

DOCTORS' DAY – MARCH 30, 2006

In honor of Doctors' Day, Affinity Health System thanks all the physicians with Affinity Medical Group, Calumet Medical Center, Mercy Medical Center and St. Elizabeth Hospital for providing quality and compassionate care to our patients and community.

In place of our yearly full-page advertisement, we are making a contribution to our foundations to help provide medical educational support for our physicians today, and financial support to those entering the profession tomorrow.

Clark Health Science Library Fund, Mercy Foundation

More than 40 years ago, William Clark, MD helped raise money for a medical library at the old Mercy Medical Center building. It was dedicated to Dr. Clark's father, Burton Clark, MD, who started a surgical practice in Oshkosh in 1894. Third generation, Dick

Clark, MD, continued the family tradition by leading personal support to the re-opening of the Clark Family Health Science Library at the new hospital in 2000. The library won the Wisconsin Health Science Library of the Year Award in 2001 for the extensive services it offers to medical professionals, patients and families.

Affinity Medical Group Scholarship, St. Elizabeth Hospital Community Foundation

In 1982, a Memorial Physicians Scholarship Fund was established by the Nicolet Clinic (now Affinity Medical Group) in Neenah to assist high school students wishing to pursue careers in health care. Since then, the fund has been supported generously by physicians, allowing the foundation to provide more than 250 scholarship awards to worthy students in the greater Fox Valley area.

contact any member of the editorial board: Jen Norden, MD, Trish Howe, MD, Cookie Fielkow, Mike Madden, MD, Affinity Marketing department or e-mail: mmadden@affinityhealth.org.



TELL US WHAT YOU THINK

We want to know what you think about Balance!

Please participate in our survey by visiting <http://www.affinityhealth.org/SS/wsb.dll/rkopitzke/physicianwellness.htm> and answer a few questions about what you think of this newsletter. All entries are anonymous and confidential.

BALANCE is a quarterly newsletter for Affinity Health System medical staff. The purpose of this newsletter is to raise awareness of medical staff health and wellness issues. If you would like to contribute, please

A partnership of Ministry Health Care and Wheaton Franciscan Healthcare

Caring for health. Caring for life.



1570 Midway Pl.
Menasha, WI 54952



BALANCE

A newsletter dedicated to promoting and enhancing clinician wellness

MARCH 2006

AFFINITY HEALTH SYSTEM FOURTH ANNUAL WELLNESS SYMPOSIUM - Thursday, Nov. 2, 2006

Bridgewood Conference Center
1000 Cameron Way, Neenah

Speaker:

Dan Shapiro, PhD (www.danshapiro.org)

- Associate professor in the College of Medicine, University of Arizona
- Holds joint appointments in Psychiatry, Psychology and Internal Medicine
- Research focuses on coping with medical crises and physician-patient communication
- A humorist who speaks widely to lay and professional groups
- Books include: "Mom's Marijuana: Life, Love and Beating the Odds" and "Delivering Doctor Amelia: The Story of a Gifted Young Obstetrician's Mistake and the Psychologist Who Helped Her"

Evening Keynote:

"A Funny Thing Happened On My Way to Chemotherapy"

Afternoon Workshop:

"Thriving in Physician Families"

- Communication-related
- Ideas: Home life; Work Life; Patient vs Computer in Exam Room

Agenda:

- 4 - 5:30 p.m. Afternoon Workshop
- 5:30 - 7 p.m. Complimentary Chair Massages Available
- 5:30 p.m. Meet Dr. Shapiro
 - Book Signing/Sale; Reception/Social Hour
- 6 p.m. Buffet Dinner
- 7 p.m. "A Funny Thing Happened On My Way to Chemotherapy"

CME Accreditation:

(To Be Determined — 2 to 2.5 credits)

Audience:

Physicians, mid-level providers and their spouses or significant others

Door Prizes:

All those in attendance will be eligible for some great prizes!

Missed Last Year's Wellness Symposium?

