Join a Committee
More Involvement, More Impact

The Clark County Medical Society (CCMS) invites all members in good standing to participate in one or more of the standing committees. This offers members an opportunity to work with other physicians and influence CCMS policies on issues of interest.

You may choose to participate in more than one committee. We solicit active participation from committee members to achieve the most success in shaping the CCMS. Committee assignments begin in September and end in June 30th of the following year. Please provide a first and second choice of the committee that you are most interested in and email to membership@clarkcountymedical.org.

Name: ____________________________________ Phone: ________________________________

Email: __________________________________ Fax: ____________________________________

CCMS Standing Committees:

☐ Board of Trustees (Elected Position Only) – CCMS at 702.739.9989
☐ Building Committee
☐ Bylaws, Policies & Procedures Committee
☐ Community Health & Public Relations Committee (CHPR)

     Sub-Committees under CHPR:
     ☐ Mini-Internship
     ☐ Speakers Bureau
     ☐ Winged Heart Awards
     ☐ Resident/Student Outreach
     ☐ Continuing Medical Education
☐ Credentials Committee
☐ Ethics & Grievances Committee
☐ Government Affairs Committee
☐ Internal Affairs Committee
☐ Membership/Credentials Committee
☐ CCMS Delegate: Participate in the Nevada State Medical Association Annual Meeting

If you have any questions about the purpose and obligations of any committee please contact the Clark County Medical Society at 702-739-9989 | membership@clarkcountymedical.org
The General Surgery program is under the direction of Saju Joseph, MD, General Surgery Program Director for The Valley Health System and begins with 16 residents, including four physicians who have already completed some prior residency training and will join the program as second-year residents; four first-year residents committed to 5 years of training; and eight residents enrolled for one year of preliminary training. The program will feature a mix of simulation and operating room experiences, research, clinic follow-up with patients, and classroom education, all providing preparation for Board Certification by the American Board of Surgery (ABS). Surgery residents will rotate through Desert Springs, Henderson, Spring Valley and Summerlin hospitals for the majority of their residency, but will also do rotations at UCLA Medical Center for transplant and hepatobiliary surgery and at University Medical Center of Southern Nevada for trauma rotations in collaboration with the University of Nevada, Las Vegas.

The 26 residents graduated from 21 different medical schools. The standard first day of clinical work for all resident physicians in the United States is July 1, regardless of the day of the week.

The Valley Health System is planning to offer future residency programs in Emergency Medicine, Internal Medicine, Obstetrics & Gynecology, and Psychiatry.

Valley Hospital, which is also part of The Valley Health System, has offered graduate medical education programs since 2006; current residencies include Family Medicine, Internal Medicine, Neurology and Orthopedic Surgery, along with Fellowships in Gastroenterology and Pulmonary/Critical Care.

The Valley Health System Graduate Medical Education (VHSGME) Consortium filled 100 percent of its residency openings for its new Family Medicine and General Surgery programs during the National Resident Matching Program's Match Week activities earlier this month.

"We have an outstanding group of physician residents who will join our programs this summer," said Andrew Eisen, MD, Chief Academic Officer for VHSGME. "The match is a very competitive process which begins in the last year of medical school, and includes applications, on-site interviews and ranking by both the residency program directors and the prospective residents. We're very excited to welcome our inaugural class when they begin their orientation in late June."

"I'm very pleased with the caliber of physician residents who will be joining our two programs this year," said Karla Perez, Regional Vice President for The Valley Health System. "Our GME programs will focus on providing high-quality care to patients in our hospitals and the community, and also create opportunities for physicians who want to remain in southern Nevada to practice medicine."

The Family Medicine program is under the direction of Thomas Hunt, MD, Family Medicine Program Director for The Valley Health System and the Chair of the Department of Family Medicine for Roseman University College of Medicine in Nevada. The Family Medicine program will welcome 10 first-year residents. The three-year program focuses on primary care and preventive medicine and will include training in both outpatient clinics and hospitals. Family Medicine residents will rotate through Southwest Medical outpatient clinics as well as Spring Valley and Summerlin hospitals for inpatient rotations.

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Dear CCMS Member:

How would you like to spend 3 fun filled days in fabulous Reno Nevada mingling with your fellow physicians from all over our great state of Nevada and charting the course forward for our wonderful profession? If you are intrigued by this possibility do, I have a deal for you.

