

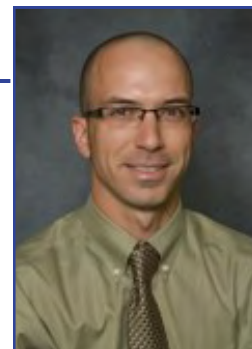
THE BULLETIN

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President's Message

Robert Fields, MD



Rob Fields, MD

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We have recently been challenged, appropriately so, by a new WCMS physician member to define what the goals will be for physician advocacy over the next few years now that tort reform has been passed. As far as most legislators are concerned, physicians have historically been seen as a “one trick pony” asking for tort reform and caring for little else on the legislative agenda. WCMS recognizes that physicians have been passionate about other legislative issues impacting the practice of medicine. After years of hard work by many different physicians and legislators across the state, meaningful tort reform has been passed. This is great news. Now we are exploring what will define our efforts over the next few years.

Our WCMS Association’s board of directors recently took up this question. We determined that we will advocate for anything that impacts the freedom of physicians to direct how they interact with patients and what choices they make in their careers. This is critical because we are seeing growing intrusions in how we practice medicine from many different sources; lawmakers, managed care organizations, hospitals and health care systems, and a host of non-physician practitioners trying to do what physicians do or dictate how we interact with our patients. So, although tort reform has arrived, there will continue to be challenges to the practice of medicine. It is clear from our success at tort reform that we have the power to achieve change and to direct what is best for our patients. Let’s keep the fires burning to ensure that the physician-patient relationship and the high quality of care we provide remains intact.

Over the next year, we will also expand our efforts at regionalization, not in the context in which we have been most accustomed to hearing it, but rather with the understanding that we as physicians are more alike than different and are responsible for keeping the patient’s best interest at the center of our

decision-making. The problems and achievements in Waynesville, Fletcher, Hendersonville and Asheville are mostly things we share in common; WCMS can serve as neutral territory in which physicians respectfully come together to solve problems and improve patient care. We often find when we put aside the veils of our various affiliations, physicians can sit together as colleagues and create solutions in a way not thought possible. One of the defining goals for WCMS over the next few years will be to serve as a vehicle for rebuilding those relationships among physicians even if hospitals are in competition with one another. As a starting point, in February 2012 we are bringing together WNC physician leaders—chiefs of staff, vice chiefs of staff, quality improvement leaders, medical society leaders,

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Doctors Corner

Frank H. Moretz, MD, Honored by the North Carolina Society of Anesthesiologists

The North Carolina Society of Anesthesiologists (NCSA) honored Frank H. Moretz, MD, with the Bertram Watts Coffey/NCSA Distinguished Service Award at its annual meeting held September 17, 2011 at the Grove Park Inn in Asheville, North Carolina. Dr. Moretz is the third person to receive this prestigious honor.



Frank Moretz, MD

After completing his education at the University of North Carolina at Chapel Hill and serving in the United States Air Force, Dr. Moretz joined the Mission Hospital medical staff and Asheville Anesthesia Associates in 1981. For thirty years, Dr. Moretz has lent his talents to bettering patients' lives. Dr. Moretz has served the NCSA and the American Society of Anesthesiologists (ASA) in a number of roles, having the distinction of being the only two-term president in the history of the NCSA. At the state and national levels, Dr. Moretz has devoted himself to improving lawmakers' understanding of the central role physicians and health systems play in the wellbeing of patients' lives. Frank's tireless efforts to build strong, durable relationships with state and national legislators has undoubtedly led to judicial and legislative victories, including tort reform. His involvement in the **Western Carolina Medical Society** has brought about significant improvement in the lives of patients throughout Western North Carolina. The award was presented by Jerry Maccioli, MD, North Carolina's Director to the Board of the American Society of Anesthesiologists.