Here's what your colleagues had to say about "Stress Management for Front-Line Physicians and Their Loved Ones" provided by Wayne M. Sotile, Ph.D. and Mary O. Sotile, M.A. when asked, "what parts, if any, will you take with you and put into practice?"

- "Take a few seconds several times daily to connect with spouse, co-workers."
- "Create positives for others."
- "To always promote the positives in all relationships; take time to care and to listen."
- "Importance of not multi-tasking. Give full attention."
- "Generosity and graciousness."
- "Basics."
- "I will use strategy to support colleagues, patients, and families."
- "Wonderful presentation!"
- "All of it."
- "Be more attentive to partner/friends."
- "Don't ignore the obvious."
- "Importance of quality of attentiveness to spouse."
- "Practical advice and common sense approach to relationships."
- "Support for those around us."
- "Make more effort to uplift others."
- "Work with compassion."
- "Give full quality attention to those around me; understand the issue of struggle the medical spouse has with a medical marriage."
- "Marriage takes work."

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CAREER ENHANCEMENT FOR PHYSICIANS

“You must be the change you wish to see in the world.”

– Mahatma Gandhi

In every career, there may be days in which a change from the daily routine sounds appealing. But what if the days become weeks, months or even years of contemplating a change? “It is not uncommon for physicians to desire a transition after a while,” explains Cookie Fielkow, director of Physician Recruiting for Affinity Health System. “Whether you’re thinking about a fellowship in an area of interest, transitioning to a new field of medicine within the system or moving into a management role, many growth opportunities exist beyond the starting point for those who want to pursue a new direction.”

Career enhancement is the goal of many physicians, and Affinity is committed to helping them achieve it. “If you have an area of special interest or a vision for your career, talk to your medical director about your ideas,” says Scott Nygaard, MD, chief medical officer for Affinity Health System. “Together, we can brainstorm ways in which the system can support your goals.”

According to Dr. Nygaard, the message Affinity wants to drive home is this: “We understand some physicians may reach a point in their career where they feel a need to shift directions. Before you decide to jump – especially if it means leaving the organization – come talk to us about options for career enhancement.”

Supporting Special Interests

Throughout Affinity Health System, many examples exist of this collaboration between physicians and leadership to develop new paths for success. “Working together toward the goal of enhanced services has resulted in the launch of an Integrative Medicine Center and more options for our patients,” says Jennifer Norden, MD, medical director for Affinity Health System’s Integrative Medicine program.

“The Mercy Foundation received a grant for development of Integrative Medicine, and needed physician leadership. The Mercy Foundation has supported my training and the development of the program,” says Nordan.

Recently, Dr. Norden completed an associate fellowship in Integrative Medicine at the University of Arizona, under the direction of Andrew Weil, MD. She also completed acupuncture training and certification through the Medical Acupuncture for Physicians program at the Helms Medical Institute, University of California Los Angeles. Dr. Norden now has a busy schedule of patients eager to experience alternative treatments.

“Strengthening leaders at the grass-roots level is certainly an interest of ours,” says Dr. Nygaard. “We need to have the point-of-service level of engagement in order to be successful.”

He explains Dr. Norden is just one example of the potential available to Affinity physicians who identify an interest that matches a need within the patient community. Others include Thomas Repas, DO, who is currently pursuing an endocrinology fellowship with the University of Wisconsin, as well as Nancy Homburg, MD, whose interest in hospice led to a medical directorship in that field.

Developing Leaders From Within

In addition to supporting new directions for patient care, Affinity recognizes the importance of developing business managers with clinical knowledge. The organization’s pool of nearly 200 physicians is a logical place to seek future administrators.

“Today’s environment requires us to manage our health care organizations like a business. However, at Affinity Health System, we believe losing the clinical voice in our decisions is a disservice to the communities we serve,” says Dr. Nygaard. Physicians with executive training are the key in communicating the necessary changes with their colleagues and in garnering their support. “We are providing our physicians the support and education required in this environment. As physicians, we are becoming familiarized with management’s language and tools, ensuring the decisions made now will not only benefit us today, but strategically direct us toward the environment that lies ahead,” he adds.