The Nevada State Medical Association is holding its annual meeting in Reno Friday to Sunday 13-15 September 2019. To help defray your expenses, CCMS will provide you with $ 500.00 to be used toward registration, air fare and hotel expenses. We will debate and vote on resolutions that affect how each and everyone of us is able to practice medicine.

All work and no play make us cranky so there will also be FUN. There will be food and drink and CME and general good fellowship.

Do not be left out! Volunteer today before someone takes your place.
To volunteer please e-mail me at llehrner@prodigy.net - I look forward to hearing from you.

If you cannot be a delegate but have a burning issue that you want addressed, please e-mail me with the topic and a rough draft of the issue and your proposed solution.

I look forward to going to Reno with you in September.

Larry Lehrner, M.D.
Delegate Chair

The Valley Health System Graduate Medical Education Consortium

Fills 100 Percent of Residency Openings for Inaugural Programs

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TAKE A SEAT ...

“Be the Voice” for fellow physicians at the 2019 NSMA Annual Meeting

Strong Leadership is needed – and it is needed NOW. Be a part of the solution!
Be the voice for your fellow physicians and medical community!
Sign up to be a CCMS Delegate today! Here’s how it works:

If I sign up as a delegate, what happens next? Does it cost anything?
- As a CCMS Delegate you will attend three (3) required preparatory meetings prior to the annual meeting to discuss resolutions to submit to the House of Delegates at the annual meeting. Meetings are April 16, 2019, May 21, 2019 and June 18, 2019 and are held at the CCMS Office immediately following the CCMS Board of Trustees meetings at 7:15 pm.
- Delegates must attend the 2019 NSMA Annual Meeting from Friday, September 13 - Sunday, September 15, 2019 in Reno at The Row, located on 407 N Virginia Street, Reno, NV 89501.
- CCMS Delegates are at least partially reimbursed for the meeting registration. Reimbursement Fee to be determined.

What is a resolution?
- Resolutions determine the Association’s policies and priorities.
- Example resolutions are available online at the CCMS Website at www.clarkcountymedical.org (Any CCMS member can submit a resolution to the delegation committee)

Can I attend the annual meeting if I am not a delegate?
- YES, you can and you should for the following reasons...
  1) Network with people who coordinate efforts for all legislative medicine-related issues dealing with tort reform and regulatory issues that affect physicians every day.
  2) Voice your opinions and give valuable input as to the mission and purpose of our organization.
  3) Exchange ideas with physicians from throughout the state about many topics from problems with hospitals or insurance companies, to public health issues.

How does the society determine the number of county delegate seats?
- Each county society is allotted one (1) seat per every 20 members
- CCMS is entitled to approximately 30+ representatives in the House of Delegates—the final numbers of seats are determined by NSMA 45 days preceding the annual session.

SIGN ME UP AS A CCMS DELEGATE TODAY!
Complete form below and fax to 702.739.6345 or email Alexandra Silver at alexandra.silver@clarkcountymedical.org

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In the wake of an announcement by the Centers for Disease Control and Prevention (CDC) that there have been more cases of measles in the first three months of 2019 than in all of 2018, the American Medical Association (AMA) today issued the following statement urging individuals to check their immunization status and get vaccinated against the measles if not already immune.

“Getting vaccinated not only keeps individuals from becoming ill with the measles but also helps prevent further spread to loved ones, neighbors, co-workers and others in close contact,” said AMA President Barbara L. McAneny, M.D. “As evident from the measles outbreaks currently impacting communities in several states, when individuals are not immunized as a matter of personal preference or misinformation, they put themselves and others at risk of disease. The overwhelming scientific evidence shows that vaccines are among the most effective and safest interventions to both prevent individual illness and protect the health of the public. We are also reminding physicians to talk with their patients about the health risks associated with not being vaccinated and make a strong recommendation for vaccinations, unless medically inadvisable.

“The reductions we have seen in vaccination coverage threaten to erase many years of progress as nearly eliminated and preventable diseases return, resulting in illness, disability and death. To protect our communities’ health, it is vital that individuals not be permitted to opt out of immunizations solely as a matter of convenience or misinformation, particularly because of the risk to people who cannot be vaccinated—including children too young to be vaccinated, cancer patients and other immunosuppressed patients. When immunization rates are high, people who cannot be protected directly by vaccines are protected because they are not exposed to the disease. The AMA strongly supports legislation that eliminates non-medical exemptions from immunizations, and we will continue to actively urge policymakers to eliminate non-medical exemptions from immunizations.”