Gordon I. Groh, MD, named top shoulder specialist in US



Gordon Groh, MD

Local orthopaedic surgeon Gordon I. Groh, MD, has been named one of the **65 Outstanding Shoulder Surgeons and Specialists** in the country by *Becker's Orthopedic, Spine & Pain Management Review*. Dr. Groh is a board-certified specialist in shoulder, elbow and hand surgery, and has practiced at Blue Ridge Bone & Joint, with offices in Asheville and Hendersonville, for 16 years.

Dr. Groh was one of only five other shoulder surgeons across the Southeast honored with this recognition, selected based on their expertise in shoulder surgery, positions of leadership in professional organizations and institutions, research and development in the field, and their reputation among other physician leaders.

Previously a full-time faculty member and director of shoulder and elbow surgery at the University of Colorado School of Medicine in Denver, Dr. Groh continues to actively pursue research and teaching opportunities, and has presented in every major city in the U.S., as well as in Mexico, Canada and Japan.

In July and August alone, he taught courses on standard and reverse shoulder replacement surgery in Miami, Baltimore and Indianapolis to attendees from across the country. Earlier in the year, he led an educational session at the annual meeting of the American Academy of Orthopaedic Surgeons, the preeminent provider of musculoskeletal instruction for orthopaedic surgeons and others in the world, held in San Diego, Calif., with 30,000 attendees. Dr. Groh also served as an appointed member of an education leadership committee for AAOS.

In the past year he has published four scientific papers in the *Journal of Shoulder and Elbow Surgery* and one in the *Journal of the American Academy of Orthopaedic Surgeons*.

In addition, Dr. Groh is one of only four orthopaedic surgeons in the nation to hold memberships in the professional society, American Shoulder and Elbow Surgeons (ASES), as well as the American Society for Surgery of the Hand. The ASES, open by invitation only, is an educational body of select leading national and international orthopaedic surgeons who specialize in surgery of the shoulder and elbow. It is responsible for the development of scientific programs and the publication of scientific materials. The American Society for Surgery of the Hand (ASSH) is the oldest medical specialty society in the United States devoted entirely to continuing medical education related to hand surgery.

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Becker's Orthopedic, Spine & Pain Management Review is an online and print publication featuring business, legal, safety and regulatory news and analysis for physicians, group leaders and industry experts. The *Becker's* editorial team devised the **65 Outstanding Shoulder Surgeons and Specialists** list after extensive research and public solicitation for outstanding candidates. The list was also vetted through shoulder specialists from around the country before finalization. Members of the list are often leaders of their groups, winners of prestigious research awards and team physicians for professional athletes. Each member of the list underwent rigorous review before inclusion as an outstanding specialist in the field of shoulder surgery.

For more information about Dr. Groh, call Blue Ridge Bone & Joint at (828) 258-8800, or visit www.DrGordonGroh.com.

WCMS Announces Circle of Friends —by Invitation Only

The Western Carolina Medical Society is pleased to announce a new program called **Circle of Friends (CoF)**. **WCMS Circle of Friends** consists of businesses that serve our members within Western North Carolina. These companies make an annual financial commitment to WCMS to participate in this special, exclusive program.

Participation in the **WCMS Circle of Friends** has many advantages and benefits, including several opportunities to spend time with our WCMS physicians. This is a by-invitation only, annual commitment to the Western Carolina Medical Society. Businesses can choose from three levels of participation for WCMS Circle of Friends - *Diamond, Platinum or Gold*.

Overall benefits entitles the business to:

- Face time with WCMS physician members at exclusive special events
- Year -round prominent name recognition in the **Circle of Friends** on the WCMS website
- First choice for event sponsorships at the designated levels
- Listing in the WCMS Physicians' Directory and the WCMS *Bulletin*
- Top recognition at the WCMS Annual Celebration
- Right of first refusal on event selection for the following year, if **Circle of Friends'** status is renewed.



“Connecting businesses with our physicians”

WCMS will use every opportunity to share this valuable resource with our physician members. If, as a WCMS member, you'd like to recommend a company or have comments about companies in this program, please contact Miriam Schwarz, CEO/Executive Director of the Western Carolina Medical Society at miriam@mywcms.org.