Dr. Nygaard speaks from experience – not only as a member of the Affinity Executive Team, but also as a physician who has received the organization’s support to earn a master’s degree in business administration. Other executive-trained physicians who are bridging the gap between patient care and management roles include:

- **Mark Kehrborg, MD**, vice president of Medical Affairs, Mercy Medical Center, and medical director, Affinity Medical Group (master’s of science degree in population health and administrative medicine)
- **Michael Madden, MD**, medical director of Primary Care, North Region (Certified Physician Executive designation; enrolled in an MBA program)

Contribute to AMG Scholarship Fund

During its nearly 25 year-history, the AMG Scholarship Fund (formerly the Memorial Physicians Scholarship Fund) has awarded nearly 300 scholarships to assist area high school students wishing to pursue careers in healthcare. Affinity Health System generously matches all donations received by the fund from physicians throughout Affinity’s service area. To donate to the AMG Scholarship Fund, make your check payable to the St. Elizabeth Hospital Community Foundation and reference the AMG Scholarship Fund in the memo area or send a note to accompany your check and mail to the foundation at 1506 S. Oneida St., Appleton, WI 54915-1397. You may also contribute by credit card or through payroll deduction. To make those arrangements, please contact the foundation office at (920) 831-1475.

- **Paul Veregge, MD**, medical director of Health Informatics (Certified Physician Executive designation; master’s of science degree in population health and administrative medicine)
- **Rik Emaus, DO**, medical director of Primary Care, South Region, and Ambulatory Medical Specialties (working toward Certified Physician Executive designation).

Available Resources

While there is no structured program for physician career enhancement, and the possibilities may be as varied as each physician’s interests, Affinity Health System does provide some formal resources for employed physicians, such as tuition reimbursement and CME support. Affinity Medical Group physicians are welcome to explore these options with their medical director or Human Resources.

According to Dr. Nygaard, Affinity is committed to supporting those physicians who follow their passion for the benefit of our patients. “It just makes good business sense,” he says. “When a physician has an interest in improving his or her career, and we can help to make it happen, it leads to improved leadership, improved services, and enhanced offerings to the community. It’s a win-win.”

MINDFULNESS MEDITATION FOR STRESS REDUCTION

Mindfulness meditation is an important part of many integrative medicine programs, and is well accepted at academic medical centers, including the University of Wisconsin, Duke, UCSF, the University of Minnesota and many others. As every clinician knows, many medical problems are affected by stress,



and helping to manage stress can improve physical and emotional functioning. The Mindfulness-Based Stress Reduction (MBSR) program was developed at the University of Massachusetts. Their Website gives a lot of information and research findings about MBSR:

www.umassmed.edu/cfm/

A Mindfulness Class Exclusively for Clinicians and Partners

Do you want to learn mindfulness-based stress reduction techniques in an Art of Relaxation class, and be assured that your craziest patient won’t be in class with you? We are offering a class on mindfulness meditation open only to clinicians and/or partners in April and May. It consists of one 90-minute class per week for eight consecutive weeks, and includes a half-day mindfulness retreat. During this eight-week period, you will be asked to engage in 40 minutes per day of mindfulness meditation, which can consist of sitting meditation, body scans, or gentle yoga. The class will be offered in the new Integrative Medicine Suite in the lower level of the Affinity Medical Group Koeller Street clinic on Thursday evenings from 7-8:30, beginning April 6 and ending May 25. The half-day mindfulness retreat will be May 20. The cost of the program is \$140 per person, with registration through Affinity NurseDirect. For more information about our class, see the following web page: http://intranet.affinityhealth.org/object/art_of_relaxation.html

We are planning another class for clinicians and partners in Appleton this winter. Stay tune for details.