Studies have shown that a strong recommendation from a health care professional is a key factor in encouraging vaccination and that parent and patient education provided by physicians is an important factor in influencing higher vaccination rates. Patients should be encouraged to discuss concerns they may have about immunizations, and health care professionals should respectfully discuss the research regarding safety. Health care providers should also explain the health risks associated with not being vaccinated. This is important because patients may not be familiar with the diseases that vaccines prevent.

For more information about the measles, current outbreaks and resources for talking to parents about vaccines, visit the CDC’s website.
CCMS MEMBER NEWS

NEW PHYSICIAN MEMBERS:

Michael Gardner, M.D.
Maternal Fetal Medicine
2040 W. Charleston #308
Las Vegas, NV 89102

Zoltan Mari, M.D.
Neurology
888 W. Bonneville Ave.
Las Vegas, NV 89106

Raanan Pokroy, M.D.
Emergency Medicine
3799 S. Las Vegas Blvd.
Las Vegas, NV 89109

RETURNING PHYSICIAN MEMBERS:

James Plaire, M.D.
Pediatric Urology
6670 S. Tenaya #180
Las Vegas, NV 89113

Ashley Sikand, M.D.
Otolaryngology
3195 St. Rose Pkwy #210
Henderson, NV 89139

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CCMS News Right to Your Inbox!
Are you signed up for the CCMS Email Newsletter? Get weekly roundups of health care news, CCMS events, and special membership offers by contacting us at communications@clarkcountymedical.org
Local physicians and community leaders gathered at a free town hall event hosted by city of Las Vegas, Valley Hospital Medical Center, the Clark County Medical Society on Wednesday, February 27. The event, which was held in collaboration with Cleveland Clinic Lou Ruvo Center for Brain Health, Steinberg Diagnostic Imaging (SDMI) and UMC, featured presentations and demonstrations of the cutting edge technology being used in the Las Vegas Medical District to save lives and treat patients.

CCMS President Dr. Jeffrey Roth acted as Master of Ceremonies for the event.

“It was informative and fascinating,” Dr. Roth said. “Excellent speakers updated us on the latest technology making an impact on a daily basis here in Las Vegas.”

Speakers included Dr. Aaron Ritter of the Cleveland Clinic, who spoke about the dramatic rise in Alzheimer’s that is predicted in Nevada, and the clinical trials that are being conducted to develop drugs and treatments that would remove proteins in the brain that can cause Alzheimer’s before they accumulate.

Dr. Aanshu Shah of Steinberg Diagnostic Medical Imaging focused her presentation on breakthroughs in breast cancer detection using the Pristina 3D mammogram, which delivers the most accurate results while using the lowest dose of radiation possible leading to improvement in the detection of actual cancers.

Other speakers include Dr. Chowdhury Ahsan of University Medical Center, who told the story of 49-year-old patient Daniel Tena. Tena was able to recover after receiving cardiac resynchronization therapy at the UMC cardiac catheterization laboratory.

Dr. Leslie Browder gave a presentation about her work at the Valley Hospital Medical Center using the DaVinci Robotic Surgical System, which enables minimally invasive and highly effective surgery options for hard-to-reach areas of the body. After the presentations, Dr. Roth led a lively question and answer session with attendees.

“It was great to see that people were interested in what is going on in medicine in Las Vegas,” Dr. Roth said. “I even got to try out the DaVinci Robotic Surgical System, which I hear costs about $1.5 million.”

To watch the full video of the event, go to www.clarkcountymedical.org/news2/townhall.
Leaders from the Clark County Medical Society (CCMS) and Nevada State Medical Association (NSMA) donned their white coats to talk about key issues in Carson City for Nevada Physician’s Day at the Legislature, a day of education and advocacy on February 25. The group of physicians heard from public policy experts, met legislators, and discussed some of the health care issues facing doctors and their patients in Southern Nevada.

“I’m very proud to have attended this event with 75 of my colleagues, including 25 UNR medical students,” said CCMS President Dr. Jeffrey Roth. “We met with our legislators regarding the many issues before them that will affect our patients. I found the legislators to be inquisitive and engaging as they listened our perspectives.”

Members of CCMS and NSMA sat on the senate and assembly floors throughout the day to get involved in the legislative process and speak on proposed legislation such as provisions governing optometry, treatment of female sexual assault victims, and the use of controlled substances designed to end the life of a patient.

In between sessions and meetings with legislators, CCMS and NSMA members heard from a line-up of speakers representing industries such as health care, public health, and business.

“Physician’s Day at the Legislature ended with a wine reception, where members continued to discuss opinions on the day’s events.”

CCMS and NSMA will continue to monitor health care legislation throughout the session until it ends on June 3. For more information on legislative goals and successes or to participate in the Legislative Corp Group conference calls, contact CCMS at (702) 739-9989.
Community business leaders and members of the Clark County Medical Society (CCMS) gathered at Spiedini Ristorante in the JW Marriott on Thursday, March 14 for the 2019 Wear the White Coat Adult Internship Program Recognition Dinner, marking the end of the two-week program.

The Wear the White Coat Adult Internship, formerly known as the Adult MiniMED Internship, gives business leaders, community stakeholders, and government officials the opportunity to spend a day in the life of a doctor—seeing patients, sitting in on surgical procedures, and learning more about the issues that physicians face on a day-to-day basis.

“They get an inside view of what actually happens in the life of a doctor,” said CCMS President Dr. Jeffrey Roth. “It’s fantastic to hear the stories of their day, and what they took away from the experience. Often perspectives get changed.”

A total of 14 “interns” participated in the program, who were then matched with CCMS members ranging from pediatrics to plastic surgery and pain management.

“One of the highlights of my year has been chairing both the Wear the White Coat Adult Internship in the spring and the youth internship for high school students in the fall,” said CCMS Secretary Dr. Thomas Hunt. “By pairing community leaders with local physicians, our medical society builds bridges—I’m very thankful to the physicians who took time out of their very busy schedule to give back to the community.

During the dinner, both interns and the physicians they shadowed shared stories about what they learned about the experience, and how it changed their perception of the daily lives of medical professionals.

“Physicians also enjoy the interaction,” Dr. Roth said. “Most participants come back the next year to be shadowed again.”

The next physician shadowing opportunities will come up in the fall with the Wear the White Coat Youth Internship, which had more than 75 participants from various high schools across the valley in 2018.
The Clark County Medical Society (CCMS) gathered medical residents, students, and physicians for their first Resident/Fellow and Medical Student Mixer on Saturday, March 23 at PKWY Tavern on Flamingo. The event, which was sponsored by Southwest Medical Associates, focused on engaging CCMS members who may be attending different medical schools or going through different residency programs to mix and mingle with their fellow members.

“I commend the Clark County Medical Society and its staff for all the hard work in putting together this first Resident/Student Mixer,” said Dr. Thomas Hunt, CCMS Secretary and chair for the Community Health and Public Relations Committee in charge of resident/fellow and medical student programming. “I’m proud of the medical pipeline we are helping to create, linking students, residents, and physicians in the community through events such as this can only strengthen our local physician workforce.”

CCMS President Dr. Jeffrey Roth looks forward to more programs that bring together the various members of the Clark County Medical Society and engage them in organized medicine. “Everyone took away something pertinent to them,” Dr. Roth said. “We understood what these residents and students are going through, because we’ve been through that training. I’m so happy to see that the future of medicine is in the hands of such bright and eager people and can’t wait to do this again.”

The event provided a unique opportunity for physicians and those still in training to bond over the trials and tribulations of medical education.

“Becoming a physician is no easy feat,” said Maran Shaker, a student at the UNLV School of Medicine and medical student representative on the CCMS Board of Trustees. “It is a life-long journey of education, training and endless performance measures, but in the end it’s about much more than that—it is ultimately about taking care of people and there’s no better way to do that than to learn from those physicians who have been doing so for years.”

Members of CCMS who are interested in planning programming such as this can do so by joining the Community Health and Public Relations Committee, which meets on the second Wednesday of the month. For more information, contact CCMS at (702) 739-9989 or at communications@clarkcountymedical.org.
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Installation & Awards Ceremony
HONORING DR. DANIEL BURKHEAD
& THE CCMS BOARD OF TRUSTEES
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